Gemstone℠

Offline Data that Drives Superior Omnichannel Marketing Results

The Digital Datascape Provides an Obscure View of Online Audiences

In an era of cost-benefit analysis, it's shocking to realize the sheer number of wasted impressions in online display and video. Millions of ads are targeting wrong audiences and missing those people who actually want to see relevant messages. Digital display and video advertisers have very low visibility into their data sources. Online audiences are mostly based on generic geo-demographics, models, scores and online behaviors... which begs the questions:

- What do you know about data quality?
- Are your targets accurately identified?
- Who are you missing?

Gemstone Data Provides Crystal Clarity

Offline data is far superior at actualizing an audience to deliver precisely targeted individuals, and therefore higher ROI. Only first party, ground-truth data feeds the Gemstone online digital population—data that has been vetted and perfected by direct mailers for more than 35 years! Gemstone also draws on the vast LexisNexis data warehouse and technology to link home and business addresses. All data is cross-verified to ensure that the audiences you seek are who you really reach, including:

- Wealth Window One Percenters
- Milestones Life Stage Triggers
- High School & College Students
- Automobile & Boat Owners
- Healthcare Professionals
- B2B Decision Makers
- Registered Voters

Gemstone enables you to serve relevant display and video ads to the right individuals and avoid wasting marketing dollars.

Contact Us to Accesss Digital Data that Will Make a Difference

Precise Offline Attributes
Multiple Proprietary Data Sets
Life Stage Trigger Data
Concurrent Home & Business Data Connections

Gemstone
360° View of Consumers

Precision Audience Targeting through:
Unique Gemstone Segments
Custom Segments
Multiple Attribute Personas
Influentials and their Connections
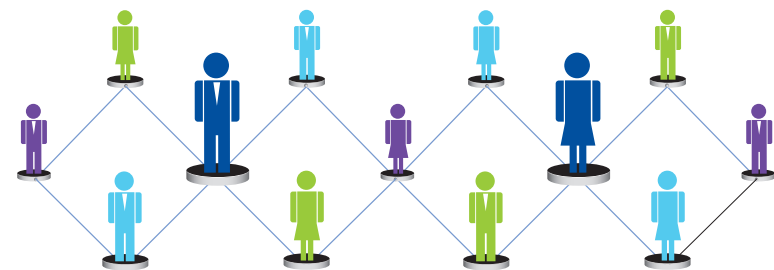
Fran Green, President ALC 3D Solutions
Direct: (609) 580-2764 • Email: fran.green@alc.com

Digital Advertising Audience Segmentation Powered by Offline Data

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Wealth Window One Percenters
- High Net Worth Consumers
- Luxury Home Owners
- Accredited Investors
- Donors
- First Class Travelers
- Wine & Gourmet
- Upscale Home Décor

Milestones Life Stage Triggers
- Expectant & New Parents
- First Time Parents
- New Movers
- Active Military
- Veterans
- Gun Owners
- New Businesses

Students
- High School Students
- Parents of High School Students
- College Students
- Parents of College Students

Automobile & Boat Owners
- Automobile Owners by Make & Model
- Green Vehicle Owners
- Boat & Yacht Owners

Healthcare Professionals
- Physicians
- Nurses
- Allied Healthcare Practitioners
- Pharmacists
- Hospital Administrators
- Dental Professionals

Business Leaders by Responsibility
- Validated Business Decision Makers
- Middle Management
- Business Owners
- Small Business Entrepreneurs
- Home-Based Businesses

Business Leaders by Function
- C-Level Executives
- Financial Executives
- Operations Executives
- Human Resources Executives
- IT Executives
- Sales & Marketing Executives

Business Leaders by Industry
- Academic Professionals
- Arts & Culture Executives
- Government Executives
- Media Executives
- Automotive Executives
- Financial Services Executives
- Fashion Executives
- Pharmaceutical Executives
- Manufacturing Executives
- Nonprofit Executives
- Religious Institution Executives & Clergy
- Retail Executives
- Sports Franchise Executives
- Technology Executives

Sample Gemstone Applications & Use Cases

- Universities Recruiting Students
- Financial Institutions and Money Managers Seeking Accredited Investors
- Luxury Goods and Services Targeting Those with the Means to Buy
- Pharmaceutical Manufacturers Targeting Doctors and Nurses
- Auto Manufacturers and Dealers Seeking Those in-the Market
- Public Affairs Campaigns Who Want to Engage Industry and Opinion Leaders
- Political Candidates, Parties and Organizations Rallying Support for Their Issues
- And Many More

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ALC has a 35 year history as the innovative leader in audience sourcing and targeting.

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