



**adstra**  
Audiences

## CAREGIVERS



Leveraging our unique linking technology, Adstra enables marketers to reach caregivers who are at the center of health and wellness-related decisions for their families.

### Our Foundations



- Full US coverage
- Managed through 100% HIPAA-compliant processes and platforms
- Selectable by Reach Tiers
- Models are 2x as predictive as standard approach

### Our Differences



#### Coverage

- 150MM familial caregivers

#### Design

- Proprietary linking technology to identify known family members
- All managed through 100% HIPAA-compliant processes and platforms
- Multichannel application – display, mobile, video, direct mail, and advanced TV

### Our Verticals



- Pharma
- Healthcare Professionals
- Insurance
- Nursing/Long-Term Care Services

### Our Segments



- Caregivers by Ailment Propensity
- Caregivers by Prevention Propensity
- Caregivers by Lifestyle Indicators
- Caregiver & Caregivee Demographics
- Caregivers by Relationship to Caregivee

To learn more, or inquire about custom audiences, email: [AudienceSupport@adstradata.com](mailto:AudienceSupport@adstradata.com)

**adstra** the new **ideal**