The Trade Desk
Data Provider Directory

theTradeDesk®

Data Partners by Market

Data Partners by Vertical & Region

Data Provider Overviews (p. 41)

Provider list with hyperlinks on next page

Pre-Bid & Contextual (p. 161)

theTradeDesk®

Data Provider Overviews

- 33Across
- Acxiom
- Adara
- Adsquare
- Adstra
- Affinity Answers
- AlikeAudience
- Alliant
- Ameribase Digital
- AmeriLINK
- AnalyticsIQ
- Angle Tech
- AudienceOne
- Audigent
- Aurora
- Baby Kingdom
- Bombora
- Claritas
- Comscore
- Cross Pixel
- Cuebiq
- Data Axle
- DataCurrent
- Dataline
- DataXtrade
- Datonics
- DMD
- Dstillery
- Dun & Bradstreet
- Edmunds

- eLand
- Emetriq
- Emodo
- Epsilon
- Equifax - IXI
- Experian
- Eyeota
- Fifty
- Fluent
- Flybuys
- Foursquare
- Fyllo
- GetOne
- Gravy
- Healio
- HealthLink Dimensions
- HYP
- IBM Watson
- Ibotta
- iCook
- IHS Markit
- Inmar Intelligence
- InMarket
- Intimate Merger
- IRI
- Kantar
- Kinsa
- Kochava
- Lifesight

- LiveRamp
- LnData
- Lotame
- Mastercard
- MedData Group
- Media Source
- Mobilewalla
- MRI-Simmons
- myTV SUPER
- Navegg
- NCSolutions
- Netwise
- Networld
- Neustar
- Nielsen
- NinthDecimal
- OnAudience
- OneDATA
- Oracle Data Cloud
- OS Data Solutions
- Pathformance
- Permutive
- PIA
- pixnet
- PlaceIQ
- Pushspring
- Quotient
- Reklaim
- RTBAsia
- Samba TV

- Scanbuy
- Semasio
- ShareThis
- Sirdata
- SK Planet
- SMS Inc
- Start.io
- Supership
- Tagtoo
- Talking Data
- Telkomsel
- Tencent
- TG360
- The ADEX
- Tourist Tracka
- TownWifi
- TransUnion
- TruOptik
- UnionPay
- Urban Science
- V12
- Veeva Crossix
- Vendigi
- VisualDNA
- VPON
- WeatherAlpha
- Webbula
- Weborama
- Zapr
- Zeotap

theTradeDesk®

United States (US)

Canada (CA)

theTradeDesk

United States (US)

- 33Across
- Acxiom
- ADARA
- Adsquare
- Adstra
- Affinity Answers
- AlikeAudience
- Alliant
- Ameribase Digital
- AnalyticsIQ
- Audigent
- Blis
- Bombora
- Cadent
- Claritas
- Comscore
- Cross Pixel
- Crossix
- Cuebiq
- Data Axle
- Dataline
- Datonics
- DMD
- Dstillery
- Dun & Bradstreet
- Edmunds
- Epsilon
- Equifax IXI
- Ericsson Emodo

- Experian
- Eyeota
- Fifty
- Fluent
- Foursquare
- Fyllo
- Gravy
- Healio
- Healthlink Dimensions
- HealthRankings
- IBM Watson
- Ibotta
- IHS Markit
- InMarket
- Inmar Intelligence
- InMobi
- IRI
- Kantar
- Kinsa
- Kochava
- Lifesight
- Liveramp
- Lotame
- MasterCard
- MedData Group
- Media Source
- Mobilewalla
- MRI-Simmons

- NCSolutions
- Netwise
- Neustar
- Nielsen
- Ninth Decimal
- OnAudience
- Oracle Data Cloud
- Pathformance
- Permutive
- Pixnet
- PlaceIQ
- Pushspring
- Quotient
- Scanbuy
- Semasio
- ShareThis
- Sirdata
- SMS Inc
- Start.io
- Tapad
- Transunion
- TruOptik
- Urban Science
- V12
- Vendigi
- VisualDNA
- Weather Alpha
- Webbula

theTradeDesk®

Canada (CA)

- 33Across
- Acxiom
- ADARA
- Adsquare
- Adstra
- Affinity Answers
- Ameribase Digital
- Audigent
- Blis
- Bombora
- Comscore
- Cross Pixel
- Cuebiq
- Datonics
- Dstillery
- Dun & Bradstreet
- Eyeota
- Fifty
- Foursquare
- Gravy
- InMarket
- Inmar Intelligence
- InMobi
- IRI
- Killi
- Kochava
- Lifesight
- Lotame
- MasterCard
- Mobilewalla
- NCSolutions
- Netwise
- Nielsen
- OnAudience
- Oracle Data Cloud
- Pathformance
- Permutive
- Pixnet
- Semasio
- ShareThis
- Sirdata
- Start.to
- Tapad
- VisualDNA

theTradeDesk®

Data Partners by Vertical & Region

Auto

B2B

CPG/Purchase/In-Market

Demographics

Financial Services

Health

Entertainment/Gaming

Travel

Political

theTradeDesk

NORTH AMERICA

Data Providers
by Vertical

theTradeDesk

Data Partners by Vertical

🚗 Auto

- Acxiom
- AddThis
- Adex
- Adsquare
- Affinity Answers
- Adstra
- AlikeAudience
- Alliant
- Ameribase Digital
- AmeriLINK
- AnalyticsIQ
- Audigent
- Cadent
- Claritas
- Comscore
- Cross Pixel
- Cuebiq
- Data Axle
- Dataline
- Datonics
- Dstillery
- Edmunds
- Epsilon
- Ericsson Emodo
- Equifax IXI
- Experian
- Eyeota
- Fifty
- Fluent
- Foursquare
- Gravy
- IBM Watson
- IHS Markit
- InMarket
- InMar Intelligence
- Kantar
- Killi
- Kochava
- Lifesight
- Liveramp
- Lotame
- MasterCard
- Media Source
- Mobilewalla
- MRI-Simmons
- Neustar
- Nielsen
- Ninth Decimal
- OnAudience
- Oracle Data Cloud
- Permutive
- PlaceIQ
- Pushspring
- Semasio
- ShareThis
- Sirdata
- SMS Inc
- Start.io
- Transunion
- TruOptik
- Urban Science
- VisualDNA
- Webbula
- Weborama

🏢 B2B

- 33Across
- Acxiom
- Adara
- Adsquare
- Adstra
- Alike Audience
- Alliant
- Ameribase Digital
- AmeriLINK
- AnalyticsIQ
- Audigent
- Bombora
- Cadent
- Cross Pixel
- Cuebiq
- Data Axle
- Datonics
- DMD
- Dstillery
- Dun & Bradstreet
- Epsilon
- Equifax IXI
- Ericcson Emodo
- Experian
- Eyeota
- Fifty
- Foursquare
- Fyllo
- Gravy
- InMarket
- Killi
- Kochava
- Lifesight
- Liveramp
- Lotame
- MasterCard
- Media Source
- Mobilewalla
- Netwise
- Neustar
- Nielsen
- Ninth Decimal
- OnAudience
- Oracle Data Cloud
- Permutive
- PlaceIQ
- Pushspring
- Semasio
- ShareThis
- SMS Inc
- Start.io
- Transunion
- TruOptik
- VisualDNA
- Webbula
- Weborama

theTradeDesk®

Data Partners by Vertical

🏪 CPG · Purchase · In-Market

- 33Across
- Acxiom
- Adara
- Adsquare
- Affinity Answers
- Adstra
- AlikeAudience
- Alliant
- AnalyticsIQ
- Audigent
- Bombora
- Cadent
- Comscore
- Cross Pixel
- Cuebiq
- Data Axle
- Dataline
- Datonics
- Dstillery
- Epsilon
- Equifax IXI
- Experian
- Eyeota
- Fifty
- Foursquare
- Fyllo
- Gravy
- IBM Watson
- Ibotta
- InMarket
- InMar Intelligence
- IRI
- Kantar
- Killi
- Kinsa
- Kochava
- Lifesight
- Liveramp
- Lotame
- MasterCard
- Media Source
- Mobilewalla
- MRI-Simmons
- NCSolutions
- Neustar
- Nielsen
- Ninth Decimal
- OnAudience
- Oracle Data Cloud
- Pathformance
- Permutive
- Pushspring
- Quotient
- Scanbuy
- Semasio
- ShareThis
- SMS Inc
- Start.io
- Transunion
- TruOptik
- V12
- Vendigi
- VisualDNA
- Weborama

👥 Demographics

- 33Across
- Acxiom
- Adara
- Adsquare
- Affinity Answers
- Adstra
- AlikeAudience
- Alliant
- AmeriLINK
- AnalyticsIQ
- Audigent
- Bombora
- Cadent
- Claritas
- Comscore
- Cross Pixel
- Cuebiq
- Data Axle
- Dataline
- Datonics
- DMD
- Dstillery
- Epsilon
- Equifax IXI
- Ericcson Emodo
- Experian
- Eyeota
- Fifty
- Fluent
- Foursquare
- Fyllo
- Gravy
- IHS Markit
- InMarket
- InMar Intelligence
- Kantar
- Killi
- Kochava
- Lifesight
- Liveramp
- Lotame
- Media Source
- Mobilewalla
- MRI-Simmons
- Netwise
- Neustar
- Nielsen
- Ninth Decimal
- OnAudience
- Oracle Data Cloud
- Pathformance
- Permutive
- PlaceIQ
- Pushspring
- Scanbuy
- Semasio
- ShareThis
- SMS Inc
- Start.io
- Transunion
- TruOptik
- V12
- Vendigi
- VisualDNA
- Webbula
- Weborama

theTradeDesk®

Data Partners by Vertical

🏛 Financial Services

- 33Across
- Acxiom
- Adara
- Adsquare
- Affinity Answers
- Adstra
- AlikeAudience
- Alliant
- Ameribase Digital
- AmeriLINK
- AnalyticsIQ
- Audigent
- Claritas
- Comscore
- Cross Pixel
- Cuebiq
- Data Axle
- Dataline
- Datonics
- Dstillery
- Epsilon
- Ericsson Emodo
- Equifax IXI
- Experian
- Eyeota
- Fifty
- Fluent
- Foursquare
- Gravy
- IBM Watson
- InMarket
- InMar Intelligence
- Kantar
- Killi
- Kochava
- Lifesight
- Liveramp
- Lotame
- MasterCard
- Media Source
- Mobilewalla
- MRI-Simmons
- Netwise
- Neustar
- Nielsen
- Ninth Decimal
- OnAudience
- Oracle Data Cloud
- Permutive
- PlaceIQ
- Pushspring
- Semasio
- ShareThis
- Sirdata
- SMS Inc
- Start.io
- Transunion
- TruOptik
- V12
- Vendigi
- Weborama

➕ Health

- 33Across
- Acxiom
- Adara
- Adsquare
- Affinity Answers
- Adstra
- AlikeAudience
- Alliant
- Ameribase Digital
- AnalyticsIQ
- Audigent
- Claritas
- Comscore
- Cross Pixel
- Crossix
- Dataline
- DMD
- Dstillery
- Epsilon
- Ericcson Emodo
- Experian
- Eyeota
- Fifty
- Fluent
- Foursquare
- Fyllo
- Gravy
- Healio
- HealthLink Dimensions
- HealthRankings
- IBM Watson
- InMarket
- InMar Intelligence
- Kantar
- Killi
- Kinsa
- Kochava
- Lifesight
- Liveramp
- Lotame
- MasterCard
- MedData Group
- Media Source
- Mobilewalla
- MRI-Simmons
- Netwise
- Neustar
- Nielsen
- Ninth Decimal
- Oracle Data Cloud
- PlaceIQ
- Pushspring
- Scanbuy
- Semasio
- ShareThis
- Sirdata
- Start.io
- TruOptik
- Weborama

theTradeDesk®

Data Partners by Vertical

🎮 Entertainment/Gaming

- 33Across
- Acxiom
- Adara
- Adsquare
- Affinity Answers
- Adstra
- AlikeAudience
- Alliant
- Ameribase Digital
- AmeriLINK
- AnalyticsIQ
- Audigent
- Cadent
- Claritas
- Comscore
- Cross Pixel
- Cuebiq
- Data Axle
- Dataline
- Datonics
- Dstillery
- Epsilon
- Ericsson Emodo
- Equifax IXI
- Experian
- Eyeota
- Fifty
- Foursquare
- Fyllo
- Gravy
- IBM Watson
- InMarket
- InMar Intelligence
- Kantar
- Killi
- Kochava
- Lifesight
- Liveramp
- Lotame
- MasterCard
- Media Source
- Mobilewalla
- MRI-Simmons
- Neustar
- Nielsen
- Ninth Decimal
- OnAudience
- Oracle Data Cloud
- Permutive
- Pixnet
- PlaceIQ
- Pushspring
- Semasio
- ShareThis
- Sirdata
- SMS Inc
- Start.io
- Transunion
- TruOptik
- VisualDNA
- Webbula
- Weborama

✈️ Travel

- 33Across
- Acxiom
- Adara
- Adsquare
- Affinity Answers
- Adstra
- AlikeAudience
- Alliant
- Ameribase Digital
- AnalyticsIQ
- Audigent
- Claritas
- Comscore
- Cross Pixel
- Cuebiq
- Data Axle
- Dataline
- Datonics
- Dstillery
- Epsilon
- Equifax IXI
- Ericcson Emodo
- Experian
- Eyeota
- Fifty
- Foursquare
- Fyllo
- Gravy
- IBM Watson
- InMarket
- InMar Intelligence
- Kantar
- Killi
- Kochava
- Lifesight
- Liveramp
- Lotame
- MasterCard
- Media Source
- Mobilewalla
- MRI-Simmons
- Neustar
- Nielsen
- Ninth Decimal
- OnAudience
- Oracle Data Cloud
- Pixnet
- PlaceIQ
- Pushspring
- Semasio
- ShareThis
- Sirdata
- SMC Inc
- Start.io
- Transunion
- TruOptik
- VisualDNA
- Webbula
- Weborama

theTradeDesk®

Data Partners by Vertical

⚖️ Political

- 33Across
- Acxiom
- Adsquare
- Affinity Answers
- Adstra
- AlikeAudience
- Alliant
- Ameribase Digital
- AnalyticsIQ
- Audigent

- Claritas
- Comscore
- Cross Pixel
- Data Axle
- Epsilon
- Ericsson Emodo
- Experian
- Eyeota
- Fluent
- Foursquare

- Fyllo
- Gravy
- Killi
- Kochava
- Liveramp
- Lotame
- MRI-Simmons
- Neustar
- Nielsen
- Ninth Decimal

- Pushspring
- Semasio
- ShareThis
- Sirdata
- SMS Inc
- Transunion
- TruOptik
- Webbula
- Weborama

theTradeDesk®

Data Providers
Overview

33Across

33Across unlocks global digital behavior for Fortune 1000 Brands, powered by consumer behavior on over 800K+ global domains. 33Across synthesizes user-level behavioral data signals, like social share, interest, and intent, to better understand consumer behavior for targeting and activation, customer acquisition, and analytics . We offer over 900 audience segments across a multitude of verticals around the globe.

Regions

NAMER - US, CA, MX

APAC - AU, ID, IN, JP, NZ, SG, TH, TW, VN

Verticals

Auto
B2B
Purchase/In-Market/CPG
Demographics
Financial Services
Health
Entertainment/Gaming
Travel
Political

Data Types/Services

Audience Targeting
Cross Device Targeting
Location Targeting

ID Types Available

Cookies, MAIDs, IP Addresses

Data Capabilities

Methodology and Differentiators

33Across builds audience segments based on a user's journey across 800k publishers. Signals captured include URL level category content consumption, page, and ad interaction, copy and paste activity, search keywords, and social sharing behaviors. In total, our direct code on-page captures 15+ Billion monthly user signals.

We consider the protection of user privacy and anonymity to be of paramount importance and provide this within our privacy policy to inform consumers about how our technology collects and uses consumer data and allow opt-out.

Through The Trade Desk, partners gain access to the breadth of 33Across' proprietary 1st Party Data without having to do a direct integration. This means partners can focus on better understanding their audiences and connecting with them today.

Use Cases

- Find the right persona across devices to maximize campaign performance
- Create custom audiences using 1st and 3rd party data
- Boost individual and household reach with a people-based omnichannel view of your target audience
- Target customers based on current location, foot traffic, and nearby stores using privacy-safe mobile location data

Contacts

Jamar Demorin, Senior Director of Data Solutions

jamar.demorin@33across.com

Acxiom

Acxiom is a customer intelligence company that provides data-driven solutions to enable the world's best marketers to better understand their customers to create better experiences and business growth. A leader in customer data management, identity, and the ethical use of data for more than 50 years, Acxiom now helps thousands of clients and partners around the globe work together to create millions of better customer experiences, every day.

Regions

NAMER - US, CA

EMEA - DE, ES, FR, GB, IT NL

APAC - AU, IN, SG

Verticals

Auto

B2B

Demo

Entertainment/Gaming

Financial Services

Health

Political

Purchase/In-Market/CPG

Travel

Data Types/Services

Audience Targeting

ID Types Available

Cookies, MAIDs, RampID

Data Capabilities

Methodology and Differentiators

All audiences are multi-sourced and updated regularly to ensure marketers can leverage the most accurate and actionable intelligence available. Acxiom Data products are also held to the highest standards in meeting name and phone suppressions required by the Federal Trade Commission and state do-not-call regulations, DMA mail and phone suppression files, as well as deceased and prison suppressions.

- Provides high-quality data that is verified by multiple sources.
- Hundreds of attributes are available to enable better-targeted marketing.
- Ensures the freshest data and reliability with weekly and monthly builds.
- Fast turnaround time.

Use Cases

- Find the right persona across devices to maximize campaign performance
- Create custom audiences using 1st and 3rd party data

Contacts

Acxiom Alias, DataGuru@acxiom.com

Ben Mittal, Sr. Partner Manager, Benjamin.Mittal@acxiom.com

ADARA

ADARA Cortex Catalog brings an innovative, privacy-first approach to harmonizing disparate digital identities — bringing you a global view of your customers with access to 6,000+ audience segments to create less friction, generate better outcomes, and win more customers.

Regions

NAMER - US, CA

EMEA - AT, BE, CH, DE, DK, ES, FI, FR, GB, IT, NL, NO, SE,, PL

APAC - BD BN HK ID IN JP KH KR MY NP PH SG TH TW VN LK MV CN PK LA MN

Verticals

Auto
B2B
Demo
Entertainment/Gaming
Financial Services
Purchase/In-Market/CPG
Travel

Data Types/Services

Audience Targeting

ID Types Available

Cookies, MAIDs

Data Capabilities

Methodology and Differentiators

Cortex Catalog is DSP agnostic, media channel agnostic, and ad format agnostic. This allows you the freedom to use the segments as you wish — driving towards your goals in a unified, easy to use manner. The data is captured deterministically and is well-positioned for use long after the cookie is deprecated.

Cortex Catalog is DSP agnostic, media channel agnostic, and ad format agnostic.

Consented data through the data rights management infrastructure. Activated through Cortex Catalog, which is directly integrated to TTD.

Use Cases

- Find the right persona across devices to maximize campaign performance
- Create custom audiences using 1st and 3rd party data

Contacts

Dan Miller, Director, Customer Success

dan.miller@adara.com

Adsquare

Adsquare helps marketers understand consumers by connecting their digital and physical worlds. We do this by leveraging audience and location data to reveal consumer behaviour. These insights enable our clients to better target and engage with their audiences and to measure their marketing effectiveness.

Regions

NAMER - US, CA, MX

EMEA - AE, AT, BE, CH, DE, DK, ES, FI, FR, GB, IL, IT, NL, NO, SE, TR

APAC - AU, HK, ID, JP, KR, MY, SG, TH, TW, VN

Verticals

Auto
B2B
Demographics
Entertainment/Gaming
Financial Services

Health

Travel

Political
Purchase/In-Market/CPG

Data Types/Services

Audience Targeting
Location Targeting
Contextual Targeting

ID Types Available

MAIDs

Data Capabilities

Methodology and Differentiators

Adsquare does not have any data on cookies (100% MAIDs). How Adsquare Ensures Compliance Of Our Data Providers (Data Sourcing & Compliance):

1.Due Diligence: Before signing new data partners, we run a due diligence process. Detailed RFI is shared to understand data sourcing methodologies and legal basis, and apps are downloaded to understand consent mechanisms in place.

2. Contractual Requirements: Adsquare's data partners are contractually obliged to adhere to all local data privacy legislations include detailed consent and transparency requirements. Purposes for data licensing are based on IAB TCF 2.0.

3. Audits: Regular check of consent mechanisms from an end user's point of view, and automated checks of uploaded segments and taxonomy entries to ensure continuous compliance.

Use Cases

- Create custom audiences using 1st and 3rd party data
- Measure the incremental impact of ad exposure on store visits
- Target based on contextual relevance, site/app categories, and keywords

Contact

Adsquare Alias

platforms@adsquare.com

Adstra

Adstra, a privately held, PE backed company, provides a comprehensive suite of data and identity solutions for a wide-array of use cases to a diverse base of blue-chip clients.

Regions

NAMER - US

Verticals

Auto
B2B
Purchase/In-Market/CPG
Demographics
Financial Services
Health
Entertainment/Gaming
Travel
Political

Data Types/Services

Audience Targeting
Cross Device Targeting

ID Types Available

Cookies, MAIDs, IP Addresses

Data Capabilities

Methodology and Differentiators

Adstra offers B2C and B2B audiences across nearly all verticals and data types. Adstra Consumer covers 240 million US adults tied to 135 million households, with over 250 elements tied to those individuals and households. The majority of our data is deterministic, people-based, mapped to individuals and their households. Adstra also offers in-market cookie-based audiences.

Our B2B asset covers more than 18 million individuals and 95 million contacts. We source from a wide variety of companies and publicly available data sets, including buyer data and survey data, and work with several onboarding partners.

Adstra digital audiences are built with a privacy-compliant approach utilizing multiple offline data sources. Most audiences are built from terrestrial data (name and address) making them truly deterministic. PII is anonymized to ensure privacy and all data is validated by a global fraud services provider to ensure accuracy.

Use Cases

- **Find the right persona across devices to maximize campaign performance**
- **Create custom audiences using 1st and 3rd party data**
- **Reach valuable B2B and ABM (Account-Based Marketing) audiences using intent, demographic and firmographic data**
- **Boost individual and household reach with a people-based omnichannel view of your target audience**

Contacts

Elizabeth Perks, VP Product

elizabeth.perks@adstradata.com

theTradeDesk®

Affinity Answers

For over 10 years Affinity Answers has been delivering scaled audiences to more than 400 brands, agencies, and ad tech partners. They are one of the preeminent providers of social data, cataloging billions of engagements between 250MM people and over 40k brands and media properties every month. Affinity Answers delivers over 1,500 syndicated audience offerings covering more than 30 industry verticals, with limitless custom audience possibilities.

Regions

NAMER - US, CA, MX

EMEA – AE, IL, ZA

APAC - AU, ID, IN, JP, NZ, SG, TH, TW, VN

Verticals

Auto
Purchase/In-Market/CPG
Demographics
Financial Services
Health
Entertainment/Gaming
Travel
Political

Data Types/Services

Audience Targeting
CTV/ACR Data

ID Types Available

Cookies, MAIDs

Data Capabilities

Methodology and Differentiators

The TrueAffinity data model is based on engagement data from public content posted by brands, celebrities, shows, movies, and other entertainment properties across Twitter, Facebook, Instagram, and Reddit.

- Key engagements include content likes, positive comments and Twitter replies (using NLP). Our modeled data is refreshed weekly on a 13-weeks rolling basis.
- Near-real time data covering 6B targetable IDs activated across display, video, social, and CTV
- Audited by Neutronian to ensure privacy compliance, transparent data sourcing, as well as proper data storage and accessibility controls.

Use Cases

- Find the right persona across devices to maximize campaign performance
- Create custom audiences using 1st and 3rd party data
- Access CTV streaming and linear TV viewing metrics using ACR data

Contacts

Affinity Answers Alias

sabrina@affinityanswers.com

AlikeAudience

AlikeAudience is a data management company that specializes in mobile-first audience activation by accelerating the connection of physical and digital universe for brands through continuous augmentation of trusted data. Leveraging onboarding capabilities, we help marketers reach >60% of mobile audiences in 11 countries by partnering with global renowned data sources such as credit card companies, major app publishers and credit bureaus, to create scaled 2nd and 3rd party audiences.

Regions

NAMER - US

APAC - AU BD BN HK ID IN JP KH KR MY NP NZ PG PH SG

Verticals

Auto
B2B
Demo
Entertainment/Gaming
Financial Services
Health
Political
Puchase/in-Market/CPG
Travel

Data Types/Services

Audience Targeting

ID Types Available

MAIDs

Data Capabilities

Methodology and Differentiators

We have exclusive partnerships globally with validated data sources such as MasterCard and Experian to power our transactional and socio-demographics data. For non-exclusive data sources, we collect mobile location signals, offline census/survey, mobile app downloads & usage, firmographics, payment gateways, credit bureau data, and more, which we then match to MAIDs, using common household location attributes, for targeted advertising purposes.

Differentiators include (1) Mobile-first persistent identifiers as well as increased flexibility in custom audience segments. (2) Scale and coverage (3) Privacy-first - AlikeAudience complies with the CCPA, GDPR, NAI and IAB privacy compliance and data transparency standards. (4) Exclusive partnerships (5)Trusted data sources - we offer Demographic segments that are deterministic - such as age/gender, household income, household makeup, and more.

Use Cases

- **Find the right persona across devices to maximize campaign performance**
- **Reach valuable B2B audiences using intent, demographic and firmographic data**
- Create custom audiences using 1st and 3rd party data

Contacts

AlikeAudience Alias

advertise@alikeaudience.com

theTradeDesk®

Alliant

As a leading data company Alliant delivers highly predictive custom & syndicated audiences. All sourced from a proprietary transactional database of billions of purchases and all available in TTD. People-based audiences that optimize marketing in any channel.

Regions

NAMER - US

Verticals

Auto
B2B
Purchase/In-Market/CPG
Demographics
Financial Services
Health
Entertainment/Gaming
Travel
Political

Data Types/Services

Audience Targeting
Online/Offline Sales

ID Types Available

Cookies, MAIDs, IP Addresses, UID2, RampID

Data Capabilities

Methodology and Differentiators

Alliant's data asset is sourced from a proprietary cooperative database - hundreds of brands contribute granular 1st CRM that is transformed to become Alliant's work product. Alliant's asset covers billions of total transactions across 105,000,000 US households. Alliant's offering has been validated by the IAB Tech Lab Data Transparency Initiative, as well as over indexing in TruthSet's data accuracy study.

Alliant is a leader in transactional consumer behavior. Alliant makes both deterministic and modeled audiences available in TTD - deterministic offerings include known 1:1 level purchase history tied to recency, frequency, and monetary value of purchase. Predictive audiences are highlighted by Alliant's Brand Propensity audience suite - which are sourced from known transactions from hundreds of leading brands, and then built against the Alliant asset to solve for which consumers are the most similar buyers to known brand shoppers.

Use Cases

- Find the right persona across devices to maximize campaign performance
- Create custom audiences using 1st and 3rd party data
- Access historical and real-time purchase data - both online and offline - to power outcomes-based marketing
- Use automotive sales and ownership data to optimize auto advertising campaigns
- Use in-store and online purchase data to optimize CPG/Retail advertising campaigns

Contacts

Data Help Desk

datahelp@alliantdata.com

Ameribase Digital

Our story began back in 1994 when our founding partners—who still own and manage the business today—emerged as specialists in consumer data for direct mail and telemarketing campaigns. Since then, we've expanded our services to include email, digital and CTV capabilities across the Lighthouse family of brands.

Regions

NAMER - US, CA, MX

EMEA - ZA

APAC - AU, JP, NZ, SG

Verticals

Auto
B2B
Purchase/In-Market/CPG
Demographics
Financial Services
Health
Entertainment/Gaming
Travel
Political

Data Types/Services

Audience Targeting
Location Targeting
Cross Device Targeting

ID Types Available

Cookies, MAIDs, IP Addresses, CTV IDs

Data Capabilities

Methodology and Differentiators

Multi-sourced data with 5+ declared touchpoints on each audience segment for quality. Sourced from privacy-compliant partner websites, form fills, registrations, brand signals, online engagements, and email openers.

Data evaluated and scored by TruthSet, which found it amongst the most accurate of leading data providers and more scale for major consumer segments: age and gender, household income $100k+, presence of children, ethnicity, homeowners/renters and state of residence. Verified by TAG, demonstrating our commitment to combatting fraudulent and criminal activity in digital advertising.

Use Cases

• Find the right persona across devices to maximize campaign performance
• Create custom audiences using 1st and 3rd party data
• Target customers based on current location, foot traffic, and nearby stores using privacy-safe mobile location data
• Boost individual and household reach with a people-based omnichannel view of your target audience

Contacts

Mark Traverso, CEO

Mark.Traverso@lighthouselist.com

theTradeDesk®

AmeriLINK

AmeriLINK is a true national compilation of marketing information on U.S. consumers, 270 million targeted individuals. Our database offers hundreds of data points to precisely target profitable prospects, while better understanding the characteristics and behaviors of your best customers. As an original source compiler for over 40 years, we collect data from hundreds of primary sources, including public records, phone directories, self-reported surveys, purchase transactions and other proprietary sources. Our AmeriLINK database is updated and refreshed monthly to ensure accuracy and quality.l targeting.

Regions

NAMER - CA, MX, US

EMEA - ZA

APAC - AU, JP, NZ, SG

Verticals

Auto
B2B
Demo
Entertainment/Gaming
Financial Services

Data Types/Services

Audience Targeting

ID Types Available

Cookies, MAIDS, IP Addresses

Data Capabilities

Methodology and Differentiators

AmeriLINK is a compiled database that collects info from more than 3500 sources: transactional, survey, public records, and others. It can be used for measurement and target. AmeriLINK contains a combination of known, modeled, derived data, and geodata. We can provide a full listing of attributes and identify which are which. Most of the data on AmeriLINK is known or derived vs. modeled. We have our own onboard solution called AmeriLINK Activate, open to the consumers.

With individual level data and the identity resolution AmeriLINK can integrate directly with TTD at scale, to fulfill campaign targeting and measurement.

Use Cases

- Find the right persona across devices to maximize campaign performance
- Create custom audiences using 1st and 3rd party data

Contacts

AmeriLINK Alias

IBI-Sales@WundermanThompson.com

AnalyticsIQ

AnalyticsIQ blends cognitive psychology with data science in the creation of data and custom audiences. From demographic categories to psychological drivers and purchase predictors, advertisers rely on AnalyticsIQ's data to fuel personalized experiences across channels. AnalyticsIQ provides a fresh portrait of adults and households covering 242M US adults, making it easy to grow your business.

Regions

NAMER - US

Verticals

Auto
B2B
Purchase/In-Market/CPG
Demographics
Financial Services
Health
Entertainment/Gaming
Travel
Political

Data Types/Services

Audience Targeting

ID Types Available

MAIDs, IP Addresses

Data Capabilities

Methodology and Differentiators

- PeopleCore dataset is a national representation of 242.5M U.S. adults aged 19 and older. Data is created at the name/address or geographic level from over 120 public sources, such as the census, econometric data from the US government, home sales information from county courthouses, occupation information from state licensing boards, past purchase behaviors, and unique survey data.

- Our Cognitive Sciences team crafts questions that we serve up to panels of individuals. We follow a process of asking questions various ways to get a single characteristic, behavior or motivation and have tested processes in place to secure the highest quality of respondents. We then take the panel respondents and model them to be able to clone the unique data captured the audience universe. Our team is comprised primarily of data scientists, researchers, and cognitive psychologists.

- We have several options for Custom Audiences.
  - Survey methodology takes about 2-3 months.
  - Custom audiences take about 1-2 weeks.

Use Cases

- Find the right persona across devices to maximize campaign performance
- Create custom audiences using 1st and 3rd party data

Contacts

Anna Brantley, CRO, annab@analytics-iq.com

Margo Hock, VP Partnerships, margoh@analytics-iq.com

theTradeDesk®

Audigent

Audigent is the premier 1st party data platform, powering the programmatic landscape towards the cookieless future with exclusive audience data from the world's most influential publishers, creators, athletes and artists. Focusing on communities immersed in Sports, Lifestyle & Entertainment, Audigent transforms how brands & publishers acquire, grow, and monetize verified, opt-in audiences across mobile, web and social platforms.

Regions

NAMER - US, CA

EMEA - AT, BE, CH, DE, DK, ES, FI, FR, GB, IT, NL, NO, SE, PL

APAC - AU, BD, BN, HK, ID, IN, JP, KH, KR, MY, NP, NZ, PG, PH, SG, TH, TW, VN

Verticals

Auto
B2B
Purchase/In-Market/CPG
Demographics
Financial Services
Health
Entertainment/Gaming
Travel
Political

Data Types/Services

Audience Targeting
Cross Device Targeting

ID Types Available

Cookies, MAIDs, IP Addresses, Halo ID, UID2

Data Capabilities

Methodology and Differentiators

Audigent is focused on originating 1st party audience data from premium publishers & creators based on observed engagement across their diverse digital touchpoints.

Integrated into the Content Management Systems and CDPs of these publishers, Audigent sits code on page, code on server, across over 250,000 web & mobile sites. This provides massive global scale and great granularity, with over 2.6 billion first party IDs.

We bring in only consented, opt-in data and only retain audience data that can be made actionable in the advertising ecosystem through the interoperability of our Halo ID with leading identity initiatives, including UID2.0.

Our unique differentiators include global scale, direct and transparent sourcing of 1st party data, and daily refreshes.

Use Cases

- **Find the right persona across devices to maximize campaign performance**
- **Create custom audiences using 1st and 3rd party data**
- **Boost individual and household reach with a people-based omnichannel view of your target audience**

Contacts

Ted Smith, Head of Enterprise Sales

ted@audigent.com

Bombora

Bombora is an industry-leading provider of B2B audience and intent data, powered by a proprietary co-op of B2B publishers, advertisers, and brands.

Regions

NAMER - US, CA, MX

EMEA – AE, AT, BE, CH, DE, DK, ES, FI, FR, GB, IL, IT, NL, NO, SE, TR, PL, ZA

APAC - AU, BD, BK, HK, ID, IN, JP, KH, KR, MY, NP, NZ, PH, PH, SG, TH, TW, VN

Verticals

B2B
Purchase/In-Market/CPG
Demographics

Data Types/Services

Audience Targeting
Cross Device Targeting

ID Types Available

Cookies

Data Capabilities

Methodology and Differentiators

Bombora data is sourced from our proprietary b2b co-op of more than 4,000 publishers, advertisers, research websites, news outlets, and other b2b content providers. Members place the Bombora javascript tag on their web property to contribute anonymized content consumption data and, in kind, receive our aggregated audience and intent data insights for use across their sites. Bombora uses proprietary NLP and IP-to-domain translation capabilities to produce audience and intent data, along with measurement tools, which are licensed by advertisers and agencies for use across digital marketing workflows and use-cases.

Bombora's unique differentiators are:

- Proprietary b2b co-op and the benefits associated with our close partnership with the b2b publishing world
- Global data sets (audiences & intent),
- Proprietary b2b content NLP and consumption analysis
- Proprietary IP-to-domain translation system.

Use Cases

- Find the right persona across devices to maximize campaign performance
- Create custom audiences using 1st and 3rd party data
- Reach valuable B2B and ABM (Account-Based Marketing) audiences using intent, demographic and firmographic data
- Boost individual and household reach with a people-based omnichannel view of your target audience

Contacts

Bombora Alias

ttd@bombora.com

Claritas

Claritas provides insights into US household composition and the factors driving behaviors in Purchasing, Finances, Auto, Lifestyle, Technology, Travel, and over 10,000 highly predictive data-driven indicators. With over 2,000 digital audiences accessible today in the digital ecosystem, and thousands more easily activated immediately by custom request, we deliver the right audience at the right scale while adhering to privacy standards.

Regions

NAMER - US

Verticals

Auto
Demographics
Financial Services
Health
Entertainment/Gaming
Travel
Political

Data Types/Services

Audience Targeting
Cross Device Targeting

ID Types Available

Cookies, MAIDs, CTV IDs

Data Capabilities

Methodology and Differentiators

We use multiple and varied data sources including, proprietary self-reported data tools to collect behavioral data, third-party partner research and insights from all major bureaus and compilers, transactional data, publicly available data and others.

Validation is done internally, through client use and via 3rd party. Regarding our syndicated segments (clusters) and modeled data, we use a multiple source strategy as mentioned prior, combined with our 50-year history as both the inventor and market leader in segmentation tools. Because our data assets are tied to individuals and households, we are able to provide a transparent process, ideal for any targeting application.

Claritas has over 10,000 consumer audiences and the ability to use this data to create custom audiences to meet any specific need. Claritas sources its data both offline and online, though the majority of data is collected offline. We have the ability to report insights on 270 million U.S. adult consumers and essentially all US Households (~120MM).

Use Cases

- **Find the right persona across devices to maximize campaign performance**
- **Create custom audiences using 1st and 3rd party data**
- **Boost individual and household reach with a people-based omnichannel view of your target audience**

Contacts

Barney Marvin, SVP Digital Solutions, Barney.marvin@claritas.com

Claritas Alias, claritasdigital@claritas.com

Comscore

Comscore has 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 TV audiences and advertising at scale, Comscore is the industry's emerging, third-party source for reliable and comprehensive cross-platform measurement and targeting.

Regions

NAMER - US, CA

Verticals

Auto
Demo
Entertainment/Gaming
Financial Services
Health
Political
Purchase/In-Market/CPG
Travel

Data Types/Services

Audience Targeting
Campaign Performance/Reach
CTV/ACR Data

ID Types Available

Cookies, MAIDs, CTV IDs

Data Capabilities

Methodology and Differentiators

Comscore has unmatched expertise in unifying billions of pieces of proprietary data with the behavior of millions of consumers. Our unparalleled data sources, such as our massive 3-million-person global opt-in panel, extensive census network, passively collected measurement of 75 million TVs and our Total Home Panel™ are the foundation for our audience segments. Comscore enables buyers to reach audiences based on granular consumer behavior spanning demographics, TV viewership, streaming behaviors, life stage, gaming and more. Our age/gender segments have been tested and proven to outperform other providers in driving higher in-target rates as measured by vCE and DAR. Comscore's TV segments powered by a TV footprint covering 1 in 3 US homes allow marketers to reach granular audiences based on Network, Genre and Ad Exposure helping brands drive incremental reach and deploy competitive conquesting targeting tactics.

Use Cases

- Find the right persona across devices to maximize campaign performance

- Create custom audiences using 1st and 3rd party data

- Measure campaign performance with demographic reach metrics to power upper funnel marketing campaigns

- Measure the percentage of impressions delivered within the target audience

Contacts

Comscore Alias, ActivationSpecialists@comscore.com

Jess Trainor, VP Ad Platform Partnerships, jtrainor@comscore.com

Cross Pixel

Cross Pixel is the preferred search retargeting provider in the programmatic industry. We identify the search and browsing activity of users online to build dynamic audiences. Cross Pixel has a Server-to-Server integration with TTD, allowing for seamless activation of custom segments. Cross Pixel offers a 1:1 deterministic, custom 3rd party targeting solution and a probabilistic, Cookie-Free Behavioral targeting solution.

Regions

NAMER - US, CA, MX

Verticals

Auto
B2B
Demo
Entertainment/Gaming
Health
Political
Purchase/In-Market/CPG
Travel

Data Types/Services

Audience Targeting

ID Types Available

Cookies

Data Capabilities

Methodology and Differentiators

Deterministic Targeting: Data is collected from URL, title, body, meta tag & referring URL. Audiences are passed directly to TTD either with our 1,300+ standard segments or custom audiences.

Probabilistic, Cookie-Free Targeting: Score pages based on the probability of each URL containing in-market customers and deliver a curated list of the highest-ranking, premium URLs. Xandr is our SSP partner, and the audiences are delivered to TTD as a Deal ID.

Use Cases

• Find the right persona across devices to maximize campaign performance
• Create custom audiences using 1st and 3rd party data

Contacts

David Shatten, Sales Director
dshatten@crosspixel.net

Cuebiq

Cuebiq is transforming the way businesses interact with location data by providing 100% first-party data to map and measure offline behavior of opted-in devices. Access nearly 1,000 geo-behavioral audiences, to target consumers, cross-platform, based on offline behavior and purchase intent.

Regions

NAMER - US, CA

Verticals

Auto
B2B
Purchase/In-Market/CPG
Demographics
Financial Services
Entertainment/Gaming
Travel

Data Types/Services

Audience Targeting
Location Targeting
Visits
Conversion/Measurement

ID Types Available

MAIDs

Data Capabilities

Methodology and Differentiators

Cuebiq maintains direct relationships with mobile apps that reach a diverse base of anonymous, opted-in users, giving the ability to collect accurate and precise location data at scale daily.

Our direct partnership with mobile apps allows us to reach end customers directly, ensuring privacy compliance and giving us complete control over the data we collect. On average 100 data points per user/per day are collected and used to develop mobility trends and study visitation behavior to offline locations. The data panel currently consists of over 15M daily active users.

We are at the forefront of industry privacy standards and we're one of the very first location providers to be certified by the NAI.

Use Cases

- Find the right persona across devices to maximize campaign performance
- Create custom audiences using 1st and 3rd party data
- Target customers based on current location, foot traffic, and nearby stores using privacy-safe mobile location data
- Measure the incremental impact of ad exposure on store visits

Contacts

Stephanie Silverstein, Customer Success Director

Sgoodman@cuebiq.com

Data Axle

Data Axle helps businesses make and save money through data, technology, and services. We have 306MM consumers in our database, which includes 183MM families, 114MM homeowners, 285MM consumers with a digital footprint, and 141MM consumers with vehicles. We have 476 digital audience segments available in our public taxonomy.

Regions

NAMER - US

Verticals

Auto
B2B
Purchase/In-Market/CPG
Demographics
Financial Services
Entertainment/Gaming
Travel
Political

Data Types/Services

Audience Targeting

ID Types Available

Cookies, MAIDs, CTV IDs

Data Capabilities

Methodology and Differentiators

Data Axle sources our data from deterministic, PII based sources which are typically offline and public. Sources include real estate deed transactions, DMV & Voters records (selected states), Tax assessor filings, utility connects & disconnects, boat registrations, hunting & fishing licenses, warranty card registrations, secretary of state filings, permits and licenses, and more

Data Axle's biggest key differentiator is transparency of data sourcing and only using deterministic, PII based sources.

- Data Axle does not use bid stream data, device fingerprinting, or IP addresses.

- Most sources are public and offline in nature, and public domains are excluded from the scope of laws like CCPA hence the impact of such laws on our coverage is minimal.

- Both consumer and business data is collected and linked to get a holistic view of the individual. 800 segments in our standard taxonomy and develop unique custom audiences.

Use Cases

- Find the right persona across devices to maximize campaign performance
- Create custom audiences using 1st and 3rd party data

Contacts

Data Axle Alias

digital-audiences@data-axle.com

Dataline

Dataline is a leading provider of consumer information, intelligent analytics, smart modeling applications, and over 500 unique digital audience segments. Dataline specializes in providing smart marketers customized insights utilizing its proprietary database of 230 million individuals combined with over 2,000 highly predictive variables.

Regions

NAMER - US

Verticals

Auto
Purchase/In-Market/CPG
Demographics
Financial Services
Health
Entertainment/Gaming
Travel

Data Types/Services

Audience Targeting
Cross Device Targeting

ID Types Available

Cookies, MAIDs

Data Capabilities

Methodology and Differentiators

Dataline on-boards with two partners - LiveRamp and Neustar. Our taxonomy consists of over 500 audience segments.

Dataline's key differentiators are that the dataset is primarily transaction-based purchasing data. We combine deep demographic information with audience segments that are created from transactional data.

Use Cases

- Find the right persona across devices to maximize campaign performance
- Create custom audiences using 1st and 3rd party data
- Boost individual and household reach with a people-based omnichannel view of your target audience

Contacts

Linda Sandler, EVP & CMO

lsandler@datalinedata.com

theTradeDesk®

Datonics

Datonics pioneered the path of empowering programmatic platforms with high quality data. We have over a decade of expertise in web browsing data and we have merged this specialization of identifying online hand raisers with offline actions. We maintain an internal device graph tested daily against deterministic datasets with 95% accuracy including in cookieless environments as well as ingredients of 500M cookies, 250M MAIDs and 200M hashed emails.

Regions

NAMER - US, CA

Verticals

Auto
B2B
Purchase/In-Market/CPG
Demographics
Financial Services
Entertainment/Gaming
Travel

Data Types/Services

Audience Targeting
Location Targeting
CTV/ACR Data

ID Types Available

Cookies, MAIDs, IP Addresses, CTV IDs

Data Capabilities

Methodology and Differentiators

Datonics have two groups of data, online web browsing data and specialty data partners. Data derived from online observations on publisher websites (shopping sites, product review sites, search comparison engines, vertical content sites, etc) includes search, behavioral, intent, and life stage. This group of data is classified on a one-to-one basis and non-modeled. We also source data from industry leaders across B2B, demographic, location and past purchase.

The Datonics taxonomy that is visible in DSPs & DMPs is designed to showcase the top 1,500 segments in our dataset for turnkey activation. However, we can tap into an additional 10k+ brand affinity, B2B, past purchase and advanced demographic segments as well as unlimited number of personalized keyword and POI (location visitor) segments. These highly granular segments can incorporate multiple targeting parameters and be combined using the AND boolean to help you achieve the lowest acquisition cost possible.

Use Cases

• Find the right persona across devices to maximize campaign performance

• Create custom audiences using 1st and 3rd party data

• Target customers based on current location, foot traffic, and nearby stores using privacy-safe mobile location data

• Access CTV streaming and linear TV viewing metrics using ACR data

Contacts

William Li, Director, wli@datonics.com

Datonics Alias, Data@datonics.com

DMD

DMD provides healthcare marketers the accurate, 100% opted-in physician-level data necessary for precision targeting, reach and engagement. With the largest healthcare provider database in the industry (more than 90% of U.S. health-care providers have opted-in to our database), DMD partners with leading data onboarding and activation platforms to ensure our high-quality identity data is available anywhere you need it. DMD also provides NPI-level reporting through select onboarders and managed services.

Regions

NAMER - US

Verticals

Health

Data Types/Services

Audience Targeting

ID Types Available

Cookies, MAIDs

Data Capabilities

Methodology and Differentiators

DMD obtains its HCP identity data through first-party opt-ins at 550+ medical websites which collect PII in return for medically related goods or services (typically print journal subscriptions, digital journal subscriptions, CME, etc.). This PII is authenticated and augmented through public domain sources (NPI) and re-licensed sources (AMA, AOA, Claims)

DMD's HCP identity data can be augmented with website consumption data obtained from a network of 2000+ medically related websites. These websites use DMD's Audience Identity Manager (AIM) technology to match website visitors to known HCP identities. Once identified, the content of the web page is associated with the identified HCP. This data can be used to target individuals or to aggregate into segments based on disease category, disease name, sub diseases, and over 96,000 contextualized terms.

DMD provides the only dataset that consists of 100% first-party sourced, authenticated, opted-in records; DMD does not scrape or manufacture records.

Use Cases

- Reach valuable Physician and healthcare worker audiences using this 1:1 targeting data
- Create custom audiences using 1st and 3rd party data

Contacts

Barry Miller, Director of Channel Partnerships

barry.miller@iqvia.com

Dstillery

Dstillery is the leading custom audience solutions company, empowering brands and their agencies to maximize the value of customer data and transform the way they connect with their audiences. Our premier product, Custom AI Audiences, is built models that deliver the ideal combination of accuracy and scale. Because Dstillery rescores candidates in and out of audiences every 24 hours, our audiences are always up-to-date and on-target. That's why brands across several diverse verticals rely on Dstillery's audience solutions for branding and direct response initiatives to thrive.

Regions

NAMER - US, CA

APAC - JP

Verticals

Auto
B2B
Purchase/In-Market/CPG
Demographics
Financial Services
Health
Entertainment/Gaming
Travel

Data Types/Services

Audience Targeting
Location Targeting

ID Types Available

Cookies, MAIDs, IP Addresses, CTV IDs

Data Capabilities

Methodology and Differentiators

Dstillery licenses behavioral data from both ad monetized & non-ad monetized sources across web, app and location feature spaces. We only ingest data at the raw event level, never canned segments, so that we always have the highest granularity view available of each user. We store each event with a timestamp, so that our AI algorithms can take recency into account. We find that some signals identified by the algorithms are not strongly dependent on recency, for example interest or expertise in a topic, whereas for other signals, like those relating to direct intent to purchase, recency is strongly predictive.

Our audience building methodology is predictive in nature, meaning that we don't focus on past behaviors users have already taken, but rather focus on predicting what users are likely to do in the future, which drives strong business results for our agency and brand partners.

Use Cases

- Find the right persona across devices to maximize campaign performance
- Create custom audiences using 1st and 3rd party data
- Target customers based on current location, foot traffic, and nearby stores using privacy-safe mobile location data

Contacts

Evan Hills, SVP, Strategy & Partnerships, ehills@dstillery.com

Dstillery Alias, data@dstillery.com

Dun & Bradstreet

Dun & Bradstreet's history dates back to 1841. We've been providing business information, insight, analytics and reporting for over 180 years and international reporting for over 120 years. Our D-U-N-S (Data Universal Numbering System) dates back to 1962 and is the most widely used business identifier in the world. Nearly ninety percent of the Fortune 500, and global companies of every size rely on our data, insights and analytics.

Regions

NAMER - US, CA, MX

EMEA – AE, AT, BE, CH, DE, DK, ES, FI, FR, GB, IL, IT, NL, NO, SE, TR, PL, ZA, RU

APAC - AU, BD, BK, HK, ID, IN, JP, KH, KR, MY, NP, NZ, PH, PH, SG, LA, TH, TW, VNL

Verticals

B2B

Data Types/Services

Audience Targeting

ID Types Available

Cookies, MAIDs, IP Addresses

Data Capabilities

Methodology and Differentiators

Our data source includes many public records and government data sources along with private third party data. For the government data we focus on public record data that is available to the general public and can be used, sold or repurposed by Dun & Bradstreet. Sources that we use include: Government Registries, Business Registrations filed at the Secretary of State (SOS), Bankruptcy Filings, Suits, Liens and Judgments files at the Federal and State courts, Uniform Commercial Code filings filed at the (SOS), Trade Accounts Receivable files, Telco files, Newspaper publications and news data feeds, Telephone Directories, D&B customer experience data, Financial statements filed publicly and privately, Chamber of comers files, Telephone interviews, and Social media.

We maintain the most globally complete business intelligence in the marketplace. Containing more than 420 million business recrods from tens of thousands sources worldwide including over 1000 industries, three million corporate family trees and 1.5 billion trade experiences.

Use Cases

- Find the right persona across devices to maximize campaign performance
- Create custom audiences using 1st and 3rd party data
- Reach valuable B2B and ABM (Account-Based Marketing) audiences using intent, demographic and firmographic data

Contacts

Charles Chubet, Relationship Manager

chubetc@dnb.com

Edmunds

Epsilon data is responsibly sourced, industrial strength and provides deep insight on all marketable consumers in the United States. With privacy at the core and more actual purchase transactions than any other data source, we enable marketers to reach consumers in all marketing channels and touchpoints. Epsilon data is used extensively by the world's largest brands as well as smaller, emerging brands.

Regions

NAMER - US

Verticals

Auto

Data Types/Services

Audience Targeting
Online/Offline Sales

ID Types Available

Cookies

Data Capabilities

Methodology and Differentiators

Currently, Cookies on O&O website. We're testing and exploring alternative targeting solutions using identifiable information (I.e. various ID graphs, publisher provided signals, and on-device processing solutions).

Online Signal: Edmunds' data is gathered from real-time automotive shopping behaviors on Edmunds.com.

Single Source: All data contained in Edmunds' audiences are derived only from Edmunds.com, guaranteeing a single source.

Unique Audience: Edmunds has a unique audience and minimal overlap with other automotive research sites. Many shoppers never go to the OEM sites, so Edmunds' data provides an opportunity to reach a hard-to-find and valuable audience.

High HHI: Edmunds' visitors skew higher than average for household income, at $100k+. More than 60% are homeowners. Edmunds' data performs well for Automotive, as well as Finance, Insurance, and Retail.

Use Cases

- **Find the right persona across devices to maximize campaign performance**
- **Create custom audiences using 1st and 3rd party data**
- **Access historical and real-time purchase data - both online and offline - to power outcomes-based marketing**
- **Use automotive sales and ownership data to optimize auto advertising campaigns**

Contacts

Brandon Lane, Account Director

blane@edmunds.com

Emodo

Emodo's mission is to improve data quality and reduce fraud globally, while bringing verifiable accuracy to both the demand and supply sides of the programmatic ad ecosystem. Our media, audience and creative solutions enable the world's leading brands to think bigger and realize the full power of mobile advertising. Our integrated solutions for publishers unlock a wide range of inventory monetization opportunities. Together, they provide a horizontally-integrated, privacy-protected environment that improves the quality and performance of programmatic advertising for both buyers and sellers.

Regions

NAMER - US

Verticals

Auto
B2B
Demo
Entertainment/Gaming
Financial Services
Health
Political
Purchase/In-Market/CPG
Travel
Telco

Data Types/Services

Audience Targeting

ID Types Available

MAIDS

Data Capabilities

Methodology and Differentiators

Data is sourced for several SDK data sources. Data is then filtered, aggregated and validated against mobile operator data for quality and accuracy.

Carrier validation and verification of data using proprietary AI based on mobile operator data

Use Cases

- Use this partner to find the right persona across devices to maximize campaign performance
- Create custom audiences using 1st and 3rd party data

Contacts

Dan Lee, VP of Data Products
dan.lee@emodoinc.com

Epsilon

Epsilon data is responsibly sourced, industrial strength and provides deep insight on all marketable consumers in the United States. With privacy at the core and more actual purchase transactions than any other data source, we enable marketers to reach consumers in all marketing channels and touchpoints. Epsilon data is used by the world's largest brands as well as emerging brands. With world-class identity technology, industrial-strength data science and deep brand intelligence gained over decades of working with the industry's top brands, we'll help you break free of the confusion and inefficiencies of today's fractured tech solutions.

Regions

NAMER - US

Verticals

Auto
B2B
Purchase/In-Market/CPG
Demographics
Financial Services
Health
Entertainment/Gaming
Travel
Political

Data Types/Services

Audience Targeting
Online/Offline Sales
CTV/ACR

ID Types Available

Cookies, MAIDs, CTV IDs

Data Capabilities

Methodology and Differentiators

Epsilon data is aggregated offline and tied to real people who are identified by name/address, phone number and email address. We are not cookie dependent and are well positioned in the face of 3rd party cookie deprecation.

Our transactional data is the largest source of purchase data that can be used for marketing purposes and represents approximately $3B in annual spend that is sourced from 4 trillion non-cash transactions from approximately 140 million individuals. Our TotalSource Plus demographic & lifestyle data encompasses over 2,000 elements across approximately 123 million households and 290 MM individuals 18 years of age and older This data is sourced from more than 30 vetted sources that include public tax records, deeds and licenses, purchase transactions, consumer surveys, phone directories, product registrations, census data and many more proprietary sources. Our Shopper's Voice self-reported data encompasses over 20 MM unique HHs with approximately 3 million new and updated responses each year, including 1.5MM + opted in active email consumers.

Use Cases

- Find the right persona across devices to maximize campaign performance

- Create custom audiences using 1st and 3rd party data

- Access historical and real-time purchase data - both online and offline - to power outcomes-based marketing

- Access CTV streaming and linear TV viewing metrics using ACR data

Contacts

Rachel Kennedy, Director of Partnerships

rachel.kennedy@epsilon.com

Equifax - IXI

Equifax is a global data, analytics, and technology company. We believe knowledge drives progress. We blend unique data, analytics, and technology with a passion for serving customers globally, to create insights that power decisions to move people forward. Our mission is to help people live their financial best.

Regions

NAMER - US

Verticals

Auto
B2B
Purchase/In-Market/CPG
Demographics
Financial Services
Entertainment/Gaming
Travel

Data Types/Services

Audience Targeting

ID Types Available

Cookies, MAIDs

Data Capabilities

Methodology and Differentiators

We use our own consortiums comprized of more than 95 of the leading US financial institutions, we directly measure about $19 trillion in anonymous U.S. consumer assets and investments, representing over 49 percent of all U.S. consumer invested assets. We collect non FCRA data from our internal sources. Our data is differentiaed in that it is directly measured data providing higher accuracy.

Use Cases

- Find the right persona across devices to maximize campaign performance
- Create custom audiences using 1st and 3rd party data

Contacts

Sarah Johnson, Customer Success Manager

sarah.johnson@equifax.com

theTradeDesk®

Experian

Experian draws on five decades of experience providing organizations with marketing products, services and insights derived from consumer information. We maintain and analyze information about consumer buying decisions, and we also collect consumer information from original sources. These sources include self-reported consumer survey information, aggregated consumer panel data, information from websites and mobile apps, and public records and historical retail purchases. We also have consumer information that is inferred from other data using statistical analysis.

Regions

NAMER - US

EMEA - DE, FR, GB, IT, SE

APAC - AU, JP, SG

Verticals

Auto
B2B
Demo
Entertainment/Gaming
Financial Services
Health
Political
Purchase/In-Market/CPG
Travel

Data Types/Services

Audience Targeting
Campaign Performance/Reach

ID Types Available

MAIDs, IP Addresses

Data Capabilities

Methodology and Differentiators

The majority of our data is derived from offline information, allowing us to help connect the dots between someone's online and offline presence. Experian knows exactly how the data was collected and can prove that it was done in a lawful and compliant manner. Because Experian is an original source compiler of data our audiences will always be fresher than an aggregator. Our database is continuously updated 24/7/365 as we collect new data from existing sources and/or validate new data sources. We require multiple validation sources before allowing data into our database and have stringent build rules and testing to ensure that our data is of the highest quality possible. As a bureau, our data expertise is second-to-none. Our coverage of core attributes is the highest in the industry which ensures you can reach more people through your audiences.

We are the ONLY data compiler sourcing all of our data directly which means we have clear visibility into where it came from. We own our data, which eliminates risk to our clients and we provide transparency to segments built from known data vs modeled data which allows you flexibility in making decisions about sizing and reach based on your use cases.

Use Cases

• Find the right persona across devices to maximize campaign performance

• Create custom audiences using 1st and 3rd party data

Contacts

Experian Alias

Platforms@experian.com

Eyeota

Leading brands, publishers and data companies leverage Eyeota to onboard, enrich, and activate their data assets across global markets and digital geographies. Eyeota brings a depth of experience in adapting data strategies to be consumer-friendly, addressable and scalable in omnichannel environments. Empowering enterprises with future-proof data capabilities, Eyeota's suite of solutions are privacy-by-design, flexible and interoperable across all major platforms, channels and identifiers.

Regions

NAMER - US, CA

EMEA – AE, AT, BE, CH, DE, DK, ES, FR, GB, IT, NL, NO, SE, RU

APAC - AU, HK, ID, IN, JP, KR, MY, NZ, PH, SG, TH, TW, VN

Verticals

Auto
B2B
Purchase/In-Market/CPG
Demographics
Financial Services
Health
Entertainment/Gaming
Travel
Political

Data Types/Services

Audience Targeting
Cross Device Targeting

ID Types Available

Cookies, MAIDs

Data Capabilities

Methodology and Differentiators

We offer 90,000+ audience profiles across O&O and premium branded data partners. Publishers and online data suppliers from Eyeota's extensive data partner network send Eyeota user attributes based on Eyeota's guidelines for categorizing and labeling audience data to align with the Eyeota branded taxonomy. Eyeota's data science team maps these users into audience segments based on shared attributes and methodologies. Profiles are curated into segments and refreshed routinely to ensure relevance and data quality. Our data has been independently audited (Neutronian and IAB Tech Lab Data Transparency Label) to provide confidence and reassurance to buyers of its quality.

Eyeota enables multi-market brands to activate offline, first-party data consistently and at scale in major and emerging markets across Asia, ANZ, Europe, and the Americas. Our data is compliant with local privacy regulations, including GDPR and CCPA. No PII enters our platform.

Use Cases

• Find the right persona across devices to maximize campaign performance

• Create custom audiences using 1st and 3rd party data

• Boost individual and household reach with a people-based omnichannel view of your target audience

• Target customers based on current location, foot traffic, and nearby stores using privacy-safe mobile location data

Contacts

Eyeota Alias

datadesk@eyeota.com

Fifty

Fifty is a audience intelligence and targeting platform that harnesses the power of social data to understand how human self-organize around interests and passions not fit into a taxonomy.

Regions

NAMER - US, CA

EMEA - AE, AT, BE, CH, DE, DK, ES, FI, FR, GB, IL, IT, NL, NO, SE, TR,PL, ZA, RU

APAC - AU, BD, BN, HK, ID, IN, JP, KH, KR, MY, NP, NZ, PG, PH, SG, TH, TW, VN, LK, MV, CN, PK, LA, MN

Verticals

Auto
B2B
Demographics
Entertainment/Gaming
Financial Services
Health
Travel
Purchase/In-Market/CPG

Data Types/Services

Audience Targeting
Contextual Targeting

ID Types Available

Cookies, MAIDs

Data Capabilities

Methodology and Differentiators

By mapping the interconnections of publicly available social networks, we are able find organic audiences as they cluster around topics that interest and engage them. By graphing this data, we can create bespoke insights and audiences (cookie and cookieless) for any brand. Our social panel is 380m+ users globally and we activate via integrations with DSPs and SSPs (Xandr, TTD, OpenX, Mediagrif and Nielsen).

Fifty's data is not limited by taxonomies (thought we do have one) and as our data is modelled from live social behaviors, we can provide timely research planning and activation in a joined up whole. We adapt at finding audiences that other data providers cannot cater for in a 24-48hr turn around. Our cookieless audience solution is ID-free and fully scalable while providing an audience led data foundation to power it (unlike standard contextual)

Use Cases

- Find the right persona across devices to maximize campaign performance
- Target based on contextual relevance, site/app categories, and keywords

Contact

Fifty Alias

Dataops@fifty.io

Fluent

Fluent is one of the largest consumer engagement platforms outside of the walled gardens, with over 1 million US consumers registering on our properties every day. We offer a suite of 1st and 2nd party data solutions that are declared, deterministic, and permissioned. Working with the world's largest brands and agencies, we enable and inform meaningful consumer connections across all channels.

Regions

NAMER - US

Verticals

Auto
Demographics
Financial Services
Health
Political

Data Types/Services

Audience Targeting

ID Types Available

Cookies, MAIDs, CTV IDs

Data Capabilities

Methodology and Differentiators

260 million unique, declared profiles established. Health, Demo, Finance, Politics, and Home & Family are top verticals. All segments are sourced from Fluent's registration-based consumer survey sites (deterministic). All segments are built 1:1 from declared survey responses, with no modeling applied. All consumers have provided an opt-in, regardless of segment. Data is not subject to HIPAA and complies with DAA and NAI requirements. Data is onboarded via deterministic match with Liveramp.

All data is exclusively Fluent's 1PD. All data is declared via survey. All consumers have registered and provided and opt-in

Use Cases

- Find the right persona across devices to maximize campaign performance
- Leverage privacy-compliant audiences to safely connect consumers with relevant healthcare advertising

Contacts

Morgan Rigsbee, VP of Product & Strategy, mrigsbee@fluentco.com

Allison Fee, Director of Sales, afee@fluentco.com

Foursquare

Foursquare is the leading independent location technology company, powered by our deep understanding of how people move throughout the world. Our platform includes Attribution, Audience, Pinpoint, Proximity, Places, Pilgrim SDK and Visits. As the industry's first and only accredited company for location data from the MRC, this foundation powers all our solutions.

Regions

NAMER - US, CA

APAC - AU, HK, ID, IN, JP, KH, MY, NZ, PH, SG, TH, TW, VN, MV, CN

Verticals

Auto
B2B
Purchase/In-Market/CPG
Demographics
Financial Services
Health
Entertainment/Gaming
Travel
Political

Data Types/Services

Audience Targeting
Location Targeting
Visits
Conversion/Measurement

ID Types Available

Cookies, MAIDs, UID2

Data Capabilities

Methodology and Differentiators

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: Our users 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 it is the highest fidelity data source. We also leverage data from the bidstream (filtered for quality) as well as licensed SDK data from vetted industry location providers.

Our proprietary multi-sensor, stop detection technology accurately detects how people move in the real world beyond the simple signals or polygons used by competitors. Context clues like time-of-day and venue popularity provide an additional layer of insight to optimize our model predictions. Our real-time feedback system confirms & continuously improves our model.

Use Cases

- Find the right persona across devices to maximize campaign performance
- Create custom audiences using 1st and 3rd party data
- Target customers based on current location, foot traffic, and nearby stores using privacy-safe mobile location data
- Measure the incremental impact of ad exposure on store visits

Contacts

Shelby Coon, Director of Business Development

shelby@foursquare.com

Fyllo

The Fyllo Data Marketplace is the world's largest ecosystem of 100% offline, CBD-derived purchase data, creating unique access to more than 890 audience segments with the mindset brands need now.

Regions

NAMER - US

Verticals

B2B
Demographics
Entertainment/Gaiming
Financial Services
Health
Political
Purchase/In-Market/CPG
Travel
Tech

Data Types/Services

Audience Targeting

ID Types Available

Cookies, MAIDs, CTV IDs, RampID

Data Capabilities

Methodology and Differentiators

Fyllo has sourced 100% offline, PII-based transaction data from leading CBD-endemic data companies. Aggregated from POS systems, e-commerce platforms, delivery systems, and loyalty programs, Fyllo makes available the world's largest ecosystem of CBD audience.

Differentiators:

CBD Consumption is now mainstream: Today, 64 million (25% of total US population) people of all lifestyles and life stages consume CBD, making up one of the largest and fastest-growing consumer groups in the world.

More than just CBD purchase data: In addition to endemic audiences like "CBD Lotion Purchasers", Fyllo enables a robust non-endemic (or "Infused") taxonomy allowing marketers access to traditional segments (e.g. Coffee Buyers, Healthy Eaters, etc) enriched with CBD transaction data, opening access to an entirely new set of data attributes.

LDA-Compliant A21+ audience: Fyllo's deterministic profiles are all sourced from an entirely A21+ population, making them incredibly powerful for brands that require LDA-compliant audiences.

Use Cases

- Target customers based on current location, foot traffic, and nearby stores using privacy-safe mobile location data

Contacts

Proposal Development, datastrategy@hellofyllo.com
QA/Troubleshooting, datasupport@hellofyllo.com

Gravy

Gravy Analytics is a leading location intelligence company, delivering real-world consumer intelligence to help companies overcome today's biggest challenges Gravy Analytics processes billions of pseudonymous, mobile location signals every day from millions of mobile devices to understand where people go and why.

Regions

NAMER - US, CA

Verticals

Auto
B2B
Demographics
Entertainment/Gaming
Financial Services
Health
Political
Purchase/In-Market/CPG
Travel

Data Types/Services

Audience Targeting
Location Targeting

ID Types Available

MAIDs

Data Capabilities

Methodology and Differentiators

Gravy's patented AdmitOne™ engine efficiently processes and categorizes billions of location signals from disparate location data sources every day. Every location signal is examined for quality and origin, then flagged. Signal data are enriched with the corresponding venue and event data, when applicable. Duplicate location signals are used to corroborate consumer visits, then discarded. Algorithms and business rules are applied to determine whether a verified visit occurred. Then the processed signals are distilled into consumer psychographic segments and data sets that power Gravy Audiences, Insights, and DaaS.

The Gravy Advantage: Reach - Billions of daily location signals from 150M+ opted-in mobile devices, Events - The largest events database gives context to millions of places and POIs, Verified - Confirmed, consumer visits at places and events.

Use Cases

- Target customers based on current location, foot traffic, and nearby stores using privacy-safe mobile location data
- Find the right persona across devices to maximize campaign performance
- Create custom audiences using 1st and 3rd party data

Contacts

Brian Lerner, Senior Director, blerner@gravyanalytics.com
Alex Savary, Account Manager, asavary@gravyanalytics.com

theTradeDesk®

Healio

Healio's mission is to deliver the highest quality information, education and communications to healthcare professionals to improve patient health.

Regions

NAMER - US

Verticals

Health

Data Types/Services

Audience Targeting

ID Types Available

Cookies, MAIDs, IP Addresses, CTV Device IDs

Data Capabilities

Methodology and Differentiators

Healio.com's 1st party database can deterministically match 75% of US physicians to a TDID via leading DSP's.

Healio's unique differentiators include its 1st party data and the ability to provide physician level measurement.

Use Cases

- Reach valuable Physician and healthcare worker audiences using this 1:1 targeting data
- Create custom audiences using 1st and 3rd party data

Contacts

Zach Gursky, SVP of Digital

zgursky@healiohss.com

HealthLink Dimensions

At HealthLink Dimensions serve the healthcare industry by getting clinically relevant and important messages to providers and enabling care coordinators and community-based organizations to best serve their constituents. Our solutions deliver messages – a ha moments – at an unprecedented rate to seemingly any physician in the country. We also help patients during a precious and personal time to find the ideal provider for their or a loved one's needs.

Regions

NAMER - US

Verticals

Health

Data Types/Services

Audience Targeting

ID Types Available

Consented Emails

Data Capabilities

Methodology and Differentiators

Data sourced methodology: We verify and vet our data using a clinical feedback loop and in-house Provider Research Center (PRC) team. Our data is continuously updated from publicly available resources including state licenses and NPI numbers.

We currently have more than 5.2 million active healthcare providers in our database and will be adding several million in the upcoming month.

- The largest programmatic healthcare provider database in the industry
- Trusted by top pharma brands and most recognizable healthcare systems
- "Clinical Grade" data is used and vetted in hundreds of thousands of clinical encounters
- Proprietary AI data scoring system with "Live" data validation

Use Cases

- Reach valuable Physician and healthcare worker audiences using this 1:1 targeting data
- Create custom audiences using 1st and 3rd party data

Contacts

Ericka Mignucci, Manager of Programmatic

emignucci@carelike.com

IBM Watson

IBM has brought AI and machine learning to the advertising industry through IBM Watson Advertising's expanded suite of open, unbiased, and cookie- and identifier-free AI advertising solutions, and partnerships with leading distribution players.

Regions

NAMER - US

Verticals

Auto
Entertainment/Gaming
Financial Services
Health
Purchase/In-Market/CPG
Travel
Weather

Data Types/Services

Weather Targeting

ID Types Available

Zip codes

Data Capabilities

Methodology and Differentiators

IBM Watson Advertising's Weather Targeting combines weather's ability to impact emotion and action with AI to deliver messaging when and where it matters most.

- Over 30 weather variables across all 42k+ US zip codes and seasons are analyzed to build every segment - taking into account everything from temperature, humidity, wind speeds, current/recent/forecast conditions, precipitation and much more.

- Weather segments are cookie-free, GDPR and CPPA compliant, and do not contain any PII.

- Each Weather Targeting trigger uses machine learning to improve resonance by recognizing what the weather "feels like" and how consumers in that specific area are likely to react. When the optimal condition mix is present, the Weather trigger fires and the ad is delivered at the zip code level, when the condition is not present the ad will be suppressed.

Use Cases

- Deliver impactful messages to customers based on real-time, local weather conditions
- Create custom audiences using 1st and 3rd party data

Contacts

IBM Watson Alias

watsonadvertising@us.ibm.com

Ibotta

Ibotta is a free cash back rewards and payments app that provides thousands of ways for consumers to earn cash on their purchases by partnering with more than 1,500 brands and retailers. Ibotta has paid cash rewards to more than 35 million users buying groceries, clothing, electronics, or wine and beer, and more.

Regions

NAMER - US

Verticals

Purchase/In-Market/CPG

Data Types/Services

Audience Targeting
Online/Offline Sales

ID Types Available

Cookies, MAIDs

Data Capabilities

Methodology and Differentiators

Ibotta collects data directly from consumers in 1 of 2 ways - receipt upload and/or loyalty card linkage. Audiences are passed to TTD via our partnership with LiveRamp. All Custom segments are modeled via our partnership with TransUnion.

A measurement partner, Ibotta sends transaction files of verified purchases to TTD Conversions API via LiveRamp.

Ibotta's differentiators are:

- Consent. CCPA Compliant and consumers give direct consent to Ibotta and can opt-out at any time.

- Accuracy. 100% Deterministic. Ibotta's purchase data is tied 1:1 to a specific Ibotta account with a MAID and Email. Ibotta collects full basket data down to the product SKU from every major retailer in the USA (Walmart, Target, Kroger, Costco, etc). All data is 100% user-generated and accurate.

- Transparency. 100% 1st Party Data. Ibotta's data is collected exclusively from Ibotta users. There is no repackaging or reselling of data from 3rd parties.

Use Cases

- Leverage powerful purchase data to maximize campaign performance
- Create custom audiences using 1st and 3rd party data
- Use purchase data to optimize CPG/Retail advertising campaigns

Contacts

Ibotta Alias

datateam@ibotta.com

IHS Markit

IHS Markit automotive experts partner closely with automotive OEMs, dealers, and affiliates to deliver industry-leading audience, measurement, and insight products. Polk Automotive Solutions are built on the industry's most comprehensive US vehicle databases, ensuring our capabilities span the entire car-buying lifecycle. We deliver a frictionless experience for our customers across all marketing and media channels including linear and advanced TV, digital, websites, social, out-of-home, direct mail, and email.

Regions

NAMER - US

Verticals

Auto
Demographics

Data Types/Services

Audience Targeting
Online/Offline Sales

ID Types Available

Cookies, MAIDs, IP Addresses, CTV Device IDs

Data Capabilities

Methodology and Differentiators

Polk Audience data is multi-sourced from States, Manufacturers, Finance, Service, and Demographic data sets to provide the most complete view of transactions for vehicles and services covering 120+ Million Households.

Built on the analytics of every new and used vehicle transaction across the United States for each make and model over the past 30+ years, Polk Audiences leverage the deepest and most robust automotive data in the industry to ensure our customers are reaching prospects outperforming the general population by 10x. Polk Audiences are predictive models available to identify automotive behaviors of:

• Owners: Polk owner audiences enable marketers to reach households owning specific vehicles, based on predictive modeling and statistical analytics of vehicle buying patterns. We provide marketers the flexibility to reach audiences based on current or historic ownership of every vehicle make and model in the US, as well as attributes like vehicle age, brand loyalty, credit profile, and automotive payment.

• In-market: Polk in-market audiences enable marketers to reach households modeled to be in-market for a vehicle. We identify the best prospects for campaigns based on attributes like in-market timing, vehicle make, model, fuel type, or lease term ending."

Use Cases

• Find auto intenders across devices to maximize campaign performance

• Use automotive sales and ownership data to optimize auto advertising campaigns

Contacts

Joe Grzelak, Sales, Joe.Grzelak@ihsmarkit.com

Jesse Katcher, Service, Jesse.Katcher@ihsmarkit.com

Inmar Intelligence

Inmar Intelligence applies technology and data science to improve outcomes for consumers and those who serve them. Access billions of consumer and business transactions in real time. Our analytics, platforms and services enable engagement with shoppers and optimize results.

Regions

NAMER - US, CA

Verticals

Auto
Demographics
Entertainment/Gaming
Financial Services
Health
Purchase/In-Market/CPG
Travel
Tech

Data Types/Services

Audience Targeting

ID Types Available

Cookies, MAIDs

Data Capabilities

Methodology and Differentiators

Inmar Intelligence enables brands and retailers to onboard first-party, PII-based customer databases in a privacy-safe way via hashing for the purposes of connecting those users across digital identifiers.

- Customer database fields and onboarded in-store sales transactions can be used to build digital audiences that can be segmented and then utilized for targeting, optimization or attribution with digital media campaigns.

- Fuse 3rd party data sources with deterministic connections derived from ecommerce transactions.

- Onboard offline data sourced from one or more channels and use an embedded Identity Graph to expand addressability across all other available channels or device-types.

- 600+ retailers & brands, 2.8B shopping behaviors recorded monthly and $2.6B in ecommerce transactions tracked monthly

Use Cases

- Find the right persona across devices to maximize campaign performance

Contacts

Ashley McGuinness, Product Manager,
ashley.mcguinness@inmar.com

Kevin Mutascio, Manager Media Operations,
kevin.mutascio@inmar.com

InMarket

InMarket is a 360-degree customer growth and intelligence company, focused on helping brands answer their most pressing questions. Our goal is to help you build, measure, and enhance marketing strategies to make smarter business decisions and maximize Omni-ROAS. We allow brands to better understand who your consumers are by understanding where they go in the physical world and how they engage with your brand as well as your competitive set/vertical.

Regions

NAMER - US, CA

Verticals

Auto
B2B
Demo
Entertainment/Gaming
Financial Services
Health
Purchase/In-Market/CPG
Travel

Data Types/Services

Audience Targeting
Location Targeting
Online/Offline Sales

ID Types Available

MAIDs, IP Addresses, Cookies, CTV Device IDs

Data Capabilities

Methodology and Differentiators

InMarket's audiences, activation, attribution and analytics offering leverages data collected from 218MM permission-based monthly active users collected from SDKs. From this universe, the LCI Measurement Platform also leverages persistent SDK devices of 12M+ unique devices 'seen' 20+ days per month with 24+ pings per day. InMarket's Purchase and Survey Data is derived from proprietary Purchase Insights Panel of 150,000+ unique devices.

InMarket's key differentiators in the market overall include data portability across platforms + media, a patented household device graph, and the scale of accurate and precise data. Tie devices to people and people to households to unlock the ability to measure omnichannel at scale.

Use Cases

- Reach customers based on current location, foot traffic, and nearby stores using privacy-safe mobile location data
- Measure the incremental impact of ad exposure on store visits
- Access historical and real-time purchase data - both online and offline - to power outcomes-based marketing
- Find the right persona across devices to maximize campaign performance
- Create custom audiences using 1st and 3rd party data

Contacts

Nicole Kotroczo, Director of Platform Partnerships

nkotroczo@inmarket.com

theTradeDesk®

IRI

IRI integrates the world's largest set of otherwise disconnected purchase, media, social, causal and loyalty data to help CPG, retail, over-the-counter health care and media companies grow their businesses. Combine data with predictive analytics to uncover new consumer insights and integrate them on the most technologically advanced, cloud-based visualization platform, IRI Liquid Data®.

Regions

NAMER - US, CA, MX

EMEA - DE, FR, IT, ES, GB, GR, PT, SE, NL, SE, CH

APAC - CN, IN, HK, AU, NZ, ZA

Verticals

Purchase/In-Market/CPG

Data Types/Services

Audience Targeting
Online/Offline Sales
Campaign Performance/Reach

ID Types Available

Cookies, MAIDs, IP Addresses

Data Capabilities

Methodology and Differentiators

Capabilities are powered by IRI Liquid Data, which includes the collection and aggregation of three different deterministic sales data sets:

1. Frequent Shopper Program (FSP) data is passively collected through retailer loyalty cards/programs

2. Panel data is collected from panelists using scanning devices after each shopping trip

3. Point of Sale (POS) data collected directly from retailers

With the most robust dataset within the CPG industry, IRI enables lower feasibility thresholds for niche (or newer) brands and smaller campaigns to quickly measure sales effectiveness.

IRI has the largest Loyalty Card dataset in the CPG industry with exclusive relationships with major retailers. The FSP data set of 500M+ loyalty cards are collected via participating retailers (17+ and all their associated banners) - providing only 100% deterministic target audiences.

Use Cases

• Find the right persona across devices to maximize campaign performance

• Create custom audiences using 1st and 3rd party data

• Access historical and real-time purchase data - both online and offline - to power outcomes-based marketing

• Measure campaign performance with demographic reach metrics to power upper funnel marketing campaigns

Contacts

Amruta Gupta, VP Media

Amruta.Gupta@iriworldwide.com

KANTAR

Kantar

Kantar is the world's leading data, insights and consulting company. We understand more about how people think, feel, shop, share, vote, and view than anyone else. Combining our expertise in human understanding with advanced technologies, Kantar's 30,000 people help the world's leading organizations succeed and grow. Kantar builds high-quality permissioned audiences based on trusted syndicated surveys covering key dimensions of life which enable identification of unique targets.

Regions

NAMER - US

EMEA - CH, DE, FR, GB, NO, SE

Verticals

Auto
Demographics
Entertainment/Gaming
Financial Services
Purchase/In-Market/CPG
Travel
Telco

Data Types/Services

Audience Targeting

ID Types Available

Cookies, MAIDs, CTV IDs, IP Addresses, RampID

Data Capabilities

Methodology and Differentiators

All Kantar data is collected from double opted-in respondents who agree to participate in our research studies and who agree for their data to be used for activation use-cases. Our samples are nationally representative of the wider demographic and geographic composition of the relevant study populations. Our respondent data is anonymized, and because it is not sourced from medical records or covered entities, it is not subject to HIPAA.

Our 7 unique data sources: MARS Consumer Health, TGI Consumer Profiles, U.S. Monitor Consumer Attitudes & Values, HomeScores® In-Home Consumer Technology, ComTech Consumer Mobile & Technology, Entertainment on Demand

Use Cases

• Find the right persona across devices to maximize campaign performance

Contact

Kantar Alias

AudiencesUSProductTeam@kantar.com

theTradeDesk®

Kinsa Insights

Kinsa Insights is the earliest and most accurate predictor of the "When" and "Where" for illness-based purchase intent. Kinsa Insights provides localized, predictive and real-time illness signals for brands, retailers and agencies, allowing for optimized campaigns that drive incremental sales and ROAS.

Regions

NAMER - US

Verticals

Health

Purchase/In-Market/CPG

Data Types/Services

Audience Targeting

ID Types Available

Zip codes

Data Capabilities

Methodology and Differentiators

Brands/Retailers use Kinsa Insights to:

1. Optimize campaign spend to increase ad impressions in areas where illness levels are severe, and decrease spend in areas where it isn't.

2. Enable dynamic creative optimization (DCO) to ensure the right message is delivered to the right consumer.

3. Execute campaigns that increase brand awareness and grow purchase intent ahead of illness-based demand.

Access a proprietary network of over 5 Million smart thermometer/app users provide insight at the first sign of illness - weeks earlier than the Centers of Disease Control/ILI network and other claims-based data sources. Our 5+ year data base, provides predictability into illness and symptom trends at the DMA and store-level geo's up to 20 weeks in advance. Kinsa Insights have driven 55% increase in ad engagement, 27% incremental sales lift, 4:1 improvement in ROAS compared to campaigns do not use Kinsa Insights.

Kinsa Insights collects data at the household level, at illness onset and in real-time. We capture fever and symptom data from over 5MM unique users and predict the rate of illness spread from household transmission patterns. We also monitor over 5,000 opt-in elementary schools providing proprietary insight into the impact of return to school on community illness.

Use Cases

- Target impactful messages to customers based on real-time, local illness insights data

- Leverage privacy-compliant audiences to safely connect consumers with relevant healthcare advertising

Contacts

Brad Pope, VP of Customer Success,
brad.pope@kinsainsights.com

KOCHAVA ★

Kochava

Kochava is the industry standard for secure, real-time data solutions. We help people-based marketers establish identity, define and activate audiences, and measure and optimize their marketing across connected devices.

Regions

NAMER - US, CA, MX

EMEA - AE, CH, ES, IL, SE, TR, ZA, RU

APAC - AU, BD, BN, HK, ID, IN, JP, KH, MY, NP, NZ, PG, PH, SG, TH, TW, VN, LK, MV, CN, PK, LA, MN

Verticals

Auto
B2B
Demographics
Entertainment/Gaming
Financial Services
Health
Political
Purchase/In-Market/CPG
Travel

Data Types/Services

Audience Targeting
Location Targeting
In-App Event Tracking

ID Types Available

MAIDs

Data Capabilities

Methodology and Differentiators

The Kochava Collective is the largest, independent privacy-first data marketplace in the world with over 10 billion all-time device profiles globally. Verified and consented data is sourced from a first-party SDK presence on thousands of apps through Free App Analytics, and premium data suppliers.

Free App Analytics (FAA) powered by Kochava provides a no-cost attribution and analytics solution to tens of thousands of apps worldwide. In exchange for free service, FAA clients grant a first-party data license to the Collective, contributing premium data directly through the integrated FAA software development kit (SDK) in their app. The FAA SDK touches more than 1 billion devices globally, offering valuable insights into in-app activity, device attributes, app affinity, and more. FAA clients are required to implement platform-specific user privacy controls, such as Apple's App Tracking Transparency (ATT) framework.

Kochava consolidates cross-device and omni-channel data into one SDK benefiting both developers and marketers while delivering robust user-level attribution. Measure Holistic Performance Across Paid and Owned Media Sources and calculate total LTV and ROI across your entire media mix with one dashboard, one login, one unified performance.

Use Cases

- Find the right persona across devices to maximize campaign performance
- Unlock mobile in-app events, such as downloads and purchases, for precise mobile targeting

Contacts

Sam McCabe, Client Partnership Manager

smccabe@kochava.com

theTradeDesk®

Lifesight

Lifesight aims to be the customer intelligence company that helps the world's largest brands and enterprises optimise marketing spend, make better decisions and enhance customer experiences.

Regions

AMER – CA, MX, US

EMEA – AE, DE, ES, FR, GB, IT, NL, TR, PL, ZA

APAC – AU, HK, ID, IN, JP, MY, NZ, PH, SG, TH, TW, VN

Verticals

Auto
B2B
Demographics
Entertainment/Gaming
Financial Services
Health
Purchase/In-Market/CPG
Travel

Data Types/Services

Audience Targeting
Location Targeting
Store Visits

ID Types Available

MAIDs, IP Addresses

Data Capabilities

Methodology and Differentiators

Lifesight provides consumer intelligence services using disparate data elements (such as location data, offline and digital identifiers, device metadata etc) that they collect and infer for anonymised individuals.

Lifesight receives data from a variety of business partners, clients, and other companies that license data to them, or provide them data to facilitate their services. Overall Lifesight gets data from ad data, movement data, personal data and data which they receive from others.

Lifesight are in the process of integrating with TTD's UID2.0, are audience and measurement partners with, and they have in flight optimisation also enabled for measurements as a direct integration with TTD.

Use Cases

- Find the right persona across devices to maximize campaign performance
- Create custom audiences using 1st and 3rd party data
- Target customers based on current location, foot traffic, and nearby stores using privacy-safe mobile location data
- Measure the incremental impact of ad exposure on store visits.
- Measure viewability in DOOH

Contact

Tapan Desai, Presales Strategy Director, tapan@lifesight.io

Paulomi Roy, Customer Success & Operations Senior Manager, paulomi@lifesight.io

Lifesight Email Alias datadesk@lifesight.io

LiveRamp

As the leading data connectivity platform powered by core identity capabilities and an unparalleled network, LiveRamp enables companies and their partners to better connect, control, and activate data to transform customer experiences and generate more valuable business outcomes. LiveRamp's fully interoperable and neutral infrastructure delivers end-to-end addressability for the world's top brands, agencies, and publishers.

Regions

NAMER - US

EMEA - GB, FR, DE, IT, ES, NL

APAC - AU, CN, JP, NZ, SG, TA

Verticals

Auto
B2B
Demographics
Entertainment/Gaming
Financial Services
Health
Political
Purchase/In-Market/CPG
Travel

Data Types/Services

Audience Targeting
Cross Device Targeting
Onboarding

ID Types Available

Cookies, MAIDs, CTV IDs

Data Capabilities

Methodology and Differentiators

LiveRamp connects siloed data, helping you build your customer intelligence, understand your impact on the path to purchase, and more accurately measure ROI.

LiveRamp's identity translation technology precisely connects data from disparate sources to create a source of truth that serves as the foundation of measurement, bringing greater accuracy, measurement, and analytics while preserving consumer privacy.

Use Cases

• Leverage powerful purchase data to maximize campaign performance

• Create custom audiences using 1st and 3rd party data

• Access historical and real-time purchase data - both online and offline - to power outcomes-based marketing

• Boost individual and household reach with a people-based omnichannel view of your target audience

• Seamlessly onboard offline and online 1st party PII to activate data in an anonymized, privacy safe way

Contacts

LiveRamp Alias

thetradedesk@liveramp.com

Lotame

Lotame provides instant access to billions of global users across traditional web and mobile devices. Granular data is captured against these users and packaged into thousands of curated, targetable audience segments, giving every marketer, agency, publisher and platform the ability to harness the power of Lotame's third-party data.

Regions

NAMER - US, CA

EMEA – AT, BE, CH, DE, DK, ES, FI, FR, GB, IL, IT, NL, SO, SE, PL, RU

APAC - AU, BD, HK, ID, IN, JP, KR, MY, NP, NZ, PH, SG, TH, TW, VN, LK, PK

Verticals

Auto
B2B
Purchase/In-Market/CPG
Demographics
Financial Services
Health
Entertainment/Gaming
Travel
Political

Data Types/Services

Audience Targeting
Online/Offline Sales

ID Types Available

Cookies, MAIDs, CTV IDs, IP Addresses

Data Capabilities

Methodology and Differentiators

Lotame's data sources, including online publisher partners, data companies, offline databases, desktop widgets, mobile devices, Smart TV's and more, place our proprietary Behavioral Collection Pixel, allowing us to collect billions of meaningful data points each day. Data collection takes place in one of two ways:

Declared data - Information that an individual willingly shares through publishers or offline registrations. Demonstrated data - Actions completed by an individual on the page that demonstrates an interest, propensity, or intent action.

This collection methodology yields more accurate, better performing audiences compared to url visits or page landings. We maintain a global data exchange comprising of billions of monthly unique users and can produce granular, global custom audiences.

Use Cases

- Find the right persona across devices to maximize campaign performance
- Create custom audiences using 1st and 3rd party data
- Access CTV streaming and linear TV viewing metrics using ACR data
- Access historical and real-time purchase data - both online and offline - to power outcomes-based marketing
- Use in-store and online purchase data to optimize CPG/Retail advertising campaigns

Contacts

Lotame Alias

NADataRFP@lotame.com

MasterCard

Mastercard audiences empowers marketers to more precisely align audience design with specific campaign strategies, it can help the marketers to extend their digital reach.

Regions

NAMER - US, CA,

EMEA - AT, CH, DE, DK, FI, GB, IT, NL, NO

APAC - AU, JP, NZ

Verticals

Auto
B2B
Demographics
Entertainment/Gaming
Financial Services
Health
Purchase/In-Market/CPG
Travel
Dining
Retail

Data Types/Services

Audience Targeting

ID Types Available

MAIDs

Data Capabilities

Methodology and Differentiators

All segments are based on aggregated transaction data which has been anonymized within the Mastercard data warehouse.

We work with the historical aggregated transaction data which has been anonymized within the Mastercard data warehouse for the audience targeting.

Use Cases

- Leverage powerful purchase data to maximize campaign performance
- Create custom audiences using 1st and 3rd party data

Contacts

Mastercard Alias

media_delivery@mastercard.com

MedData Group

As part of IQVIA, the worlds leading Healthcare data company, MedData Group provides advertisers with access to the single most comprehensive Healthcare Professional (HCP) data, at the 1:1 NPI level, to power digital campaigns.

Regions

NAMER - US

Verticals

Health

Data Types/Services

Audience Targeting

ID Types Available

MAIDs, Cookies, RampIDs

Data Capabilities

Methodology and Differentiators

MedData Group leverages the IQVIA OneKey HCP database which is used by 17 of the top 20 Pharmaceutical companies to power commercial operations. The OneKey team aggregates offline public (federal and state) and private data sources for Healthcare Professionals. This includes 1.3m medical claims processed each month to update and cross verify the data and a team of 250 telephone operators that verify the OneKey HCP data.

Accurate programmatic advertising to Healthcare Professionals at scale on The Trade Desk begins with accurate offline data at scale. The IQVIA OneKey HCP data set is the recognized gold standard for HCP data so your advertisers and be assured of quality targeting. As the only Elite Partner at LiveRamp for HCP data we have spent the past 4+ years working with LiveRamp to ensure that audiences are not modeled and are as close to 1:1 HCP targeting at the NPI level.

Use Cases

• Reach valuable Physician and healthcare worker audiences using this 1:1 targeting data

• Create custom audiences using 1st and 3rd party data

Contacts

MedData Group Alias

TheTradeDeskTeam_mdg@iqvia.com

theTradeDesk®

Media Source

Media Source Solutions has developed a company culture evolving around the credo "yes we can." Back in 2003 when we first started, we believed that if we offered fresh, niche, targeted data along with direct marketing services, we could carve a place for ourselves in an already crowded marketplace. We offer direct marketing solutions for postal, email, HEMS, HEMS with MAIDS, MAIDS with location data, app data, barcode data, IP's and digital campaigns.

Regions

NAMER - US

Verticals

Auto
B2B
Demographics
Entertainment/Gaming
Financial Services
Health
Purchase/In-Market/CPG
Travel

Data Types/Services

Audience Targeting

ID Types Available

Cookies, MAIDs, IP Addresses

Data Capabilities

Methodology and Differentiators

Media Source Solutions' first-rate audience data has an extensive reach with demographical, behavioral, lifestyle and attributes not included in many databases. We collect offline data from reliable unique sources using many sources built from "self-declared" information, transactional, retail, keyword searches using AI, mobile apps, location data and other direct response methods. In addition, we also receive daily information that provides us with many different attributes including demographic, lifestyle and behavioral data. This results in exclusive, fresh data sets being used for highly effective targeting to the most responsive of consumers. Currently, we have over 1 billion cookies and our data is onboarded by LiveRamp and Neustar.

We receive real-time cookie to cookie sync's that helps keep our data fresh and up-to-date. Our location data is a top performer again due to the weekly updates. Keeping our data fresh using sources not readily available in the marketplace gives us an advantage over our competitors.

Use Cases

- Find the right persona across devices to maximize campaign performance
- Create custom audiences using 1st and 3rd party data

Contact

Media Source Alias

mvolpe@mediasourcesolutions.com

Mobilewalla

Mobilewalla provides innovative data solutions that help data and marketing professionals better understand their customer enabling them to build more precise AI models that better analyze and predict consumer behavior and drive business results.

Regions

NAMER - US, CA

EMEA - DE, ES, FR, GB, IT

APAC - AU, HK, ID, IN, JP, KR, MY, NZ, PH, SG, TH, VN

Verticals

Auto
B2B
Demo
Entertainment/Gaming
Financial Services
Health
Purchase/In-Market/CPG
Travel

Data Types/Services

Audience Targeting

ID Types Available

MAIDs, CTV IDs

Data Capabilities

Methodology and Differentiators

The sources of mobile signal collection are SDK, Pixel, and exchange supply signals. The hard problems Mobilewalla solve are essential to product development which include:

- The storage/retrieval of mass amounts of data is essential for pattern recognition

- Cleaning the data by identifying/removing fraudulent devices.

- Un-blinding supply signals to determine the app name associated with every signal (signal #123abc = Cosmopolitan App)

- Identify/use only accurate and precise location information to map consumers with points of interests.

Mobilewalla provides innovative data solutions that help data and marketing professionals better understand their target customer – who they are, where they go, what they do, how they do it – enabling them to build more precise AI models that better analyze and predict consumer behavior and drive business results.

Use Cases

- Use this partner to find the right persona across devices to maximize campaign performance

- Create custom audiences using 1st and 3rd party data

Contacts

Mobilewalla Alias

adam@mobilewalla.com

MRI-Simmons

For decades, advertisers, agencies and media companies have relied on MRI-Simmons' rich demographic, psychographic, attitudinal, intent, and behavioral data to drive advertising buys, consumer product development, and media programming decisions. MRI-Simmons flagship product is MRI-Simmons USA, the most comprehensive syndicated study on American consumers. This high-quality, nationally representative study provides marketers, media, and agencies with the most accurate consumer truth set.

Regions

NAMER - US

Verticals

Auto
Demographics
Entertainment/Gaming
Financial Services
Health
Political
Purchase/In-Market CPG
Travel

Data Types/Services

Audience Targeting

ID Types Available

Cookies, MAIDs, CTV Device IDs, IP Addresses

Data Capabilities

Methodology and Differentiators

Released quarterly, MRI-Simmons USA employs address-based probabilistic sampling, measuring real people, randomly chosen to represent the US population in all its variations. This methodological approach ensures the stability of insights and provides the most accurate view of the American Consumer. The gold standard (and proven) sampling methodology is probabilistic and address-based. By design, it ensures all adults (18+) in the US have a known chance of being selected to participate in a survey. The survey size is approximately 30,000 per year.

Audience Targeting: MRI-Simmons is one of the only data sets of its kind that is MRC accredited.

Use Cases

• Find the right persona across devices to maximize campaign performance
• Create custom audiences using 1st and 3rd party data

Contacts

Bob Murnane, VP Agency Services
bob.murnane@mrisimmons.com

NCSolutions

The NCS Mission: To improve the effectiveness of advertising for all media

Regions

NAMER - US

Verticals

Purchase/In-Market/CPG

Data Types/Services

Audience Targeting
Offline Sales Conversion

ID Types Available

Cookies, MAIDs, IP Addresses, CTV IDs

Data Capabilities

Methodology and Differentiators

NCS connects the CPG products people buy with the advertising they consume. We match billions of UPC item-level transactions linked to ~300 million frequent shopper cards from ~90 million unique US households to user exposure data from multiple media to create big "single source" datasets, then adjust and calibrate our observations from our datasets to account for spending in non-NCS retailers and by non-NCS households using the Nielsen Homescan panel and Retail Measurement Services for total US purchase data "truth". The results are incorporated using machine learning models in our Target Audiences, In-flight Optimization enablement (PDM, SLiM, BDB) and post-campaign Sales Effect measurement products.

Loyalty Data:

- NCS has partnerships with 30+ Retailers totaling 39K stores across all US states. ~115MM US households are activating ~350MM loyalty cards at our retailer partners. Retailer channels are Grocery, Drug, Delivery Apps and an exclusive partnership with the most prominent receipt capture app with exclusive partnerships with Walmart. All data is at a UPC level and stored for three years.

Use Cases

- Find the right persona across devices to maximize campaign performance
- Create custom audiences using 1st and 3rd party data
- Access historical offline purchase data to power outcomes-based marketing

Contacts

NCSolutions Alias

NCSProgrammatic@nielsen.com

theTradeDesk®

NetWise

NetWise Data provides the Industry's most complete B2B Audience Data, backed by our proprietary B2B-to-Consumer ID Graph. The goal is to create audiences as broad as you want, or as targeted as you need. Users can reach the same person at work and at home, across every channel, on every device, via any sales or marketing platform. Our ID-Graph allows complete, accurate, and expansive B2B Targeting.

Regions

NAMER - US, CA
EMEA - AT, BE, CH, DE, DK, ES, FI, FR, GB, IT, NL, NO, SE, PL

Verticals

B2B
Demographics
Financial Services

Data Types/Services

Audience Targeting

ID Types Available

Cookies, MAIDs, IP Addresses, CTV Device IDs

Data Capabilities

Methodology and Differentiators

Netwise collects data from millions of unique commercially and publicly available sources including, state and federal business filings, company websites, job descriptions, job postings, social websites, business directories, and more. This vast quantity of constantly curated data is distilled down to high-quality business, businessperson, and consumer person records at a large scale with high levels of multi-source validation and comprehensive deduplication.

NetWise's data products allow you to target the same audience across all marketing channels in every platform you want to use. Our proprietary B2B-to-Consumer ID Graph means you reach the same person everywhere and every time. This includes, Email, Postal, Social, TV, and Digital via Cookies, Device IDs, Geofencing, and IP. No other B2B data provider offers this depth of channel execution, and no other data provider offers this kind of campaign consistency.

Use Cases

- Reach valuable B2B and ABM (Account-Based Marketing) audiences using intent, demographic and firmographic data
- Create custom audiences using 1st and 3rd party data

Contacts

Patrick O'Brien, EVP of Stategy

Pat.obrien@netwisedata.com

Neustar

Neustar is regarded as the market leader in authoritative identity management and maintains the largest and most accurate identity repository of consumer information available in the U.S., including multidimensional identity data (i.e. name, address, phone, email, location, cookie data, device ID, IP, etc.) on 240MM adults in 120MM US households with unparalleled accuracy. This data is sourced from over 240 authoritative sources with consumer direct billing relationships, allowing us to continuously cross-verify and validate data integrity.

Regions

NAMER - US

Verticals

Auto
B2B
Demographics
Entertainment/Gaming
Financial Services
Health
Political
Purchase/In-Market CPG
Travel

Data Types/Services

Audience Targeting

ID Types Available

Cookies, MAIDs, IP Addresses

Data Capabilities

Methodology and Differentiators

AdAdvisor Audiences are comprised of both probabilistic and deterministic data to enable marketers to more precisely target those consumers with a higher propensity to react to an online and mobile campaign. Neustar has over 200 sources of offline data that is aggregated, cleansed, and used to build comprehensive offline identity data used by marketing and IT security professionals to promote and protect their businesses.

AdAdvisor audiences are built within our first-party audience framework and are bolstered by our proprietary OneID graph which is rooted in offline PII data. These audiences can be activated in both cookie and cookie-free environments as they are built at the individual and household level. AdAdvisor audiences are built using ElementOne (E1) data, along with proprietary sources such as business address data or financial data, and publicly available information such as voter file data or MLS data.

Use Cases

• Find the right persona across devices to maximize campaign performance

• Create custom audiences using 1st and 3rd party data

Contacts

Michael Greenberg, Director of Advertising Partnerships

michael.greenberg@team.neustar

Nielsen

Nielsen is a global measurement and data analytics company that provides the most complete and trusted view available of consumers and markets worldwide. Our approach marries proprietary Nielsen data with other data sources to help clients around the world understand what's happening now, what's happening next, and how to best act on this knowledge.

Regions

NAMER - US, CA,

EMEA - GB, DE, ES, FR, IT

APAC - AU, HK, JP, TW, IN

Verticals

Auto
B2B
Demo
Entertainment/Gaming
Financial Services
Health
Political
Purchase/In-Market CPG
Travel

Data Types/Services

Audience Targeting
CTV/ACR Data
Online/Offline Sales
Campaign Performance/Reach

ID Types Available

Cookies, MAIDs, IP Addresses, CTV IDs, UID2

Data Capabilities

Methodology and Differentiators

Nielsen studies consumers in more than 100 countries to give you the most complete view of trends and habits worldwide. And we're constantly evolving, not only in terms of where we measure, or who we measure, but in how our insights can help you drive profitable growth. Meet your upper and lower funnel objectives with Nielsen segments powered by proprietary panels and surveys, and industry leading audience modeling.

Nielsen operates one of the largest data marketplaces in the industry with over 1B+ user profiles across 60,000+ segments. Clients are able to customize their audience targeting strategy around highly granular consumer characteristics for high marketing impact including, demographics, psychographics, mobile, online, TV, over-the-top (OTT), audio behavior, spending habits, store visits, basket size and product purchases.

Use Cases

- Find the right persona across devices to maximize campaign performance

- Create custom audiences using 1st and 3rd party data

- Access historical and real-time purchase data - both online and offline - to power outcomes-based marketing

- Measure campaign performance with demographic reach metrics to power upper funnel marketing campaigns

- Measure the percentage of impressions delivered within the target audience

Contacts

Nielsen Alias

nielsendatahotline@nielsen.com

NinthDecimal

NinthDecimal is the leading omni-channel marketing platform powered by location data. We are focused on leveraging physical world behavioral data to build a granular understanding of consumers and to bridge their physical and digital lives. There are multiple applications to this data, and we are uniquely able to power both audience targeting (based on where people go in the physical world) and attribution measurement (impact of advertising campaigns across media on driving lift in foot traffic into stores) on TTD's platform.

Regions

NAMER - US

Verticals

Auto
B2B
Purchase/In-Market/CPG
Demographics
Financial Services
Health
Entertainment/Gaming
Travel
Political

Data Types/Services

Audience Targeting
Location Targeting
Visits
Conversion/Measurement

ID Types Available

MAIDs, IP Addresses

Data Capabilities

Methodology and Differentiators

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 receive data in near real-time and retain location data for up to 13 months.

Our location platform only utilizes precise location data because we have proven methodologies to filter out inaccurate location signals. Our systems are designed to contextualize and resolve raw location data signals to a precision of 1 meter.

Our in-house cartography team has built a POI database utilizing verified polygon boundaries to measure brand visitation. We only verify a visit if we know a consumer entered a specified location. In addition, our massive scale enables us to build 1:1 deterministic control to exposed groups for attribution measurement – real people, never modeled.

Use Cases

- Find the right persona across devices to maximize campaign performance
- Create custom audiences using 1st and 3rd party data
- Target customers based on current location, foot traffic, and nearby stores using privacy-safe mobile location data
- Measure the incremental impact of ad exposure on store visits

Contacts

Nicole Kotroczo, Director of Platform Partnerships

nkotroczo@inmarket.com

theTradeDesk®

OnAudience

OnAudience.com is one of the biggest data providers in the world with a database that includes more than 50 billion of anonymous user profiles. We have developed proprietary DMP technology, which is serving to store, analyze and monetize data.

Regions

NAMER - US, CA, MX

EMEA - AE, AT, BE, CH, DE, DK, ES, FI, FR, GB, IL, IT, NL, NO, SE, TR,PL, RU

APAC - HK, ID, IN, JP, MY, NP, NZ, PH, SG, TH, TW, VN, MV, CN, PK, MN

Verticals

Auto

B2B

Demographics

Entertainment/Gaming

Financial Services

Travel
Purchase/In-Market/CPG

Data Types/Services

Audience Targeting

CTV/ACR Data,

Location Targeting

Cross-Device Targeting

ID Types Available

Cookies, MAIDs, CTV Device IDs

Data Capabilities

Methodology and Differentiators

We pay close attention to types of the data we gather from our partners, and we verify if they obey data privacy regulations to be sure that the data, we provide is GDPR- and CCPA-safe. We source data from media buyers and sellers, from publishers and social plug-ins in a raw format. Right now, we process more than 50 billion profiles from more than 200 markets. The whole database is updated and recalculated every day, to provide accurate information to our clients in audience segments or for attribution modeling.

OnAudience data is unique because of the scale and size of data we can provide (desktop and mobile) Segments are build based on raw data in our own technology using big data mechanisms. We are also able to provide custom audiences in 24h for every client.

Use Cases

- Find the right persona across devices to maximize campaign performance
- Target customers based on current location, foot traffic, and nearby stores using privacy-safe mobile location data
- Boost individual and household reach with a people-based omnichannel view of your target audience
- Access CTV streaming and linear TV viewing metrics using ACR data

Contact

Maciej Sawa, CEO

maciej.sawa@onaudience.com

theTradeDesk®

Oracle Data Cloud

Oracle Data Cloud brings together data and technology to help digital advertising companies drive better business outcomes across more than 100 countries. Our Audience, Context, and Measurement solutions give marketers the data and tools needed for every stage of the marketing journey, from audience planning to data management, brand safety, fraud protection, contextual relevance, viewability confirmation, and ROI measurement. Oracle Data Cloud combines the leading technologies and talent from Oracle's acquisitions of AddThis, BlueKai, Crosswise, Datalogix, Grapeshot, and Moat.

Regions

NAMER - US, CA, MX

Verticals

Auto

B2B

Demographics

Entertainment/Gaming

Financial Services

Health

Purchase/In-Market/CPG

Travel

Data Types/Services

Audience Targeting

Online/Offline Sales

CTV/ACR Data

Location Targeting

ID Types Available

Cookies, MAIDS

Data Capabilities

Methodology and Differentiators

Oracle Audiences is the world's largest third-party marketplace for advertising audience data, designed to maximize an advertiser's ability to reach individuals who have the highest propensity to buy their products. We have built and acquired the most accurate audience data sets, constantly curated to ensure relevancy and scale, to achieve the variety of outcomes that our customers desire. These audiences can be deployed consistently throughout the digital ecosystem, reaching relevant consumers across the open web, social media platforms, connected TV (CTV) and wherever else they choose to engage online.

Oracle Audiences are able to meet the digital targeting needs of nearly any advertiser with over 50,000 options to choose from: Built In-House (DLX, AddThis): leveraging our proprietary set of data assets. Audiences by Oracle: curating the best internal and external audience sources. Branded Providers: highly vetted 3rd party branded audience providers.

Use Cases

- Use this partner to find the right persona across devices to maximize campaign performance

- Create custom audiences using 1st and 3rd party data

Contacts

Oracle Alias

Thedatahotline@oracle.com

theTradeDesk®

Pathformance

With the Pathformance Marketing Intelligence platform, you have a single lens for evaluating the effectiveness of all your efforts and the ability to include those learnings in each new campaign.

Regions

NAMER - US, CA

Verticals

Purchase/In-Market/CPG

Data Types/Services

Audience Targeting
Location Targeting

ID Types Available

Zip codes

Data Capabilities

Methodology and Differentiators

Pathformance is a purely a precise media targeting approach where a list of zip codes is used to target media based on a product being in stock and on the shelf by store, then rolled up to a zip code on a weekly basis. This data can also be used for competitive brand conquesting by alerting when a competitor brand is not in-stock.

Another differentiator for Pathformance Optimization Segments is that we do not rely on a single variable to inform the media allocation recommendations. You will never accidentally turn off a great performing location due to a single out of stock. Our approach will increase the overall performance of your campaign. By reducing wasted impressions you will increase your media efficiency substantially.

Use Cases

- Target customers based on current location, foot traffic, and nearby stores using privacy-safe mobile location data
- Use this partner to find the right persona across devices to maximize campaign performance
- Create custom audiences targeting in and out of stock items

Contacts

Elizabeth Johnson, CEO, elizabeth@pathformance.com

Permutive

Powering the future of advertising on the open web

Regions

NAMER - US, CA
EMEA - AT, DE, ES, FR, GB, IT

Verticals

Auto
B2B
Demographics
Entertainment/Gaming
Financial Services
Purchase/In-Market/CPG

Data Types/Services

Audience Targeting

ID Types Available

Cookies

Data Capabilities

Methodology and Differentiators

The Permutive Audience Platform allows publishers to collect, model and analyze large volumes of first-party data that update in real-time with no need for fingerprinting technology or third-party cookies / IDs. Whilst publishers stay fully in control of their data, Permutive allows publishers and advertisers to understand commonalities between their audiences using Permutive's clean room functionality (Permutive Vaults), scale-up limited numbers of authenticated users, and target across 100% of a publishers' inventory.

Publishers who deploy Permutive can see 100% of their users, regardless of authentication or browser environment. As a result, when running a campaign using Permutive audience targeting, advertisers can find their users wherever they may be on the open web, including previously blocked environments such as Safari.

The Permutive technology can operate (i.e understand user behavior and segment the user into relevant cohorts) without a reliance on 3p cookies. As a result, leveraging campaigns with Permutive audience targeting allows advertisers to find their target users even as 3p cookies disappear.

Use Cases

- Find the right persona across devices to maximize campaign performance
- Create custom audiences using 1st and 3rd party data

Contact

Permutive Alias
partnerships@permutive.com

PIXNET

PIXNET is the largest UGC platform in Taiwan. Their DMP system, Rhyno, has around 130 interest segments built by domain experts manually. These segments are mostly related to food, travel, and fashion.

Regions

AMER – CA, US

APAC – HK, JP, KR, MY, SG, TH, TW

Verticals

Demographics
Entertainment/Gaming
Financial Services
Health
Purchase/In-Market/CPG
Travel

Data Types/Services

Audience Targeting

ID Types Available

Cookies

Data Capabilities

Methodology and Differentiators

- Data is collected via cookies and segmented based on contextual/keywords analysis.
- These contextual and keywords are analyzed using proprietary algorithm to predict and classify user's intent, interests and behavior covering over 100 different affinity segments.
- Custom audience creation is available.

Use Cases

- Find the right persona across devices to maximize campaign performance
- Create custom audiences using 1st and 3rd party data

Contact

Ariel Ke, Associate Sales Director

arielke@pixnet.tw

PlaceIQ

PlaceIQ is a location intelligence company that makes products available across three lines of business - Audiences, Measurement, and Analytics. Audiences: PlaceIQ has made thousands of location and visitation-based segments available through The Trade Desk. These include audiences based on visits to retail, dining and other commercial locations, audiences of devices that live-by, work-by, and shop-by those places, audiences to segment people's activity during the pandemic, etc..

Regions

NAMER - US

Verticals

Auto
B2B
Demographics
Entertainment/Gaming
Financial Services
Health
Travel

Data Types/Services

Audience Targeting
Campaign Performance/Reach
Location Targeting

ID Types Available

MAIDs

Data Capabilities

Methodology and Differentiators

PlaceIQ's SDK-based location/movement data is sourced both directly (app publishers) and indirectly (reputable SDK data aggregators) at scale.

Having a variety of different data sources (known as "multi-sourcing") has many benefits including maximizing coverage of high-quality observable devices, neutralizing the data bias associated with a single app or SDK, eliminating any "single point of failure" or unmanaged churn in collection of data, persistence of devices observed across device life, and cross-validating accuracy of different types of data collected by app developers and operating systems. All PlaceIQ visits have a variety of scores and metadata associated.

Use Cases

- Find the right persona across devices to maximize campaign performance
- Measure campaign performance with demographic reach metrics to power upper funnel marketing campaigns
- Target customers based on current location, foot traffic, and nearby stores using privacy-safe mobile location data

Contacts

Brian Bradtke, VP Partner Development

bbradtke@placeiq.com

Pushspring

Marketing Solutions, a division of T-Mobile USA (TMS) is focused on solving some of the biggest pain points in the advertising industry. They're standing up for consumers and advertisers to demand more from our industry – more transparency, more relevancy, more engagement. Our mobile-originated Magenta Marketing Platform uses mobile-centric audience insights to help brands target and reach the right audiences.

Regions

NAMER - US

Verticals

Auto
B2B
Demographics
Entertainment/Gaming
Financial Services
Health
Political
Purchase/In-Market/CPG
Travel

Data Types/Services

Audience Targeting
Online/Offline Sales

ID Types Available

Cookies, MAIDs, IP Addresses

Data Capabilities

Methodology and Differentiators

The basis of our data is from the T-Mobile network of 100M+ customers. That data is rounded out with data from two additional SDKs. Further, TMS has 40+ premium third-party data partner taxonomies available in the self-service platform, all based on the mobile ad ID (MAID).

Our data is all based in mobile (MAIDs), but is extended to other channels by way of LiveRamp.

Use Cases

- Find the right persona across devices to maximize campaign performance
- Create custom audiences using 1st and 3rd party data
- Access historical and real-time purchase data - both online and offline - to power outcomes-based marketing

Contacts

Grigorios Giakas, Product Manager

grigorios.giakas@1plusX.com

theTradeDesk®

Quotient

Quotient is a digital media and promotions technology company that creates cohesive omnichannel brand-building and sales-driving opportunities for advertisers and retailers throughout the path to purchase. Their platform is powered by exclusive consumer spending data, location intelligence and purchase intent data to deliver more valuable outcomes for brands, retailers, and consumers.

Regions

NAMER - US

Verticals

Purchase/In-Market/CPG

Data Types/Services

Audience Targeting
Location Targeting

ID Types Available

MAIDs, RampID

Data Capabilities

Methodology and Differentiators

Quotient utilizes purchased based data comprised of over 76 Billion retail transactions from our exclusive retailer partnerships, purchase intent data including over 4 Billion annual coupon clips across our proprietary O&O properties and location data consisting of 10 Billion daily mobile location signals from our proprietary location intelligence platform.

Quotient brings together exclusive retailer sales data with purchase intent insight from our proprietary digital coupon platform and location intelligence that brings targeting to the real world.

Use Cases

- Find the right persona across devices to maximize campaign performance
- Target customers based on current location, foot traffic, and nearby stores using privacy-safe mobile location data

Contacts

Fan Blackwell, Sr Director Strategic Media Partnerships

fshiblackwell@quotient.com

theTradeDesk

Reklaim

Our mission is to redefine the industry and how data is collected by including the consumer. We give consumers full control and fair choice over their data. We are redefining the consumer and advertising relationship by providing consumers access, control, and then compensation.

Regions

NAMER - CA

Verticals

Auto
B2B
Demographics
Entertainment/Gaming
Financial Services
Health
Political
Purchase/In-Market/CPG
Travel

Data Types/Services

Audience Targeting

ID Types Available

MAIDs, Cookies, IP Addresses

Data Capabilities

Methodology and Differentiators

We have first party data with 1:1 consent coming from consumers. We have 120M consented accounts. Our data is Neutronian certified. Our audiences are underpinned by our authenticated truth set that includes: MAID + EMAIL + PHONE NUMBER + IP + TIMESTAMPED CONSENT

Killi data is differentiated because we consistently reach out to our users to review and consent their data, so we offer an addressable authenticated data set backed by more sustainable identifiers, including the phone number. The recent timestamp consent, not only authenticates the user is active but also gets refreshed since we have a direct communication channel to the user, whereby we ensure they are up to date on how their data is used. Buyers like our data because they feel more confident about buying recently consented data. This helps with audience transactions, performance and to supplement companies with our ID Graph.

Use Cases

- Find the right persona across devices to maximize campaign performance
- Create custom audiences using 1st and 3rd party data

Contacts

Connie Spence, Senior Director Data Partnerships, connie.spence@killi.io

Erica Carey, Technical Account Manager, erica.carey@killi.io

theTradeDesk®

Scanbuy

Scanbuy Data provides 1st party, multi-source validated US consumer in-store shopping data, including brands purchased, individual demographics, location, and identity data. Our mission is to provide the highest quality, deterministic data at scale (200M consumer profiles) and breadth (6,000 CPG brands, 150 CPG categories) unmatched in the industry.

Regions

NAMER - US

Verticals

Demographics
Health
Purchase/In-Market/CPG

Data Types/Services

Audience Targeting

ID Types Available

MAIDs, IP Addresses

Data Capabilities

Methodology and Differentiators

- 1st party data sourced from mobile app and SDK.
- 100% deterministic.
- High quality CPG brand and demographic data.
- 200M US consumer shoppers, in store shopping data (brand-level). 6,000 CPG brands.
- LiveRamp and Neustar as onboarding partners.

Use Cases

- Leverage powerful purchase data to maximize campaign performance
- Create custom audiences using 1st and 3rd party data

Contacts

Chuck Ennis, VP/GM Data & Analytics

chuck.ennis@scanbuy.com

Semasio

Semasio is the first Unified Targeting provider uniquely positioned to bridge the gap between Audience and Contextual targeting. Preserve user-level targeting capability beyond third-party cookies and become future-proof with seamless extension to the page level. Semasio is a trusted partner of leading global media agencies, brands, and publishers, delivering outstanding results through combined strategies in performance and branding campaigns.

Regions

NAMER - US, CA, MX
EMEA - AT, BE, CH, DE, ES, FR, GB, IT, NL, NO, SE, TR
APAC - AU, HK, ID, SG, TH

Verticals

Auto
B2B
Demographics
Entertainment/Gaming
Financial Services

Health
Political
Travel
Purchase/In-Market/CPG

Data Types/Services

Audience Targeting
Contextual Targeting

ID Types Available

Cookies, MAIDs

Data Capabilities

Methodology and Differentiators

Semasio processes raw data from different parties, (e.g. publishers directly, publishers tool and service providers like e.g. Sharethis). They look at the user ID (3rd party cookie or identity), the URL and the timestamp of the visit and do our semantic analysis based on that. They extract the most relevant terms and phrases of the content which we then use to enrich the semantic user profile with.

First provider that allows to seamlessly combine Audience and Contextual Targeting on one campaign. Semasio can create contextual audience extension: Learning from users behavior, e.g. advertisers 1st party data, and extend contextually by finding the sites and pages the users are more likely to consume.

Creating Contextual targets not only by defining isolated keywords instead giving the system examples of keyword, word combinations out even URLs.

Use Cases

- Target based on contextual relevance, site/app categories, and keywords
- Find the right persona across devices to maximize campaign performance
- Create custom audiences using 1st and 3rd party data

Contact

Semasio Alias

targeting@semasio.com

ShareThis

ShareThis unlocks the power of global digital behavior by synthesizing social share, interest, and intent data. Powered by consumer behavior on more than three million global domains, ShareThis observes real-time actions from real people on real digital destinations. ShareThis transforms user-level behavioral data to better understand, expand, and validate consumer behavior for digital advertising, insights, and personalization.

Regions

NAMER - US, CA, MX

EMEA – AE, AT, BE, CH, DE, DK, ES, FI, FR, GB, IL, IT, NL, NO, SE, TR, PL, ZA, RU

APAC - AU, BD, BK, ID, IN, JP, KH, MY, NP, NZ, PH, PH, SG, TH, TW, VN, LA

Verticals

Auto
B2B
Purchase/In-Market/CPG
Demographics
Financial Services
Health
Entertainment/Gaming
Travel
Political

Data Types/Services

Audience Targeting
Cross Device Targeting

ID Types Available

Cookies, MAIDs, UID2

Data Capabilities

Methodology and Differentiators

ShareThis powers the sharing functionality on over 3M+ sites, 600M global webpages, and sees 1.8B+ events per month through their javascript widget installed by publishers in the HTTP header, providing privileged control. As consumers engage across the open web, through actions like shares, searches, clicks and views, ShareThis enhances these data signals using metadata and natural language processing to build actionable, interest and intent-based audiences at scale.

Unique to The Trade Desk, ShareThis has direct API integrations where they fire The Trade Desk pixel across their network of 3M+ sites and host the mapping table of matched IDs. This allows for strong scale globally with audiences, particularly across CTV, currently consisting of cookies, MAIDs, and UID2 with high match and refresh rates. Our custom audiences are created within 48 hours and can be tailored to meet any targeting objective. Due to their transparent methodology, access to private sharing, and control of user-level signals, they find success within verticals that have stricter policies like Finance and Pharma/Health. They are fully privacy conscious and compliant.

Use Cases

• Find the right persona across devices to maximize campaign performance

• Create custom audiences using 1st and 3rd party data

• Leverage privacy-compliant audiences to safely connect consumers with relevant healthcare advertising

• Boost individual and household reach with a people-based omnichannel view of your target audience

Contacts

ShareThis Alias

thetradedesk@sharethis.com

Sirdata

Sirdata is a french-based data, privacy and addressability adtech company providing user-based and contextual audiences as well as privacy tools for publishers.

Regions

NAMER - US, CA, MX

EMEA - BE, DE, DK, ES, FR, GB, PL

APAC - AU, HK, JP, SG, TW

Verticals

Auto

B2B

Demographics

Entertainment/Gaming

Financial Services

Health

Political

Travel

Purchase/In-Market/CPG

Data Types/Services

Audience Targeting

Brand Safety

Location Targeting

ID Types Available

Cookies, IP Addresses

Data Capabilities

Methodology and Differentiators

Collect and score demographics data for gender and age based on authenticated traffic (websites login).

We use our own semantic technology to define the meaning of web content and score user overtime while they are browsing the web. And the same technology to define the content of web, but we do not attach any identifier

For Contextual Predictive we use ML algorithm to build predictive gender and age probability only based on content processing and using our consented declarative data (and browsing data associated) as a seed audience (without cookie neither user consent needed). The same algorithm is used to extend and build act-like-audiences over a network from two the major Kantar survey.

Also, providing Proxistore location-based data to the digital ecosystem which highly improve the IP-based accuracy for geo-targeting

Use Cases

- Find the right persona across devices to maximize campaign performance

- Target based on contextual relevance, site/app categories, and keywords

- Target customers based on current location, foot traffic, and nearby stores using privacy-safe mobile location data

Contact

Sirdata Alias

commercial@sirdata.com

SMS Inc

Specialists Marketing Services, Inc. is a data-driven, multi-channel marketing company that provides strategic customer acquisition services to leading brands, agencies, and Fortune 500 companies. As a leading provider of quality offline and online consumer and new mover segments, and with a proven track record in both the direct mail and digital channels, Specialists offers a high level of targeting accuracy at scale across multiple channels.

Regions

NAMER - US

Verticals

Auto
B2B
Demographics
Entertainment/Gaming
Political
Purchase/In-Market/CPG
Travel

Data Types/Services

Audience Targeting

ID Types Available

Cookies, MAIDS

Data Capabilities

Methodology and Differentiators

SMS Inc's consumer and new mover databases are built offline, at the name/address level, from hundreds of sources including surveys, warranties, transactional, new mover, public record and other response vehicles. We have over 240 million US consumers and over 170 million households with hundreds of targeting attributes including: strong demographics, home profiles, life events, lifestyle interests, political, occupation, auto, and brand intent audiences including CPG, financial/insurance, gaming/electronics, TV/media, entertainment, retail, and other specialty segments. All of our audiences are 100% deterministic, with the exception of our brand intent audiences (modeled), and all records are multi-sourced verified to ensure a high level of targeting accuracy. We onboard our data using Live Ramp and Nuestar to activate our audiences to any integrated destination. Each record is flagged by at least 2+ sources before they are categorized into any given behavior to ensure a high level of targeting accuracy.

Use Cases

- **Find the right persona across devices to maximize campaign performance**
- Create custom audiences using 1st and 3rd party data

Contacts

Joanne Adams, EVP Data Solutions

jadams@sms-inc.com

theTradeDesk®

Start.io

Start.io is a mobile data platform. We enable 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.

Regions

NAMER - US, CA, MX

EMEA – AE, AT, BE, CH, DE, DK, ES, FI, FR, GB, IL, IT, NL, NO, SE, TR, PL, ZA, RU

APAC - AU, BD, BK, ID, IN, JP, HK, KR, KH, MY, NP, NZ, PH, PH, SG, TH, TW, VN, LA

Verticals

Auto
B2B
Purchase/In-Market/CPG
Demographics
Financial Services
Health
Entertainment/Gaming
Travel

Data Types/Services

Audience Targeting
Cross Device Targeting
Location Targeting

ID Types Available

MAIDs

Data Capabilities

Methodology and Differentiators

Using data signals observed through our media sources - mainly from our SDK and additional integrations we have - in addition to a panel of self-declared information gathered in apps, we apply machine learning techniques to model demographics data such as age and gender. We also model the interest of users based on apps on devices and interaction with ads. In addition, we model interest by intersecting location data with known POIs. Start.io data is integrated within TTD platform capabilities like Koa Demographic Targeting.

Our data is sourced from our proprietary SDK integrated on over 850,000+ apps. Our SDK delivers Total Mobile Insights and identifies users by apps, location, Bluetooth connectivity, device make and model, cell network, device language, WiFi, cell signal strength, demo and more. We have over 1.5 billion global users with both standard and custom segments spanning the entire globe.

Use Cases

- Find the right persona across devices to maximize campaign performance
- Create custom audiences using 1st and 3rd party data
- Boost individual and household reach with a people-based omnichannel view of your target audience
- Target customers based on current location, foot traffic, and nearby stores using privacy-safe mobile location data

Contacts

Andy Green, Director of Sales, andy.green@start.io

Start.io Alias, Data.csm@start.io

Transunion

TransUnion is a global information and insights company that makes trust possible. They ensure each consumer is reliably and safely represented in the marketplace. they provide businesses with a better understanding of consumers, which helps you make more informed decisions on who to trust and to use that understanding to build the experiences that contribute to consumer trust.

Regions

NAMER - US

Verticals

Auto
B2B
Demo
Entertainment/Gaming
Financial Services
Political
Purchase/In-Market/CPG
Travel

Data Types/Services

Audience Targeting

ID Types Available

Cookies, MAIDS

Data Capabilities

Methodology and Differentiators

TransUnion's marketing database covers 96% of US adults, including roughly 3,400 attributes per profile, linked to our identity graph and a persistent understanding of people over time. Our marketing database, used across our identity, audiences, and insights solutions, spans the following attribute categories: automotive, business, consumer finance, demographic, household composition, homeownership and property, geographic, interest/hobby, retail purchase and travel. Their marketing data is compiled from private and publicly available record sources, self-reported data, purchase data, subscriptions, census data, and more across these core categories.

Additionally, TransUnion licenses consumer information from reputable data providers. Their rigorous content acquisition process uses multivariate vetting and an established confidence ranking system to evaluate suppliers and the data they provide based on facets including data cleanliness, consistent and transparent collection methodologies, exhaustive data supplier credentialing process, and more.

Use Cases

- Find the right persona across devices to maximize campaign performance
- Create custom audiences using 1st and 3rd party data

Contacts

Nicole Lindell, Director Customer Success
nicole.lindell@transunion.com
Gigi Trencher, Senior Director Partner Development
gigi.trencher@transunion.com

TruOptik

TruOptik's Data Marketplace is built for streaming media (CTV, Streaming Audio, In-Game). At the core of our solution is a proprietary 80M Household Graph. TruOptik's Data Marketplace enables brands and agencies to define specific segments utilizing third and first-party data to enable audience targeting across leading publishers and advertising platforms, with unmatched scale and speed.

Regions

NAMER - US

Verticals

Auto
B2B
Demographics
Entertainment/Gaming
Financial Services
Health
Political
Purchase/In-Market/CPG
Travel

Data Types/Services

Audience Targeting

ID Types Available

IP Addresses

Data Capabilities

Methodology and Differentiators

The TruOptik has a robust Data Marketplace with audiences ranging from demographics to auto intenders, lifestyle groups, purchase behavior, political party affiliation and more. We've partnered with over 25 leading data providers, each with different data sourcing and segmentation methodologies.

The Data Marketplace is synced to the patented Tru Optik Household GraphTM, which is comprised of 80+ million homes representing nearly 90% of the U.S. OTT reachable audience each segment in the Data Marketplace is mapped to Tru Optik's Household Graph, which syncs all types of streaming devices and associated identifiers to the correct anonymized household. Our Household graph does not rely on probabilistic models or convoluted connect-the-dots exercises across disparate data sets.

Use Cases

- **Find the right persona across devices to maximize campaign performance**
- **Create custom audiences using 1st 3rd party data**

Contacts

TruOptik Alias

tradedesk@truoptik.com

Urban Science

Urban Science is a company of business scientists, in the auto industry, working with every major OEM across the globe. They have an unyielding drive for discovery and apply that drive to marketing. They have proved analytic capabilities and industry-exclusive data are combined by scientists to help improve your digital marketing campaign's focus and impact.

Regions

NAMER - US

Verticals

Auto

Data Types/Services

Audience Targeting
Offline/Online Sales

ID Types Available

Cookies

Data Capabilities

Methodology and Differentiators

Urban Science's Targeting and Measurement solutions are powered by the Urban Science® DataHub™ --the only source of industry wide volume sales* data used for targeting and measurement that is fueled directly from automakers and not modeled or delayed vehicle registrations. Since the Urban Science® DataHub™ sources sales data directly from the automakers it is the definitive source of truth.

With over 98% coverage of new vehicle sales*, Urban Science can provide unprecedented insight to technology platforms and their OEM clients. Due to its direct relationship with major OEMs, Urban Science can anonymize and share purchase data faster** than any competitor reliant upon registration or consumer bureau data. Their direct data-sync with The Trade Desk empowers even greater speed to The Trade Desk insights, connecting true exposures to purchases.

*Sales refers to vehicle unit sales and does not represent vehicle price or revenue.

** Brand sales are primarily shared on a daily, and in some cases monthly, basis. Sales are typically shared within 24-72 hours of actual purchase.

Use Cases

• Use automotive sales and ownership data to optimize auto advertising campaigns.

• Find auto intenders across devices to maximize campaign performance

Contact

Urban Science Alias

CST-MARKETINGOPS@urbanscience.com

theTradeDesk®

V12

V12 enables brands to reach their customers and prospects through addressable media. We identify and describe real US consumers by their persistent identifiers (name, address, email, phone) allowing brands to integrate these audiences with their first-party data.

Regions

NAMER - US

Verticals

Demographics
Financial Services
Purchase/In-Market/CPG
Real Estate

Data Types/Services

Audience Targeting

ID Types Available

Cookies, MAIDs

Data Capabilities

Methodology and Differentiators

V12 sources consumer data primarily through off-line means as a source compiler. We double and triple verify public and self-reported sources to bring the most accurate view of the 325mm+ consumers living in the US. We then use onboarding partners (Liveramp) to distribute this data in the the digital and addressable media eco-systems.

V12 does secure opt-in permission to send acquisition emails along with the name and address of US consumers. This enables brands to integrate digital and email communications into a single campaign. In addition, V12 scores very high on third party accuracy measurement because we source at the individual level first and household those individuals second.

Use Cases

- **Find the right persona across devices to maximize campaign performance**
- **Create custom audiences using 1st and 3rd party data**

Contacts

Todd Dziedzic, SVP Digital & Analytics

todd_dziedzic@yahoo.com

Stacey Girt, EVP Partnerships

sgirt@v12data.com

Veeva Crossix

Veeva Crossix is the pioneering industry leader in patient data, privacy, and analytics. Veeva Crossix leverages privacy-safe technology to connect comprehensive health and non-health data, covering more than 300 million patients and health care practitioners (HCPs). Its measurement and audience solutions help health brands communicate more effectively with consumers and HCPs. Veeva Crossix delivers data and insights to over 200 brands from top 20 pharma companies as well as leading health systems, pharmacies, and wellness brands.

Regions

NAMER - US

Verticals

Health

Data Types/Services

Audience Targeting
Campaign Performance/Reach

ID Types Available

RampID

Data Capabilities

Methodology and Differentiators

Veeva Crossix audience solutions entail building modeled audiences of consumers who are likely to be relevant for particular health conditions (based only on their consumer attributes). Veeva Crossix partners with a consumer database provider to analyze which consumer attributes make a consumer relevant for a particular condition; the result of this analysis is a formula that can be used to assign "health relevance scores" to consumers in the database, based only on their consumer attributes. Health data is never used to target individuals. Veeva Crossix is an NAI member, and all segments are de facto non-sensitive under the NAI code.

Veeva Crossix has patented technology that enables more accurate matches between datasets. Patented SafeMine technology allows matching to occur behind HIPAA-covered entity firewalls, prior to de-identification - yielding higher-fidelity linkages between datasets.

Use Cases

• Leverage privacy-compliant audiences to safely connect consumers with relevant healthcare advertising

• Create custom audiences using 1st and 3rd party data

Contacts

Veeva Crossix Alias

crossix_digitalconnect@veeva.com

Vendigi

Vendigi provides audience data for all things related to the home. Discover a spectrum of audiences spanning the homeownership lifecycle – each phase introduces coveted audiences for addressable TV, financial institutions, home & garden retailers, cable and telecom providers, and others. 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.

Regions

NAMER - US

Verticals

Demographics
Financial Services
Purchase/In-Market/CPG

Data Types/Services

Audience Targeting

ID Types Available

Cookies, MAIDs, IP Addresses

Data Capabilities

Methodology and Differentiators

Vendigi captures and curates audiences 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. #Home audiences also include fact-based homeowner audience segments – including property characteristics, mortgage performance, and remodeling activity – the gold standard of property data covering 99.8% of U.S. households with a proven track record in marketing lift.

They collect first-party data on home buyers from MLSs and the top real estate brokers across the nation, including Century 21, Coldwell Banker, Sotheby's, Keller Williams, RE/MAX, Berkshire Hathaway and more. These first-party homebuyers provide the best early indications of a move…superior to self-reported and property/deed info provided by competitors which often is a past indicator

Use Cases

- **Find the right persona across devices to maximize campaign performance**
- Create custom audiences using 1st and 3rd party data

Contacts

Ata Hassan, CTO

ahassan@vendigi.com

VisualDNA

Nielsen Marketing Cloud (NMC) is Nielsen's Audience Data business. They provide thousands of leading brands with audience segments which media buyers use to deliver efficient and accurate targeting across their media plans. Nielsen USPs include scale (localized, high-volume segments), breadth (a comprehensive view of your audience across all categories),depth (granular segmentation right down to the brand and product level) and quality (declared, deterministic data collection methodologies owned and operated by Nielsen)

Regions

NAMER - US, CA

EMEA - DE, ES, FR, GB, IT

APAC - AU, HK, JP, TW

Verticals

Auto
B2B
Demographics
Entertainment/Gaming
Purchase/In-Market/CPG
Travel

Data Types/Services

Audience Targeting

ID Types Available

Cookies, MAIDs, IP Addresses

Data Capabilities

Methodology and Differentiators

VisualDNA is the world's leading Psychographics database - The VisualDNA survey is an online picture-based quiz based on a well known psychology paradigm called O.C.E.A.N. (Openness, Conscientiousness, Extraversion, Agreeableness, and Neuroticism). It has been taken by over 40 million people globally. The quiz is localised in over 8 markets and collects over 250 deterministic data points per quiz including demographics, psychographics, intent, interest, and brand preference/brand affinity data.

VisualDNA data is owned and operated by Nielsen Marketing Cloud. The VisualDNA quiz is an unincentivized survey and the value exchange for the user is a robust report on their OCEAN personality profile. As such the answers hold a lot of integrity due to consumers giving the most accurate reflection of themselves. This results in an accurate, robust dataset for targeting

Use Cases

- **Find the right persona across devices to maximize campaign performance**
- Create custom audiences using 1st and 3rd party data

Contacts

Alistair King, Platform Partnerships Lead

alistair.king@nielsen.com

VisualDNA Alias

nmcdata@nielsen.com

WeatherAlpha

WeatherAlpha is a leading provider of premium weather data and analytics across the digital advertising ecosystem. Through a consultative approach, WeatherAlpha helps brands quantify the impact of weather on their sales and leverage these insights within their targeting campaigns across all devices. Fortune-500 companies and top agencies across a variety of industries like Auto, Pharma, CPG, Travel, and Insurance have benefitted from our unique datasets. Our prices are very competitive across similar segments.

Regions

NAMER - US

EMEA - DE, FR, GB

Verticals

Weather

Data Types/Services

Weather Targeting
Cross Device Targeting

ID Types Available

Zip codes

Data Capabilities

Methodology and Differentiators

WeatherAlpha aggregate raw weather feeds from publicly and privately available sources that have been vetted for accuracy and consistency. We continually monitor the results of our sources to make sure they are accurate, and systematically look for new sources that can strengthen our data feed.

WeatherAlpha offer granular and accurate custom segments, competitive rates for similar quality data, no set-up fees, direct integration with The Trade Desk, and we are also very consultative.

WeatherAlpha maintains over 250 unique weather and health condition segment data that is local to specific regions. Media buyers can reach those impacted by a variety of environmental conditions in real-time including rain, snow, cold/flu, pollen index, and numerous health conditions.

Use Cases

- Target impactful messages to customers based on real-time, local weather conditions across syndicated and custom segments
- Boost individual and household reach with a people-based omnichannel view of your target audience

Contacts

Lindsay Feinstein, Sales & Marketing Director

lindsay@Weatheralpha.com

Webbula

Webbula provides expert marketing solutions. Their email Hygiene, Data Appends, and Audience Data solutions mitigate delivery threats, enhance and append data lists for email campaigns and create actionable audiences for online ad serving. Webbula has a proven track record of helping our customers navigate hazardous data quality obstacles and increase their return on investment.

Regions

NAMER - US

Verticals

Auto
B2B
Demo
Entertainment/Gaming
Political
Travel
Interest
Lifestyle

Data Types/Services

Audience Targeting

ID Types Available

Cookies, MAIDs, IP Addresses

Data Capabilities

Methodology and Differentiators

Webbula's data is aggregated from over 110 trusted and authenticated sources, including publishers, data partners, social media, and more. The data collected comes directly from consumers who self-report information through methods like surveys. When Webbula receives this data, we apply our hygiene filters to it to mitigate fraud and properly score the data for accuracy. Their rigorous quality-centric methodology ensures all of Webbula's data is: Self-Reported Deterministic Individually-Linked. Webbula's identity linkages are resynced daily for devices and the data signals are updated on daily, monthly, and quarterly cycles. This provides the most up-to-date, transparent, and reliable consumer audience data available, which translates to more effective marketing campaigns for you.

Use Cases

- **Find the right persona across devices to maximize campaign performance**
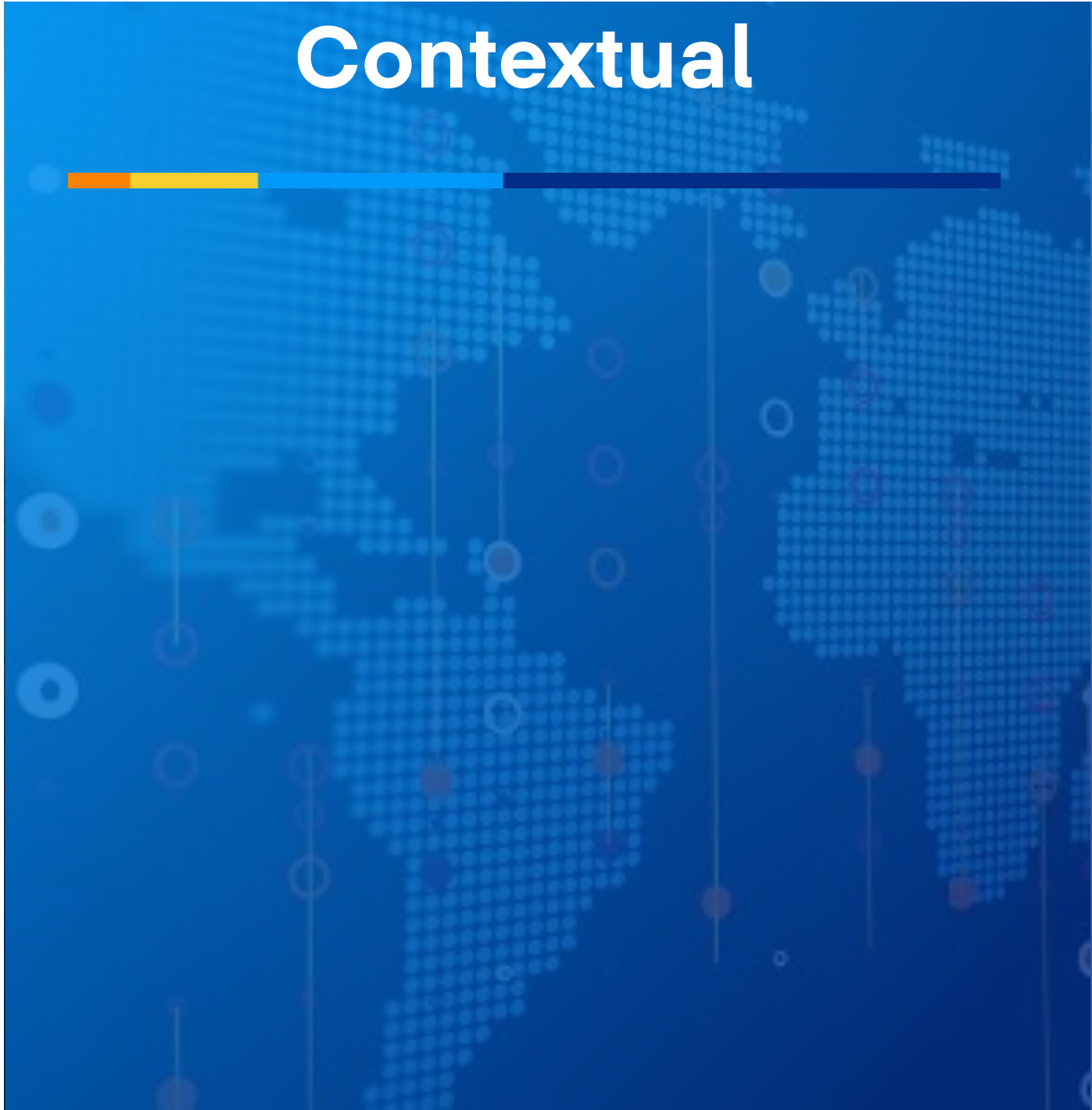- Create custom audiences using 1st and 3rd party data

Contacts

Webbula Alias

ttd@webbula.com

theTradeDesk®

Pre-Bid & Contextual

Pre-Bid & Contextual

The Trade Desk works with leading pre-bid and contextual data providers to help you find high-quality, brand-safe inventory that helps you achieve your goals.

Use your preferred partner to set pre-bid targeting parameters, avoid unsavory content, and measure results directly within The Trade Desk platform.

Providers

ORACLE®

IAS
Integral Ad Science

PEER39

DV

semasio

Leading Tactics:

Brand Safety

Viewability

Fraud & Invalid Traffic

Contextual

theTradeDesk®

Pre-Bid Targeting

DoubleVerify

Brand Safety	Fraud & IVT	Viewability
• In-app	• In-app	• In-app*
• Mobile web	• Mobile web	• Mobile web
• Desktop web	• Desktop web	• Desktop web
	• CTV	

IAS — Integral Ad Science

Brand Safety	Fraud & IVT	Viewability
• In-app	• In-app	• In-app
• Mobile web	• Mobile web	• Mobile web
• Desktop web	• Desktop web	• Desktop web

ORACLE

Brand Safety (Grapeshot)	Fraud & IVT (MOAT)	Viewability (MOAT)
• In-app	• In-app	• In-app
• Mobile web	• Mobile web	• Mobile web
• Desktop web	• Desktop web	• Desktop web

PEER39

Brand Safety	Page Quality**	Viewability
• Mobile web	• Mobile web	• Mobile web*
• Desktop Web	• Desktop Web	• Desktop Web*

* Display only

**Page Quality allows users to exclude pages from targeting based on different factors including UGC, apps/toolbars, and ad clutter

theTradeDesk®

Contextual Targeting

DoubleVerify

Channels
- In-app
- Mobile web
- Desktop web

Unique Offering
Doubleverify offers a Custom Contextual targeting solution as well as their **Authentic Brand Safety** solution for custom activation.

Contact

george.miron@doubleverify.com

IAS — Integral Ad Science

Channels
- Mobile web
- Desktop web

Unique Offering
IAS's **Context Control** solution allows clients to block and/or target custom content.

Contact

ttdsupport@integralads.com

PEER39

Channels
- Mobile web
- Desktop web

Unique Offering
Peer39's Custom Contextual solution allows clients to target and/or block content.

Contact

alec.greenberg@peer39.com

theTradeDesk®

Contextual Targeting

Channels

- In-app
- Mobile web
- Desktop web

Unique Offering

Grapeshot's **Predicts** segments update every 24 hours based on adjacent keywords/ topics. Once a seed is created, keywords are automatically added and removed from a segment to ensure alignment with the most up to date content.

Contact

Thedatahotline@oracle.com

Channels

- Mobile web
- Desktop web

Unique Offering

Semasio offers the ability to build custom contextual categories from a **seed audience**.

Contact

kornelija@semasio.com

theTradeDesk®