



Adstra Digital Audiences

Powered by Conexa.

Who We Are

Adstra's preconnected omnichannel identity graph enables clients to recognize and engage customers across all touchpoints with unprecedented precision.

The leading provider of **composable identity solutions**, Adstra empowers clients with flexible, scalable options that seamlessly integrate within today's data ecosystems.

40+ Year

History of market leadership in data

800+

Clients across wide range of industries

Privacy

and security by design

175+

Employees

9

Utility patents

WE PROUDLY SUPPORT

the entire advertising community – unlocking deeper customer insights and driving measurable growth.



BRANDS



AD SELLERS



AGENCIES



AD TECH

Designed for Accuracy, Scale, and Reach

- Built with real world deterministic data based on 1:1 matching – a "real person at a real address".
- Curated leveraging multiple offline data sources – including a leading global risk and fraud prevention provider to validate records and attributes.
- Further enhanced with online behavioral data to enable marketers to reach individuals who are in-market for goods and services.
- Built to provide both scale and reach – and the ability to support custom requests.



Curated for Compliance

- Adstra integrates privacy in the development of all products.
- Adstra's proprietary wealth models are built for FLA compliance – no prohibited attributes or proxies are used to inform our income and net worth models.
- Our Health audiences are 100% HIPAA compliant – modeled in a clean room using deidentified data only.
- All Adstra audiences are COPPA compliant – all records are associated with individuals who are 18 or older.
- Adstra adheres to privacy restrictions relating to Ethnicity – removing records from all ethnic segments for those states impacted by increased privacy legislation.



Adstra Digital Audiences



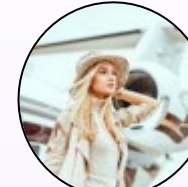
Adstra Business

Deep and Broad Access to Business Decision Makers



Adstra Consumer

Everything You Want to Know About Everyone You Want to Reach



Adstra Wealth

The Richest Data on the Wealthiest People



Adstra Orbits

Intent-Powered Lifestyle Clusters



Adstra Political

The Winning Audience for Campaigns and Causes



Adstra Auto+

Delivering the Most Current, Accurate Vehicle Data



Adstra Travel

Reach Consumers In-Market to Travel



Adstra HCP

Comprehensive Coverage of Healthcare Providers



Adstra Health

HIPAA Compliant Consumer-Level Data



Adstra Caregivers

Reach Influential Decision Makers

ADSTRA **BUSINESS**

Delivering unparalleled scale.

Adstra Business provides both breadth and depth. Reach companies from SOHO to Fortune-level and everything in between – with more contacts at these organizations than other data providers.

Key Audience Segments

Company-Level Targets

- Annual Revenue
- Employee Size
- New Businesses
- Industry (Leveraging SIC/NAICS codes)

Individual-Level Targets

- Department/Functional Area
- Standardized Titles



**Now with
20% more
scale!**

Adstra offers custom B2B audiences.

We utilize our offline B2B data to create custom audiences that leverage both raw and standardized titles, as well as SIC and NAICS industry codes.



We can build custom ABM solutions by matching a targeted company list to our offline data and pulling all relevant employees.

Sources include Online/Print Publications, State/Local/Regional Filings, New Business Registrations, Government Records, Trade Associations, Professional Memberships



ADSTRA **CONSUMER**

Accuracy that is second to none.

Adstra Consumer offers unmatched accuracy, recency, and scale on over 260 million individuals in the U.S.

We offer a unique combination of deterministic and online data-driven audiences – offering access to robust demographics and interests, as well as known and in-market buyers.

Key Audience Segments

- **Demographics** – Age, Marital Status, Family, Education, Ethnicity, and more
- **Lifestyle & Interests** – Art, Electronics, Food & Wine, Travel, Sports, Donors, etc.
- **Purchase History** – Apparel, Health & Beauty, Pet Supplies, Home Office, and more
- **Seasonal Shoppers** – Back-to-School, Black Friday, Mother's/Father's Day, etc.
- **Financial** – HHI, Net Worth, Credit Score, Investments, Home Value, and more
- **In-Market** – 300+ segments across categories like top-selling brands, gaming, finance, entertainment, home & garden, and many more

Sources include Public Record/Census data, Property & Telecom data, Self-Reported Surveys, Registrations/Warrantees, Online Behavioral data

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ADSTRA **AUTO+**

An audience that is the best of both worlds.

Adstra Auto+ is a unique combination of deterministic and in-market data.

Adstra offers auto ownership segments, never aggregated or modeled – built from VIN-based data – and updated monthly.

Adstra Auto+ also includes in-market segments – updated daily – allowing marketers to target individuals actively shopping online.

Key Audience Segments

Garage-Level Segments

- Make/Model
- Class/Style
- Fuel Type

In-Market Segments

- Make/Model
- Parts/Service & Aftermarket Chains
- Financing/Insurance
- New/Used
- Dealer/Car Portal

Sources include Sales/Service data, Automobile Warranty data, Aftermarket Repair/Maintenance Facilities, Online Behavioral data

ADSTRA **CAREGIVERS**

The only audience of decision-making family caregivers.

Caregivers is a proprietary audience of familial connections linked to our robust Health data.

We leverage proprietary linking technology to identify family members connected to individuals within our Health audience – to serve up potential decision-making caregivers.

Key Audience Segments

- **Caregivers by Relationship to Caregiver** – Spouse, Adult Child, Sibling, etc.
- **Caregivers by Caregiver Ailment Propensity** – Arthritis, Cardiovascular Disease, Diabetes – Types 1 & 2, Kidney Disease, Parkinson's, and more
- **Caregivers by Caregiver Lifestyle Indicators** – Passive Health Attitude, Smoking, Weight Loss, etc.
- **Caregivers by Caregiver Prevention Propensity Indicators** – Flu Shot, Pneumonia, Men's/Women's Preventive Care
- **Caregivers & Caregiver Demographics** – Age, Income, Location

Sources include Pharma data, Claims data (including Medicare Advantage data), Clinician-Administered Survey data – Audience is 100% HIPAA compliant



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ADSTRA **HCP**

Delivering NPI-validated HCPs.

Adstra HCP offers comprehensive coverage of health care professionals, targetable by specialty.

Deterministic audiences with coverage of over 4.3 million NPI numbers tied to individual HCPs – updated monthly to ensure accuracy.

Key Audience Segments

- **Medical Professionals by Type** – Allied Health Practitioners, Dental Professionals, Nurses, Pharmacy Professionals, Physicians, Physician Assistants
- **Allied Health Practitioners by Specialty** – Counselors, Psychologists, Occupational Therapists, Physical Therapists, Social Workers, Veterinarians, and many more
- **Nurses by Specialty** – Nurse Practitioners, Clinical Nurses, Registered Nurses, etc.
- **Physicians by Specialty** – ER Medicine, Orthopedics, Pediatrics, Primary Care, Surgery, etc. (Additional specialties are available as customs upon request)



We can build custom ABM solutions by matching a targeted company or NPI list to our offline data and pulling all relevant HCPs.

Sources include State Licensing Bureaus, NPI/DEA data, CMS, PECOS, and LEIE data, Credentialing data



ADSTRA **HEALTH**

A HIPAA-compliant solution.

Adstra Health offers the broadest array of health segments available. Tiered audience segments give media buyers control of targeted performance vs. scale alone.

Managed through 100% HIPAA-compliant processes and platforms that deliver models which are twice as predictive as the 'standard' approach.

Key Audience Segments

- **Rx Conversion by Brand** – Abilify, Celebrex, Eliquis, Humira, Lyrica, Nexium, Pradaxa, Symbicort, Xeljanz, etc.
- **Ailment Propensity by Type** – Arthritis, Asthma/COPD, Diabetes Types 1 & 2, Heart Disease, High Cholesterol, Parkinson's, and many more
- **Health & Wellness Lifestyle Indicators** – Fitness Score, Health Attitude Score, etc.
- **Prevention Indicators** – Flu Shot, Men's/Women's Preventive Care, Pneumonia Vaccine, etc.
- **Therapy by Type** – Birth Control, Smoking Cessation, and more
- **SDoH Segments** – Target by motivations and lifestyle for more effective and relevant campaigns

Sources include Pharma data, Claims data (including Medicare Advantage data), Clinician-Administered Survey data – Audience is 100% HIPAA compliant



ADSTRA ORBITS

A dimensional segmentation system.

Adstra Orbits is powered by behavioral data that tracks a consumer's online and brick-and-mortar shopping activity, shopping location, and media consumption.

Adstra combines this behavioral data with robust deterministic demographic data – providing an active picture of how the population is responding to the consumer ecosystem.

Sample Audience Segments

- **Informed Online Shopper Audience** – Social media influencers who crave the spotlight and value brand names. Seek online ads that focus on product features and consumer reviews.
- **Big Box Audience** – Well-invested and active in their community. Looking for ways to save money without sacrificing quality. Coupons and special offers are a motivator.
- **Price-Driven Traditionalist Audience** – Hold conventional beliefs and value routine and familiar brands. Turns to traditional media for information and product recommendations.
- **24/7 Connected Audience** – City-dweller who is technologically, socially, and environmentally engaged. Not brand loyal but heavily influenced by advertising. Seeks new brands to enhance lifestyle.

Sources include Behavioral data, Online Shopping data, Brick/Mortar Shopping data, Location data (Movement Patterns), Media Consumption data



ADSTRA **POLITICAL**

Providing a data-agnostic and party-agnostic solution.

Adstra Political provides access to 99% of registered voters in the U.S. – rigorously updated each month to include the newest registrants.

Adstra suppresses absentee and overseas voters, as they come in, to ensure a responsive audience, and we actively monitor redistricting changes – updating as boundaries are redrawn.

Key Audience Segments

- **Political Affiliation by Party** – Democrat, Republican, Independent, Split Households, etc.
- **Voters by Demographic Attributes** – Affluent Voters, Millennial Voters, Boomer Voters, Hispanic/Latin American Voters, African American Voters
- **Issues & Causes by Type** – 2nd Amendment Supporters, Gun Control Supporters, Affordable Care Act Supporters/Opposition, LGBTQ+ Donors & Supporters, Pro Life/Pro Choice Supporters, Tax Reform Supporters, and many more
- **High Dollar Donors** – Democrat/Republican Donors, State Donors, Federal Donors, etc.
- **Government** – Elected Officials, Employees, Influencers, Policymakers, etc.
- **NEW for 2026 Midterms** – Small Business Owner Voters, Cost-of-Living Concerned Voters, Term Limit Supporters, Healthcare Affordability Voters, News Consumption by Topic, Amount, and Channel Preference

Sources include State/County-Level Registered Voter files, Election Return data, Proprietary Lifestyle/Issue data, State-Level Donor data



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ADSTRA **TRAVEL**

Serving up active travel shoppers.

Adstra Travel is powered by online behavioral data on consumers across 90% of accessible devices in the U.S.

Updated daily, Adstra Travel enables marketers to reach consumers when they are ready to make purchasing decisions.

Key Audience Segments

- **Airline Travelers** – Brand, Destination, Business, First Class, Frequent, Domestic, International, etc.
- **Cruise & Hotel Travelers** – Luxury, Mid-Range, Economy, Brand
- **Travel Purchase** – Booking Platform, Vacation Rental Site
- **Car Rental** – Brand, Luxury Rentals
- **Travelers** – Bachelor/Bachelorette, Honeymoon, Babymoon, Family Trip, Ski Vacation, Spa & Resort Vacation, Weekend Getaway, Casino Trip, Experiential Travel, etc.

Sources include Direct Publishers, Analytics Partnerships, AdTech Integrations, More than 1 Billion URLs crawled per month

ADSTRA **WEALTH**

Unique access to the truly affluent.

Adstra Wealth's proprietary models provide higher ranges of Net Worth, Household Income, and Investable Assets than a standard consumer audience.

Adstra goes beyond demographics and Census data to identify wealthy consumers based on key attributes at the individual and household level.

Key Audience Segments

- **Net Worth & Investable Assets** – Ranging from \$250,000 to \$20,000,000+
- **Household Income** – Ranging from \$150,000 to \$2,000,000+
- **Investors** – Accredited Investors, Real Estate, Stocks, Foreign Investors
- **Luxury Travelers** – Cruise, Domestic, International, etc.
- **High Dollar Donors by Type** – Cultural, Environmental, Health, Political, Religious
- **Luxury Interests** – Golf, Wine & Gourmet, Home Décor, Cultural Arts, Green Affluents, Rewards Card Holders, etc.
- **In-Market** – Luxury Brands, Affluent Lifestyle, Luxury Apparel & Accessories

Sources include Property/Mortgage data, Yacht/Aircraft Registrations, Donor data, Exclusive Club Memberships, Consumer Demographic data

Available Everywhere

Find Adstra Audiences on any platform

AVAILABLE ANYTIME, ANYWHERE

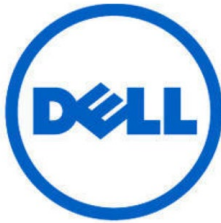


...EVEN THE WALLED GARDENS



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Leading Brands Rely on Adstra Audiences



Appendix

Adstra Has Diversified Into Markets That Do Not Require a Third-Party Cookie

Walled Garden Endpoints



Integration with TV Platforms

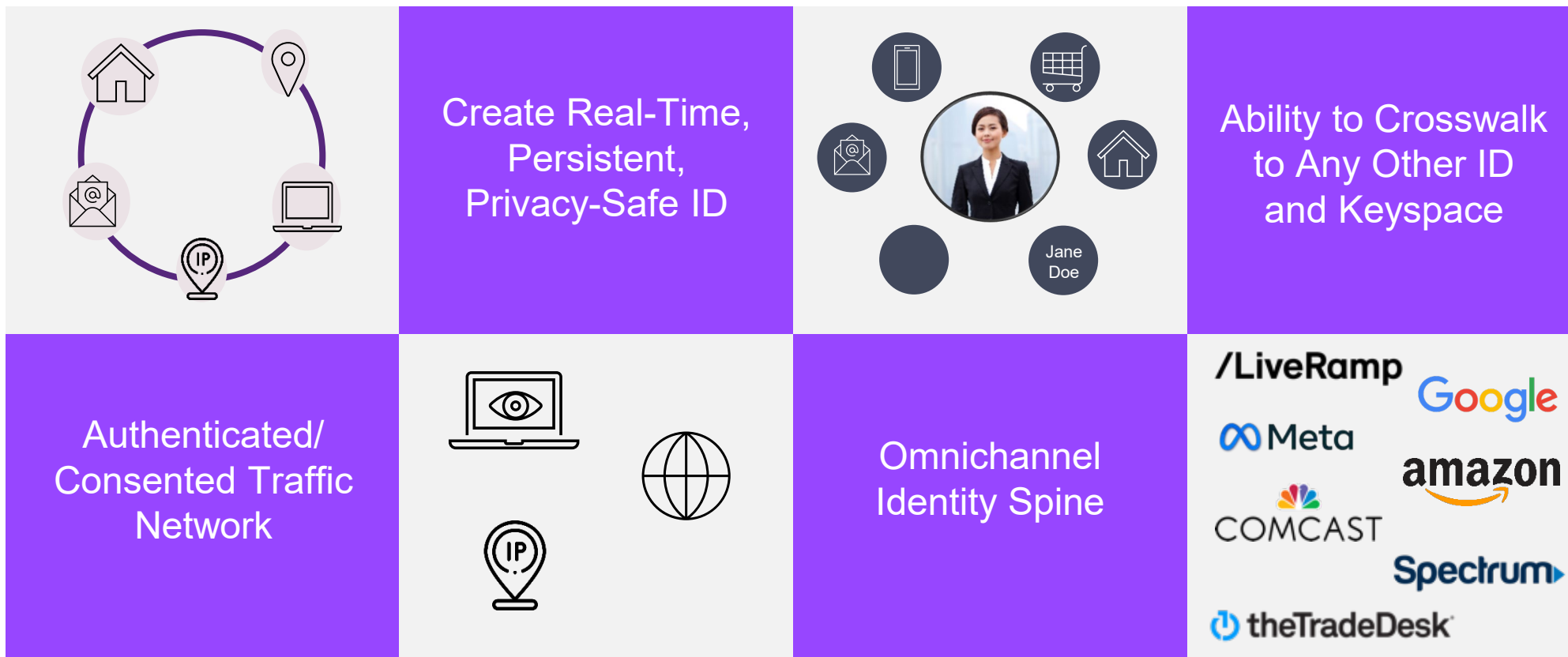


Integrations with Alternative IDs



Walled Gardens and TV Providers Integrate via Customer IDs (CID/CII)

Adstra's Conexa Platform Allows Marketers to Succeed Despite Identity Deprecation



Connected TV and Addressable TV Audiences – Delivering Performance and Scale

Adstra has been an industry-leading provider of digital audiences for more than a decade. Our diverse audiences include Adstra Business and Adstra Consumer, and a variety of vertically-oriented audiences including Auto+, Caregivers, HCP, Health, Travel, Orbits, Political, and Wealth.

Available on TV Platforms Everywhere



Preferred Partners





Reach out to our Agency team for:

- RFPs/RFIs
- Brainstorming audience strategies
- Universe scale
- Audience sourcing/compliance questions
- Custom requests (no added CPM)

Direct contact:

Jen Andre

Sales Director

415.425.7743

Jennifer.Andre@AdstraData.com