



*When you are having fun, and creating something you love, it shows in the product. – Tom Ford*

If you missed the news... ALC is now **Adstra – the new ideal in data**.

We are proud of our journey to this moment and look forward to the future with each of our customers and partners.

## This Week's Update:

So this week's update is focused a bit on the "why" we decided to change our name. Certainly there is an element of excitement and intrigue that a new brand creates, but for us there is also the need to create focus on a problem in the market that, in our eyes, is not being met effectively today. We believe that the answer is a new type of company, occupying a justifiably new category in the market. We have defined this new category as a **Data Bureau**. A Data Bureau is a company focused on enabling brands and advertisers to get more out of their existing marketing and customer experience technologies and campaigns, by better **Orchestrating** the use of data and identity consistently across media.

The problem in today's market is that the majority of providers and technologies have focused in on specific use cases, solving discrete problems within specific media channels. As technologies and media channels proliferate, marketers are losing to the complexity, while the providers are gaining a greater portion of each marketing dollar spent. Many have called it the growing "Marketing Tech Tax". And while the Marketing Tech Tax is growing, the ability to have true insight and connectivity to your customers and prospects has actually diminished.

One to One marketing, as first defined by Don Peppers and Martha Rogers, has given way to Moment to Moment marketing. Reactive in nature and less focused on the customer journey. The alternatives to this problem have been twofold: take a larger portion of the data and technology in house and manage it yourself, or avoid the complexity and turn over the reins to the walled gardens of Google, Amazon and Facebook. The Data Bureau represents a bold new alternative to this Catch 22.

A Data Bureau can ingest any form of identity (individual or household), assign a persistent ID connected to attributes data, and action against any other media or form of identity. It works independent of a brand's choice in technology, allows for identity resolution to evolve as market conditions evolve, and enables brands to meet privacy regulations by linking its data back to validated individuals or customers. The chart below looks at each of the major

components of activities marketers undertake and how the different types of providers stack up on each component.

### Data & Identity Provider Summary

	CDP	Onboarder	Identity Resolution	DMP	Data Broker	Data Bureau
Strengths	Organizing and maintaining persistent individual records across marketing tech to support consistent treatments	Transitioning Offline client audiences and data into Online media	Recognizing and consolidating individual records by media channel	Actioning media spend against targeted audiences across digital channels	Compiling Offline data at scale and matching to known customers	Orchestrating persistent individual 1 <sup>st</sup> & 2 <sup>nd</sup> party data from known and unknown realms across media
Technology Flexibility						
Data Management						
Identity Management						
Campaign Management						
Analytics Enablement						
Preference/Privacy Mgmt						
Examples	Allant, Adobe, Merkle, Oracle DC	LiveRamp, Neustar	Abilitec, Full Contact, Mercury	Adobe Audiences, BlueKai	Acxiom, Epsilon, Experian	Adstra

Weak                      Strong

Should you look for more help on this topic, please reach out and we would be happy to help. Email us at [connect@adstradata.com](mailto:connect@adstradata.com)

## Adstra in Action:



To date some 50 organizations have engaged with our non-commercial COVID-19 offering and we are here to help as many more as we can. While we are focused on advancing the fight against COVID-19, if you are interested in other non-commercial cause related initiatives, please let us know and perhaps we can help.

If interested in Adstra’s offer, email [COVID19Response@adstradata.com](mailto:COVID19Response@adstradata.com) for more details.

## Articles of Interest:



Our insights are again only a small fraction of what is being shared out there. Here are some other interesting articles and opinions we thought to share to both inform and inspire discussion.

- Dr Augustine Fou does a nice job in his recent Forbes article reminding us the importance to knowing who your digital ads are going to.

[“Marketers give these reasons for buying more digital ads”](#)

- Zeus, Kerravala’s article in Silicon ANGLE reviews Segment’s recent report on how companies are expanding their thinking around customer success tools

[“Pandemic spurs adoption of digital ad and customer success tools”](#)

- James Gill follows up with WPP’ Laurent Ezekiel on how brands can best build a bridge the future through their marketing efforts

[“How can creative disruption shape the future”](#)

- And of course, you should read up on our recent announcement if you haven’t already

[“ALC rebrands as Adstra, with Focus on Identity, Data Solutions”](#)

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## Positivity Press:



We can all use a little positivity in life. Here are some of the recent highlights from our internal Positivity Press that we wanted to share with everyone:

- We are all going through a transformative time as we reflect on our own perceptions and biases. We really liked the message from TV2 Denmark: [All that we share](#)
- Laurie Santos, psychology professor at Yale and Nicole Spector at NBC offer these 7 tips on how to stay happy and positive in times of stress. Check out this check piece from the [Today Show](#)
- The U.S. blood supply is facing unprecedented challenges and shortages. Donor centers have experienced a dramatic reduction in donations because of social distancing and canceled blood drives. Why not help out and donate. Amazon is giving out \$5 for each donation by June 30
- Like Fries... Get them free with a \$1 purchase on the app at McDonald’s this Friday

As always, we look forward to keeping you up to speed with useful, fun and actionable info that can help us all move forward successfully. Stay safe.

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