



HEALTH

The broadest array of health segments available. Tiered audience segments give media buyers control of targeted performance vs scale alone.

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

Adstra vs Alternatives



Comparables

- Same or better reach
- Same focus on privacy compliance

Key Differences

- Better economics
- Expanded number of available variables for targeting models lifting performance
- Ability to select audience volume based on predicted performance
- Based on predictive models vs content consumption indicators
- Proactive vs reactive based marketing
- Direct vs indirect customer
- Custom Audiences available by platform



Our Segments



>235 Standard Audience Segments Across 5 Categories



Brand Usage

- 50+ health-related brands
- Models based on use rate



Therapy

- 10 therapy models
- Tiered flu vaccine scores



Disease Propensity

- 65+ disease models
- 20 tiered segments across the most prevalent ailments



Prevention

- 22 prevention indicator models



Lifestyle

- 22 lifestyle category models



Likely to get a Flu Vaccine Model Ranking Included!

Tiered Audience Segments

4 Predictive Reach Tiers per Disease Propensity Segment

“Adstra has become one of our go-to data partners for our Finance and Healthcare Accounts”
– Associate Director, Addressable Strategy – Matterkind

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

