

adform

Data Management Platform

Eliminate barriers with Audience Base,
the go-to choice for universal data
collection and trusted audiences



Collect, Build and Activate

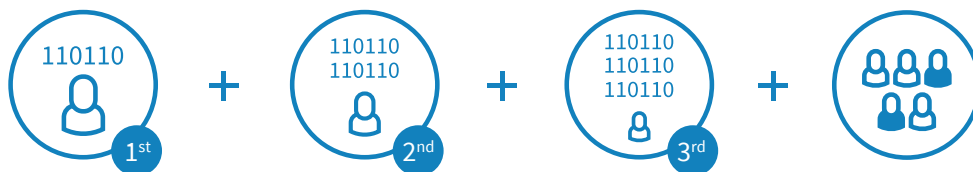
We deliver the tools that enable you to seamlessly collect, build, activate, and understand your audience data in real time

Collect & Identify



Bring together fragmented offline CRM and online audience data in a single platform, defragment identities, and unify user profiles across devices

Build Targeted Audiences



Define, filter, and group users into addressable audiences enriched with additional 2nd and bought 3rd party audiences, and then extend with lookalikes

Activate & Understand



Activate across your platforms of choice



Understand audience performance across all activation channels



Generate composition insights and analysis

Deliver and activate on any platform across any channel, media, screen or device to deliver the right message

The Adform Advantage

Combine real-time control of your data with advanced security and data portability for superior results

Serious Security

With Adform, you own and control your data. This means you have maximum control over how your data is used and what you do with it



Ownership and full control of your data



The DMP of choice when privacy and GDPR compliance is your top priority



Industry leading Data Security certified to ISO/IEC 27001

Your Data, Your Choice



As a pure technology provider, we make importing and exporting your data from the Adform system a simple and straightforward process

Eliminate Delays & Blind Spots



Real time data availability for execution, distribution, and activation



More accurate forecasting and reporting

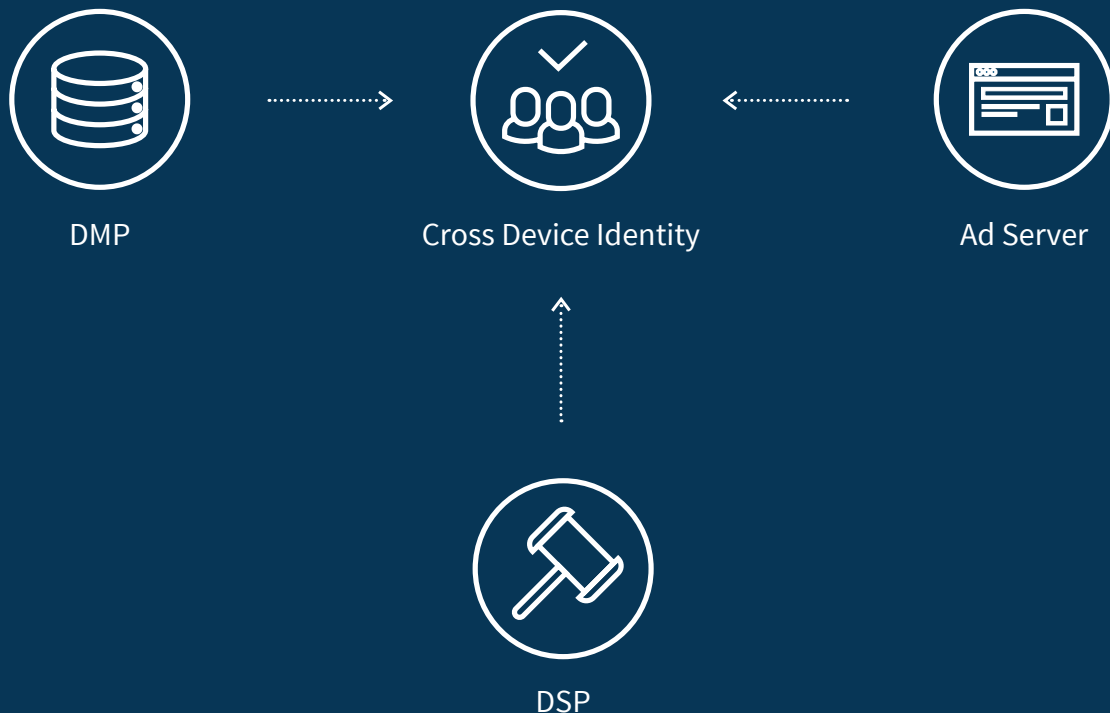


MRC accredited for viewability measurement

Flexibility and Choice Tailored to Your Needs

We are committed to providing you freedom of choice; this is why we created Advertiser Edge, the industry's only completely modular advertising technology platform built from the ground up to service your unique needs.

Each product is a robust, standalone offering crafted to seamlessly integrate and complement the rest of our platform as your needs evolve.



Use the products on their own, or choose the full platform and gain added benefits such as real-time activation, universal reporting and unified workflows.

The result is the hybrid of flexibility and choice, perfectly positioning you to make every impression count.

Learn how we can help you achieve your goals
adform.com

adform

Make Every Impression Count