

Skydeo Partners with Adstra to Power Predictive Audiences in Skydeo Audience Manager (SAM)

AUSTIN, Texas, March 26, 2025 /PRNewswire/ — [Skydeo](#), a leader in predictive audience data, is thrilled to announce its latest strategic content partnership with [Adstra](#), a premier provider of identity-based data solutions. This collaboration integrates Adstra's robust, privacy-first consumer data into Skydeo Audience Manager (SAM), offering marketers access to enriched predictive audience segments and actionable insights for building more precise, impactful campaigns. Skydeo and Adstra are setting a new benchmark for audience intelligence and campaign effectiveness in the rapidly evolving marketing landscape.

Through this partnership, SAM users will gain seamless access to Adstra's comprehensive consumer insights, including identity-based data that spans demographics, purchase behaviors, and lifestyle attributes. The integration empowers marketers to enhance their multi-channel campaigns across social, mobile, CTV, and DSP programmatic platforms with unmatched precision. By combining Skydeo's advanced predictive analytics with Adstra's privacy-first approach to data, marketers can confidently deliver campaigns that resonate while upholding the highest standards of consumer trust and compliance.

"Our partnership with Adstra has expanded over the years," said Mike Ford, CEO of Skydeo. "Integrating Adstra's industry-leading identity-based segments in Skydeo Audience Manager brings unmatched demographic precision enabling marketers to pinpoint their ideal customers while maintaining a steadfast commitment to privacy and transparency."

Adstra echoed the enthusiasm for this collaboration. Lance Brothers, chief revenue officer at Adstra, stated, "At Adstra, we are committed to delivering actionable insights that fuel innovative marketing solutions. Our partnership with Skydeo has quickly evolved into a mutually beneficial collaboration that perfectly aligns with our mission. We're excited to help marketers achieve greater precision and performance in their campaigns, and Skydeo Audience Manager will certainly make that easier."

By incorporating Adstra's data, SAM further enhances its ability to deliver high-performing audience segments built from more than 1.4 trillion data points. SAM users can now create more effective marketing strategies with instant access to over 30,000 audience segments while enjoying built-in collaboration tools and multi-channel activation capabilities. With a strong focus on privacy-first marketing, the platform ensures that all insights are delivered ethically and transparently.

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Skydeo Insights and Data Science teams analyzed multiple data sets across multiple providers and found Adstra's age and gender data to be highly accurate with less than 5 percent margin of error, 73.6 percent more accurate than the average.

In an era where precision and personalization are critical, this partnership delivers a game-changing solution for marketers navigating today's complex advertising landscape. Skydeo and Adstra are paving the way for the future of marketing by empowering teams to optimize ad spend, improve targeting, and drive meaningful connections with consumers.

ABOUT SKYDEO

Skydeo is a premier provider of predictive data segments that help over 6,000 top marketing teams fuel their campaigns. Skydeo Audience Manager (SAM) helps marketers take the guesswork out of finding ideal customers with over 30,000+ audience segments they can access instantly. Skydeo blends data and insights from 1.4 trillion data points across more than 320 million people to give marketers predictive high-performance audience segments more likely to convert. In addition, SAM enables brand and agency teams to collaborate and perform multi-platform activation across social, mobile, CTV, and DSP programmatic – all in one simple place. For more information, please visit skydeo.com.

ABOUT ADSTRA

Adstra is a leading provider of composable identity solutions, empowering brand marketers, advertising agencies, publishers and platforms with flexible, scalable options that seamlessly integrate within today's data ecosystems. Adstra's preconnected omnichannel identity graph and readily available digital audiences enable clients to recognize and engage customers across all touchpoints with unprecedented precision. By bridging fragmented data and comprehensive identity resolution needs, Adstra unlocks deeper customer insights, enhances personalization, and maximizes ROI across channels.