

Data-Driven Marketing at Your Fingertips

With 20+ years in the business, Media Source Solutions knows good data.
Tested, trusted & validated.

Media Source Solutions is 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.

We offer direct marketing solutions for email, telephone, postal, hashed emails, cookies, IPs, MAIDs, CTV IDs campaigns with location data, app data and barcode data. Our first-rate audience data has an extensive reach with demographical, behavioral, lifestyle and attributes not included in many databases.

Why Choose Media Source Solutions?

- All data is validated with 5+ declared touch points per record for performance & quality assurance.
- Our consumer data was validated by Truthset and found to be amongst the best in the business.
- All data is privacy-compliant and opted-in to receive third party offers.
- Our ethnicity data earned a badge from the ANA's AIMM for transparency in multicultural marketing.
- Verified by TAG, demonstrating our commitment to combatting fraudulent activity in digital advertising.
- All data is matched on name, postal address & email address/HEM.

Some of our Audience Segments

- Automotive
- Baby-Boomers
- Cooking
- Cruise & Travel
- Education & Student
- Entertainment
- Fashion
- Finance
- Food & Wine
- Health, Beauty & Exercise
- Home Improvement, DIY & Gardening
- Parenting
- Pet Owners
- Self-Improvement
- Sports+
- Video Gaming

How We Can Help With Your Data Needs



Pre-built Audiences

Reach your prospects & drive your business with our pre-built audiences



Custom Audiences

Create your perfect audience with a custom audience built solely for you



Identity Resolution

Get a complete view of your customers with identity resolution