

Media Source Solutions Gives You Your Advertising Advantage

Start working with a data provider that offers accuracy, scale and performance

US marketers spend \$11.9 billion in third-party audience data year on year*. Yet, only 20% of marketers are confident about the accuracy of the data they buy**. That means potentially billions of dollars are being spent each year on data which is deemed inaccurate by marketers.

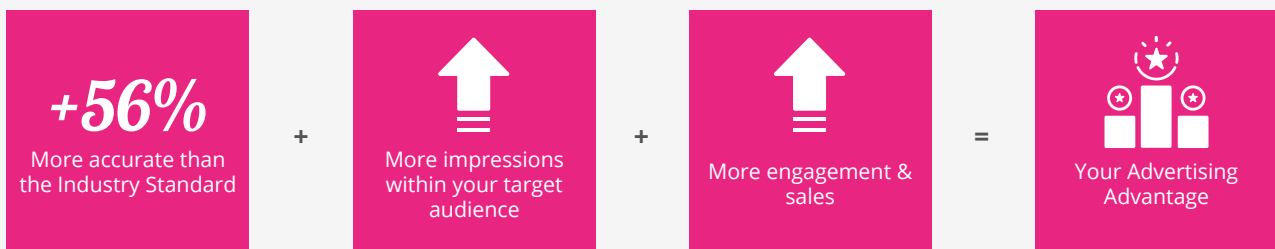
At Media Source Solutions, we recognize how important accuracy is for our clients and that's why all of our data is validated with 5+ declared touch points per record for performance & quality assurance. We also rely on independent data evaluator, Truthset, to validate our data and time and again they find our data to be amongst the best in the business. That's why we believe we give our clients an advertising advantage.

*IAB-Winterberry Group
**Lotame



How Does Our Data Give You An Advertising Advantage?

Are you looking to target the elusive Generation Z (ages 18-24 audience)? With our data you could have an advantage over your competitors:



Tell us which audience you're looking to reach for a more accurate estimate of your advertising advantage.

Try Our Data Today

We have 3000+ pre-built segments, including demographic data, transactional data, behavioral data and location-based data. Whether you're looking for postal data, phone data, email data or digital data, talk to us today about your needs.