



SOURCE OF DATA

Advertising campaigns

DEVICE COVERAGE

Desktop, Web and Mobile Apps

REGION AVAILABILITY

Brazil

MODELED DATA

No

AD3+ is the first data provider in Brazil which collects data from users highly engaged in advertising from certain verticals.

KEY HIGHLIGHTS

AD3+ is a data provider focused on constructing behaviors and data intelligence, using data gathered from advertising campaigns of people that engaged or converted, pre-qualifying them to have a real interest in each segment.

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TOP SEGMENTS



EDUCATION

People who have shown an interest in education, schooling, universities, etc.



FAST FOOD LOVERS

74% of Brazilians prefer fast food over normal food!



AUTO LOVERS

People who have clicked more than 3 times on auto advertisements.



CHILDREN'S PRODUCTS

People who have shown an interest in children/baby products and accessories.



FOOD & DRINK

Consumers who have an intent for various food and drink categories.



LUXURY

People who have shown an interest in luxury products.



REAL ESTATE

High purchase intent using behavior of decision-makers in real estate. Data gathered from a large number of Real State company's campaigns.



FUN

People who have shown an interest in having fun



POLITICS & GOVERNMENT

People who have shown an interest in political matters.



JOB

People who have shown an interest in finding or searching for new jobs.