

MARKETING SOLUTIONS

# FABRICK DATA MARKETPLACE DIRECTORY

neustar®

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# OVERVIEW

Neustar offers an extensive Data Marketplace of consumer segments, attributes, behaviors, and identity data powered by the Fabrick data connectivity platform. Comprised of Neustar's own AdAdvisor Audiences and customer attributes, as well as high-quality data from leading 2nd and 3rd party data providers, the Neustar Fabrick Data Marketplace makes it easy for marketers to gain access to the necessary insights to effectively understand consumer behavior, build relevant connections, and effectively measure cross-channel marketing performance across campaigns, audiences, and channels.

Use the Fabrick Data Marketplace to combine first-party customer profiles with robust second party attributes for smarter segmentation and targeting without a reliance on third-party cookies or device IDs. Improve marketing outcomes across targeting and measurement strategies via Neustar Marketing Solutions. Build, manage, and syndicate your custom segments across the digital ecosystem to our network of activation partners with Neustar Unified Identity. Measure all consumer activity and make critical, on-the-fly optimizations to your marketing mix, campaign tactics, and audience targets with Neustar Unified Analytics.

In this document you will find a list of data provider partners currently available within the Neustar Fabrick Data Marketplace. An overview of the available data types, regional coverage, sources of data, and applicable use cases for the data are listed. Please contact your Neustar representative if you have questions about any of the data providers, or wish to work with a provider you do not see listed.

## **Benefits of the Neustar Data Marketplace:**

- Build valuable connections with trusted data providers and publishers
- Know, with confidence, the true source and quality of your licensed data
- Fuel and refine custom audience, lookalike, and measurement models
- Superior consumer insights data to improve audience targeting and marketing analytics
- Enhanced behavioral segmentation and scoring
- Cutting-edge test and learn strategies driven by machine learning



180byTwo is an industry leader in global audience solutions: leveraging multi sourced offline, online, mobile, location, signal, proximity, and various other data points designed to help marketers and platforms more efficiently and effectively target consumers and professionals across channels and devices.

## USE CASES

- Brand and product level propensities
- Competitive conquering
- Brand awareness
- Life stages
- Direct response
- Measurement and insights
- B2C Marketing
- B2B Marketing
- Account Based Marketing

## DATA TYPE

B2B, B2C, Technology, Travel, Entertainment, Manufacturing, International, Automotive, Finance, Various other verticals

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## REGIONAL COVERAGE

North America, Latin America, EU

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## DATA SAMPLES

Available upon request.

## SOURCES

180byTwo data is multi sourced from online/mobile and offline direct response, cooperative, and compiled sources. Its data is verified across online and offline sources and is comprised of 10,000+ data points across 500+ million uniques globally.

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## SECURITY

MeritDirect LLC uses several security systems and procedures to safeguard the information, ensuring the data is accessed only by authorized individuals for legitimate business purposes. MeritDirect LLC will not transmit or sell the compiled information to third parties without obtaining a written or electronic agreement that defines the rights and responsibilities with respect to the data. Furthermore, MeritDirect LLC will review our customers' use of the data to ensure sensitive data is being handled in accordance with required protections, and that this information is not used for deceptive, misleading, distasteful, or suspicious purposes.



For more than eight years, 33Across has created advanced data models for Fortune 1000 brands. With code on more than one million publisher sites, our publisher network yields more than 30 billion intent and interest signals from content consumption, copy and paste sharing, search keywords, and social behaviors.

## USE CASES

- Targeting users based on brand/product interest and sharing behavior
- Life Stage targeting
- Scalable B2B segments
- Travel interest and intent based on keywords, sharing and content consumption
- Auto interest and intent based on keywords, sharing and content consumption
- Seasonal campaigns

## DATA TYPE

Auto, Beauty & Fashion, Finance, Food & Beverage, Health & Wellness, Entertainment, Small Business, Technology, Travel

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## REGIONAL COVERAGE

USA

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## DATA SAMPLES

Available upon request.

## SOURCES

33Across has code on over one million publisher sites worldwide, allowing us to collect over 30 billion intent and interest signals. Signals include content consumption behaviors, copy and paste sharing, search keywords, and social behaviors. Our proprietary data management platform complies and analyzes data from over 1.5 billion users monthly to build audiences for distribution.



4INFO is a leading identity and engagement solutions company. Born in mobile, 4INFO's platform features the patented Bullseye ID®— a persistent match key that maps all connected devices in a household to valuable consumer data for marketing insights, targeting and measurement. With unprecedented accuracy, reach and scale, 4INFO's platform has been proven effective by more than 450 independent measurement studies. Hundreds of brands have relied on 4INFO, including eight of the top 10 CPG companies, six of the 10 largest retailers, seven of the top 10 financial services companies, the five largest auto manufacturers and six of the top 10 pharmaceutical companies. 4INFO's Predictive Visitor Segments enable marketers to reach relevant audiences across desktop, mobile web mobile apps and addressable TV based on the propensity to visit relevant points of interest in the next 30 days, such as auto dealerships, retail stores, and restaurants.

## USE CASES

- Brand and product level propensities
- Competitive conquering
- Brand awareness
- Life stages
- Shopping and retail store propensities
- Restaurant propensities
- Gender and age segmentation
- Location targeting
- Device level attribute targeting

## DATA TYPE

Automotive, Consumer Banking, CPG (Grocery Shoppers), Demographics (Age and Gender), Education, Electronics, Entertainment, Finance, Food and Beverage, Jewelry, Location (DMA, State, Time Zone), Real Estate, Retail, Telecommunications, Travel (Transportation and Lodging)

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## REGIONAL COVERAGE

USA

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## DATA SAMPLES

Available upon request.

## SOURCES

4INFO's predictive visitor segments are modeled from more than half a trillion data points seen monthly on over 300 million unique devices from our data partners and advertising exchanges. Our innovative approach predicts visitors to POIs based on actual historical visits and uses machine learning to identify behaviors that predict these visits. Knowing which combination and intensity of historical behaviors has proven to predict actual visits, allows us to identify the most likely future visitors to specific points of interest.

# neustar®

## AdAdvisor® Audiences

Neustar AdAdvisor is a suite of data-driven audience targeting solutions that start with verified, scalable offline data to provide portable, cross-platform online display targeting. Powered by an exclusive predictive analytics platform, combined with proprietary data assets and a direct data delivery network, AdAdvisor enables seamless, targeted matching of display ads with the highest quality online audiences in the industry. Using AdAdvisor, online marketers can target prospects most predisposed to a brand, product or service.

### USE CASES

**AdAdvisor data is most impactful when used at the top of the purchase funnel since it identifies large groups of prospects that are likely to have the desired brand and/or product preference.**

## DATA TYPE

Shopping, Auto, CPG, Financial, Travel, Demographic, Grocery, Dining, Computers & Electronics, Home & Leisure

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## REGIONAL COVERAGE

USA

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## DATA SAMPLES

Available upon request.

## SOURCES

Neustar receives over 2 billion records per month from authoritative offline sources that enable updating, augmenting and verifying data attributes for US households. These offline sources include market research data (households that have been surveyed), retail purchase behaviors (information aggregated from catalogue, loyalty, and gift card programs) and demographic providers and national panel data (households that have elected to be a part of product/services consumption studies). Through a proprietary verification process, this information is aggregated and standardized within our Neustar ElementOne Analytics Platform. The result is a propensity, represented by an index, for each Element that shows how likely the households in that Element are to exhibit a behavior as compared to the national average.



## AdAdvisor® Demographics

Neustar AdAdvisor is a suite of data-driven audience targeting solutions that start with verified, scalable offline data to provide portable, cross-platform online display targeting. Neustar is the only company that matches every cookie, device ID, connected TV, and other identifiers back to the authoritative offline identity, which is continuously corroborated to ensure accuracy. Clients have the added benefit of elevating demographic data with propensity to buy or behavioral data.

### USE CASES

**Demographics are an important marketing baseline. Marketers need to start with someone's demographic identity before building on behaviors or propensities. Demographic targeting can be combined with any targeting strategy to reach customers. Demographic data and targeting can also be used to exclude people from seeing ads.**

## DATA TYPE

Demographics *(see next page for more details)*

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## REGIONAL COVERAGE

USA

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## DATA SAMPLES

Available upon request.

## SOURCES

Neustar receives over 2 billion records per month from authoritative offline sources that enable updating, augmenting and verifying data attributes for US households. These offline sources include market research data (households that have been surveyed), retail purchase behaviors (information aggregated from catalogue, loyalty, and gift card programs) and demographic providers and national panel data (households that have elected to be a part of product/services consumption studies). Through a proprietary verification process, this information is aggregated and standardized within our Neustar ElementOne Analytics Platform. The result is a propensity, represented by an index, for each Element that shows how likely the households in that Element are to exhibit a behavior as compared to the national average.

# Neustar AdAdvisor Demographics

## AGE & GENDER

Age			Gender
18-19	35-39	55-59	Male
20-24	40-44	60-64	Female
25-29	45-49	65+	
30-34	50-54		

## DEMOGRAPHICS

### Home Ownership

Own Primary Residence  
Rented Apartment

### Average Household Income

Household Inc: < \$20,000  
Household Inc: \$20,000 - \$39,999  
Household Inc: \$40,000 - \$49,999  
Household Inc: \$50,000 - \$74,999  
Household Inc: \$75,000 - \$99,999  
Household Inc: \$100,000 - \$149,999  
Household Inc: \$150,000+

### Employment Status

Employed Full-Time  
Employed Part-Time  
Employed Full or Part Time  
Retired  
Currently Self-Employed  
Currently Self-Employed and Company Size under 10 People  
Currently Self-Employed and Company Size under 50 People  
Currently Self-Employed and Company Size under 100 People

### Head of Household

Female Head of Household  
Male Head of Household

### Marital Status

Single (Never Married)  
Married  
Widowed  
Divorced/Separated  
Not Married

## EDUCATION

Highest Level of Education for Head of Household		Currently Enrolled
High School-12 Yr (Graduated)	Some Graduate School	Full-Time College Student
Some College	Graduate Degree	Part-Time College Student
College Graduate	Graduated College or More	Full/Part-Time College Student

### Tenure - Primary Residence

Current Residence Tenure: <12 Months  
Current Residence Tenure: >12 Months

### Languages Spoken

Languages Spoken in Home: Mostly English But Some Spanish  
Languages Spoken in Home: Mostly Spanish But Some English  
Languages Spoken in Home: Only Spanish  
Listen to Spanish Radio  
Read Spanish Newspaper  
Read Spanish Magazine  
Watch Spanish Language TV

### Political

Registered Republican  
Registered Democrat  
Registered Independent  
Registered to Vote  
Liberal Political Outlook  
Conservative Political Outlook

# neustar

## AdAdvisor® Mobile

Neustar AdAdvisor Mobile offers a trusted suite of data insights and analytics solutions that allow mobile marketers to easily identify and target audiences at scale. By leveraging our comprehensive database of consumer insights at the household level, marketers can reach audiences most likely to purchase and use specific brands, products and services. This results in higher return on ad spend, fewer wasted ad impressions and smarter mobile media planning.

### USE CASES

**AdAdvisor Mobile targeting lets mobile marketers identify key audience segments on a zip code or household level. Clients can quickly discover what locations index higher for households likely to purchase certain brands, products and services. Mobile Targeting also lets mobile marketers receive attribute data at the household level. By identifying overlaps between a client's mobile audience and AdAdvisor's household data, marketers can determine product and brand affinities exhibited by their mobile audience.**

## DATA TYPE

Shopping, Auto, CPG, Financial, Travel, Demographic, Grocery, Dining, Computers & Electronics, Home & Leisure

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## REGIONAL COVERAGE

USA

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## DATA SAMPLES

Available upon request.

## SOURCES

Neustar receives over 2 billion records per month from authoritative offline sources that enable updating, augmenting and verifying data attributes for US households. These offline sources include market research data (households that have been surveyed), retail purchase behaviors (information aggregated from catalogue, loyalty, and gift card programs) and demographic providers and national panel data (households that have elected to be a part of product/services consumption studies). Through a proprietary verification process, this information is aggregated and standardized within our Neustar ElementOne Analytics Platform. The result is a propensity, represented by an index, for each Element that shows how likely the households in that Element are to exhibit a behavior as compared to the national average.



## AdAdvisor® Business Audiences

Neustar AdAdvisor Business Audiences allows marketers to target professionals online based on their job function, industry, company size, and seniority.

### USE CASES

This solution has been designed to work in the following use cases:

- Target specific companies in order to promote a B2B product.
- Target a list of IP ranges.
- Reach certain types of companies based on IP address, even if these companies aren't currently available in Neustar's off-the-shelf B2B offering.

## DATA TYPE

Company Size, Industry, Job Function, Seniority

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## REGIONAL COVERAGE

USA

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## DATA SAMPLES

Available upon request.

## SOURCES

Neustar has an offline repository with every address in the United States linked to phone numbers, email addresses, names, and other personal identifiers. On that address list, Neustar has identified business addresses and appended business descriptors such as number of employees and industry to each record. These business descriptors are captured in Be1 Codes 1-224. In addition, Neustar uses IP address data to add scale, reaching all unique users who access the Internet through a targeted IP address, in accordance with privacy and opt-out practices.

# neustar

## AdAdvisor® and IRI

Neustar AdAdvisor and IRI have joined forces to provide the most comprehensive transaction data on grocery store brands and products across the CPG, Food, OTC and Health & Beauty verticals. AdAdvisor data is powered by Neustar's ElementOne marketing analytics platform which links US household identifiers and high quality attribute data to enable targeting online by demographics, psychographics, and brand/product propensities. By partnering with IRI, AdAdvisor is now able to index and segment in-store, point of purchase data through ElementOne to understand groups of households that have purchased specific products in store. AdAdvisor's fueling of ElementOne with IRI data enables you to leverage this powerful transactional information through media partners who have integrated AdAdvisor Elements for audience targeting and insights.

### USE CASES

By leveraging IRI data online through the AdAdvisor Elements, marketers can more effectively target consumers based on actual purchase behavior and analyze the effectiveness of these marketing programs with greater precision. IRI data is also valuable for competitive conquering because it allows advertisers to target audiences by primary brand as well as competitive brands. Additionally, using insights gained from IRI, marketers can graduate from post-campaign insights to more relevant and upfront media campaign planning.

# Neustar AdAdvisor and IRI

## DATA TYPE

CPG, Food, OTC, Health & Beauty

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## REGIONAL COVERAGE

USA

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## DATA SAMPLES

Available upon request.

## SOURCES

AdAdvisor audiences comprised of IRI data are based upon households known to have purchased a specific brand or product. IRI data itself is derived from national point of sale, in-store transactions collected from across 70,000+ stores (Safeway, Walgreens, Walmart etc.) and matched against a national consumer panel of 100,000+ members. IRI receives weekly in-store transaction data from partner retailers and matches this data against their consumer panel to determine who is buying which brands and/or products and how frequently. In receiving a data feed from IRI, Neustar AdAdvisor creates Element-based audiences derived from IRI's offline purchase data to allow advertisers to target these buyers online.



## AdAdvisor® Buying Power Score

Buying Power Score (BPS) is a proprietary metric based on Neustar’s verified offline data. It can be used to gain insight on households likely to have the disposable income to buy specific products or services, in order to drive better advertising decisions. Buying Power Scores give marketers instant, actionable intelligence they can use to directly impact their marketing strategy. Ultimately, marketers can leverage financial insights to tailor offers and promotions and match consumers with the most appropriate product or service. This improves conversion rates, return on marketing investments, and helps develop relevant customer experiences.

### USE CASES

**BPS is designed for digital marketers who want to quickly and accurately determine the likelihood a consumer will be interested in a product or service before initiating a more extensive evaluation process. It is ideal for businesses selling higher ticket items such as financial services, automotive, luxury retail, travel, or continuity programs that require regular payments over an extended period of time.**

*See table on next page.*

# Neustar AdAdvisor Buying Power Score

## DATA TYPE

This measure predicts a households spending power

## REGIONAL COVERAGE

USA

## DATA SAMPLES

Available upon request.

## SOURCES

Buying Power Score leverages the full power of Neustar’s market-proven, real-time consumer insight engine, IAN (Identifiers, Attributes and Network). Sources of this data include household income, household demographics, and financial data. Through IAN’s authoritative data repository Neustar can identify consumers, link them to key attributes – in this case financial assets – and deliver in real-time addressability for enabling advertising with informed, actionable decisions at the point of prospect or customer interaction.

For example, if you are a television manufacturer, consumers with a Premium BPS may be ideal to target for a big ticket, top-of-the-line, new technology. Households with a Value BPS could be targeted with the same product months after the initial release with a discount or payment plan option, and consumers with a Budget BPS could be reached to promote an economy alternative of the television.

**Buying Power Score Grid**



BPS consists of 36 distinct scores measuring the ability of a household to pay for a product or service based on combined financial factors and disposable income.



## AdAdvisor® Net Asset Value

Net Asset Value (NAV) is a proprietary metric based on verified offline data that can be used to gain insight on high net-worth and low net-worth households to drive targeting decisions. This measure predicts liquid net-worth at the household level. With Net Asset Value, marketers can identify high net-worth and low net-worth households who are more likely to be interested in and able to afford certain types of products and services.

### USE CASES

**This financial insight derived from NAV can be leveraged to target both high and low net-worth households across automotive, financial, retail, travel, and other advertising verticals. For example, if you're trying to reach consumers who are an ideal prospect for an investment service, you could customize investment package offerings based on their ability to purchase those services.**

## DATA TYPE

This measure predicts liquid networth at the household level

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## REGIONAL COVERAGE

USA

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## DATA SAMPLES

Available upon request.

## SOURCES

AdAdvisor's NAV helps marketers understand the value of a household's liquid assets, such as stocks, bonds, cash and annuities. It is derived from detailed consumer insights on their household investment and cash flow, and enables companies to evaluate share of wallet, potential product fit, and focus marketing and sales efforts online to those households with available financial assets.



the new **ideal** in data

Adstra is a leading data and technology provider that orchestrates data across media and technology to enable people-based digital marketing with ready-to-use deterministic and in-market/intent audience data, analytics, and insights.

## USE CASES

- People-based marketing – deterministic or intent-based
- Upper-funnel branding
- Lower-funnel acquisition
- Custom audiences
- ABM/Account-based marketing

## DATA TYPE

Automotive (Owners & Intent-to-Purchase), B2B, Wealth, Political, HCP, Health (Individuals with Ailments & Familial Caregivers), Demographic, Retail (Purchase History & Intent-to-Purchase), Technology, Travel (Interest & Intent-to-Purchase), Subscribers

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## REGIONAL COVERAGE

USA

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## DATA SAMPLES

Available upon request.

## SOURCES

Adstra digital audiences are built with a privacy-compliant approach utilizing multiple offline data sources. Most audiences are built from terrestrial data (name and postal address) making them truly deterministic.

In-market audiences are built leveraging anonymous online browsing behavior through our integrations with publishers & ad tech partners. Our technology identifies relevant keywords on pages and websites to provide the most accurate audiences who are seeking goods or services.

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## SECURITY

PII is anonymized to ensure privacy and all data is validated by a global fraud services provider to ensure accuracy. Our Health audience is modeled to ensure 100% HIPPA compliance.



The Audience Company™

Alliant provides digital marketers with purchase-based audiences built on billions of transactions, from 250MM+ U.S. Consumers, across 500+ DTC brands. Our digital audiences have proven to be successful for both branding and direct response campaigns run by thousands of agencies and brands — every month.

## USE CASES

- Brand specific propensities, sourced from purchase data
- Product specific propensities, sourced from purchase data
- Competitive conquering
- Brand awareness
- New Movers
- Payment Scores, compliant methodology of determining payment likelihood
- Custom audience leveraging social interest and purchase data

## DATA TYPE

Retail/DTC, Financial Services, Auto, Telco, Media & Entertainment, CPG, Politics & Fundraising, Travel

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## REGIONAL COVERAGE

USA

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## DATA SAMPLES

Available upon request.

## SOURCES

Alliant audiences are sourced from proprietary coop of CRM transactional data feeds across 500+ DTC brands. We then consolidate all brands' 1st party CRM into 2nd party view. Alliant Audiences are 100% based on fully permissioned PII with real purchasing histories over years.

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## SECURITY

Alliant's data asset is all deterministic, known pii. We work with Neustar to onboard our audiences to match to cookies and device IDs. We are confident in our partnership with Neustar that Neustar is collecting only non-fraudulent IDs.



Ameribase Digital, the interactive division of Lighthouse List Company, is a full service, integrated marketing agency specializing in Transactional data with a keen focus on Buying Behavior. We leverage strategic partnerships to bring in unique data sets that capture the purchasing behavior of large segments of the business and consumer population. The ability to drill down to any transaction within a data set, equipped with the recency and scale of our offerings, provides a level of understanding of how your target audience ticks that is unsurpassed in the industry.

## USE CASES

- Identify transactional/purchase behavior of consumers
- Identify transactional/purchase behavior of businesses
- Seasonal campaigns
- Life Stage targeting
- Target users based on specific brand/product/provider
- Identify current competitive brand users of specific brands
- Auto interest and intent based on keyword or brand
- Identify retail shoppers by Brand
- Direct Mailings

## DATA TYPE

Consumer, Business

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## REGIONAL COVERAGE

USA

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## DATA SAMPLES

Available upon request.

## SOURCES

Ameribase Digital provides unique and niche sources of data including transactional data, online response data, and in-market and brand search data.

# AnalyticsIQ

AnalyticsIQ is a marketing analytics company with a focus on building innovative, relevant and predictive data products. Using a combination of our sophisticated analytical expertise and thousands of data elements, AnalyticsIQ builds unique and accurate data products predicting attributes like consumer affluence, channel preferences, and demographics and lifestyles. What makes AnalyticsIQ different is our highly experienced data scientists engineer these data products using the most accurate data “ingredients” powered by sophisticated analytics tools.

## USE CASES

- Predictive marketing analytics
- Segmentation
- Prospect targeting, acquisition, & retention
- Brand awareness
- Predictive model enhancement
- Lower marketing expenses

## DATA TYPE

Financial Services, Insurance, Nonprofit/Fundraising, Travel, Auto, Retail, Consumer services, General B2C/ Consumer marketing applications, B2C Predictive model enhancement

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## REGIONAL COVERAGE

USA

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## DATA SAMPLES

Available upon request.

## SOURCES

AnalyticsIQ's compiles raw data from 120+ data sources (public and opt-in) and uses advanced analytics to develop our predicted data fields that are updated quarterly. We also leverage a proprietary survey that is used as the dependent variable to build cloning models.

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## SECURITY

AnalyticsIQ does not collect cookies on individuals. AnalyticsIQ data is tied to PII and leverages our onboarding relationship with Neustar to onboard AnalyticsIQ audiences in a privacy compliant manner.



The BDEX proprietary data infrastructure empowers human connectivity, helping brands, retailers and the agencies that represent them to connect with consumers like never before by understanding their behaviors and intents through the power of data. BDEX is also the 524 fastest growing company in the US on the INC5000.

## USE CASES

- Customer acquisition
- Most accurate Identity resolution
- Sales and Marketing
- Real time, data signals
- Largest and most accurate device graph in the US

## DATA TYPE

Device Graph, Technology, Retail, Auto, Television, Entertainment, Financial, Insurance, Health Care, Mass Media, Machine Learning and AI, Consumer, Travel, Sports, E-Commerce, Gaming, Food and Beverage

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## REGIONAL COVERAGE

USA

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## DATA SAMPLES

Available upon request.

## SOURCES

BDEX works with over 100 data sellers and geo location partners who provide data in real time. Leveraging the most accurate device and identity graph in the US, BDEX ties the most accurate data signal to the actual consumer.

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## SECURITY

BDEX offers the most accurate fraud prevention in the industry. For white paper on our fraud prevention please see <https://www.bdex.com/the-impact-of-ad-fraud-and-false-identifiers-on-marketing-strategy-and-return-on-advertising-spend-roas/>

## 2ND PARTY DATA

# business watch network

advance your career

BusinessWatch Network is an e-newsletter and ecommerce company. Our products include vertical business newsletters, webinars and online training. BWN data is all 1st party data based upon subscriptions and flagged web activity across BWN content. BWN's ConsumerWatch Network data includes 2nd party data that is verified online active through transactions and web activity.

## USE CASES

- B2B technology data can be used to target contacts/companies based upon the technology on site/in use.
- B2B intent data, based upon the type of newsletter content individuals have engaged with, can be used target individuals who are looking for specific products and services.
- Title category is available on all B2B records and can be used to target a specific title or group of titles/job function i.e. Technology, Finance, HR.
- Both BusinessWatch and ConsumerWatch data sets are verified active online based upon transactions and content engagement.
- ConsumerWatch data includes IAB category activity to apply to marketing campaigns targeting purchasers of a specific category of products.
- Age and gender is included on all consumer data records and can be used on its own or combined with IAB category activity data.
- BWN and CWN data is 100% verified as online active data and allows for accurate assessment of lead generation, branding, competitive positioning campaigns and much more.

## DATA TYPE

B2B: Technology, Manufacturing, Wholesale/Retail, Finance, HR, Advertising/Marketing, Business Services, Medical, Management, C-level Execs., Engineering, Title Category, Employee Size.

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## REGIONAL COVERAGE

USA only.

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## DATA SAMPLES

Available upon request.

## SOURCES

BusinessWatch Network data is 100% sourced by BWN and is all 1st party data. This data comes from e-newsletter subscriptions and flagged online engagement with BWN content.

ConsumerWatch Network data is 2nd party data derived from an exclusive partnership. The data is sourced from offline data partnerships and then 100% verified as online active data with IAB activity category.



CivicScience provides survey-derived, self-reported demographic, psychographic, and behavioral consumer data, with an emphasis on attitudes and preferences, active shopping, intended purchase or consumption, lifestyle, forward-looking statements, and economic sentiment.

## USE CASES

- Reaching self-reported category or product switchers, upgraders, and persuadable
- Competitors' customer identification, profiling, and cannibalization
- Reaching self-reported product or media intenders, independent of past behavior
- Rare user attributes like economic sentiment, consumer confidence, and spending intent
- Reliable seeding for look-alikes and audience extension

## DATA TYPE

Technology, Telco, Retail, Apparel, Food and Beverage, Auto, Consumer Packaged Goods, Media, Television, Movies, Social Media, Travel, Healthcare, Insurance, Banking, Investment Management, Wearables, Restaurant, Music, Grocery

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## REGIONAL COVERAGE

USA

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## DATA SAMPLES

Available upon request.

## SOURCES

Fully proprietary user and self-reported attribute database derived from native JavaScript poll and quiz widgets embedded on diverse network of >1,000 U.S. websites. New users and attributes collected perpetually, in near-real-time.



Claritas connects you with your best customers when and where they prefer to engage, with the scale you can't achieve in any single channel approach. We connect the dots on both your CRM and prospect lists to create audience profiles that go beyond just which digital channels they engage with, but more importantly, how and when they engage to develop optimal results across email, social and/or display.

We help companies find customers simply and quickly, at scale providing high-quality audiences across behavioral, attitudinal, lifestyles and life-stages. Neustar has access to over 1,500 Claritas Core (i.e. PRIZM Premier, ConneXions and P\$YCLE Premier) and behavioral audiences today.

## USE CASES

- Brand and product level propensities
- Competitive conquering
- Brand awareness
- Life stages
- Seamlessly linking online offline targeting to effectively reach the same consumers

## DATA TYPE

PRIZM Premier, P\$YCLE Premier, ConneXions, Financial Services, Technology and Telecom Services, Restaurants, Retail, Sports and Entertainment, Lifestyles, Travel, Wealth, Political

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## REGIONAL COVERAGE

USA

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## DATA SAMPLES

Available upon request.

## SOURCES

We offer over 1500 consumer segments created using various data sources capturing financial, insurance, technology, retail, restaurant and lifestyle behaviors and attitudes.

The data is sourced from extensive national online surveys including Claritas Financial Track, Claritas Insurance Track, Claritas Technology Track, Claritas Retail Channel Track, Claritas Energy Track and others. We also use Epsilon household demographic data and work with additional partners to build second party data sources to create actionable and compliant audiences.

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## SECURITY

Claritas does not collect cookies directly from any of its suppliers. With that said, Claritas suppliers (e.g., US Census) have procedures in place. Data from the suppliers is used as inputs/ingredients into the modeled data provided to Neustar.



Clickagy is a filter overlaid on the world's digital activity to better identify, understand, and reach specific audiences. By collecting behavioral data on 91% of internet-connected devices every month in the US alone, our technology is defining the future for audience intelligence, empowering clients to realize the full potential of behavioral insights, increasing business profitability and enhancing strategic objectives.

## USE CASES

- Custom audiences, handcrafted uniquely for each client, giving a substantial competitive advantage
- B2B, In-Market and Interest audiences
- Market share analysis and hard to reach markets
- Top 1,000 consumer facing brands
- Brand and product level propensities
- Brand awareness
- Life stages
- Competitive conquering

## DATA TYPE

Data is applicable for and in all industry vertical.

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## REGIONAL COVERAGE

Argentina, Australia, Bahrain, Canada, China, India, Japan, New Zealand, Russia, South Korea, USA (additional countries will be added by the end of Q4 2017)

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## DATA SAMPLES

Available upon request.

## SOURCES

Clickagy collects data on over 1.5 billion unique devices in the US every month, with 100% directly sourced with Clickagy technology running on the client's browser at the moment in time when they visit a page (no data is bought or resold -completely unique inventory). We have forged partnerships with large scale advertisers, agencies, Javascript technologies, AdTech vendors, and others to achieve our scale, and we're collecting data from over 31 billion unique page views per month, across nearly 2.1 million domains.

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## SECURITY

Clickagy has developed an internal platform/tool named Carbon Score that's made up of robust tests, traps, and machine learning models to mitigate/minimize the ingestion of anything fraud-related.

**Information Powers Innovation®**

# COMPASS

Compass specializes in the creation of B2B information solutions with a strength in site level statistics and contacts that is specifically built for platform integration, data validation, database segmentation, marketing and analytics. Compass offers essential business statistics such contact name, contact title/function, contact email address, company employee size, company sales volume, assets, small business, home business, industry code, company URL, etc. All Compass data is sourced, standardized and verified within each monthly update.

## USE CASES

### General Use Cases

- New Customer Prospecting, Customer Database Segmentation, Augmenting Marketing Footprints, CRM, Email Marketing, Marketing Automation, Digital Targeting, Telemarketing

### Marketing Offer Use Cases

- Telecommunications, Cable Services, Computer Hardware/Software, Office Retail, Financial Services (credit/loan, credit cards, investment and financial services), Business Seminars, Office Supplies/Cleaning Supplies/Safety Supplies, Accounting and Professional Services, Business Travel/Lodging

## DATA TYPE

This is a compiled database derived from a multitude of publically available sources. This is one of the most complete and accurate B2B database compilations that is available on the market. The Compass data is compiled, verified and normalized every month.

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## REGIONAL COVERAGE

USA

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## DATA SAMPLES

Available upon request.

## SOURCES

The Compass US Business Digital database is compiled monthly. Sources include online/offline directories, SEC filings, BBB, new business registrations, opt-in registrations, government directories, trade journals and many other proprietary sources. The data is associated with the database only if it passes the following checks and balances: Multiple "cross-source" verification, monthly telephone verification, monthly email verification, monthly URL verification, monthly contact verification, NCOA processing, merge-purge processing, DPV and SuiteLink. Thorough and frequent processing and verification make this the most accurate B2B database asset that is currently on the market.

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## SECURITY

MeritDirect LLC uses several security systems and procedures to safeguard the information, ensuring the data is accessed only by authorized individuals for legitimate business purposes. MeritDirect LLC will not transmit or sell the compiled information to third parties without obtaining a written or electronic agreement that defines the rights and responsibilities with respect to the data. Furthermore, MeritDirect LLC will review our customers' use of the We closely vet our data to ensure sensitive data is being handled in accordance with required protections, and that this information is not used for deceptive, misleading, distasteful, or suspicious purposes.



Comscore (NASDAQ: SCOR) is a trusted partner for planning, transacting and evaluating media across platforms. With a data footprint that combines digital, linear TV, over-the-top and theatrical viewership intelligence with advanced audience insights, Comscore allows media buyers and sellers to quantify their multiscreen behavior and make business decisions with confidence. A proven leader in measuring digital and set-top box audiences and advertising at scale, Comscore is the industry's emerging, third-party source for reliable and comprehensive cross-platform measurement. To learn more about Comscore, please visit [comscore.com](https://comscore.com)

Comscore has unmatched expertise in unifying billions of pieces of proprietary census data, encompassing TV set-top box and demographic information with the behavior of millions of consumers. Our audience segments help you achieve more resonant marketing and stronger delivery.

## USE CASES

- Complete audience profiles for more accurate and relevant targeting
- Leverage trusted demographics powered by the same technology as MRC-accredited vCE®
- Align segments with traditional TV demographics for seamless cross-platform campaigns
- Improve campaign delivery to surpass in-target guarantees, reducing waste and the need for make-goods

## DATA TYPE

Agency, Automotive, CPG, Entertainment, Financial, Healthcare, Media, Networks, Retail, Sports, Technology, Travel, Telecommunications

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## REGIONAL COVERAGE

Australia, Brazil, Canada, Hong Kong, Mexico, Taiwan, USA

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## DATA SAMPLES

Available upon request.

## SOURCES

Comscore unifies cross-platform data assets at massive scale to provide comprehensive insight into audience demographics. Our unparalleled data sources – such as our massive two-million-person opt-in panel and extensive census network – are the foundation for our person-level insights, providing clients with more strategic, reliable targeting options. Comscore demographic segments (age/gender/ethnicity) are refreshed daily and based on the same multi-sourced measurement approach as MRC-accredited vCE®.

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## SECURITY

Our industry-leading invalid traffic (IVT) measurement incorporates multiple innovative and MRC-approved approaches to ensure there's a real human behind any activity associated with a cookie. We apply the same detection and filtration techniques as MRC-accredited vCE® to ensure our demographic segments are precise, actionable and free from even the most sophisticated forms of IVT. comscore also incorporates a security mechanism to assure that the cookie cannot be tampered with as part of our cookie-setting process.



**CoreLogic**<sup>®</sup>

CoreLogic is a leading property information, analytics and data-enabled solutions provider. The company's combined data from public, contributory and proprietary sources includes over 4.5 billion records spanning more than 50 years, providing detailed coverage of property, mortgages and other encumbrances, consumer credit, tenancy, location, hazard risk and related performance information. Clients rely on CoreLogic to help identify and manage growth opportunities, improve performance and mitigate risk. Headquartered in Irvine, Calif., CoreLogic operates in North America, Western Europe and Asia Pacific. For more information, please visit [www.corelogic.com](http://www.corelogic.com).

## USE CASES

- **Brand advertisers target segments that share a similar profile to their high performing clients**
- **Retailers, telecommunication networks and cable services reach new homeowner and likely movers with special offers**
- **Wealth managers target individuals with high accumulated wealth, home values or net worth for financial planning services**
- **Financial services companies target and engage consumers who might be shopping for a new mortgage loan**
- **Real estate service professionals reach likely movers and real estate investors**

## DATA TYPE

Cable, CPG, Energy, Financial Services, Home & Garden, Home Improvement Insurance, Real Estate, Retail, Telecom, Wealth Management

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## REGIONAL COVERAGE

USA

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## DATA SAMPLES

Available upon request.

## SOURCES

Over 4.5 billion property and financial records spanning more than 50 years, 99.9% of US property Records, 150M Total Properties and their Owners -120M Residential, 30M Commercial/Industrial/ Other, Tax payment histories on more than 147 million parcels, Geo-spatial data across more than 144 million parcels, Over 57 million rental applications, More than 1 million active property listings "licensed" from Multiple Listing Services, 180 county peril catastrophe models, >5000 Data Attributes, Daily Updates, Demographic Data Overlays, Property Valuations on nearly every U.S. property

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## SECURITY

CoreLogic does not collect cookies We are a fully offline data aggregator.



Cross Pixel is the leading provider of high performance audience data and audience information for the real time advertising industry. Cross Pixel's mission is to provide the highest quality audience data to help marketers improve the performance of their audience targeting campaigns. Cross Pixel is the only fully transparent audience marketplace; Cross Pixel's advertisers know the source of the audience data they are targeting. This approach gives Cross Pixel's clients better insight, confidence of authenticity, and control around the data powering their online advertising campaigns.

## USE CASES

Cross Pixel's data is used to target audiences at each stage of the purchase funnel. Cross Pixel's proprietary audience building tool Audience Calculator creates custom audiences for advertisers based on the unique online behaviors of their target customers. Audiences are optimized in real-time, ensuring that advertisers always target the right audience.

## DATA TYPE

Auto, B2B, CPG, Financial, Retail, Seasonal, Telco, Travel

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## REGIONAL COVERAGE

LATAM, USA

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## DATA SAMPLES

Available upon request.

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*\*This data provider is available for limited and/or planning use only. Contact your rep for details.*

## SOURCES

Cross Pixel has developed exclusive partnerships with over 3,000 leading ecommerce, transactional and information web sites, to harvest more than 8 billion data points per month on over 500 million active web surfers. Cross Pixel's data acquisition strategy is focused on mid- and long-tail sites. Through exclusive partnerships, Cross Pixel harvests an array of unique data points, which are utilized to provide granular information about users' online behaviors.

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## SECURITY

We closely vet our data sources to make sure they are high quality sites. Our servers also employ fraud detection techniques to validate authentic traffic.



Cuebiq is a consumer insights and measurement company, providing clients with high quality, transparent offline visitation data. Cuebiq is the only location insights company that can provide 100% First-Party data, over 20M Daily Active Users (DAU), and Double Verified Visits with 100 pings per user/day. Cuebiq is media agnostic, we do not sell media and are not affiliated with a media company.

Cuebiq Audiences simplify campaign targeting with 1,500 off-the-shelf and unlimited custom audience segments. Our audiences combine the scale, accuracy, and precision of our database with contextual data and visit frequency to reveal offline behavior, purchase intent, and brand affinities.

Our Future-proof privacy approach means our data collection is 100% privacy compliant and our customers are prepared for future regulation. We are at the forefront of industry privacy standards and one of the first location providers certified by the NAI.

## USE CASES

- **Interest-based Audience Targeting:** Such as park lovers, QSR frequent diners, movie goers, etc.
- **Brand-specific Targeting:** Such as McDonald's loyalists, Starbucks lovers, etc.
- **Demographic Segment Targeting:** Ranging from age, gender, education, HHI, etc.
- **Competitive Conquesting:** Target your competitors' customers
- **Predictive geo-behavioral Audiences:** Target consumers at risk of churning to either retain your customer base or conquest your competitors' most vulnerable segments.
- **Device Attributes:** Target consumer segments based on their devices' make, model, phone carrier
- **Seasonal Audiences:** Target consumers around seasonal occasions and events. E.g. New Year's Resolutions, Black Friday Shoppers, etc.

## DATA TYPE

Retail, Dining, QSR, Auto, Entertainment, Travel, Financial Services, Education, E-Commerce, CPG, Telco, Technology

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## REGIONAL COVERAGE

USA, CA

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## DATA SAMPLES

Available upon request.

## SOURCES

Cuebiq partners with 86+ apps to collect first-party data at scale. Using SDK technology, we leverage GPS and WiFi signals to collect anonymous location data for opted-in users. In fact, if users opt-in to always on data collection, we are able to collect persistent background data on a daily basis resulting in an average 100 data points collected per user every day. Beyond simply collecting location data, we analyze users movement and stops to determine dwell time and visit frequency at locations to create the most accurate geo-behavioral dataset at scale available in the marketplace today.

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## SECURITY

Cuebiq ONLY uses Mobile Advertising IDs to identify users. Because our data is 100% first-party, we always know where it originates and can ensure the quality.



## D A T A L I N E

DATALINE is a privately held, data and analytics company with one of the largest multi-dimensional consumer databases in the industry. We are a provider of quality data, digital and mobile audiences, email addresses and custom modeling and analytic services.

### USE CASES

- Brand and product level propensities
- Competitive Intelligence
- Brand awareness
- Life stages
- Customer Profiling

## DATA TYPE

Catalogers, Non-Profit Organizations, Technology, Retail, Auto, CPG, Publishing, Cable, Telco, Insurance, Financial

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## REGIONAL COVERAGE

USA

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## DATA SAMPLES

Available upon request.

## SOURCES

Dataline transactional segments are derived from multiple first and third party data sources.



As a leader in the data services industry, Datastream Group sets the standard for data integrity. Having massive amounts of data is important but assuring that it is as clean and fresh as today's data technology can produce is critical to our customers success and our reputation. That's why our clients stay with us year after year and recommend us with confidence.

## USE CASES

- Brand and product level propensities
- Competitive Conquesting
- Brand awareness
- Life stages
- Geo Targeted Datasets
- CRM Enrichment
- Identity graphing
- Retargeting
- Geo-Fencing
- Audience building
- Auto Data

## DATA TYPE

A huge resource of online linkage data and offline data gives you precise targeting options for audience acquisition, creation and retention. Utilize our opt-in data, internet advertising and mobile identity and location products to deliver more powerful campaigns that create success.

Datastream Group and our team of data professionals have accumulated deep knowledge in many category specific areas. Our company representatives offer particular expertise in specific markets including Automotive, Financial, Mortgage and Insurance. We specialize in Mobile DeviceID and Location data.

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## REGIONAL COVERAGE

APAC, EMEA, Latin America, North America

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## DATA SAMPLES

Available upon request.

## SOURCES

Sourced from 300+ offline data sources tied together with verified identity data from strategic partnerships and 1st Party data. Datastream provides the industry with everything from raw daily data feeds to custom built audiences.

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## SECURITY

Generally speaking, we take non-human (bot and fraud) activity very seriously. We work with several third parties including the industry-leading bot protection platform WhiteOps. We also have an internal human team manually reviewing all sites and traffic.



DataXpand was founded in 2012 and we are the first International Audience Marketplace with truly global scale and reach. DataXpand provides rich data for previously untouched markets including Europe, US Hispanics, Brazil & Latin America. We reach 45% of Hispanic Internet users in the United States.

Through our premium publisher partners, we create the best and most reliable audience clusters based on how users browse, search, and show interest or intent. We currently have partnerships with more than 600 publishers and 220 million unique users worldwide. Within our data sets consideration for language, age, and gender are top priority. Also available are Brand Discovery, custom, seasonal, and lifestyle audiences.

## USE CASES

- Branding and Performance
- Brand Awareness and Recognition
- Response Rates and Performance

## DATA TYPE

US Hispanics, Demographics, Age, Gender, Presence of children, Employment, Interest, Intent, Brand Discovery

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## REGIONAL COVERAGE

DataXpand is very unique in International Data & having the best Interest, Intent, Brand Discovery and Demographic data for:

USA, Europe (Spain, UK, Italy, France), Latin America

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## DATA SAMPLES

Available upon request.

## SOURCES

DataXpand collects online data through our premium publisher partners by placing DMP technology on publishers website. We create the best and most reliable audience clusters based on:

- 1) Browsing behavior: We identify what sections, type of content consumed, and how many times.
- 2) Interest and Intent: we understand the critical difference between interest and intent and separate them completely. Someone reading about the launch of new Ferrari or Berlin auto show has interest in cars. Someone who went to cars.com or searched "Audi A3" and contacted the seller is displaying Intent for Luxury cars.
- 3) Language of Website & Content
- 4) Age & Gender

In terms of offline data we collect data related to Age & Gender from publishers that have a Log in or forms within their site. Publishers can pass on to us Age & Gender Data through parameters on the Java Script. We only collect NON PII, there is no Personal Data in DataXpand records, nor is it possible to ingest personal data.

# datonics

Datonics was the first company to deliver third party audience data to programmatic platforms. Over the past decade, we have developed extensive relationships with shopping sites, product review sites, search comparison engines, content sites and more to identify the keyword interactions occurring on their webpages. This allows us to classify their users into interest, intent, life stage, behavioral & B2B segments. These segments are based on online observations and classified on a one to one basis with no onboarding, modeling or household matching used. Additionally, we source demographic, B2B, POI and past purchase data from specialty data providers.

## USE CASES

- Custom keyword targeting
- Search retargeting
- Demographic targeting
- B2B targeting
- Shopping intent targeting
- Life stage targeting
- Brand awareness

## DATA TYPE

Auto, B2B, Careers & employment, CPG, Demographics, Education, Electronics, Entertainment, Family, Finance, Food & Beverages, Home & Garden, Past Purchase, Point Of Interest, Real Estate, Retail, Sports, Style & Fashion, Tech Enthusiasts, Telco, Travel

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## REGIONAL COVERAGE

USA, Canada

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## DATA SAMPLES

Available upon request.

## SOURCES

Datonics has specialized in aggregating online user behavior, focused on keyword interactions through our direct partnerships with publishers such as shopping sites, product review websites, search comparison engines and vertical content sites. Our tag which is placed directly on these sites allows us to identify the activity taking place on these pages. In addition to these keyword driven segments, we work with a number of specialty data providers in the demo, B2B, POI and past purchase niches.

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## SECURITY

Datonics receives data through pixels that we set on publisher websites as well as through partners that send data to us through Liveramp. For our online publisher partners, we manually review every website that we integrate with to ensure that the website and content is legitimate. For partners that we receive data through Liveramp, we only work with the industry leaders in their particular niches (demo, B2B, etc).

# dun & bradstreet

For nearly two centuries, Dun & Bradstreet has mapped the global business landscape with the world's largest commercial database of over 250 million business records, from over 30,000 sources that are updated 5M times a day.

Online programmatic campaigns perform the best when you are using reliable and verified data—deterministic data, not probabilistic data based on assumptions. We improve programmatic campaign targeting by bringing the world's largest and most trusted commercial database online by aligning it to more than 200M+ cookies for 60M+ business contact records within 300+ audience segments.

## USE CASES

- Reach target audience
- Expand B2B targets
- Product promotion
- Brand awareness
- Competitive conquering
- Amplify other marketing
- Drive word of mouth marketing
- AB testing of messaging or creative

## DATA TYPE

Dun & Bradstreet covers audience segments across all B2B industries, including, but not limited to Financial Services, Technology, and Business Services.

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## REGIONAL COVERAGE

USA

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## DATA SAMPLES

Available upon request.

## SOURCES

Dun & Bradstreet collects data from over 30,000 business sources and has developed a closed loop process that involves collecting, cleansing, matching and enriching data – updating 5 million records per day.

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## SECURITY

We don't collect cookies on our side. We use Neustar and other onboarders for that. Our offline data is onboarded (matched to digital identifiers) by the onboarders.



Effective Measure is an innovative Digital Audience Measurement company with extensive global reach. Effective Measure offers media planning solutions to premium publishers, ad agencies, ad networks, advertisers and researchers. As a pioneer of a groundbreaking Market Intelligence solution, Effective Measure leads the industry with a comprehensive representation of the digital marketplace through its Digital Helix methodology addressing key industry concerns surrounding unique browser calculation, cookie deletion, cost effectiveness and productivity. By consistently providing valuable insights into a variety of industries, Effective Measure is today at the forefront of Digital Audience Measurement in a growing number of new and emerging markets including Middle East Africa (MEA), South East Asia (SEA) and Oceania (Australia & New Zealand).

## USE CASES

The audience segments are used for targeting performance-based programmatic campaigns.

## DATA TYPE

Demographics, Psychographic, Online Behavior

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## REGIONAL COVERAGE

China, MEA, Oceania, SEA

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## DATA SAMPLES

Available upon request.

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*\*This data provider is available for limited and/or planning use only.  
Contact your rep for details.*

## SOURCES

Effective Measure sources its data from publishers to opt-in to its data co-op, and enriches this data with declared (survey based) and behavioral (online browsing) data using multiple regression and statistical techniques.

# engagementlabs

Engagement Labs is an innovative, industry-leading data and analytics firm that focuses on the social ecosystem and its impact on business. Our TotalSocial platform is the only platform that combines online and offline data with predictive analytics. Our team consists of awarding-winning industry experts with deep knowledge and experience in social media (online) and word of mouth (offline) marketing. Our clients are a diverse group of Fortune 500 brands and companies. Engagement Labs flourishes when we work side by side to create true partnerships with brands. Our proprietary data with a ten years database are powerful for brands, but it is our diagnostics that creates real teamwork with our partners.

## USE CASES

### Drive Sales

- When people talk about our business online or offline, does it drive sales or our overall brand?
- How far in advance does off-line data predict business outcomes?

### Marketing ROI

- Does media drive conversations which then drive sales? How does this impact my media ROI?
- How can we influence the conversations to create advocates for our brand?

### Competitive Intelligence

- How does the online and offline data differ for my brands and our competitors?
- What are the social/conversational data strengths and weaknesses of these brands?

### Targeting

- Which demo or media audience segments are most important to driving online & offline conversational data?

### Product & Campaign Launch

- Is my new product/brand/campaign launch successful?
- Can offline data be an early indicator?

### Social Media Strategy

- What should I do when my brand suffers from a "social shock"?
- What messages and/or segment would differentiate us in the marketplace?

## DATA TYPE

Financial, Automotive, Telecom, The Home, Children's Products, Beauty & Personal Care, Household Products, Food/Dining, Beverages, Technology, Travel, Media & Entertainment, Sports/Recreation/Hobbies, Shopping/Retail/Apparel, Health/Healthcare.

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## REGIONAL COVERAGE

USA

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## DATA SAMPLES

Available upon request.

## SOURCES

### Offline data collected through an online survey

- Sample drawn from several of largest online consumer panels
- Demographically balanced to US Census for ages 13 to 69 through the use of sample quotas and weighting for age, gender, educational attainment, race, ethnicity, and geography
- Respondents asked a series of primer questions to help them recall their conversations that occurred during the past 24 hours, across 15 "marketing-relevant" categories
- Respondents then asked standardized questions about brands/companies talked about to gather detailed information about those conversations; all brands reported are unaided
- Sample sizes support time series analysis
- 700 respondents per week; 36,000 per year
- Yield 7,000 conversational brand mentions weekly; ~ 350,000 per year

### Online conversations are measured using social listening

- Conversations are identified using Boolean queries to search for keywords and phrases related to the brand
  - Public data for online conversations is harvested from leading social platforms including Twitter, YouTube, Facebook, Reddit, LinkedIn, consumer review sites (like Amazon, TripAdvisor) and thousands of blogs and forums.
- 

## SECURITY

Not applicable as we do not collect cookies.



Equifax is a global information solutions company that uses unique data, innovative analytics, technology and industry expertise to power organizations and individuals around the world by transforming knowledge into insights that help make more informed business and personal decisions.

To enable advertisers and agencies to target audiences online with ease, we have built intuitive targeting segments based on our proprietary measures of households' financial capacity, propensities, preferences, and behaviors. These segments leverage IXI Services' foundation of direct-measured asset data, aggregated credit information from Equifax, and our proprietary segmentation systems.

## USE CASES

### Best use for our data

- High end to low end; where wallet matters
- Financial propensity and purchase interests

### Scenarios

- Wireless brands who wish to target an audience likely to be interested in a family wireless plan utilize IXI's data to reach users with the correct demographic composition, spending capacity and propensity. Truly captures the 360 view of the likely consumer.
- Derived from Equifax credit files, auto firms looking to reach consumers with a lease set to expire with the next 6 months tap IXI's "In-Market for Auto Lease" segments. A truly unique product set that should be added to auto intent campaigns.
- High-end luxury auto brands looking for quality auto data, leverage IXI to provide an audience segment that favors luxury cars (domestic or European segments) AND the spending capacity to purchase. Favorable direct response and brand campaign performance is derived by ensuring auto interest is combined with spending capacity.

## DATA TYPE

Auto, B2B, Credit, Demographic, Finance, Income, Insurance, Mortgage, Restaurants, Retail, Spending, Telecommunications, Travel, Small Business, Credit Cards

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## REGIONAL COVERAGE

USA

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## DATA SAMPLES

Available upon request.

## SOURCES

Directly-Measured offline data feeds from 95 Financial Firms and our parent company, Equifax. Through our exclusive network of more than 95 leading financial institutions, we directly measure about \$16 trillion in anonymous U.S. consumer assets and investments, representing over 47 percent of all U.S. consumer invested assets. We utilize our patented process to collect and classify anonymous consumer asset data and then combine it with additional proprietary measures of income, discretionary spending and credit to provide a more complete picture of households' financial and economic positions.

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## SECURITY

Our data comes from offline, so we don't collect cookies. We use both Neustar and LiveRamp to get us to other platforms.



Experian, is a global leader in providing information, analytical tools and marketing services to organizations and consumers to help manage the risk and reward of commercial and financial decisions. Using our comprehensive understanding of individuals, markets and economies, we help organizations find, develop and manage customer relationships to make their businesses more profitable.

## USE CASES

Brand marketers from the retail, financial services, media, telecom, and other industries use Experian's addressable audiences and data to improve targeting precision and predictability. Insights such as income, to confirm ability to purchase; or models, to predict the likelihood of purchase, help advertisers execute more effective retention and acquisition campaigns.

## DATA TYPE

Auto, B2B, Behavioral, CPG, Demographic, Financial, Retail, Seasonal, Social/Lifestyle, Travel

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## REGIONAL COVERAGE

USA

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## DATA SAMPLES

Available upon request.

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*\*This data provider is available for limited and/or planning use only. Contact your rep for details.*

## SOURCES

Experian draws on a massive base of knowledge accumulated during five decades in business. We maintain a wealth of information about consumers and how they make buying decisions. We compile data from more than 3500 public and propriety sources. These sources include self-reported information, aggregated panel data, websites that have permission to share information about visitors, public records and historical retail purchases that are collected offline and then brought online through propriety online data partnerships.



Factual is a neutral location data company, with the mission of making quality location data easily accessible. Through proprietary technology and first party data assets—including Global Places data which spans over 100 million locations across 52 countries— Factual has developed a nuanced understanding of real-world consumer behavior based on trillions of mobile device observations. These mobile device observations power Factual’s Audience & Measurement solutions, now available in Neustar. With Factual Audiences, reach users based on precise historical location with over 600 syndicated audiences. Neustar customers can also build their own, unique custom audiences based on user location history to any of Factual’s 100 million locations, businesses and points of interest. With Factual Measurement, understand how your media campaigns drive store visits, based on Factual’s detailed user location history. Factual measurement is available as comprehensive reports delivered at campaign-end; or as a daily data feed that can be used for in-flight campaign optimization.

## USE CASES

- **Visit Retargeting:** Reach users who have historically visited your store locations.
- **Conquesting:** Reach users who have visited your competitors store locations.
- **Lifestyle:** Reach users based on location based lifestyle segments, for example frequent grocery shoppers, or beachgoers.
- **Custom Audiences:** Build unique custom audiences based on user visits to any of Factual’s 100 million businesses, places or Points of Interest.
- **Measurement:** Use Factual Measurement to understand the impact of your advertising campaigns based on Factual’s real world visit data.

## DATA TYPE

Automotive, CPG, Dining/QSR, Education, Entertainment, Financial Products & Services, Gaming, Home & Garden, Health, Retail, Technology, Telecom and Travel

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## REGIONAL COVERAGE

Argentina, Australia, Brazil, Canada, Chile, Colombia, Egypt, Hong Kong, India, Indonesia, Israel, Japan, Malaysia, Mexico, New Zealand, Peru, Philippines, Puerto Rico, Russia, Singapore, Taiwan, Thailand, Turkey, USA, Venezuela, Vietnam, South Africa

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## DATA SAMPLES

Available upon request.

## SOURCES

Factual's location data products are built from two proprietary data sets. The first is Factual Places, which contains over 100 Million Points of Interest across 52 countries. Factual Places includes major chains, small & medium sized business, landmarks, public spaces and more. Factual Places data is used to power leading consumer facing applications including Apple Maps, Facebook and Uber.

The second proprietary data set is Factual's Observation Graph, which contains location history on over 300 million global mobile devices. Factual works with mobile applications and SDK partners to collect billions of device level location signals (e.g. latitude and longitude). Factual then combines this location level data with Factual Places, to determine whether a device was observed visiting a specific place or point of interest. This underlying data is then used to produce Factual audience, measurement and analytics products.

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## SECURITY

Factual performs fraud and accuracy validation during the data collection process. All location data (latitude, longitude, speed, accelerometer, etc.) is processed through "Factual's Location Validation Stack", which filters out imprecise or invalid geolocation data, as well as geo-coordinates that may have resulted from IP address resolution or centroid coordinates that are not representative of the physical location of the device.



Pre-Move Homeowners/In-Market Home Sellers.  
100% verified homeowners who are selling a home (e.g. not a data model). Segments are asking price of home (deciles), & geography (MSA).

## USE CASES

- Customer Acquisition
- Customer Retention
- Brand awareness
- Life stages

## DATA TYPE

Moving, Mortgage, Home Improvements, Home Furnishings, Insurance, Telco, Cable

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## REGIONAL COVERAGE

USA

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## DATA SAMPLES

Available upon request.

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*\*This data provider is available for limited and/or planning use only. Contact your rep for details.*

## SOURCES

Real estate 'for sale' advertisements and county real estate public record data.

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## SECURITY

We do not collect Internet cookies.

# FOURSQUARE

Foursquare is a technology platform that powers leading business solutions and consumer products through a deep understanding of location.

Foursquare builds location-enabled solutions for consumers, advertisers, app developers, and enterprise organizations to help make sense of how people move throughout the real world.

Foursquare's location platform makes our tools and data available to leading brands and companies, helping them locate, engage with, message and measure consumers. It's our mission to build the most trusted, independent location platform for understanding how people move through the real world.

Foursquare's business solutions, Targeting, Measurement, Places, Pilgrim SDK, Analytics, and Pilgrim SDK, together empower brands to understand and connect to targeted audiences and measure foot traffic conversions.

More than 150,000 developers have registered to use Foursquare location tools including AccuWeather, Apple, Microsoft, Samsung, Snapchat, Twitter and Uber.

## USE CASES

- Offline visit conversion analysis (attribution)
- In-flight campaign optimization
- Customer analytics
- Audience building
- Media planning
- Content personalization

See [here](#) for case studies.

## DATA TYPE

Big Box Retail, QSR, Fast Casual Dining, Beverage, Automotive, and Telecom are our largest verticals; however, Location Intelligence can be applied to every vertical to help brands reach their target audience, learn insights about where their audiences go in the real world (understand their tastes, chain and categorical affinities) and measure whether or not their advertising was successful in terms of driving people into locations, as well as digital metrics.

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## REGIONAL COVERAGE

Foursquare is a global company, and our FSQ Visits product (which is sent into Neustar MTA and DSDK) is available specifically in US, Australia, Canada, and Japan (to be expanded to more countries over the course of 2021).

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## DATA SAMPLES

Available upon request.

## SOURCES

We evaluate 9 billion place visits a month globally via data from our users and partners. This data is sourced in several ways:

**First party data:** 13M users in the US have given us consent to allow Foursquare to persistently measure their location via our O&O apps and across the network of partner apps with our Pilgrim SDK integrated. Additionally, knowing the visit history of a user allows us to distinguish a frequent store visitor from an infrequent one. This is the industry's largest always-on dataset, and because this data is first party, it is the highest fidelity data source and enables us to cleanse and verify data from other sources for quality. No other company can do this at the scale that we can, and Foursquare is committed to protecting consumer privacy, ensuring that 100% user consent is obtained for all first party location data.

**Third party data:** In addition to our first party data, we leverage data from the bidstream (filtered for quality) as well as licensed SDK data from vetted industry location providers. We perform an assessment on these suppliers' data practices to ensure they meet our requirements, which include the proper rights and authorization for data transfer, the existence of an up-to-date privacy program and appropriate planning around upcoming legislation, and built-in consumer control (i.e. the ability for a consumer to opt-out and have their data deleted). We filter out and disregard more than 80% of the third-party data we evaluate for not adhering to the appropriate privacy and accuracy standards. In addition to annual audits of partners, downstream uses are monitored to ensure the data remains used in ways consumers have already consented to. Due to signed agreements, we are not able to disclose details about specific data providers, but we employ ongoing checks for compliance.

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## SECURITY

We create Foursquare Visits data using a combination of mobile device geolocation data, our proprietary Global Places dataset, and proprietary technologies. We source mobile device geolocation data from a variety of premium partners, including via our own SDKs, and then validate that data using our proprietary Location Validation technology in order to remove those signals that are of insufficient quality. Then, our proprietary Place Attachment technology determines the specific place that the mobile device user visited by evaluating hundreds of attributes (such as movement detection, business density, popularity of place, hours of operation, time of day, and day of week, and frequency of visitation) in order to attach it to a specific point of interest within our proprietary Global Places dataset. The validated place visit is added to our device dataset.



Gravy Analytics is a mobile, location-based marketing data provider. Gravy maintains the largest database of local events and activities in the U.S. From it we deliver real-world consumer intelligence for advertisers and brands. Gravy Analytics has also built the first and only location verification engine, AdmitOne, to eliminate poor location signals and deliver the most conclusive consumer audiences and insights available.

## USE CASES

Gravy Analytics and Neustar have partnered to allow marketers to target users who have been to verified locations and events. For example, marketers can Target affluent consumers and luxury lifestylers who visit high-end retailers, restaurants, hotels, and attendees of high-end events. In addition, you could reach sports fanatics who are spectators of professional, college, minor league, and other athletic events. Finally, you could find consumers as they are in the process of making major buying decisions like open house events and auto sales events to target them before they make final decisions.

## DATA TYPE

Auto, Business, Shopping, Restaurants, Grocery, Health, Travel, Important Life Events, Leisure, Mobile, Movies, Music, Finance, Sports, Industry, Job Function

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## REGIONAL COVERAGE

USA

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## DATA SAMPLES

Available upon request.

## SOURCES

These audiences are built through a partnership with Gravy Analytics. We translate the locations that consumers visit, the places they go, and the events they attend into real-world consumer intelligence. Through our partnership with the highest-quality location and attendance data engine, Neustar cleanses location signals and verifies consumer attendances at places and events across the U.S.

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## SECURITY

Gravy receives Mobile Advertiser IDs (MAIDs) from mobile location data aggregators. Gravy does not directly source any user data from apps or end users. All Gravy sources contractually warrant all relevant laws and regulations are followed for the applicable geographies. Gravy is a registered data broker in the states of CA and VT, is GDPR and CCPA compliant and always keeps data security and privacy in accordance with all applicable laws and regulations. For more information visit: <https://gravyanalytics.com/consumer-privacy/>.



Empowered Healthcare Intelligence

HealthLink Dimensions Audiences Powered by Neustar provides healthcare data solutions to healthcare and life science organizations to improve master data management, compliance and marketing initiatives. Leveraging the largest multi-sourced database of active practicing healthcare professionals, HealthLink Dimensions develops customized data solutions to help clients reach their target audience, enrich their business data, optimize claims processing, meet compliance requirements and solve master data quality problems.

## USE CASES

The Healthlink Dimensions audiences are designed to reach all types of physician specialties within the US. For example, you could target Cardiologists who might be interested in a new prescription drug, advertise to medical professionals without buying expensive ads in trade publications and focus your ad targeting on verified healthcare professionals for over 400 types of professionals.

## DATA TYPE

Healthcare

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## REGIONAL COVERAGE

USA

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## DATA SAMPLES

Available upon request.

## SOURCES

AdAdvisor Healthcare Data is available through a partnership with Healthlink Dimensions, a leading national provider of healthcare information. In addition to a database of over 2.7 million healthcare providers, the data is compiled from over 250 sources monthly, uses a proprietary algorithm to measure deliverability of addresses and to identify primary specialties and sub-specialties. The provider also conducts live research and phone validation to ensure continued accuracy of data.



# IRi

Growth delivered.

IRI is a leading provider of big data, predictive analytics and forward-looking insights that help CPG, OTC health care, retailers and media companies to grow their businesses. With the largest repository of purchase, media, social, causal and loyalty data, all integrated on an on-demand cloud-based technology platform, IRI helps to guide its more than 5,000 clients around the world in their quests to remain relentlessly relevant, capture market share, connect with consumers and deliver market-leading growth. A confluence of major external events—a revolution in consumer buying, big data coming into its own, advanced analytics and automated consumer activation—is leading to a seismic shift in drivers of success in all industries. Ensure your business can leverage data at [www.IRIworldwide.com](http://www.IRIworldwide.com).

## USE CASES

- Drive offline sales growth
- Category, sub-category, and brand buyer targeting
- Multi-channel targeting (grocery, drug, convenience, club)
- Competitive conquering
- Brand awareness
- Prospecting
- Drive media efficiency and efficacy

## DATA TYPE

CPG, Retail, OTC Health Care

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## REGIONAL COVERAGE

USA

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## DATA SAMPLES

Available upon request.

## SOURCES

Sourced from offline household purchase data across grocery, drug, convenience and club stores.



iSpot.tv helps brands justify and optimize TV advertising with fast, accurate and actionable measurement and attribution. Unlike legacy and ad hoc solutions, iSpot is purpose-built to measure the performance of every ad aired on television with digital-like precision and granularity in real time. Gone are the days of guessing on TV audiences and waiting weeks or months for reporting. With always-on performance insights unified across linear and streaming TV, advertisers can take quick and confident action to consistently drive business results.

## USE CASES

iSpot's market leading and granular ad measurement data is now fully integrated into the Neustar second-party data marketplace, providing access to granular TV measurement from ~133 broadcast and cable networks across data for 6.5M active households, all 210 DMAs, and 31,000+ zip codes. With iSpot data, Neustar clients can obtain a comprehensive and accurate view of linear, time-shifted and addressable TV advertising for national and local media.

### Use Cases:

- Advanced audience planning
- Granular multi-touch attribution

## DATA TYPE

All Industries

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## REGIONAL COVERAGE

US Only

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## DATA SAMPLES

Available upon request.

## SOURCES

- Vizio TVs that are connected to the internet
  - iSpot's Proprietary Ad Catalogue
- 

## SECURITY

The new Inscope active notifications feature a clean, simple, user-friendly, full-screen description of the ACR feature, separate and apart from the privacy policy and terms of use. The new privacy policy requires true opt-in prior to the activation of data collection.



Killi is redefining the consumer relationship with their data by providing consumers direct compensation for the use of their data. With increased regulations, data safety is critical for brand protection, so we make sure consumers have fair choice & full control over their data. By doing this, buyers feel good about buying data from us.

## USE CASES

- We have +100M# profiles, with explicit opt-in
- Killi Fair Trade™ audience segments are the only audiences that compensate the user for their participation.
- We have 1st Party Data via 1:1 consent
- Custom audience creation capability is available.

## DATA TYPE

Automotive, Technology, CPG, Shopping & Retail, Health & Fitness, Demographic, Entertainment, Interest, Donation, Sports, Travel, Finance, Business, Covid Shopping, Lifestyle Changes

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## REGIONAL COVERAGE

USA

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## DATA SAMPLES

Available upon request.

## SOURCES

Killi Fair Trade™ audience segments are the only audiences, that compensate the user for their participation. Our data is deterministically matched as a consumer links their account directly. This will include MAID and email data from our users. They can opt more data in further depending on what module our users engage in.

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## SECURITY

By putting explicit consent at the individual user level, we remove privacy, fraud, and fidelity concerns for buyers.

## 2ND PARTY DATA



L2 Inc., is a leading provider of voter, consumer and in-garage automotive data. For over 50 years national political campaigns and advocacy efforts utilize L2 data along with hundreds of members of the United States House and Senate and Fortune 100 companies. L2's trust is built on quality data processing to ensure the highest quality and most current data are available to clients and partners. L2's award-winning data visualization and analysis platforms VoterMapping, ConsumerMapping and AutoMapping make data instantly and easily accessible to all users including through Neustar. In addition to best-in-class self-service tools, L2 is renowned for our customer service and support. Each year L2 processes tens of thousands of custom output files for individual users to fulfill their exact needs. Learn more at [www.l2-data.com](http://www.l2-data.com)

## USE CASES

- **Political/Advocacy: Get Out the Vote (GOTV)** — reach known registered voters and likely supporters based on known political affiliation, turnout, demographic and other political information.
- **Political/Advocacy: Persuasion** — reach those individuals who are potentially persuadable among known voters based on known political affiliation, turnout, demographics and other known/ modeled political information.
- **Political/Advocacy: Fundraising** — reach known donors to specific campaigns/ organizations as well as individuals that have donated to broad causes including veterans, animals, children etc.
- **Consumer: Brand Awareness** — use hundreds of demographic and consumer attributes to find an audience of prospective buyers for your goods and services and raise the profile of your brand among them.
- **Consumer: Initial Engagement** — use hundreds of fields of known demographic and consumer spending data as well as a wealth of credit and homeownership data to determine who is a best fit for your product or service and reach those prospects at the individual level.
- **Auto: Sales Promotion:** reach an audience of likely purchasers that could be responsive to a promotion from an automotive dealership or manufacturer based on previous spending, car purchases, and other demographic data.
- **Auto: Service/Repair:** reach an audience likely to need repairs based on the specific make/model of car(s) they own.
- **Auto: Recall Notification Service:** reach car owners based on specific make and model to alert them that there is a recall on that specific vehicle and they need to come into servicing at your repair shop or dealership.

## DATA TYPE

Voter File: Political/Advocacy  
 Consumer File: B2C Commerce  
 Auto File: Auto  
 Political, advocacy, retail, auto, B2C

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## REGIONAL COVERAGE

USA

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## DATA SAMPLES

Available upon request.

## SOURCES

Voter File: the L2 national voter file starts with collecting off-line voter file information from all 50 states and Washington DC. These files are each run through an extensive 53 stage processing. Processing takes place anywhere from 3-8 times per year depending on state. Users are given the best possible look at a voter file from that individual state. L2's national voter file is made up of over 207 million individual voters showing the entire electorate of the United States. L2 appends hundreds of fields of demographic, consumer, donor, ethnicity and other fields critical political and advocacy work for a total of 600+ fields.

Consumer File: the L2 national consumer file of approximately 240 million adults (18+) begins with a national off-line credit bureau source providing the initial baseline contact information including name/address. Hundreds of fields of additional consumer, hobby/interest, demographic, donor, homeowner, credit and other information are added to that database. L2 goes further and includes additional consumer attributes including veteran status, gun ownership, political contribution and many others. This database is refreshed and run through L2's 53 stage hygiene processing on a quarterly basis.

Automotive File: the L2 in garage automotive database showcases approximately 130 million individual car owners nationwide. The automotive file comes from a combination of sources including insurance companies, dealerships, auto service centers, automotive retailers and others. Like with all L2 databases the automotive file is run through L2's 53 stage processing to ensure the highest possible quality for the file. In addition to the in garage auto ownership and transaction data L2 also provides hundreds of fields of demographic and consumer information. This database is refreshed and run through L2's 53 stage hygiene processing on a quarterly basis.

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## SECURITY

Each of L2's individual records matched by Neustar are tied to L2's unique identifier and based on an off-line individual record with 100% coverage of name and address. L2's data are heavily utilized in both the political and consumer spaces by organizations utilizing the data for direct voter/consumer contact. This provides an additional external check to L2's extensive 53 stage hygiene and data quality processing. These data are also visually mapped and selectable within L2's three mapping platforms, L2 VoterMapping, ConsumerMapping, AutoMapping. Each of these platforms are available to Neustar users upon request.



Lotame delivers flexible data solutions to future-proof connectivity and drive performance across all screens. Marketers, publishers, and platforms rely on Lotame to access global, high-quality addressable audiences from premium publishers and data partners. Understand and engage consumers more effectively with privacy-safe, trusted data at scale.

### **Lotame Data Exchange**

Drive campaign performance with high-quality, premium data at scale from the world's largest data marketplace. Easily access the rich data you need for personas, targeting and more. Collaborate directly with publishers and media companies or tap into our local data expertise for custom data needs. Attributes and behaviors are linked across second-, and third-party data using our powerful identity platform so you can reach the connected consumer across browsers, devices and platforms, including CTV. Lotame's omnichannel integration partners include DSPs, CDPs, social channels, analytics and measurement platforms.

### **USE CASES**

- Audience targeting
- Data addressability and connectivity
- Reach the Connected Consumer (identity platform links attributes across 2nd- and 3rd-party data)
- Brand and product level propensities and purchases
- Competitive conquering
- Brand awareness, reach, scale
- Performance
- Insights and analytics
- Quality data; reduced wasted ad spend

## DATA TYPE

B2B, Retail, CPG, Automotive, Travel, Finance, Entertainment, Health, Technology, US Hispanic

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## REGIONAL COVERAGE

APAC, Canada, Europe, Latin America, Middle East, North Africa, USA

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## DATA SAMPLES

Available upon request.

## SOURCES

Lotame data is sourced from a network of global partners thoroughly vetted by our data supply team. A combination of JavaScript tags, SDKs and partner data syncs are used for data collection, with consumer privacy and choice at the forefront.

Lotame data sets include declared and demonstrated behavioral data from publisher partners, purchase and intent data from offline providers, demographic data, B2B data, CRM data, email data and survey-based panels. This data is passed to Lotame pseudonymized, aggregated, and then matched into audience segments. Data is collected and processed in real-time by the Lotame platform, ensuring quality and accuracy across the Lotame Data Exchange.

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## SECURITY

Lotame uses multiple data sources, including the IAB's list of bots and spiders, to filter fraudulent traffic from its global data exchange.



## Media Source SOLUTIONS

Media Source Solutions and its subsidiary LBDigital developed a company culture evolving around the principle of “yes we can.” Back in 2003 when we first started, we felt if we were able to offer quality data not readily found in the marketplace along with first class customer service, we could carve a place for ourselves in an already crowded playing field. And we have! We receive data from a variety of list partners on a daily, weekly and monthly basis that allows us to offer fresh, targeted data sets used for highly effective targeting to the most responsive of consumers. Among our strengths is our Automotive, Personal Development, B2B Occupation, Purchase and In-Market data.

### USE CASES

- Demographic/Gender
- Automotive Conquest
- Continuing Education
- New Parents
- Teen Drivers
- B2B Occupation – Nurse

## DATA TYPE

Auto, Purchase, Financial, B2B, Hobbies, Demographics (our gender data is particularly strong), Ethnic, Teen driver, Auto prospect, PC operating systems and more

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## REGIONAL COVERAGE

USA

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## DATA SAMPLES

Available upon request.

## SOURCES

We collect offline data from reliable unique sources, key word search AI, daily feeds from online purchase and transactional data, CPG, Automotive In-Market from online registrations, daily feeds from hashed emails paired with mobileID's that we match to our Consumer Masterfile for behavioral, lifestyle and demographic information are among the many sources we use to collect our data.



At MeritDirect, we power B2B. Our exclusive focus, comprehensive data, proprietary technology and deep expertise is differentiating and uniquely qualifies us to be your growth driving partner. Data is at the core of everything we do. We have one of the most comprehensive business data warehouses in the US, with coverage extended internationally. Our highly-trusted data has been purpose built from more than 2,500 original sources over 20 years, is re-compiled continuously, and substantially enhanced with real time intent, response and purchase data. Our reputation is underpinned by our data governance and privacy compliance. Analytics, Demand/Lead Generation, digital, direct mail, email and multi-channel campaigns all start and end from a data-centric environment.

## USE CASES

- Account Based Marketing (ABM)
- Branding
- Demand Generation/Lead generation
- Multi-Channel Marketing
- Direct Response
- Retail Traffic
- Awareness

## DATA TYPE

Information Technology (IT), Engineering, Human Resources, Marketing, C-Suite, Finance, Small Business, Healthcare, Government, Education, Manufacturing, Operations, Sales and Professionals

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## REGIONAL COVERAGE

France, UK, USA

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## DATA SAMPLES

Available upon request.

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*\* This data provider is available for limited and/or planning use only. Contact your rep for details.*

## SOURCES

Power B2B is a multi-sourced environment, combining multiple data feeds to produce a single environment. PowerB2B brings stitches together data streams from media, publishing, online and brick and mortar merchants, and more and unifies the audience with our proprietary overlay, hygiene and segmentation. PowerB2B by MeritDirect is a comprehensive source of B2B at scale, without losing the ability to create custom audience segments.

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## SECURITY

MeritDirect LLC uses several security systems and procedures to safeguard the information, ensuring the data is accessed only by authorized individuals for legitimate business purposes. MeritDirect LLC will not transmit or sell the compiled information to third parties without obtaining a written or electronic agreement that defines the rights and responsibilities with respect to the data. Furthermore, MeritDirect LLC will review our customers' use of the data to ensure sensitive data is being handled in accordance with required protections, and that this information is not used for deceptive, misleading, distasteful, or suspicious purposes.



NinthDecimal, powered by InMarket, is the leading offline behavioral marketing platform. It helps leading brands grow their consumer base and revenues by creating a complete view of their customers. Whether acquiring new customers, retaining existing customers, or getting them to visit more and buy more, the 9D Marketing platform powers customized brand growth strategies through Audience, Insights, Measurement, and Media solutions, deployed across all marketing channels.

NinthDecimal's AIM product suite is powered by its proprietary 9D engine, the largest real-time engine of consumer behavior. It's fueled by more than 200M U.S. consumers seen in almost 10 billion locations per day.

## USE CASES

- Geotargeting with 4 feet of precision
- Custom Audiences with 13-months lookback data
- Foot-Traffic Studies
- CRM and 1P data activation
- Custom Data Licensing and Insights
- Retargeting from Ad Exposure

## DATA TYPE

Demographic, Telco, Location, Technology, Lifestyle, Occupation, Enthusiast, Travel, Telco, Online, Purchase, Auto, QSR, Retail, Seasonal, Shopper

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## REGIONAL COVERAGE

USA

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## DATA SAMPLES

Available upon request.

## SOURCES

NinthDecimal's location data is exclusively sourced from publisher SDKs via a combination of our proprietary NinthDecimal SDK, publisher SDK aggregators, and direct publisher partnerships. We deprecated collection and use of data sourced from advertising exchanges or "open marketplaces" (i.e., "bidstream data") as of January 1st, 2020, in order to ensure compliance with CCPA regulations.

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## SECURITY

We leverage a variety of technologies to ingest, filter, process, and contextualize geolocation signals and to eliminate low-quality or inauthentic location signals derived from user registration data, cell tower data in isolation, IP address or any other data demonstrating suspicious patterns not indicative of authentic real-world behavior. We use three primary types of filters: User Filtering, Location Filtering, and Session Filtering. We also have integrations with MOAT, Double Verify, IAS, and Comscore for viewability and fraud detection.

# oneAudience

OneAudience, which is part of the parent company, Bridge Marketing, is a mobile-first company that brings together first and third-party data for purchase.

## USE CASES

OneAudience aggregates first-party deterministic mobile data and maps it to third-party offline data to create unique mobile segments available for purchase within DMPs, DSPs, and Data Exchanges. We also license that deterministically linked mobile data to similar organizations to enhance scale within device graphs.

## DATA TYPE

First-Party Deterministic Mobile Data

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## REGIONAL COVERAGE

USA and International

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## DATA SAMPLES

Available upon request.

## SOURCES

Mobile Data – OneAudience SDK  
Email Data – Website Publishers  
Offline Data – Acxiom



ownerIQ is changing the way retailers, brands and marketers view and access data; helping to create a data sharing economy by connecting powerful second-party data with decisioning. Within our “Qniverse” lives the largest, most transparent second-party data cloud in ad tech. Over 600 retailers, product brands and e-commerce websites contribute data on over a billion shopping behaviors and e-commerce transactions monthly. In addition, our CoEx platform is the only software designed to support transparent audience sharing and frictionless second-party data marketing executions.

Our Active Shopper Data blends billions of e-commerce, product review and purchase data points to create audiences that are in market for your products. These segments are available across any data partner, any inventory, and any device.

## USE CASES

**OwnerIQ has an extremely strong consumer electronics data set. We are able to find users that are looking at product review sites and price comparison for personal computers. This is the perfect time for Apple or Dell to target a user. The user is opening themselves to new products and brands, searching for the product that will best suit their needs. Targeting a user with new computer ads while they are in-market for the product can drive new business and strong returns on your advertising dollar.**

## DATA TYPE

CPG, Travel, Financial Products and Services, Hobbies & Crafts, Baby Clothing & Items, School & Office Supplies, Consumer Electronics, Books & Magazines, Appliance, Automotive, Health & Fitness

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## REGIONAL COVERAGE

USA

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## DATA SAMPLES

Available upon request.

## SOURCES

Sourced from over 300,000 online sites our data is manually curated, sorted, categorized, and refreshed daily by our ownerIQ Cybrarian team to ensure data quality and drive efficient performance. Or strategic partnerships with brands and retailers gives us insights into the top performing in-market audiences across the retail landscape.



PlaceIQ is a leading data and technology provider that powers critical business and marketing decisions with location data, analytics, and insights. An early industry pioneer, PlaceIQ has become the standard for fueling better decisions by marketers, analysts and publishers through powerful, location-based consumer insights, real-world measurement, and attribution. With PlaceIQ, companies can uncover opportunities within the consumer journey by learning about and connecting with location-based audiences, measuring real-world ROI and applying insights that drive intelligent marketing and successful business outcomes.

## USE CASES

- Audience discovery and activation
- Omnichannel measurement
- Media optimization
- Foot traffic trends and analysis
- Market and industry research

## DATA TYPE

Automotive, CPG, Dining, QSR, Entertainment, Finance, Retail, Travel, Lifestyle, B2B

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## REGIONAL COVERAGE

USA

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## DATA SAMPLES

Available upon request.

## SOURCES

PlaceIQ analyzes data from mobile devices, sourced via industry-standard device IDs that are by definition anonymized in order to protect the privacy of device users. As a further safeguard, PlaceIQ only uses anonymized data that has been collected after an opt-in by users. Our technology transforms lat/long data into aggregate location data, matched to our basemap of the U.S., then used for audiences, measurement and analytics.



Clients use Plunge Digital to enrich and extend their existing 1st party data audience segments with our extensive high value data: Kelley Blue Book Auto Verified, Visa Cardholder Purchasing Behaviors(\*), Demographic, Lifestyle, Ailment Segmentations, Event & Life Stage Triggers, Business & Professionals, Firmagraphic, etc. Our high value data enables our client's ability to accurately pinpoint targetable audience(s), perform precise campaign segmentation, and achieve greater ROI by increased engagements and conversions.

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\* Visa Cardholder Purchasing Behaviors = Plunge > Kantar Shopcom Visa Audiences

## USE CASES

- Build Brand Awareness
- Target your competitor's prospects
- Identify "in-market" customers
- Activations
- Modeling
- Segments and Overlap

## DATA TYPE

Advertising, Business-to-Business, Consumer, Automotive, Education, Energy, Financial, Consumer Goods, Government – Federal, State, Local, Healthcare, Insurance, Legal, Manufacturing, Media, Online, Real Estate, Retail & General Merchandise, Technology, Communications, Travel & Tourism, Transportation, High Tech, Non-Profit, Pharmaceutica, Telco, Cable, Technology, Retail, Modeling, Analytics

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## REGIONAL COVERAGE

USA

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## DATA SAMPLES

Available upon request.

## SOURCES

Plunge Digital's data-driven solutions are built by proprietary sourcing from public domain, cooperative databases and self-reported inputs. Plunge Digital compiles multiple data feeds at the primary source in addition to specific value added aggregations to create a unified, proprietary view of each consumer and/or business profile.



Our segments are created based on a variety of intent-focused user generated signals (price alerts, coupon downloads, purchase history, shopping/wish list additions, location data, etc.) coming directly from our website, app and SDK partners. Our data is different than that of a lot of other providers because these are all declarative signals expressed by consumers, which our IQ algorithm evaluates based on strength, recency and frequency. We take into account multiple actions performed across all devices as opposed to simply classifying a consumer as in-market based on one action. 70% of our data is unique to Qualia.

## USE CASES

- **Brand awareness and site engagement, as our IQ users are in-market for a product or service and are in the research and evaluation stage of the purchase cycle**

## DATA TYPE

Automotive, Travel, Entertainment, Retail, Home Improvement, Sports, Tech, Business and more

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## REGIONAL COVERAGE

USA

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## DATA SAMPLES

Available upon request.

## SOURCES

Qualia partners with a variety of website, mobile site and app and partners to access consumer data. We collect information about your interaction with, and the content on, that site or app. This data may be collected by such partners themselves or may be collected by such partners from other sources. We take measures to prevent third party data providers and partners from providing us with PII. The information that we collect and receive is used to help our customers better identify appropriate target audiences for their products and services among web and mobile users. Qualia may collect and match non-PII across Screens, browsers, or applications in order to provide clients with the ability to deliver more relevant advertising.

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## SECURITY

PII is anonymized to ensure privacy and all data is validated by a global fraud services provider to ensure accuracy. Our Health audiences are modeled to ensure 100% HIPAA compliance.

# Scanbuy

Scanbuy's Data & Analytics Business is a data-driven marketing machine. We have 5 years of US mobile consumer shopping, demographic, location, and identity data to generate insights on the likely shopping behaviors and purchase patterns of 200M US consumers.

Marketers love our data because it is organized into an easy-to-search data taxonomy, consisting of the following popular segments and audiences: Consumer Packaged Goods (CPG), Durable Goods (DG), Fast-Moving Consumer Goods (FMCG), Foods & Beverages, Consumer Electronics, Fashion & Accessories, Health & Wellness, Sporting Goods, and Demographics & Lifestyle.

Whether you are interested in licensing or using our data, have similar data to license to us, or would like to learn more about the unique consumer behavioral insights we gain every day, please contact us.

## USE CASES

- Brand-level consumer audience targeting and insights
- Competitive brand-level or general product category-level targeting
- Brand-level competitive analytics
- In-store shopping analysis...i.e. "showed in-store interest" vs. "purchased product"
- Life stages analyses or overlays
- Demographic analyses or overlays
- Geographic analyses or overlays.

## DATA TYPE

Consumer Packaged Goods (CPG), Durable Goods (DG), Fast-Moving Consumer Goods (FMCG), Foods & Beverages, Consumer Electronics, Fashion & Accessories, Health & Wellness, Sporting Goods, Demographics & Lifestyle.

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## REGIONAL COVERAGE

USA, Canada, Mexico.

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## DATA SAMPLES

Available upon request.

## SOURCES

Scanbuy uses deterministic in-store and in-app consumer purchase and intent-to-purchase signals directly from the consumer's smartphone. 100% mobile data, no cookies, all "real-world" bricks-and-mortar shopping data.

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## SECURITY

All data is collected via mobile app/SDK. No cookies. 100% deterministic data collected directly from the consumer smartphone.



ShareThis audiences are constructed from proprietary sharing, interest, and intent signals collected across our global network of three million publisher domains. This network represents the largest independent source of real-time behavioral data on the open web, capturing a staggering 18B events each month.

## USE CASES

### Interest and Intent data for:

- Brand awareness
- Demand generation
- In-market targeting
- Cross-sell/Up-Sell
- New product introduction
- Competitor conquering
- Seasonal sales
- Community building

## DATA TYPE

Arts & Entertainment, Auto, CPG, Diet & Fitness, Beauty & Style, Diet & Fitness, Events, Finance & Insurance, Hobbies, Home Improvement, Pets, Professional Services, Retail, Seasonal, Shopping, Sports, Tech Enthusiasts, Travel

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## REGIONAL COVERAGE

Global coverage in over 150 countries

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## DATA SAMPLES

Available upon request.

## SOURCES

ShareThis audiences are constructed from proprietary sharing, interest, and intent signals collected across our global network of three million publisher domains. We analyze the daily interactions of 420 million unique users per month to interpret people's real-time interests and passions through their behavior – what they search, click, view, and share.



Skydeo helps brands and agencies gain important mobile insights about their customers to drive growth and targeting. Skydeo's mobile data platform includes over 100,000 unique segments at scale from AppGraph, PlacesGraph, ShoppingGraph and IDGraph data sets.

## USE CASES

Brand affinity, look-alike modeling by Apps, Places, Products, mobile app user insights, audience extension, competitive conquest.

## DATA TYPE

All

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## REGIONAL COVERAGE

Skydeo has Global Data. For Neustar we are currently providing US only.

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## DATA SAMPLES

Available upon request.

## SOURCES

Skydeo's mobile data platform is a private label data marketplace that sources data directly from devices based on consumer opt-in, app partnerships and data partnerships that directly link offline purchase behavior to mobile via Skydeo IDGraph.

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## SECURITY

All mobile, no cookies.

# SKYHOOK<sup>®</sup>

A LIBERTY BROADBAND COMPANY

Skyhook, a Liberty Broadband company, is a pioneer in location technology and intelligence. We strive for continuous innovation as evidenced by our 650+ patents and the fact that our technology provides the foundation for mobile location services in the global smartphone market. We provide our customers with real-time services and analytical insights via a combination of precise device location and actionable venues. Our products are built on the pillars of trust and respect for individual privacy.

## USE CASES

- Competitive Conquesting
- Loyalty Awareness
- Consumer & Brand insights
- Measurement & Attribution
- Look-alike Modeling

## DATA TYPE

Mobile device IDs for Retail, Auto, QSR, Demographics, Travel, Sports, Entertainment

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## REGIONAL COVERAGE

USA

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## DATA SAMPLES

Available upon request.

## SOURCES

Skyhook's data is sourced via direct SDK integrations as well as partners via SDK relationships with apps and publishers. The data is delivered daily.

# sovrn

Since 2006 Sovrn has been providing advertising tools, technologies, and services to its network of 40,000+ publishers and content creators helping them make money, grow their businesses, and access a massive data commons that provides extraordinary insights.

Publishers opt into the Sovrn Data Collective, granting Sovrn broad rights to collect, manage, store and monetize the data on the publisher's behalf. This results in a unique, diverse, engagement-driven data set from a large network of high-quality, content rich independent publishers.

Sovrn data products are built on the behavioral interest and intent data and enable companies to target users of interest with high ROI, match with their first party data for new in-moment customer insights, link users across devices, and so much more. This data share includes a real time event stream of 18 Billion+ signals per day collected by Sovrn advertising tags across Sovrn publisher websites.

Sovrn is headquartered in Boulder, Colorado.

## USE CASES

Sovrn offers broad, customizable user data for targeting, segmentation, reporting and analytics.

- Identity Resolution
- Reporting
- Analytics
- Customer Profiles
- ID Extension

## DATA TYPE

US Web Behavioral Data	175B+ Pageviews per month
Consented EU Data	47B Pageviews per month
APAC Weblog Data	30B Pageviews per month
Canadian Weblog Data	14B Pageviews per month
Commerce Purchase Intent	2.6B Pageviews per month, represents \$1B in annual consumer spend
Reader Engagement Data	<i>Coming Soon</i>

## REGIONAL COVERAGE

Sovrn’s network of publishers span the globe; we currently offer data for the US, APAC, Consented EU, and Canada. We are actively pursuing new geographies and will make regions available as privacy and compliance regulations allow.

## DATA SAMPLES

Available upon request.

## SOURCES

Sovrn’s data is sourced from our network of 40,000+ high-quality, content-rich, independent publishers. We have access to over 10B+ pageviews/month, 340MM+ readers, across the globe.

## SECURITY

Sovrn was the first, and remains one of the few exchanges to achieve TAG (Trustworthy Accountability Group) Platinum certification. We take issues of fraud and piracy very seriously, and as a result our site approval process is stricter than most.

Furthermore, 100% of our ad requests are scored in real time by both IAS and WhiteOps. We won’t offer ad requests to buyers that fail these checks.

Even with what we believe is the strongest site approval process in the industry, we continuously monitor our exchange, and perform weekly audits—and removals—of sites that violate our controls. We’re proud of the work we’ve done to support publishers and stamp out fraud and piracy both on our own exchange and within the industry.

# SPECIALISTS

## MARKETING SERVICES

Specialists Marketing Services, Inc. (SMS) is a leading provider of quality offline consumer and new mover segments, including 240MM+ consumers, 170MM+ households, and hundreds of demographic and lifestyle attributes. With a proven track record in both the direct mail and digital channels, SMS offers a high level of targeting accuracy at scale.

### USE CASES

- Brand Awareness
- Life Stages
- Marketing/Analytics
- Enhanced Targeting

## DATA TYPE

Telcom, Cable, Retail, Auto, Insurance, CPG, Technology, Non Profit, Travel, Entertainment, Banking, Home Goods, Furniture

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## REGIONAL COVERAGE

USA

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## DATA SAMPLES

Available upon request.

## SOURCES

Sourced from hundreds of offline data sources. Source types include: survey, warranty, transactional, new mover, and public record. All records start with name and physical address, allowing for more accurate and precise targeting. Attributes are deterministic, multi-sourced verified, cleansed, and updated monthly.



Start.io is a mobile data platform. Start.io (formerly StartApp) enables organizations to uncover insights and make data-driven decisions that enhance strategies and drive growth.

Start.io's direct integration with one million mobile apps provides access to unprecedented levels of global first-party data, which can be leveraged to understand and predict behaviors, identify new opportunities and fuel strategic business decisions.

We offer unmatched scale and quality sourced from our own SDK. With a direct integration on the device, we have access to unique data sets as well as a handshake with the end-user, helping us maintain our consent and privacy mechanism up to date. Founded in 2010, the company is headquartered in New York with offices around the world.

## USE CASES

- Audience Targeting by demographic, behavior, interests, device, lifestyle and more
- Competitive conquering
- Brand awareness
- Location based audiences
- Mobile audience by app ownership

## DATA TYPE

Telco, Retail & eCommerce, Media and Entertainment, Fintech, Travel, Consumer Technology and Connectivity, Auto, Demographics, Lifestyle

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## REGIONAL COVERAGE

USA

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## DATA SAMPLES

Available upon request.

## SOURCES

Start.io (formerly StartApp) audiences are based on raw data signals from our SDK and direct publisher integrations. We apply machine learning techniques to model demographics data such as age and gender. We model the interest of users based on apps on device and interaction with ads, and by intersecting location data with known POIs. Deterministic audiences rely on device metadata such as make and model of device, carrier of sim and cell, and some are based on users of a specific app. Location-based audiences are based on signals such as GPS, Wifi & Cell towers.

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## SECURITY

Start.io (formerly StartApp) does not collect cookies; all data stems directly from our SDK, embedded into over 1M apps on Android and iOS. We apply diverse statistical measures to clean and filter the data. Start.io does not license any other 3rd party datasets, making us a direct link to the source of the data and the end user itself.



## STATSOCIAL

StatSocial is a people-based (deterministic) audience mapping platform built on patented technology developed over the last decade. We apply machine learning and expert curation to produce unlimited audience segments. Monthly, tens of billions of data points gleaned from social, behavioral, interest and intent data are mapped to over 600 million unique global consumers. For marketers, agencies, media firms and marketing service providers, we drive enhanced CRM value; acquiring the best consumer prospects; superior research and planning; and increased media inventory value.

### USE CASES

- Brand and product level affinities
- Hard to find users with a specific lifestyles, interests or intent
- Fans of influencers/celebrities
- Fans of media/entertainment (TV, movies, music, etc.)
- Socially active consumers
- Analytics

## DATA TYPE

The massive scale of unique social and other data insights leveraged to map deterministic consumer audiences is of value across unlimited categories/verticals. Clients have been realizing relatively high differentiated value across media/entertainment, influencers/celebrities, consumer packaged goods (CPG), retail, travel and lifestyle/interests.

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## REGIONAL COVERAGE

USA

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## DATA SAMPLES

Available upon request.

## SOURCES

We license publicly available social and other consumer data from essential partners who have been authorized by the consumers, and who provide this data in a privacy-compliant manner.



Founded in September 2009, Stirista offers deterministic audience data and inferred social insights, sourced from a mixture of online and offline contributors. Our data enables buyers to identify their audience and match it to the channels that reach consumers where they spend their time. With some of the most comprehensive real-time databases in the world, Stirista gives a 360 degree view of an individual. One market differentiator is our focus on social data. We add customer insights unique to social media profiles. We have a consumer database of over 244 MM+ individuals, a political database of 175 MM US voters, a business database of 30 MM Professionals, and detailed multicultural data on 180 MM individuals. Deterministic compilation results in precise postal data (99.7% CASS score), opt-in email coverage on 120 MM+, and social media handles on over 190 MM. We offer extensive demographic, lifestyle, behavioral, transaction, automotive ownership, and occupational data attributes.

## USE CASES

- Accurate data at the individual level
- Reaching key decision makers
- Building custom targetable audiences
- Measuring campaign effectiveness
- Brand Awareness
- Competitive conquering
- Life Stages
- Prospecting

## DATA TYPE

Any & All Industry Verticals. Our existing clients are leaders in Telco, Higher Ed, Retail, Banking/ Finance, Technology, Auto, Healthcare, Business Services, Insurance.

Our key data Verticals are Auto, B2B, Multicultural, Political, B2C, Life-Event "Triggers", Social Followers, and Intent or "In-Market" data.

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## REGIONAL COVERAGE

USA

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## DATA SAMPLES

Available upon request.

## SOURCES

Data is obtained with user-consent and/or opt-in from a mixture of online and offline sources. We build and maintain our data sets offline, but have made them available online through our partnership with Neustar.

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## SECURITY

We are passing offline data containing PII to Neustar for matching with online identifiers. Our offline data is regularly hygiened and we use several 3rd party validations services to keep our data up to date.



Tamoco provides accurate geospatial data and toolsets to enable customers to better understand how consumers move and behave in the offline world.

## USE CASES

- Brand and product level propensities
- Competitive conquering
- Brand awareness
- Life stages
- Store visitation
- People mobility
- Movement trends
- Offline insights
- Journey identification

## DATA TYPE

Retail, Auto, CPG, Location, Footfall, Geospatial

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## REGIONAL COVERAGE

USA, UK, LATAM, MENA, Eastern Europe, APAC

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## DATA SAMPLES

Available upon request.

## SOURCES

The data comes from third party app publishers.

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## SECURITY

Tamoco does not collect cookies. As Tamoco's location data all comes directly through the operating system, we ensure no fraud in the location data we collect.



TruSignal uses offline data and predictive scoring to score 220 million U.S. adults to more accurately and efficiently determine who to target and who to avoid across every channel and device.

Our custom-built audiences focus your campaigns on people who are 2x more likely to convert, pinpoint valuable consumers for acquisition and expand the scale of your current audiences by identifying 20 million prospects who look like your existing customers. Our Pre-Built Audiences are industry-specific and are ready in Neustar now.

## USE CASES

- Auto Conquesting
- Auto Buyers
- B2B
- Lookalikes
- Increase Campaign Efficiency
- Expand Scale
- Financial Services
- Political Issues and Fund Raising

## DATA TYPE

Auto, Business, Financial Services, Political, Lifestyle, Interests, Hobbies

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## REGIONAL COVERAGE

USA

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## DATA SAMPLES

Available upon request.

## SOURCES

Our offline core data set is aggregated from multiple data providers covering hundreds of actual data sources across 12 data categories. The data set covers 220 million U.S. adult (99% of the population) with approximately 2,700 data points per profile. We cross verify multiple sources to ensure the highest quality data.



#Home by Vendigi provides audience data for all things related to the home. Discover a spectrum of audiences spanning the home ownership lifecycle – from buying a home to living in a home to selling a home – each phase introduces coveted audiences for financial institutions, home & garden retailers, cable and telecom providers, and others. Discover homebuyers seeking mortgages or new homeowners inclined to purchase cable service, home security, or a new patio set. Spanning beyond the mover, home improvement retailers or solar providers can target homeowners with plans to remodel or ones who have recently pulled out a home equity line of credit.

## USE CASES

### Interest and Intent data for:

- Financial Institutions
- Home & Garden Retailers
- Home Improvement Retailers
- Cable, Telecom, and Security Providers
- Consumer Electronics Retailers
- Real Estate Service Providers

## DATA TYPE

Cable, Telco, Home Improvement, Home & Garden, Appliances, Financial, Insurance, Healthcare Providers, Real Estate

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## REGIONAL COVERAGE

USA

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## DATA SAMPLES

Available upon request.

## SOURCES

Our audiences come from the source systems supporting over 80% of all real estate activity in the country. These highly guarded systems introduce proprietary first-party audiences from real estate broker websites, multiple listing systems, real estate transaction management platforms, and loan origination systems.

Multiple Listing Services (MLS): #Home has partnered with MLSs across the nation representing over 80% of all real estate agents; this partnership provides brands and agencies an opportunity to reach the highest quality homebuyers in the act and nearly every home seller shortly after listing their home for sale.

Broker Websites: Extending the reach of MLS audiences, #Home has partnered with industry-leading real estate brokerages including Century 21, Coldwell Banker, Berkshire Hathaway, Better Homes and Garden, RE/MAX, Sotheby's International, and others to collect first-party audiences from their real estate websites.

CoreLogic: As MLSs and brokers provide #Home with homebuyer and home seller audiences, homeowner data sourced from CoreLogic provides everything in between including segments like recent homeowners, owners with significant equity, recent remodel permits, and more.



**webbula**

The Data Solutions Experts

Webbula is the undisputed industry leader in data quality technology. Our solution helps you display ads to audiences you care about based on self-identified, cross-channel behaviors, not modeled assumptions. We help you attain transparency and improve confidence with who you are marketing.

Webbula's Audience Data service gives our customers the power to build targeted, segmented, and highly personalized audiences. Our industry-leading dataVault includes premium quality self-reported, deterministic and individually-linked data that includes over 85% of the U.S. population. In addition Webbula ensures ongoing data quality by constantly updating, verifying and filtering our data sets through our proprietary multi-method hygiene solution, which mitigates potential fraud and provides even more data security - constantly linking data back to the individual source. Webbula has more than enough data to satisfy the most hungry campaigns.

## USE CASES

- Display Campaigns
- Retargeting Campaigns
- Shopping Cart Abandonment
- Actionable TV
- Mobile/Video Ads
- Search Engine Optimization
- Conquest Campaigns

## DATA TYPE

Automotive Ownership, Demographic, Telco, B2B, Firmographic, Technographic, Interest, Hobby, Lifestyle, Travel, Retail, Technology, Financial, Mortgage, Political, Donations, OTT/Streaming

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## REGIONAL COVERAGE

Canada, USA

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## DATA SAMPLES

Available upon request.

## SOURCES

Our data comes from over 110 trusted providers and includes surveys, publisher partners, transactional events, and sign-ups. All of our data is from self-reported, deterministic, and individually linked. We never use modeling to increase our database size. Every piece of data that passed into our datavault is also put through our hygiene filters to check for accuracy, threats, and more, resulting in increased reliability.



zeotap unites the world's most valuable mobile data to fuel growth. In 2018 alone, over 50 of the world's top 100 brands have used zeotap's data. We enable our clients to achieve up to 6x better results through deterministic data at scale and intelligent technology. The first company to win major telecom operators around the world as data partners, zeotap has since become the leader in sourcing, refining and distributing high-quality data from large enterprises. We have earned our partners' trust through a strict focus on regulatory compliance, privacy-by-design and information security, including ISO 27001 certification. zeotap provides data to the digital advertising ecosystem for better mobile targeting and insights. Our proprietary telecoms and enterprise-powered consumer device graph "Connect" enables deterministic offline-to-online onboarding, including the activation and enrichment of client CRMs. Founded in Berlin in September 2014, zeotap today has offices around the world.

## USE CASES

- CRM Onboarding "Patented Identity Graph" & Distribution
- Customer Insights & Segmentations based on Socio-Demo, App Usage & Purchase Intent
- Modelling of 1st Party Data & Distribution
- Campaign Audience & Conversion Insights (end2end)
- Targeting with up to 6x accuracy, higher viewability, more human traffic, up to 500% more engagement, up to 250% more conversions

## DATA TYPE

All Industries, FMCG, Retail, Automotive, Telco, Consumer Electronics, Home, Fashion, Entertainment, Finance, Pharma, Travel, B2B

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## REGIONAL COVERAGE

Europe Top 5+, North America, LATAM, India

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## DATA SAMPLES

Available upon request.

## SOURCES

ID verified telecom data from 10 telcos globally, large enterprises, software security companies, large eCommerce marketplaces across major verticals. Under strict deterministic methodologies also: App SDKs, publishers and affiliates. All partners undergo quality tests. We have a data partner acceptance rate of 11% with over 250 partners tested.

# ABOUT US

## About Neustar

Neustar is an information services and technology company and a leader in identity resolution providing the data and technology that enable trusted connections between companies and people at the moments that matter most. Neustar offers industry-leading solutions in marketing, risk, communications, and security that responsibly connect data on people, devices and locations, continuously corroborated through billions of transactions. Neustar serves more than 8,000 clients worldwide, including 60 of the Fortune 100. Learn how your company can benefit from the power of trusted connections here: <https://www.home.neustar>

## About Neustar Fabrick

Neustar Fabrick™ is the data connectivity platform underlying Unified Identity and Unified Analytics, that provides marketers with the identity linkages, privacy-protections, and data connections they need to maintain and grow their marketing and analytics capabilities in a privacy-centric, post-ID marketing environment. Learn more at <https://www.home.neustar/fabrick>

## Neustar Unified Identity solves marketers' most significant data & technology challenges:

### CRM Data Hygiene & Resolution:

Correct, and de-duplicate customer and prospect data using authoritative identity data. Resolve fractional identity across offline and online signals for a persistent 360-degree view.

### Enrichment & Segmentation:

Augment customer records with high-quality first, second, and third-party data from trusted partners to create powerful and effective consumer audiences.

### Onboarding & Activation:

Syndicate audiences at scale everywhere across digital and physical channels including display, mobile, out of home, email, call center, direct mail, television, video, and social.

### Advanced Analytics & Data Science:

Analyze campaign, audience, and media performance using advanced data science. Build custom models with full access to granular event-level data to continually optimize data-driven strategies.

**neustar**<sup>®</sup>