



adstra
Audiences

WEALTH



Adstra goes beyond mere demographics to deliver a curated file of the most affluent consumers based on an individual's position, possessions and passions. This differentiated approach yields more efficacious, deterministic data for marketers targeting the wealthy.

Our Foundations



- Proprietary Wealth Models
 - Net Worth/Investable Assets
 - Household Income
- Yacht & Aircraft Registration data
- State-Level Donor data
- Robust Demographic data
- Lifestyle & Interest data

Our Differences



Coverage

- 26MM Individuals
- 11MM Households

Design

- Based on deterministic data, location/fact-based
- Multichannel application – display, mobile, video, direct mail, and advanced TV

Our Verticals



- Luxury Brands
- Financial Services
- Philanthropy
- First-Class Travel
- Premium Real Estate
- Publishing

Our Segments



- Accredited Investors by Type
- Luxury Travelers
- High-Dollar Donors by Cause
- Net Worth/Investable Assets
- Home Value
- In-Market Luxury Buyers

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

adstra the new **ideal**