

Providing Data You Can Trust

Media Source Solutions is committed to full data transparency, accuracy & quality

With 25 years in the business, we know good data. We are your go-to source for market-ready and hard-to-find segments for targeting, audience expansion, lookalike modeling or suppression. Use our segments right off the shelf or contact us for a personalized recommendation and speedy delivery of your custom segments to your platform of choice.

Providing Full Quality Assurance

- Scrutinized & approved by 10+ major agencies & platforms for privacy compliance & accuracy.
- Data evaluated and scored by TruthSet, which found it amongst the most accurate of leading data providers and more scale for major consumer segments: age and gender, household income \$100k+, presence of children, ethnicity, homeowners/renters and state of residence.
- Verified by TAG, demonstrating our commitment to combatting fraudulent & criminal activity in digital advertising.
- Our ethnicity data quality earned a badge from the ANA's AIMM for transparency in multicultural marketing.
- An email platform reported our data was the most deliverable they had ever seen with 2X the conversion rate!



Understanding Our Sourcing Methodology



Cross-validated & Verified



Cleansed for Hygiene



Privacy-Compliant



Multi-Channel



2-3 x the Scale

- All sources are audited for compliance - these include form fills, registrations, brand signals, online engagements, email openers.
- All data is validated with 5+ declared touch points per record for performance & quality assurance.
- All data is matched on name, postal address and email address/HEM.
- All data is actionable across channels for digital, mobile, social, video and CTV.
- All data is cleansed for hygiene and cross-validated for verification.
- All data is privacy-compliant and opted-in to receive third party offers. We respect any opt-out requests we receive.
- Scalable volume: 230MM name & postal in the US, 600MM emails, 800MM cookies and MAIDs.



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For recommendations or custom queries, contact:

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Our Sourcing Methodology - Consumer Data

- Sourced from a network of carefully vetted and privacy-compliant partners providing online engagements, brand signals, in-market shopping behaviors, location data, purchase transactions, registrations and form fills, surveys, voter registration, SDKs and mobile apps.
- Data from each source is first scrubbed for hygiene, then verified against each dataset for extremely accurate audiences available across all channels.
- Data is never collected from sources that are likely to attract minors.
- Age data is further verified against multiple sources of self-reported and public record data, matching on both name and postal address.



Our Sourcing Methodology - Business Data

- All of the above plus additional sources including trade directories, business associations, trade shows and business cards.
- New businesses are identified from new phone connects, business registrations, utilities and state filings.
- B2B2C data links business contacts at home address during the WFH economy and improves matches to digital data.

Improve your marketing campaign performance - discover quality data for yourself today!



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