



# B2C Media Kit



# Connect With Your Ideal Accounts Using Offline Data

AdDaptive's proprietary technology connects offline data to online identifiers for accurate, scalable targeting, wherever your prospect is in the funnel.

Validated offline data provides accurate insights that allow you to find more people who are more likely to buy. When that reliable data is mapped to digital identifiers, such as IP address, device ID, mobile signals, and location coordinates, targeting can be highly specific at scale, allowing your ads to reach their intended targets effectively and efficiently.

## Here's how:



### Target

Finding your best customers begins by creating segments of your ideal audience with accurate, validated data.



### Engage

Connect with decision-makers that matter the most to yield the best results and eliminate wasted spend.



### Optimize

Continually improve your results by leveraging data, automation, and human expertise to gain ongoing, actionable insights.



# Accuracy Matters

Connecting with your ideal customers depends on the accuracy of your data. Inaccurate third-party data can inhibit your targeting efforts and interfere with your campaign objectives.

Our proprietary offline data mapping technology ensures that every targeting decision is backed by the most accurate data available. You can connect with more people who want to buy, and reach the targets that matter most.

## Our Solution

Designed to give your team actionable insights, AdDaptive's ability to match validated offline data to online identifiers unleashes the power of the most accurate data available.



**Proprietary  
Technology**



**Demographic  
Data**



**Offline Data  
Sources**



**Cookieless  
Solution**



**Real-time  
Optimization**



**Insightful  
Analytics**





# Technology Built to Give You an Advantage

We analyze over 50 billion data points every day including ad serving data, geolocation data, mobile signals, and more. We use this data to map deterministic digital identifiers in real-time to ensure you have the most accurate data possible to better inform your targeting, generate the best results, and minimize wasted spend.



AdDaptive's technology maps over



**40 million**  
**business locations**



**and**  
**125 million**  
**households**

to cookieless  
digital identifiers.

## The result?

Rooftop-level targeting capabilities based on offline data sources such as:

- County Recorder Data
- Web Registration Data
- Property Deeds
- U.S. Census
- Professional Licenses
- Telecom Connect Files
- Tax Assessor Sources
- Permits
- Public Directories



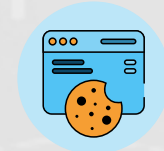
# How AdDaptive Produces More Accurate Data

There is no guesswork involved in offline data. Offline data sources are accurate, publicly available, and deterministic. Cookie data is generated by browser activity or by third-party companies with conflicting incentives to inflate their cookie pools.



According to the **U.S. Census Bureau** there are **83.1 million** millennials in the U.S.

According to **third-party cookie data** there are **186.4 million** millennials in the U.S.



## B2C Data Points



### Geography

Postal Address, City, Country, DMA, Region, State, Zip Code



### Demographics

Age, Gender, Marital Status, Number of Children, Ethnicity, Interests



### Consumer

Generation, Income Level, Household Type, Education Level, Wealth Decile, Donor Behavior



### Household

Dwelling Type, Household Type, Home Ownership, Home Value, Length of Residence, Mail Responder





# READY TO GIVE YOUR CAMPAIGNS A BOOST? **LET'S TALK**

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