adstra Audiences

BUSINESS

Business data with unparalleled depth and breadth, Adstra delivers companies from SOHO to Fortune, and professionals across all functional areas. This data is linked to hundreds of firmographic and individual attributes – providing valuable insights to B2B marketers.

Our Foundations

Deterministic Data

- US Businesses
- Validated Individual Contacts
- Executive & Residential Linkage
- SIC/NAICS Industry Coding

In-Market Data

- Online Behavioral data

Our Differences

Coverage

- 23MM Businesses
- 90MM Contacts by Title/Function

Design

- Based on deterministic data enhanced with online behavioral data
- Multichannel application – display, mobile, video, email, direct mail, and advanced TV

Our Verticals

- Financial Services/Insurance
- Telecom/Technology
- Manufacturing
- Business Services/Logistics

Our Segments

- Executives by Title/Functional Area
- Annual Revenue/Employee Size
- Industry
- In-Market for Goods/Services

To learn more, or inquire about custom segments, email: **AudienceSupport@adstradata.com**

adstra the new ideal