adstra Audiences

CONSUMER

Built with the most up-to-date, powerful data sources, including a leading global fraud prevention provider, Adstra Consumer provides brands with a 360-degree view of more than 250 million Americans.

Our Foundations

Deterministic Data

- Public Records / Census data
- Registrations / Warrantees
- Self-reported Surveys
- Property / Mortgage & Telecom data

In-Market Data

- Online Behavioral data

Our Differences

Coverage

- Robust data on over 250 million individuals in the US
- In-market data tracking 90% of accessible devices in the US

Design

- Deterministic data – not modeled or aggregated
- Multichannel application – display, mobile, video, direct mail, and advanced TV

Our Verticals

- Retail
- Financial Services
- Insurance
- Publishing
- Entertainment
- Philanthropy

Our Segments

- Demographics
- Family Life Stages
- Lifestyles & Interests
- Financial
- Seasonal Shoppers
- In-Market for Goods & Services

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

adstra the new ideal