



adstra[®]
LiveRamp 2025

Adstra Premium Digital Audiences

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THE NEW IDEAL IN REACHING AUDIENCES THAT **MATTER MOST.**

Effectively reach digital audiences through our premium person-based data – designed to deliver accuracy and scale

- Built with deterministic data based on 1:1 matching
- Enhanced with online behavioral data – updated daily
- All audiences are CTV eligible
- Custom audience creation at no additional cost

CONSUMER

FEATURED

360° view of more than 260MM Americans

BUSINESS

FEATURED

Delivers depth and breadth across the business landscape

CAREGIVERS

FEATURED

Proprietary audience of decision-making caregivers

AUTO+

Powerful combination of VIN-based and in-market auto data

HEALTH

HIPAA-compliant consumer-level health data

HCP

Comprehensive coverage of healthcare providers

ORBITS

Intent-powered lifestyle clusters

POLITICAL

Access to 99% of registered voters in the U.S.

TRAVEL

Reach consumers in-market to travel

WEALTH

Top 10% of affluent consumers in the U.S.



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The image shows two young women with long hair, smiling and looking at a smartphone together. They are outdoors at night, with blurred city lights in the background. The woman on the left is wearing a red top, and the woman on the right is wearing a denim jacket and a black beanie. The Adstra logo is in the top left corner.

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ADSTRA **CONSUMER**

Adstra's accuracy is second to none. In a leading platform partner test against 20 other data providers – Adstra was the most accurate on the key attributes of Age and Gender! Adstra leverages a leading global Risk & Fraud Provider to validate data on a monthly basis.

Adstra audiences are curated for compliance.

COPPA compliant – All records are associated with individuals who are 18 or older.

FLA compliant – Our proprietary wealth models do not leverage any prohibited variables

Privacy legislation – Adstra adheres to privacy restrictions relating to ethnicity for all states impacted by increased privacy regulations

Adstra has successfully **expanded coverage of younger individuals** in the 18-29 age group and have added over 9 million terrestrial records that fall into that range. This has resulted in total increased digital scale in Adstra Consumer of more than 31 million across our demographic age segments, including:

Age – Adult / Female / Male

- 18-24
- 25-34

Seasonality

We have curated proprietary Seasonal Shopping segments that combine deterministic data including purchase history, demographics, and interests. Adstra offers more than 20 seasonal segments within Adstra Consumer that allow marketers to reach individuals looking to purchase goods and services related to holidays and seasonal events such as:

- Valentine's Day
- Back to School
- Mother's Day
- Father's Day
- Graduation
- Fourth of July
- Black Friday
- And many more...

In-Market

Adstra's In-Market audiences allow marketers to target consumers who are actively looking to purchase goods and services. These audiences are updated daily and reflect last 30-day scale.

Our In-Market data is fueled from direct publishers, networks, widgets, adtech integrations, analytics partnerships, and other proprietary sources, collecting visitor browsing data directly from the source. Anonymous visitors are tracked directly at the browser level – the moment the visitor hits the page.

We offer In-Market segments across many categories, including:

- Entertainment
- Financial
- Food & Beverage
- Home & Garden
- Technology & Electronics
- Travel
- And many more...



ADSTRA **BUSINESS**

Built leveraging a combination of deterministic business data as well as online behavioral data, Adstra Business offers both breadth and depth while delivering unparalleled scale Adstra Business allows marketers to reach companies from SOHO to Fortune-level and everything in between – with over 360 targeted segments covering:

Company-Level Firmographics

- Annual Revenue
- Employee Size
- Ownership
 - Minority-, Women-, Veteran-Owned
- Industry
 - SIC and NAICS Codes

Individual-Level Targets

- Department/Functional Area
- Standardized Title

We can pull from our offline B2B data set to create custom audiences that leverage both raw and standardized titles, as well as SIC and NAICS industry codes. In addition, we can build ABM solutions by matching a targeted company list to our offline file and pulling all relevant employees.



ADSTRA CAREGIVERS

Only Adstra offers Caregivers, a proprietary audience of familial connections tied to our robust Health data. Leveraging our linking technology, we identify familial connections to individuals within Adstra Health, including spouse, siblings, adult children, etc. These family members are likely influencers or decision makers for those individuals.

Segments allow for targeting both caregivers and caregivees (patients), including:

Caregivers by Demographics & Connections

- Age / Income / Location
- Relationship
 - Spouse, Sibling, Adult Child, etc.

Caregivers by Caregivee Condition & Health Lifestyle

- Ailment Propensity (over 90 ailment-specific segments)
- Lifestyle Indicators
 - Chronically Poor Health
 - Frequent Doctor Visits
 - And many more

Our Health audiences are 100% HIPAA compliant – modeled in a clean room using deidentified data only.

TOP DIGITAL AGENCIES & TESTIMONIALS

"The relevance, reach, and quality of the audiences is really good. We always get fantastic results in our digital media campaigns."

"Our use cases require us to be flexible in the usage of the data internally, and Adstra gives us that flexibility."

"I work with a lot of data providers around the world. Adstra is among the most responsive to our questions."

"Great audience capabilities."

"Responsive, helpful, performs well, scalable."

"Adstra provides critical information about the methodology behind its data processes. This goes a long way in promoting the use of Adstra to clients and internally."

"The Adstra team is one of my favorite teams to work with. They are so proactive and engaged in making our partnership successful and it makes my job a lot easier."



Hearts & Science



ADSTRA AUDIENCES

Contact us to learn more about the full suite of Adstra Audiences.

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