Ad Tech Inspiring Research Tech

The Power of Retargeted Surveys and Segment Surveys
Ad Tech → Research Tech
Ad Tech Has Massive Scale

5,000,000,000,000

2,000

500
Why Survata Understands Ad Tech

We reach respondents across our publisher network...

...where they take our clients’ surveys to unlock content
Advantages of Publisher Network Model

- More representative
- Faster turnaround
- More accurate
The Pants That Stalked Me on the Web

Imagine Persistent, Pestering Ads That Just Won't Quit -- They're Here, and a Federal 'Do Not Track' List Could Be Next

By Michael Learmonth. Published on August 02, 2010.

There's a lonely section on old Route 66 between Seligman and Kingman, Ariz., where re-creations of once-ubiquitous Burma-Shave signs fly by: You Can Drive A/ Mile A Minute/ But There Is No/ Future In It.

Those ads know where you're going, and they know where you've been.
Finding Your Customers Across the Web

- Audience profiling
- Site bounces
- Ad effectiveness
- Offsite visitor surveys
Using Other People’s Data

- In-market for a car this month
- Filled out a mortgage application
- Offline grocery purchases
- Credit scores
- Job seekers
- People planning a vacation
- TV viewing data
- Outdoor ad exposure
Survata Has Ad Tech Relationships

These 2 Tech Companies Are Combining Market Research With Programmatic Ads

Krux and Survata offer data fluidity By Christopher Heine

May 27, 2016, 12:30 PM EDT | Technology
Targeting by External Segments

- Ad pre-testing
- Offline purchase surveys
- Segment validation
- Audience verification
Offline Actions → Online Profiles
We Can Help