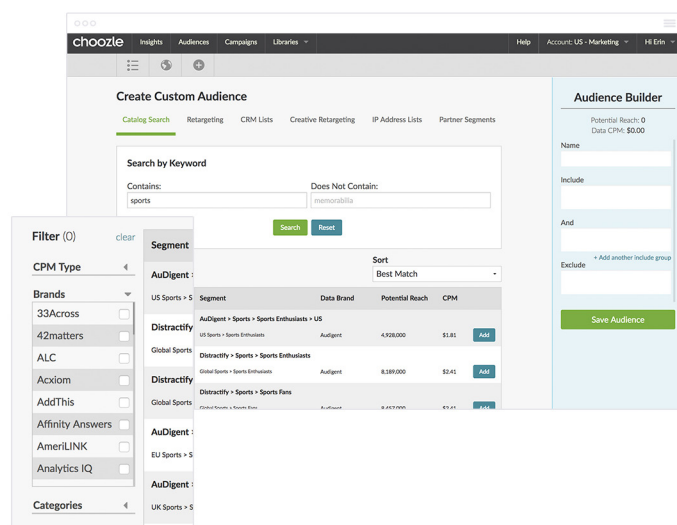


Effective digital marketing requires smart data. The Universal Data Catalog provides access to 60+ premium data providers so you can execute digital advertising campaigns with data-driven audience solutions that enable precise targeting based on individual demographics, purchases, and behaviors.

- 5 billion global IDs
- \$3 trillion in annual consumer spending
- 90+ percent of U.S. households
- 15 million domains worldwide
- 46,000+ prebuilt audiences spanning demographic, intent-based behavioral, B2B, online, offline, and purchase data
- 60 branded, market-leading data providers in ten key vertical markets within an intuitive catalog search



Our Data Partners

[A](#) [B](#) [C](#) [D](#) [E](#) [F](#) [G](#) [H](#) [I](#) [K](#) [L](#) [M](#) [N](#) [O](#) [P](#) [R](#) [S](#) [T](#) [V](#) [W](#) [Z](#)

A

[33Across](#)

33Across' Real Audience™ collects data on over 1 million websites with over 30 billion unique intent and interest signals, a global reach of over 200 countries, and data solutions that have powered media campaigns from over half of the Fortune 1000. Access true user intent with unique signals.

[AcquireWeb](#)

AcquireWeb offers industry-leading AcquireGraph Technology to generate and transform current and prospective customer insights into actionable audiences. AcquireWeb provides data for a wide range of markets including: B2C, B2B, automotive, retail, finance & banking, government, armed services, political, travel & hospitality, non-profit, wireless/cable/satellite, and technology. AcquireWeb has made understanding customer identification their focus to integrate customer identities across databases, platforms and channels. They have compiled their own consumer reference database from data acquired from over 40,000 different websites, public records, licensing partnerships and other offline and online sources.

Acxiom & LiveRamp

Acxiom enables people-based marketing through a simple, open approach that connects systems and data to drive seamless customer experiences and higher ROIs. Acxiom's core capabilities are identity resolution, data stewardship, and integrations. Their data centers and operations are SOC2 certified and meet all regional requirements for handling consumer data assets. Benefit from a network of 400+ connected partners in industries including auto, financial services, healthcare, insurance, retail, and travel.

AddThis

AddThis offers unparalleled insight into the interests and behaviors of over 1.9 billion web visitors. Data from 15 million site-strong publisher networks yield a holistic picture of each user's true web habits, interests, and preferences in real time. AddThis Standard Audiences are created from hundreds of real-time, first-party permissioned data points sourced exclusively from their powerful AI platform. Reach audiences in all major verticals; global, cross device, and in 70 languages.

Affinity Answers

Through the use of sophisticated machine learning algorithms, Affinity Answers is able to deliver predictive recommendations of key buyer segments derived from 400 million consumers worldwide. These consist of buyers of specific brands that exhibit characteristics and have expressed interest in content, pop culture, events, etc. that marketers can utilize to isolate and target their earned and paid marketing campaigns. Using engagement data from more than 50,000 brands, Affinity Answers applies predictive modeling to identify attributes unique to buyers that include behavior towards other brands, media and entertainment.

ALC

ALC data solutions include customer acquisition, i2A strategic planning, nonprofit solutions, smart data solutions, omnichannel solutions, and data monetization. Get access to proprietary omnichannel databases that include Wealth Window, ALC B2B, ALC MD+, Link2Me, Milestones, Newborn Network, and WIP (Wealth, Influence, Power). ALC's clients are in financial/insurance, nonprofit/fundraising, retail/catalog/ecommerce, business, publishing/ media, and travel/entertainment.

Alliant

Alliant's DataHub is one of the largest and richest sources of consumer transactions available anywhere. Alliant gives marketers access to a unique source of predictive data, powerful data science, and a trove of strategic insight into the consumer behaviors that drive profits. Alliant Data Hub includes over 500 brands, 270 million consumers, 10 billion multichannel transactions, specific payment details and sticky pay-and-stay behaviors. Alliant aggregates detailed micropayment information that allows their data scientists to predict those behaviors with precision, enabling solutions that optimize audiences and campaigns based on the likely long-term profitability of each consumer.

Ameribase

Ameribase, powered by Lighthouse List, is a database that includes over a billion interactions through mail, online, and on the phone which consists of 150 million households as well as over 200 million U.S. consumers. E-Dentify™ allows marketers to target at the household and individual level. Over 120 million monthly hashed emails are used to identify search behaviors, and there are more than 100 segments of hobbies and interests to choose from across 50 lifestyle profiles.

Analytics IQ

Analytics IQ blends cognitive psychology with data science to dive into what motivates people. Their PeopleCore database helps marketers understand 'who' people are (at their core), 'what' actions people take everyday, and 'why' consumers make decisions. Markets they serve include insurance, financial services, retail, automotive, agencies, nonprofits, technology and travel. Their Analytics IQ includes over 1,000 data attributes on more than 116 million households and 217 million individuals.

Are You a Human

Are You A Human, the curator of The Verified Human Whitelist™, allows marketers to be certain they are addressing a verified human before they serve content, services, or ads. They have placed code on millions of sites to then analyze each user's device, software, and natural behavior, collecting robust metrics on each page view. Are You A Human uses real time interaction data, along with hundreds of fingerprinting metrics, to experts on natural human behaviors across each site and among sites.

B

Beintoo

Beintoo partners with Kochava to exclusively access data for more than 30 million unique devices in Italy. Beintoo collects and analyzes geo-behavior data in order to generate specific audiences to deliver innovative and highly engaging mobile campaigns. Beintoo analyzes raw data from mobile devices based on location, distance from POI, dwell time, and frequency.

Blue Kangaroo

Blue Kangaroo is a personal shopping assistant that delivers the right product and deal recommendations to consumers at the right place and time. Blue Kangaroo is focused on strengthening and developing partnerships in content, distribution, data, and proprietary technology. They are an industry leader in collecting permission-based user data valuable to retailers, ad networks, publishers, and others. They have built a state-of-the-art personalization engine, and offer a content management system, search and recommendation engine, and dynamic targeting engine.

Bombora

Bombora is the leading provider of B2B demographic, firmographic and intent data. Bombora's Company Surge™ Analytics analyzes the business content consumption of millions of B2B organizations and informs businesses when target organizations are indicating active demand for products or services. Bombora captures intent signals and data from across the B2B web, spanning across multiple content sources, and companies that contribute data can join their Data Co-operative. By contributing they get access to the whole dataset and better understanding of their audience composition. Bombora's dataset includes 2.8 million companies, 32.1 billion quarterly content consumption events, 457 B2B targeting segments, and 3,500 sites in their Data Co-op.

C

comScore & comScore TV

comScore combines proprietary TV, digital and movie viewing data with vast demographic details to measure consumers' multi-screen behavior at scale with more than 3,200 clients and a global footprint in 70 countries. comScore delivers audience measurement with their Unified Digital Measurement (UDM) methodology, which accounts for all site visitors and helps marketers understand the size and quality of their audience. comScore is a trusted source for precise and reliable TV ratings across the largest media landscape. comScore's consumer-facing clients include agencies, auto, CPG, education, energy, financial services, government, healthcare, investment research, local TV stations, manufacturing, media, movie studios & distributors, national TV networks, operators, pharmaceutical, political advisors, professional services, quick-service restaurants, retail, sports marketers, technology, telecommunications, and travel. comScore offers numerous products with audience analytics, activation, advertising analytics, and movies worldwide.

Connexity

Connexity's shopping comparison network, which includes Shopzilla, Pricegrabber, and Become.com, uses purchase intent data to connect marketers to in-market consumers. The company's unique data and audience modeling technology powers billions of programmatic display advertisements yearly. Connexity is the industry's second-largest source of shopper leads behind Google, and distributes retail listings for over 175 million products from thousands of retailers. They have grouped data together into audience segments to reach shoppers of 1,400 categories and 7,500 brands. Connexity works with comScore to validate the accuracy of their demographic audiences.

Cross Pixel

Cross Pixel provides data management software and monetization services to first-party data owners and enable publishers, ecommerce sites, and data owners to generate incremental revenue streams from programmatic advertisers, analytics services, and attribution companies. Cross Pixel's DMP is powered by their proprietary data relationships with more than 5,500 websites and mobile apps where they identify and harvest the shopping and researching behaviors on over 650 million unique browsers. Partners include eCommerce sites, search directories, comparison shopping engines, coupon sites and toolbars across North America and Latin America. Advertisers can access their data and deliver advertising to audiences across thousands of websites with ad formats including pre-roll video, display advertising, social media, text links, content, and more.

Cuebiq

Cuebiq maintains and provides analysis of the largest, most accurate database of real-time consumer behavior, allowing businesses to glean actionable insights about real-world consumer behaviors and trends. Brands, agencies, financial services, and publishers can all benefit from Cuebiq's products. Their AI-driven proprietary intelligence platform leverages the world's largest, most accurate, and most transparent location-based database that includes over 61 million unique devices, 100+ data points per user per day, and more than 180 partner apps that leverage precise location.

D

Datacratic

Datacratic's intent-based retargeting technology is now part of Iperceptions. Iperceptions is a global leader in Voice of the Customer (VoC) solutions offering a full range of services including survey design, deployment, reporting, and analysis. Iperceptions helps marketers and brand managers, customer experience professionals, market researchers, web analysts, UX professionals, web managers and app designers. Their industry expertise includes auto, banking and finance, e-commerce, hospitality and travel, telecommunications, and higher education. 1,200+ top brands use i perceptions in over 80 countries and 35 languages.

DataLab

DataLab is an analytics-driven addressable marketing consultancy that offers data sourcing, data processing, analytics, and data warehousing. They have more than 300 million prospect records and their DataLab maintains over 75 customer and prospect data warehouses, as well as over 700 predictive models for clients annually. The credit data maintained at DataLab includes full agent copies from all 3 bureaus, each with thousands of attributes, weekly transactional files tracking credit changes across hundreds of attributes, daily inquiry triggers, and a multitude of property and auto x-date fields. Furthermore, DataLab installs, processes, and maintains national files from over a dozen leading national and specialty demographic data providers.

Dataline

Dataline is a provider of consumer marketing information, digital audiences, and custom modeling and analytic services. Their clients include major publishers, large financial institutions, major insurers, non-profit organizations and well-known catalogers. Dataline utilizes an analytical approach to optimize their database of 240 million individuals, 2,000+ data points, and provides clients with highly targeted prospects with close to 300 million customer transactions per month. Their Audience Predictor custom modeling program and DataLink taxonomy enables the ability to align multi-channel marketing strategies.

DataMentors

DataMentors is now known as V12 Data after they acquired V12 Group. V12Data delivers omnichannel solutions that signal imminent intent and drive performance for clients. Their data products deliver both depth and breadth covering consumer and business audiences specialized in automotive, financial services, B2B, healthcare, and retail. They house 200 million consumer contacts with full addresses, 180 million VINs, 208 million consumer emails, 300 million monthly cookies, and 1,900 audience segments. Their proprietary data offers comprehensive national coverage based on first-party data assets supplemented with dozens of the most trusted and respected third-party sources. As a result, they are able to provide their clients with the unique ability to identify customers and prospects and unify addressable identities across all devices and channels.

Datamyx

Datamyx was acquired in 2015 by Deluxe Financial Services. Deluxe helps financial institutions focus on the customer lifecycle, with a growing array of incentive, client-inspired FinTech solutions. Deluxe is a trusted business partner to more than 5,700 financial institutions across North America. Their data includes over 250 million consumers and more 40+ insight models. Deluxe offers solutions for data-driven marketing, treasury management, check & fraud, digital engagement, and more. Deluxe Marketing Solutions uses an advanced data set that incorporates both national and the client's own historical consumer data to define ideal, valuable targets.

DataXpand

Through DataXpand's publisher partners, they create audience clusters based on how users browse, search, and show interest and intent. DataXpand is the first DMP and Audience Marketplace with segmented audiences specialized in the US-Hispanic market. They currently have partnerships with more than 350 publishers, 220 million unique users, and are integrated in more than 40 platforms ready to buy. They reach 45 percent of the Hispanic internet users in the U.S. DataXpand provides rich third-party data in Europe, U.S. Hispanics, Brazil & Latin America.

DelidataX

DelidataX is a data provider and independent DMP that helps publishers monetize their traffic, and offers data solutions for advertisers and agencies through an agnostic self-made technology. Monthly, they have over 300 million unique users, 250+ segments, 25,000+ apps, and more than 2,500 million monthly cookies. Their technology has the capacity to integrate with any DSP, SSP, or ad server. They are connected to more than 27 DSPs with their Data Private Market Places, including inventory for desktop, mobile, web, and apps.

Dun & Bradstreet

Dun & Bradstreet's systems and databases are powered by over 30,000 global data sources and are updated 5 million times per day, resulting in the world's largest commercial database. They offer products and services including finance, credit & risk solutions, sales & marketing solutions, master data, enterprise analytics solutions, and supply management solutions. CRM partners stream Dun & Bradstreet's business information directly into their applications to append and enrich account details for improved segmentation, prospecting, reporting, and more. Furthermore, marketers and advertisers can utilize Dun & Bradstreet's SIC codes in their targeting strategies, and enterprises embed their credit & risk reports and scores into workflows. The D-U-N-S Number, a unique nine-digit identifier for businesses used to establish a D&B® business credit file, is often referenced by lenders and potential business partners to help predict the reliability and/or financial stability of a company.

E

Edmunds

The Edmunds.com Auto Industry Data Center features updated data on car sales, market share, sales forecasts, TCI, consumer trends, safety reports, and vehicle recalls. Edmunds uses third-party advertising serving companies to provide data collection, reporting, ad response measurement, and site analytics, and to assist with delivery of relevant marketing messages and advertisements. These third parties may collect information about your online activities over time on the Edmunds Automotive Network and across other websites and online services. These advertising serving companies may use information (not including name, address, e-mail address, or telephone number) about visits to the Edmunds Automotive Network in order to provide advertisements on the Edmunds Automotive Network and other websites and online services. Edmunds is retiring their API program.

Evite

Evite makes coming together effortless for more than 100 million annual users and 32 million registered users. 2 billion invitations have been sent in company history totaling \$21 billion by users. In 2017, on average, 2% of all traffic directed to evite.com was paid. Evite also provides tracking technologies to collect information about users who view or interact with their services to use for digital advertising campaigns.

Experian

Experian's business groups include business information, consumer credit services, decision analytics, global consulting practice, marketing services, and partner solutions. Industries they serve are automotive, communications, credit unions, debt recovery, energy, fraud management, health, public sector, utilities, online marketplace lending, and regulatory compliance. Experian's US ConsumerView marketing database is compiled from hundreds of public and proprietary sources and covers over 300 million individuals and 126 million households. Their business database provides comprehensive, third-party-verified information on 99.9 percent of all U.S. companies, with the industry's most extensive data on the broad spectrum of small and mid-sized businesses.

Experian UK

Experian UK offers numerous business solutions including analytics, business information, consumer credit risk, data quality management, identify & fraud, marketing, payments, and small business solutions. Industries they help include leisure and travel, financial services, retailers, media and entertainment, public sector, and agencies. Through Experian, one can optimize data quality, develop cross-channel identity profiles, and combine with device recognition to see customers across any channel and device. They focus on client's data DNA third-party data to deliver Single Customer Views and cross-channel identity resolution from a single platform. Gain insight into the lifestyles and behaviors of 49 million UK adults, using more than 500 variables. Their data also includes 34 million email addresses linked to geodemographic insight and 20 million phone numbers. Experian Marketing Services' data comes from sources such as government 'open' data, consumer surveys, research data, summarized UK census information, calculations using existing data, and other authorized data providers.

F

Factual

Factual is the location data company powering innovation in product development, mobile marketing and real world analytics. Factual's proprietary data assets are created from over 3 billion references to businesses, landmarks, and other points of interest across 100,000+ unique sources. Factual provides some of the highest quality, most extensive location data on more than 130 million places and points of interest across 52 countries. Factual's Geopulse Audience, powered by their Observation Graph, enables advertisers to target based on real behaviors so they can reach the right consumers with the right message every time.

Financial Audiences

Financial Audiences is an audience management and targeting platform providing powerful tools for deep audience insights and sophisticated cross-channel targeting as well as a trusted environment for publishers to monetize audience and data assets. Financial Audiences has over 10 million unique users, 150 million page views, and 5 million email addresses. Millions of unique profiles are categorized into four primary financial segments including personal finance, individual investing, business finance and professional investing, as well as hundreds of sub-segments to choose from. Target exclusive publisher display, mobile, native and email inventory traditionally or programmatically. Their audiences are built using exclusive first-party data collected from their publisher partners and organized into an industry first data taxonomy.

Forbes

Forbes Media is a global media, branding and technology company with a focus on news and information about business, investing, technology, entrepreneurship, leadership, and affluent lifestyles in America. Forbes.com has 59 million unique monthly visitors, a 6.2 million audience readership, and more than 30 million social followers. Forbes documents and promotes innovation across a broad range of platforms and industries including digital, mobile, magazines, video, live, and BrandVoice.

G

GfK

GfK is one of the largest market research organizations in the world, offering relevant market and consumer information with a global presence in over 100 countries. GfK is made up of digital engineers who build world-class research powered by high technology. They serve industries including automotive, consumer goods, energy, fashion & lifestyle, financial services, health, industrial goods, media & entertainment, public services, retail, technology, and travel & hospitality. Solutions they offer include online pricing intelligence, brand and customer experience, point of sales analytics, digital market intelligence, consumer panels, product catalogs, market opportunities & innovation, distribution & supply chain management, geomarketing, media measurement, mystery shopping, point of sales tracking, promotion & causal retail, shopper, social media intelligence, trends & forecasting, and user experience.

H

Hitwise

Hitwise is a leading audience insights tool that helps marketers, agencies, and brands track website behavior across all industries, understand their audience, and keep tabs on their competition. Hitwise and Connexity, their parent company, provide marketers with insights and audience activation. Their service indexes millions of data points against each of the 650 million addressable devices to build a specific audience. Data includes an 8 million person panel, 20 million websites, 3.5 million mobile devices, 60 thousand audience attributes, and 500 million searches monthly. They utilize observed online behavior, consumer surveys, and shopping profiles to compile unique data sets. They offer solutions for consumer insights, competitive intelligence, audience activation, and search insights.

I

I360

I360's dual customer base of political organizations and commercial clients presents a unique variety of business requirements to encourage cross-application of practices between verticals. I360 has a comprehensive database of all 199 million American voters containing thousands of pieces of individual and aggregated information. Their data also includes 290 million consumers, 101 million identified individuals, 311 million matched devices, and 1800 unique data points. Clients can leverage this and their capabilities in data science, analytics, technology, development and advertising.

iBehavior

iBehavior was acquired by KBM Group in 2010. The iBehavior Data Cooperative is the premier provider of consumer transaction data that helps multi-channel merchants invest marketing dollars more efficiently. They are the only cooperative to offer behavioral targeting across all channels: postal, online, email, mobile and in-home addressable. 2,800+ retail and catalog merchants contribute purchase transaction data to iBehavior, including more than 12 billion SKU-level transactions. This represents more than \$460 billion in B2B and B2C purchases made by 190 million individual purchasers through both online and offline channels.

Infogroup

Infogroup is a big data, analytics and marketing service provider that delivers in-class, data-driven, customer-centric technology solutions. Their data and SaaS offerings help clients of all sizes, from small companies to Fortune 100™ enterprises. Business units include: Yes Lifecycle Marketing, Infogroup Data Solutions and Infogroup Local Marketing Solutions. Products include: Data Axle, Marketing Genetics, Marketzone, Bulk Update, Sapphire, Express Update, InfoUSA, Salesgenie, Credit.net and ReferenceUSA. Infogroup provides both digital and traditional marketing channel expertise and access to their proprietary data on 245 million individuals and 25 million businesses. They verify their data at a rate of almost 100,000 phone calls per day, and also provide point of interest data to the leading in-car navigation systems in North America.

IRI

IRI provides integrated big data, predictive analytics, and forward-looking insights all on a single leading technology platform, IRI Liquid Data®. The platform helps CPG, over-the-counter health care, retail, and media companies personalize their marketing and grow their businesses. IRI delivers growth to clients through six areas of expertise: market performance & strategy, consumer & shopper, in-market execution & analytics, media, retail, and technology. 95% of CPG, retail, and health and beauty companies in the Fortune 100 work with IRI. Their industry-leading partnerships with Kantar Shopcom, Oracle Datalogix and Experian contribute to their data sets.

IXI

The IXI Network offers solutions based on wealth. Data-driven marketing capabilities from Equifax delivers insights about clients' customers, their household economics, and ultimately, their needs and preferences. Industries IXI serve include auto, banking & lending, brokerage, communications & digital media, energy, insurance, restaurant, retail & consumer goods, and travel, leisure & entertainment. Through a network of financial institutions known as the IXI Network, Equifax directly measures approximately \$15 trillion in anonymous U.S. consumer assets and investments, representing 47 percent of all U.S. consumer invested assets. Their solutions provide insights on consumer financial capacity, investment style, behaviors, and characteristics.

K

Kantar Media

Kantar Media's Atelier suite of tools enables agencies to manage media planning and buying. The service is based on currency audience data, rate card, and competitor information. It covers internet display, mobile, radio, print, cinema, and beyond across France, Russia, Kazakhstan, Poland, Belgium, Norway and Italy. In particular, they provide the reference tool for radio and internet, involving a complete set of modules: ranking, multi-dimensional mapping, duplication, cross-tabbing, plan scheduling & optimizing, graphics, and more. These enable planners to identify and understand a wealth of comparative data across different media to target specific audiences. In addition, their suite of Instar software has been developed to help analyze viewing behavior, TV planning and buying efficiency, and social TV.

L

Leiki

Leiki provides SaaS solutions for semantic context-based intelligence, intelligent user profiling, and audience segmentation. Industries they serve are publishers, ad tech, advertisers, retail & ecommerce, and finance. Leiki has a proprietary natural language analysis ontology with more than 200,000 topics that empowers their text & user interest analysis, content discovery, and audience segmentation engine. They focus on providing audience and content data services and content discovery services. Their technology helps publishers, retailers, and advertisers understand their user interests with SmartProfiles, increase advertising income with SmartSegments, and show their audience relevant content across sites with SmartMedia.

Lotame

Lotame offers a DMP, data exchange, and an audience optimizer, as well as cross-device, data stream, onboarding, syndicate, and aiTV. Lotame's audience segments, consisting of billions of cookies and mobile device IDs, are available in more than 40 advertising platforms including Google, The Trade Desk, AppNexus, and more. These segments are also available directly within Lotame's DMP, giving every marketer, agency, publisher and platform access to their third-party data. In addition to offering billions of data points collected from their network of publishers with over 50,000 profile attributes, Lotame offers access to over 5,000 global ready-to-target, pre-packaged audience segments and exclusive co-branded partnerships.

M

Mastercard Advisors

Mastercard Advisors, the professional services arm of Mastercard, provides near real-time transaction data and proprietary analysis, data-driven consulting, and marketing services solutions. They provide insights for financial institutions, local banks & credit unions, merchants, advertisers, and governments. They also offer data & analytics, loyalty solutions & marketing campaigns, and consulting services. Mastercard Advisors provides access to 43 billion anonymized, near-real transactions from 2 billion cardholders in 210 countries worldwide. Data & analytics uses transaction data overlaid with insights from industry experts to deliver information for media, risk, businesses, and payments.

Media Source Solutions

Media Source Solutions offers digital/display advertising, mobile, lead generation, hyper-local advertising, big data, consumer packaged goods buying behavior, demographic online/offline consumer behavior & demographic data, and retargeting. Industries served include retail, automotive, travel, health & beauty, environment, cruise, underbanked, home improvement, debt/ payday loans, and family. Media Source Solutions offers a 125 million cookie-based user pool, and as the exclusive list manager for the BuyerSourceUSA email and postal file, they have identified the interests, demographics & psychographics, and buyer attributes of over 12 million consumers.

MeritDirect

MeritDirect is a data-driven marketing company and provider of global omnichannel solutions, offering integrated marketing through a wide array of products and services. MeritBase™ is the industry's premier B2B list-specific cooperative database. For acquisition efforts, over 1,800 lists are available to mailers, all on a list-specific basis. Their b2bBase(SM) is a multi-million name database of business-to-business multi-buyers created through the collaboration of MeritDirect and Experian.

Merkle

Merkle helps over 400 world-class clients with customer strategy, performance media, customer experience & personalization, customer relationship management, loyalty marketing, and enterprise technology services. Merkle's proprietary data set, DataSource, provides insights to auto, finance, interest & lifestyle, personas, demographics, purchase, and home & real estate. They have numerous clients in travel, media & entertainment, B2B, wealth management, technology, insurance, health, retail, nonprofit, and financial services. They manage 3.7 billion first-party customer records and manage \$1.5 billion in global media. They deliver 10 billion personalized emails and over 20 million mobile messages annually. One of Merkle's featured products is M1™, which is Dentsu Aegis Network's 100% people-based insights, planning, activation, and measurement platform.

Moat

Moat provides real-time, multi-platform, and actionable marketing analytics, including measuring real-time Attention Analytics over 33 billion times per day. They focus on campaign, creative, domain, URL, placement, author, and impression transparency. Moat has over fifty metrics in video and display that pass Media Rating Council scrutiny.

Mobilewalla

Mobilewalla observes mobile behavior across the world capturing 1.1 billion consumer footprints, including 487 million devices observed in the US alone from 300 million consumers. Mobilewalla segments are derived from the hundreds of millions of mobile consumer profiles created and maintained by Mobilewalla. Their segments are composed of directly addressable device IDs.

N

Neustar (AdAdvisor)

Neustar is a global information services provider offering marketing, risk, security and communications solutions. Industries they serve include retail and consumer packaged goods, financial services, automotive, travel & hospitality, communications and technology. Their industry-leading authoritative identity and extensive partner ecosystem eliminate the low quality linkages that lead to media waste. In addition to onboarding, Neustar lets you segment, activate, and measure on that data. This allows you to syndicate audiences across multiple devices, retarget customers on every channel and device, target the best customers and prospects, optimize the media mix with intuitive analytic dashboards, and determine true online/offline ROI with closed loop analysis. Their data is validated through 2 million inbound connections a day. They have one of the largest networks of offline data in the industry: 120 million US households, 220 million US adults, 500 million email addresses, and 500 million phone numbers.

NinthDecimal

NinthDecimal is a marketing platform powered by location data. Their platform enhances the location data with a combination of engagement, demographic, contextual, first & third-party data, spend data, time of day, day of week and other factors to deliver the audience that is most relevant for a brand. NinthDecimal processes trillions of data points from over 230 million unique devices every month to power its product suite. Companies activate NinthDecimal's customer intelligence through audience targeting, measurement, insights and data licensing solutions. Location Graph is one of the most precise audience intelligence technology in the market. It is a multi-layered learning machine built on data from over one billion anonymized devices. They have taken the time to accumulate exact property boundaries for virtually the entire United States. Location Conversion Index (LCI ®) is the leading offline 11 attribution solution with over 200 integrated media and advertising partners.

○

OnAudience

OnAudience provides Big Data tools and services for online marketing in over 40 markets in Europe and North America. It is a tailor-made solution for performance marketing focused on customers and e-commerce platforms. The company has one of the largest third-party data sets in the world that consist of over 9 billion user profiles. OnAudience integrates data management, including DMP and Data Exchange with programmatic buying, including DSP and Mailing Exchange. A reported 600 million users have ad blocking software worldwide. OnAudience's UnBlock is a simple way to discover ad blocking and protect revenues. UnBlock provides full support for all popular advertising formats including HTML5, Rich Media, Video, and OpenRTB SSPs.

OwnerIQ

OwnerIQ has built a thriving second-party data marketplace, allowing marketers at retailers, brands and all company types to operate in a more transparent data economy with access to audience data that is relevant and effective. Second-party data is sourced transparently from the marketing partners a brand is already working with, or brands that share data with non-competitive brands in exchange for compensation. OwnerIQ's real-time decisioning engine was custom built around their unique data set. It includes 1.3 trillion impressions process monthly, over 500 billion opportunities seen across mobile devices, over 600,000 data points calculated on every opportunity, 2.6 billion interactions with cataloged products, and 1.6 billion interactions with cataloged brands. CoEx is OwnerIQ's proprietary audience platform that supports their second-party data marketplace.

P**PlacelQ**

PlacelQ is a leading data and technology company that helps businesses leverage location-based insights to connect with and understand audiences. They offer advertising, measurement, analytics, and data-as-a-service. LandMark by PlacelQ provides seamless access to premier location data for cutting-edge analytics. They created Darwin, which is a proprietary filtering technology that identifies and removes fraudulent and inaccurate location data. Location data can be even more powerful when it's combined with other data sets. PlacelQ works with partners every day to amplify the power of location with premier third-party data.

Profound Networks

Profound Networks provides planetary-scale business insights through internet mapping with over 235 million global domains and 4 billion IP addresses. They offer data mappers, domain append, address append, and IP validation. The Digital Business Intelligence (DBI) database captures both routable & non-routable domains as well as IP addresses and refreshes them quarterly. DBI currently tracks approximately 80 technology attributes for each domain and has several hundred more attributes in various stages of development and testing. DBI is used by Fortune 500 companies for a variety of business related tasks, processes, projects & programs in the fields of marketing, competitive intelligence, market sizing, territory mapping, sales, finance, supply-chain management and more. Other uses include traffic analysis, security, predictive analytics, viability studies, and measurements. DBI is a multiple-language supported product.

PushSpring

PushSpring provides audience data, insights, and publisher solutions with the ultimate goal of activation. The PushSpring Audience Console offers mobile app audiences at scale. They use advanced machine learning techniques applied to billions of monthly mobile app and device-level signals so their data scientists can create targeting personas and custom segments. PushSpring offers audience data across 200 million targetable mobile device IDs and 200 million targetable cookies. You can create, view and export custom segments in minutes to tailor ones mobile targeting strategy with verified device-level data.

R**Ranker**

Ranker is a leading digital media company for opinion-based crowdsourced rankings on just about everything. With one of the world's largest opinion databases, Ranker has collected more than 350 million votes on over 100,000 people, places, and things. Ranker attracts more than 50 million monthly unique visitors and over 80 million visits worldwide and is a top ranked publisher in the US. Ranker is built on consumer engagement. Their data and technology allow them to micro-target ads and deliver insights about audiences and brands unlike any other site on the web. Lists and video are the heart of what they do, and they offer a variety of advertising opportunities in display, branded & sponsored video, mobile, and social media amplification that get brands results.

S

Scanbuy

The ScanLife Mobile Engagement Platform offers easy-to-use mobile marketing solutions for brands, agencies, and retailers. The platform provides the tools you need to track the performance of campaigns using QR Codes, NFC triggers, and other consumer-friendly mobile technology. Scanbuy is a leading SmartLabel QR code service provider helping brands deliver the transparency consumers are demanding. Consumers simply scan QR Codes on product packages to gain instant connections to specific information supplied by the brand owner. With their enterprise-class platforms, industry experience, and IP protection, they have activated thousands of packages on behalf of brands wanting to deliver on the SmartLabel promise.

SirData

Supported by a network of more than 150 publishers, SirData collects and processes the browsing data of web users. Through semantic analysis, they uncover users' intent and interest signals on each web page to score precisely their browsing behaviors and content consumptions. They offer pretargeting and enrichment solutions. Sirdata's advanced data analysis turn browsing behaviors and content consumptions into intent signals for highly qualified live audience segments, including more than 400 prebuilt audience intent and interest segments for seamless targeting and more than 2500 categories refreshed in real-time for customized audience segments. They also have over 330 million cookies and operate in five countries. Sirdata connects with technological marketing platforms—DMPs, CRM platforms, DSPs, and UX personalization solutions— to activate its audience pools and monitor cross-channel and personalized marketing tactics.

Skimlinks

Skimlinks is a global leading content-to-commerce platform helping marketers find people who want to buy their products as well as publishers looking to monetize their editorial content. Skimlinks works with merchants, brands, publishers, blogs & editorial, news sites, online communities, content networks, mobile apps, and commercial platforms. They create new revenue for publishers by automatically affiliating links in content and syndicating the behavior data to marketers for use in advertising. Skimlinks is used on 1.5 million websites globally by more than 57,000 publishers, and they process millions of transactions every day. Over 4.6 billion page impressions generating 14.6 billion API calls a month go through their system, with a response time of fewer than 150 milliseconds. Last year, their network drove more than \$1 billion of e-commerce transactions. Data buyers can get insights from 1.1 billion cookies.

Solve Media

Solve Media is owned by Adiant, a digital media technology company with a mission to deliver innovative solutions for advertisers and publishers. Solve Media's proprietary TYPE-IN™ advertising guarantees messaging won't be ignored as it lets users type in brand messages where they interact on web pages and mobile apps—replacing CAPTCHAs, allowing people to skip video pre-roll ads, or unblocking access to valuable mobile experiences. Solve Media's WiFi Unlock™ uses branded ad interactions that offer free public WiFi. Solve Media's security solution was developed as a platform to help differentiate humans from automated bots. It is designed to protect website publishers from automated submissions, spam, attacks, and other types of fraudulent activity. Solve Media provides a security platform that thousands of website publishers implement through a Turing test, otherwise known as a CAPTCHA or HIP, to validate the authenticity of end users.

StatSocial

StatSocial has developed a proprietary data-centric approach to help clients know, segment, and reach their social audiences. They have identified over 600 million social profiles, defined across over 40,000 distinct segments. They acquire essential insights across 60+ social networks and every major blogging platform. With 40,000+ defining variables, one gains keen marketing insights about audience composition and its characteristics in a highly flexible manner. Their recently introduced Twitter affinity graph enables revolutionary insight into an audience's interests. They uncover and categorize more than 370 interest categories and expose affinity scores for more than one thousand TV shows, thousands of consumer brands and more than twenty thousand celebrities. Their data scientists have modeled the entire US population into 200 unique clusters. Using billions of inputs for over 120 million US consumers, they have segmented naturally occurring population clusters across distinct demographic and household types, personality traits provided by IBM Watson, combined with people's passions, which they have source from their social activities online.

T

ThinkNow

ThinkNow enables companies and government agencies to discover the cultural drivers that influence consumer decisions. ThinkNow ConneKt is a multicultural MarTech audience planning and segmentation tool that combines behavioral mobile data, first-party data, and panel profile insights to create a holistic view of your target market. They provide insight solutions to help organizations thrive in a changing demographic environment. ThinkNow also owns and operates one of the largest and most representative Hispanic online panels in the industry, DigaYGane.com, which is used to service their own research as well as provide sample to the leading market research companies in the world. ThinkNow Research provides full-service market research services to federal government agencies including full data security compliance, nationally representative samples, hard-to-reach/niche audiences, and experience in handling sensitive or confidential topics.

TiVo Research

TiVo Research analyzes set-top box data with first-party, digital, purchase, and location-based consumer data. Their analytics software, along with TiVo's data and advertising products, uncovers behavior patterns and provides predictive, actionable insights to maximize TV inventory value and drive audience loyalty across screens. They match reliable, single-source TV data streams in the industry with household-level behavioral data—purchase, retail, online and more—for greater efficiency. With 2 million active households in all 210 DMAs plus TiVo's matching algorithms for both digital and linear reporting, their dataset is competitive and refreshed monthly. In addition to Guide Advertising, TiVo also offers Sponsored Discovery, leveraging areas beyond the guide, such as recommendations carousels, where people discover content and are truly engaged. They also offer one-of-a-kind Sponsored Experience inventory that lives within the sought-after TiVo set-top-box footprint. TiVo's Advertising is a unique and effective way to reach millions of households across entertainment providers and devices.

TransUnion

TransUnion offers numerous products and solutions that provide complete and multidimensional information to understand customers for informed decisions that create opportunities for businesses. This includes access to more than 200 million files profiling nearly every credit-active consumer in the United States. Their database maintains approximately 500 million business and client credit histories worldwide, provided by more than 85,000 credit-granting institutions. TransUnion Marketing and Audience segmentation solutions help identify leads for new offers and cross-sell, optimize channel strategies and engage consumers more effectively—both offline and online. TransUnion's IDVision (SM) suite of solutions allows you to push good customers through while proactively identifying fraudulent situations; reduce risk, manual reviews & back office expenses; gain a complete view of online & offline consumer identities; and make better, faster verification decisions.

TruSignal

TruSignal is a leader in predictive score marketing technology, empowering and serving leading platforms & agencies. Their industry expertise spans from automotive, CPG, Financial Services, to Retail. TruSignal uses people-based offline data, predictive scoring and cross-channel ID matching to deliver a more advanced end-to-end modeling solution for platforms and agencies to enhance existing solutions that help marketers and advertisers more effectively target the right people and pay the right price for every impression. The TruAudience platform is a data insights, modeling and cross-channel solution to create custom people-based audiences to improve targeting, optimize bidding and increase audience scale. They use a sample of first or third-party audience data and offline consumer profile data to calculate a score for 247 million US adults that predicts who is likely to convert. These custom people-based audiences are built from verified profile data to use across desktop, native, mobile, social, video, TV and radio. Their data includes 400 distribution partners, 360 audience insights, and hundreds of audiences built monthly. They also offer a predictive scoring engine, custom APIs, Bid Price Optimizer™, and targeting capabilities.

Twine Data

Twine delivers real, people-based data that is never inferred, modeled or extrapolated from bots or screens. Mobile marketers can use Twine for mobile audience targeting, mobile insights, mobile onboarding, and mobile data feeds. They work with a broad set of mobile data types on the market, providing publishers and marketers with a single platform for data monetization, insights, and effective mobile marketing. For app publishers, Twine provides flexibility and control of their data licensing while protecting the long-term value of data assets and respecting the privacy of the consumer. For marketers and data scientists, Twine provides a source of unique, fresh, and vetted data for targeting and intelligence. Their data is sourced from hundreds of publishers and vetted via their strict quality control includes 400 million mobile users mapped, 1,000 million users in mobile segments, and 34 billion mobile location signals.

V

Vendigi

Vendigi's unique combination of property intelligence, mortgage performance, and online behavior introduces an array of digital audiences for data-driven marketers to reach consumers at key moments, driving superior campaign performance. Their modeled audiences introduce a new awareness allowing marketers to place their brand in the context of a consumer's needs. This new dimension of data empowers verticals in the real estate space to deliver breakthrough digital advertising experiences to the right audience at the right time. Exclusive integrations with real estate technology platforms combine real-time signals and predictive analytics to create powerful audience segments. Varying propensities allow marketers to scale for branding and direct response while reaching national and local audiences across web, social, and mobile platforms.

Vertical Mass

Vertical Mass is one of the leading data solutions platform for music, sports and entertainment audiences. They provide data solutions for identifying, understanding and reaching passionate consumers by offering exclusive data, unique analytics, and data-informed marketing. Reach the right audience across TV, retail, experiential, social, content, and programmatic to grow revenue and build brand loyalty. They have assembled a large and rich exclusive, first-party data set of music, sports and entertainment fans in the world. They have over 400 data partners, 250 million consumer profiles, and over 600 million unique consumers who visit their platform monthly.

Visa Powered by DLX

Visa Data Manager (VDM) is a data warehousing, analytics, and reporting platform designed to gather and aggregate card transaction data, including historic transactions and cardholder records stored and managed by Visa DPS. VDM presents easy-to-understand data about cardholders, merchants, ATMs, and card activity. VDM simplifies management reporting and improves business management & portfolio performance.

W

Webbula

Webbula's cloudHygiene and insightData services mitigate delivery threats, enhance & append data lists from email campaigns, and create actionable audiences for online ad serving. From non-profits to Fortune 100 companies, over 1,200 brands rely on their data quality expertise. With over 30 customizable filters, cloudHygiene protects email reputation, ROI, and conversion by identifying undeliverable email addresses that bounce. Webbula cloudHygiene increases deliverability up to 95 percent or higher. Their insightData includes more than 87 percent of all Americans constantly updated, cloudHygiene rated, and pulled from over 100 sources— providing the data for targeting across all channels, including mobile. Their data comes from internet providers, surveys, searches, government records, subscriptions, licensing boards, municipal directories, telephone & office machine hookups, 10ks & other SEC filings, attendee registers, DBAs, website registrations, incorporations, business magazines & newspapers, yellow page & business white page directories, county courthouse records, memberships, annual reports, automobile records, postal service information, and more. Their data is powerfully comprehensive and updated daily, monthly, and quarterly.

Z

Ziff Davis

Ziff Davis, a subsidiary of j2 Global, Inc., is a leading global digital-media company operating in three core verticals: technology, gaming, and shopping. Ziff Davis delivers advertising, performance marketing, data services, and licensing solutions to thousands of clients worldwide. Ziff Davis publishes in 25 languages and successfully partners with local publishing operators across 114 countries. They have over 950 million video views, 1 billion total multi-platform visits, and over 36 million shopping clicks.