

STIRISTA: PREMIUM DATA THAT PERFORMS



23:35:60
Business Strategy



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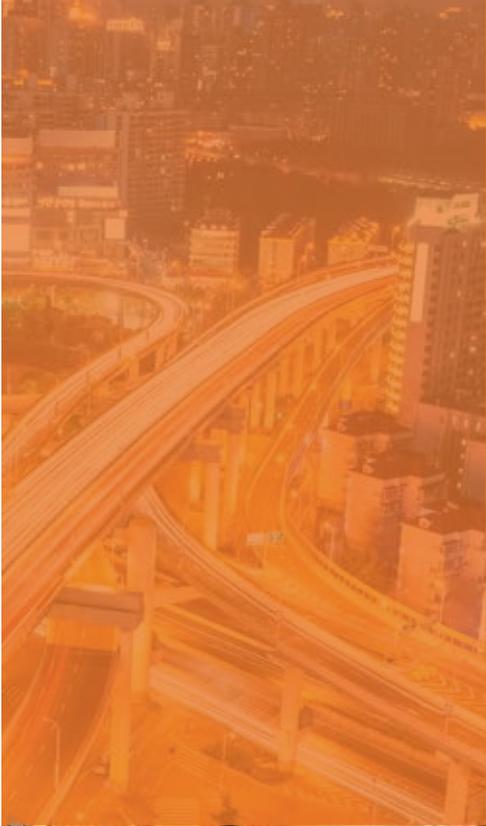
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1.

UNPRECEDENTED SCALE, UNPARALLELED PRECISION

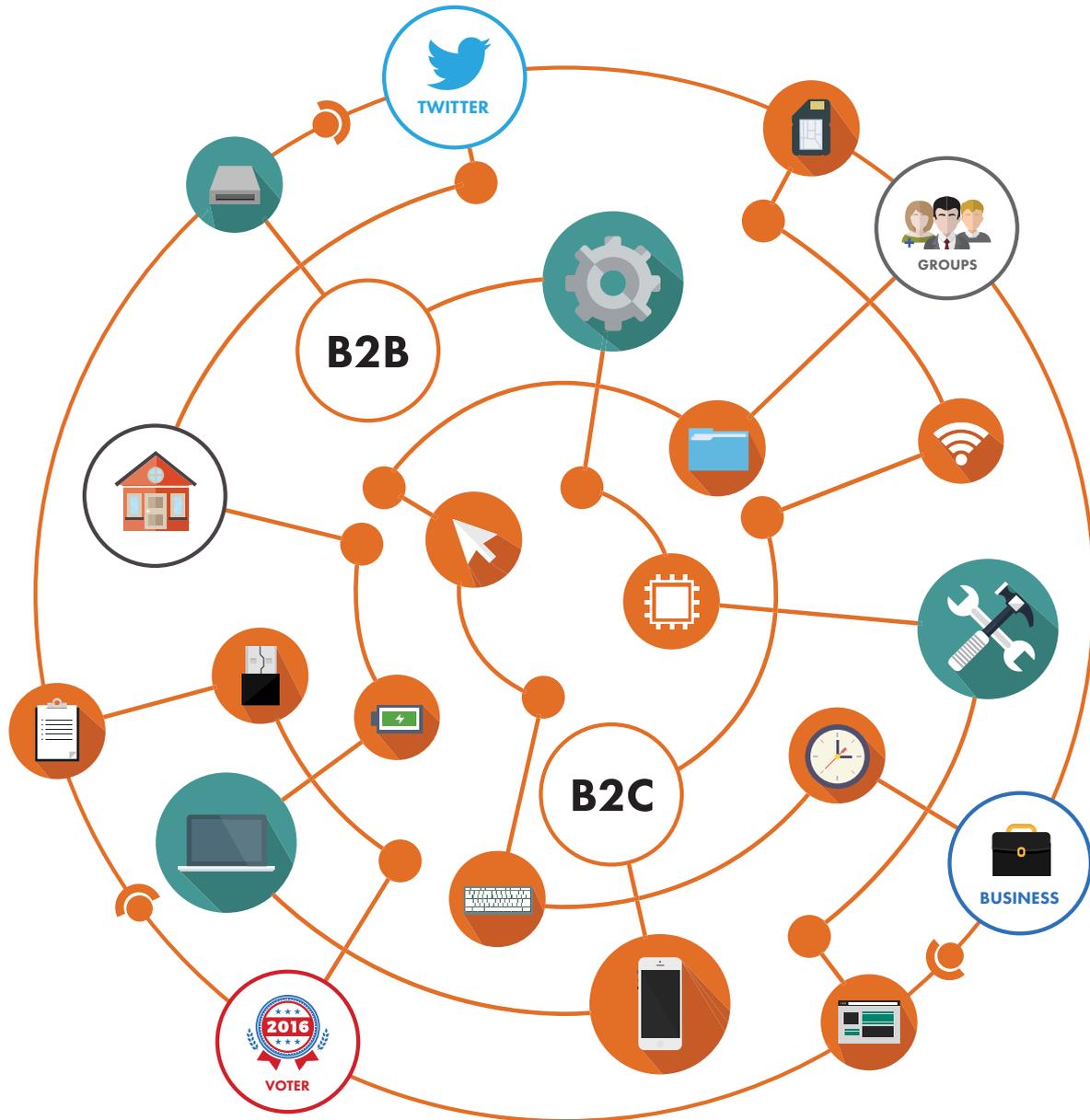
In advertising today, having copious amounts of data isn't enough. With Stirista's background in compiling hyper-accurate contact data, we understand that having the right data is critical in reaching the right audience. You need big data for large-scale operations and yet want the accuracy needed to create multitudes of high-value segments.

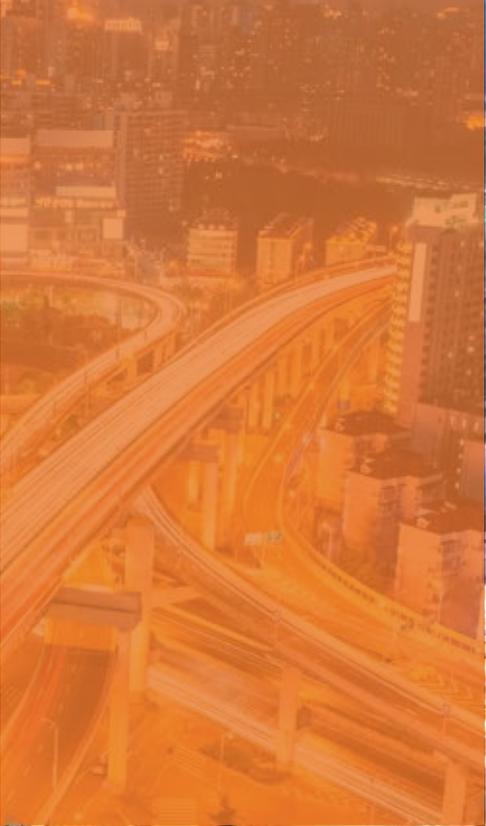
We have both.

For us, accumulating 250 million triple-verified records was just the beginning. The real work began when we paired our B2B records to our B2C database and matched them to social data, voter files, and demographic information. And because we know that data is meaningless if you can't organize it, we offer over 400 filters. The result—Stirista's digital dataset is not just big, it is also unbelievably accurate.

But don't take our word for it. We are on the preferred vendor list for multiple Fortune 500 companies, with three of the top ten relying on our data.

You need a partner you can trust; that's where Stirista comes in.





2.

ACCURATE DATA

Having inaccurate data is worse than having no data, since it is a whole lot more expensive. Accuracy is everything. Sadly, the digital world has embraced unscrupulous aggregators that value quantity over quality. Stirista, on the other hand, is uninterested in becoming the largest data provider, but it does lay claim to the mantle of 'the most accurate data provider'.

And our high click rates are testament to that, besting published industry benchmarks multiple times over. Our data is meticulously compiled and linked to job titles, social profiles, and online activity for verification.



3.

STIRISTALINK

Until now, data profiles were fragmented—companies knew about the professional or the consumer, but never both. That’s why we created StiristaLINK, a groundbreaking new approach to data profiles. StiristaLINK draws from our database to link consumer records with business records, giving you a 360-degree view of the people you need to reach. Thanks to StiristaLINK, the linkage between our B2B dataset and deviceIDs/cookies has grown seven-fold, unlocking new channels and multiplying the people you can reach.



4.

SMART SOCIAL DATA

Social media is a data company's dream come true—a place where millions of people voluntarily post information about themselves for all to see. Many data companies are just starting to mine social data, but only our social media database, SocialORE, actually ties social data to real people.

SocialORE collects social data for 75 million American and 150 million international social media profiles. It then matches that data to our B2B and B2C databases to weed out the inactive users and complete the profiles.

When the sifting is done, SocialORE leaves us with the most complete data set in the world. By creating the linkage between social handles and offline profiles, we can micro-target; for instance, while other competitors can tell apart Democrats and Republicans, Stirista can segment voters into Cruz voters, Trump voters, Clinton voters, and Sanders voters.





5.

LIFE-EVENT TRIGGERS

Knowing how to contact the people you need to reach is a good start, but knowing when they go through life changes will make the most of your marketing. That's because major life changes, such as moving, getting married, or starting a business affect buying decisions across every category—and our trigger data can tell you when they happen.

With our trigger data, you can create segments as specific as people who are moving into larger homes to make room for growing families. We can even append triple-verified email addresses and digital cookies, enabling you to reach your prospects with direct mail, email, or display ads.

Our trigger data sets include:

NEW MOVERS: 1.6 MILLION RECORDS MONTHLY

Multi-sourced from utilities, deed registrations, change of address files, pending sale contracts, and more

PRE-MOVERS: 400,000 RECORDS MONTHLY

Sourced and verified from multiple real estate and moving companies from homeowners who are planning on moving in the near future

NEW BUSINESSES: 400,000 RECORDS MONTHLY

Multi-sourced from government registrations, phone records, professional licenses, utility records, tax records, and other service registrations

NEWLY ENGAGED: 350,000 ANNUAL RECORDS

Multi-sourced from wedding purchases, wedding registries, sample wedding invitation lists, and more

NEWLYWEDS: 750,000 ANNUAL RECORDS

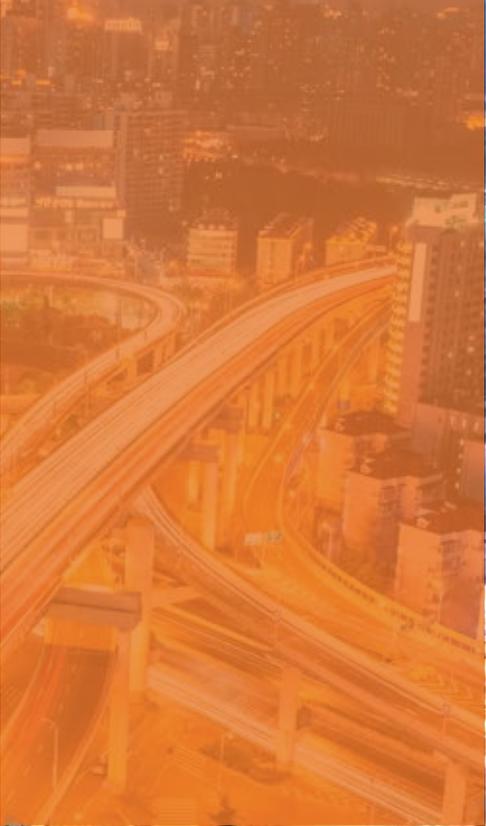
Multi-sourced from public records, surveys, and our newly engaged file once the wedding date passes

NEW MOMS (CHILD AGE 0-2): 1.6 MILLION ANNUAL RECORDS

Multi-sourced from birth announcement orders, baby registries, maternity wear buyers, and more

FIRST-TIME HOME BUYERS: 120,000 RECORDS MONTHLY

Multi-sourced from public record data, deeds, new connect feeds, and a subset of our new mover files



6.

NICHE, SCALE, AND EVERYTHING IN BETWEEN

One client's niche segment is another's mass segment. That's why we offer over 400 filters. Between our unique data sets and our huge assortment of filters, the possibilities for segments are unlimited. Need to target iPhone users? Our data can do that. Need to target HR professionals who volunteer on the weekends and are active on Facebook? Our data can do that too.

SAMPLE B2C SELECTS

INTERESTS

- COLLECTORS
 - Antiques
 - Arts
 - Coins
- RETAIL
 - Children's apparel
 - Children's products
- READING
- ENTERTAINMENT
- TECHNOLOGY
- GENERAL
- HEALTH

HOME

- DWELLING TYPE
 - Multiple family
 - Single family
- HOME VALUE
- PROPERTY TYPE
- LOAN TO VALUE
- YEAR BUILT
- POOL

GEOGRAPHY

- STATE
- CITY
- ZIP
- COUNTY
- RADIUS
- DMA
- MSA

FINANCIAL

- CREDIT
 - Credit ranges
 - Bank card users
 - Credit card holders
- INVESTING
 - Active
 - General
 - Foreign
 - Personal
- DONATION
 - Animal welfare
 - Art & culture
 - Charity

BASICS

- PERSONAL
 - Age
 - Child presence
 - Ancestry
 - Education level
 - Gender
 - Home ownership
- HOUSEHOLD
 - Adult age ranges present in household
 - Veteran presence
 - Young adult presence
 - Senior presence

LIFESTYLE

- DO-IT-YOURSELF
- Highbrow
- HIGH-TECH
- HOME
- PROFESSIONAL
- SPORTY
- UPSCALE

SAMPLE B2B SELECTS

COMPANY

- EMPLOYEES
- REVENUE
- SIC
- NAICS
- NAME
- DOMAIN

GEOGRAPHY

- STATE
- CITY
- ZIP
- COUNTY
- RADIUS
- DMA
- MSA

TITLE

- JOB TITLE
- LEVEL
 - C Level
 - VP Level
 - Director Level
 - Manager Level
 - Staff Level
- DEPARTMENT
 - Decision makers
 - Engineering
 - Finance
 - Human Resources
 - IT & IS
 - Marketing
 - Middle Management
 - Operations
 - Other
 - Professionals
 - Research & Planning
 - Sales
 - Support/Account Reps

PERSONAL

- GENDER
- RACE
 - Asian
 - Hispanic
 - Caucasian
 - African-American
 - Native-American
- RELIGION
 - Buddhist
 - Catholic
 - Christian
 - Hindu
 - Jain
 - Jewish
 - Muslim
 - Parsi
 - Protestant
 - Sikh
- LANGUAGE
- ANCESTRY

CUSTOMIZABLE SEGMENTS

7.

B2C

We can create custom segments that will reach your most valuable audiences with record accuracy. Here are just a few of the possibilities:

PARENTING PUBLICATION FOLLOWERS

Social followers of magazines and publications that focus specifically on parenting and self-help.

Scale: 7MM



HEALTH & FITNESS AFICIANADOS

Social followers of health and fitness magazine and publications as well as followers of industry leading brands and celebrities.



Scale: 8.5MM

LUXURY BRAND ENTHUSIASTS

Followers of luxury brands in all verticals: food, drinks, clothing, etc. These audiences are made of upscale living consumers.

Scale: 15MM



FAMILY ACTIVITIES FOLLOWERS

Followers of brands synonymous with family fun. These brands include theme parks, television networks, and any other social account that promotes family fun.

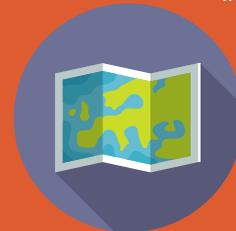
Scale: 22MM



TRAVEL ENTHUSIASTS

Followers of travel magazines and publications as well as some more niche travel celebrities and brands. This audience is comprised of people interested in traveling to any destination.

Scale: 33MM



B2B

We can also create custom B2B segments:

HR LEADERS

HR executives responsible for talent acquisition, staff development & training labor relations, employee benefits, workers compensation, team building, and career counseling.

Distinct Records: 3,726,143
Distinct Emails: 2,192,884
Total Cookies: 1,644,663



CORPORATE STRATEGY LEADERS

Executives responsible for creating and executing overall business strategy, change management, M&A activity, and corporate governance.

Distinct Records: 7,956,288
Distinct Emails: 1,803,402
Total Cookies: 1,352,552



BUSINESS BUYERS

Indicates owners/founders of businesses likely in need of business software & tools.

Distinct Records: 2,862,179
Distinct Emails: 1,612,998
Total Cookies: 1,209,749



SOCIAL INFLUENCERS

These are influential business leaders with a large social footprint; they act as amplifiers of your message.

Distinct Records: 6,060,426
Distinct Emails: 4,007,111
Total Cookies: 3,005,33



OPERATIONS, MANUFACTURING & PROCESS IMPROVEMENT

Operations executives responsible for operational & business process improvement, inventory control, logistics, internal controls, and supply chain & time management.

Distinct Records: 4,322,558
Distinct Emails: 2,588,755
Total Cookies: 1,941,566



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