

Stirista

Company Overview 2019



Stirista Overview

Founded in September 2009, Stirista offers deterministic audience data and inferred social insights, sourced from a mixture of online and offline contributors. Our data enables buyers to identify their audience and match it to the channels that reach consumers where they spend their time.

Reach and Scale:

- 244 MM+ Individuals tied to a billion emails
- Consumer Database of essentially every U.S. adult. Deterministic compilation results in precise postal data (99.7% CASS score), opt-in email coverage on 120 MM +, social media handles on over 190 MM. Extensive demographic, lifestyle, behavioral, transaction, automotive ownership, and occupational data attributes. This data is consistently validated via transaction activity
- Business Database of 30 MM professionals that is constantly validated against social media and corporate profiles
- Political Database of 175 MM U.S. voters and their relative behavior
- Detailed multicultural data on 180 MM individuals

Data Types:

Auto, B2B, B2C, Social, Life Event, Political, Multicultural, Intent, Voter

Market Differentiators:

- Focus on social
- **Unique data overlays:** We add customer insights unique to social media profiles
- **B2B expertise:** Programmatically target businesses as if they were another consumer segment

Country Breakdown:

- 100% US-only

Data Sourcing & Methodology

How/where do we source our data?

- See table in next slide

How often is our data refreshed?

- 90 days maximum, though many time-sensitive segments such as social or life-event trigger data are refreshed on a weekly or monthly cadence.

Details for privacy compliance (no PII data; all partners extensively vetted)

- Data is obtained with user-consent and/or opt-in
- Participant of the DAA Self-Regulatory Program (Ad Choices)
- We partner with LiveRamp where PII data is removed in privacy-safe manner and matched to online IDs

Details on Data Sourcing By Vertical

Audience

Auto

Source/Methodology

- We standardize our data from a few transactional sources including insurance, warranty, and service providers. No time restricted data is used so our auto lists are not subject to the restrictions that apply to DMV data. Our auto data is DPPA/Shelby Act compliant.

B2B

- We have a hybrid compilation of offline and online sources. We capture email, name, postal, and other relevant business card information. We then append company information based on domain.
- We also have partnerships with retailers and websites that allow customers to receive opt-in third-party offers that match their consumer data.
- Business data is collected directly from companies through surveys and phone calls.
- Alliances with marketing agencies and research companies also contribute.

B2C

- B2C data is aggregated from many suppliers including surveys, sweepstakes, online purchases, and many other reliable sources. Our B2C consists only of data where we can verify a real postal address and IP address. We place a great emphasis on keeping this data clean and verified.

Trigger Data (Life Event)

- New Movers & Pre-Movers – sourced from utilities, deed registrations, change of address files, pending sale contracts, etc.
- First-time Home Buyers – multi-sourced from public record data, deeds, new connect feeds, and a subset of our new mover files.
- New Business – sourced from government registrations, phone and utility records, tax records, professional licenses.
- Newly Engaged – multi-sourced from wedding purchases, wedding registries, sample wedding-invitation lists, and more.
- Newlyweds – multi-sourced from public records, surveys, and our newly engaged file once the wedding date passes.
- New Moms – multi-sourced from birth announcement orders, baby registry registrants, maternity-wear buyers, and more.
- Specific data sources available on request.

Political

- State voter registration is public information and we compile this data by aggregating it from states and county; certain states do not require citizens to name a party in their registration and in those instances we model this data based on voting records.

Taxonomy Overview

Segment Category	Segment Name
+ Voter	Stirista > Social > Business > ACC Alum
- Social	Stirista > Social > Business > Active Recruiting
	Stirista > Social > Business > Area of Study > Business
	Stirista > Social > Business > Area of Study > Communication
	Stirista > Social > Business > Area of Study > Education
	Stirista > Social > Business > Area of Study > Engineering
	Stirista > Social > Business > Area of Study > Fine Arts
	Stirista > Social > Business > Big 10 Alum
	Stirista > Social > Business > Big 12 Alum
	Stirista > Social > Business > Business Innovators And Leaders
	Stirista > Social > Business > > Luxury Hotel or Travel Followers
	Stirista > Social > Business > > Luxury Motorcycle Followers
	Stirista > Social > Consumer > MSNBC Followers
	Stirista > Social > Consumer > News Fanatics
	Stirista > Social > Consumer > Parenting Followers
	Stirista > Social > Consumer > Progressives and Activists
	Stirista > Social > Consumer > Vegan/Vegetarian Followers
	Stirista > Social > Consumer > Wedding Followers
	Stirista > Social > Consumer > Wine Followers
+ Life Event Triger	
+ Intent	
+ Consumer	
+ Business	
+ Auto	

Details on Social Offering and Sourcing

Stirista was the first to make deterministic social insights available outside the originating social platform.

Description

- Use social activity observed via public accounts and follow activity to identify groups of individuals interested in a person, brand, business, cause, and more. This data is primarily used to help advertisers identify loyal customers, build audience segments for competitive conquering, and identify cross-selling opportunities.

Sourcing Methodology

- Linkage between social handles and our own email records allows for the custom creation of segments that signify brand affinities and true multichannel marketing. For example, followers of Coke vs. Pepsi.

Brand-Specific Social Segments

Custom Segments Across Databases

Email tied to social enables us to build custom intent audiences. For example, we can build brand-specific audiences to be used for digital use.

Use Cases:

- Customer Retention
- Prospecting
- Competitive Conquesting
- Broaden Target Audience (Lookalikes)
- Narrow Target Audiences (Drive Conversions)
- ID & Target Purchasers of Complementary Products



Use Cases



Identify relevant brands to audience segment.

Input all “@handles” into the Twitter Pull application.



Mercedes-Benz



Twitter Pull interface showing search results for handles.

MY QUEUE ALL QUEUE APPEND Welcome, Blaine! Credit (153,250)

LOW crossfit niketraining orangetheorygvr GO! Find Handles

Multi-download

Match Requirement: ALL Email MD5

Data Requirement: ALL Social Postal Basic

Owner	Handle or Keywords	Followers	MD5	Emails	Run on	Priority
b.britten@stirista.com	niketraining	Jul 3, 2017 11:55:16 AM	Low
b.britten@stirista.com	crossfit	Jul 3, 2017 11:55:16 AM	Low
b.britten@stirista.com	orangetheorygvr	4,413	1,384	970	Jul 3, 2017 11:56:22 AM	Low

Download results

Remove non-PII and upload to LiveRamp for distribution

The screenshot shows the Twitter Pull interface. At the top, there are tabs for 'MY QUEUE', 'ALL QUEUE', and 'APPEND', along with a 'Welcome, Blaine! Credit (153,250)' indicator. A search bar contains the text 'Enter one or more Twitter handles separated by whitespace' with a 'GO!' button and a 'Find Handles -' button. Below the search bar are filters for 'Multi-download', 'Match Requirement' (ALL, Email, MDS), and 'Data Requirement' (ALL, Social, Postal, Basic). A table lists search results with columns for Owner, Handle or Keywords, Followers, MDS, Emails, Run on, and Priority.

Owner	Handle or Keywords	Followers	MDS	Emails	Run on	Priority
b.britten@stirista.com	niketraining	Jul 3, 2017 11:55:16 AM	Low
b.britten@stirista.com	crossfit	Jul 3, 2017 11:55:16 AM	Low
b.britten@stirista.com	orangetheorygr	4,413	1,384	970	Jul 3, 2017 11:56:22 AM	Low
b.britten@stirista.com	liveramp	3,722	1,820	1,142	Jul 3, 2017 9:21:34 AM	High
karl.v@stirista.com	stirista	2,773	1,200	655	Jun 28, 2017 2:48:38 PM	Low
b.britten@stirista.com	EpsilonMktg	5,032	2,494	1,604	Jun 27, 2017 10:50:45 AM	High
b.britten@stirista.com	epsilon	88	28	10	Jun 26, 2017 3:05:19 PM	High

	A	B	C	D	E	F	G	H	I
1	FIRSTNAME	LASTNAME	ADDRESS	ADDRESS2	CITY	STATE	ZIP	email	md5
2	TIFFANY	REED	5765 REXFORD CT UNIT F	UNIT F	SPRINGFIELD	VA	20011	tmreed20@gmail.com	e406e1223c3629623
3	JOSEPH	WITT	2815 N 52ND ST	UNIT 9	PHOENIX	AZ	85008	jwittjr@cox.net	a6558f71af133429e7f
4	KATHY	WOLFORD	4629 LIGHTKEEPERS WAY	UNIT 6A	LITTLE RIVER	SC	29566	desnwolford@yahoo.com	b6c42db877c31146
5	KEVIN	MATHIEU	5315 E HIGH ST	UNIT 406	PHOENIX	AZ	85054	mathieu1@yahoo.com	c632020f3e612bc65
6	C	INGRUM	117 E MAIN ST	STE A	GALLATIN	TN	37066	cjayingrum@yahoo.com	57a8073465e73239e
7	gretchen	mcginnis	10065 E HARVARD AVE	STE 600	DENVER	CO	80231	gretchen.mcginnis@coaccess.com	67f6e421c303786b8
8	KENNY	MCDONALD	1001 MOREHEAD SQUARE DR	STE 20	CHARLOTTE	NC	28203	kmcdonald@charlotteusa.com	5e3a409e24695541f
9	KATRINA	WHITE	4330 HIGHWAY 78 E	STE 121	JASPER	AL	35501	kwwhite@aol.com	e27c9e31cf789d21b
10	KEVIN	KILGORE	6442 LONG POINT RD	STE 100	HOUSTON	TX	77055	kkilgore_80@yahoo.com	424640f934539e437
11	CAROL	HERTEL	1745 SHEA CENTER DR	STE 100	HIGHLANDS RANCH	CO	80129	carol@coloradopeakteam.com	db3a19e3cfad6e57f
12	KATE	NIELSEN	22433 NE MARKETPLACE DR APT H1	APT H1	REDMOND	WA	98053	eby227@msn.com	6c07c0352360e969a
13	DENIS	CAREY	4039 48TH ST	APT A3	SUNNYSIDE	NY	11104	deniscarey@yahoo.com	76a004616c116317e

The screenshot shows the LiveRamp Connect interface for 'Stirista'. It displays 'My Data' with 3 fields. The interface includes filters for Audience, Label, Data Store, and Active. A table lists data entries with columns for Name, Audience, Active?, and Delivered?.

Name	Audience	Active?	Delivered?
Stirista > Consumer > L'Oreal > DRUGSTORE	Stirista - B2C	✓	✓
Stirista > Consumer > L'Oreal > INDIE	Stirista - B2C	✓	✓
Stirista > Consumer > L'Oreal > LUX	Stirista - B2C	✓	✓

Processing time for a single segment: 3-5 business days

Existing Segments

The following segments have been created by Stirista for brand use.

L'ORÉAL

Luxe:

- Estée Lauder
- Clinique
- MAC
- Tarte
- Benefit
- Too Faces

Drugstore:

- Revlon
- Covergirl
- Almay
- Max Factor
- WetNWild
- ELF

Indie:

- Anastasia
- Morphe
- Color pop
- Makeup geek
- Huda Beauty
- Glossier



Segment Name	Segment Description	Digital Ad Targeting Price	Estimated Reach
<p>Stirista > Sling > AppleTV, Amazon Fire TV, Roku Player Users</p>	<ul style="list-style-type: none">B2C data is aggregated from many suppliers including surveys, sweepstakes, online purchases, and many other reliable sources. Our B2C consists only of data where we can verify a real postal address and IP address. We place a great emphasis on keeping this data clean and verified.	<p>\$1.00</p>	<p>15,000</p>

**Stirista > Sling >
Hispanic/Latino
Households**

- Custom compilation of Hispanic and/or Spanish-speaking individuals in the US. The purpose of this segment is to identify consumers of Hispanic/Latino content. The custom data segment will be distributed via LiveRamp to almost every major DSP for Sling TV digital campaigns.

\$1.00

25,000,000

**Stirista > Sling >
Sling Competitive
Conquesting**

- Followers of rival brands including YouTube TV, PlayStation Vue, DIRECTV NOW, DIRECTV, Hulu, and other competing/related brands. This data segment is constructed by matching a social follower handle to offline PII and onboarding through LiveRamp. The custom data segment will be distributed for Sling TV digital campaigns.

\$1.00

25,000,000

FAQs and Responses

Where does your data come from?

Our data comes from a mixture of online and offline sources. We build and maintain our data sets offline, but have made them available online as well through our partnership with LiveRamp.

Does Stirista track personally identifiable information?

Yes, in a compliant manner. Our profiles are built and maintained based on opt-in user data. We also utilize best-of-breed onboarding partners to ensure that we remain privacy-safe when we match our data to online identifiers.

Can you share the specific online sources for your data sets?

Yes, provided that the request is for a specific audience segment. We are not permitted to share all sources, but have several that have agreed to be named and are representative of the whole. Given that the sourcing for a B2B record will be much different than a newly engaged record, we prefer to share sources on an ad-hoc basis.

How do you validate or verify your data?

We use several third-party email verification services and also double verify any name and postal addresses before they are added to our data sets.

Any additional questions can be directed to Blaine Britten; b.britten@stirista.com

Positive Feedback



We worked with Great Clips' marketing director to efficiently generate one additional visit from current customer stage without discounting visitors that would visit regardless of the coupon. Profits are quickly eaten away when providing 20-30% discounts to patrons who were going to get their hair cut anyway. To combat this, we segmented customers based on their likelihood to visit and discounted just enough to drive the redemption.

The intelligent discounting increased return on investment across the board for prospecting, win-back, and retention strategies. Over the past 12 months, Great Clips has seen 2% incremental growth in incremental visit profitability.

Positive Feedback

L'ORÉAL

We worked with L'Oreal's VP of data acquisition to understand their competitors' followers and tailor their message to more appropriately position products. Large product lines with differing value propositions make understanding audiences more important because an impression to a willing buyers is wasted if they see the wrong products.

To more effectively identify L'Oreal's audience, Stirista identified the individuals following a competitor's Twitter handle and matched to name and postal to create competitive conquering segments within each value proposition. Over the past 5 months, L'Oreal has observed a lower cost per click and 12%+ increase in usage, month over month.

"[Stirista's] magical audiences have made this [financial services client's] business grow over the past year."

- Hugh Malzec, Zeta Global

Sales Org By Region

Stirista HQ is located in San Antonio, Texas. However, the majority of our sales team works remotely in the following locations:

New York:

David Bailey—VP of Sales
Dan Ludwig

Virginia:

Doug Pasquinelli

Los Angeles:

Olivier Fabre

San Antonio:

Brian Gold

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