

AdDaptive Intelligence

What AdDaptive does to fuel smarter digital advertising:



Merge validated online and offline data for actionable, accurate targeting



Optimize campaigns in real-time to accurately hit goals at scale



Provide transparent, comprehensive analytics to fuel future campaigns

What you can achieve when you work with us:

Build a Refined Audience

With your data:

- ABM lists
- First-party data



With business data:

- IP addresses
- Location coordinates
- Domains
- Job titles
- Firmographics
- Public directories



With consumer data:

- Census data
- Loyalty cards
- Purchase behavior
- Age, race, ethnicity, education
- Income dimensions



Leverage Media Types Strategically

Display



Native



Video



CTV



Audio



HTML5



Unlock Analytical Insights

- Audience Composition
- Campaign Analytics
- Site Analytics
- Media Performance Reports
- Summary Reports



Real-time data optimization • No SaaS fees • No long-term contracts

Talk with AdDaptive about reaching your target audience with superior accuracy, scale, and insights today.