

MARKETING DATA

Stop guessing and start targeting with confidence.

Tap into the power of 1000+ data points from demographics and property data to lifestyle and buying intent to launch campaigns that convert.



Meet DataReady: The data foundation behind high-performing campaigns

Altair's consumer marketing database—**DataReady**—is one of the largest and most robust consumer databases in the country. With 1,000+ attributes across 250 million individuals and 170 million households, it gives marketers the depth they need to target with precision.

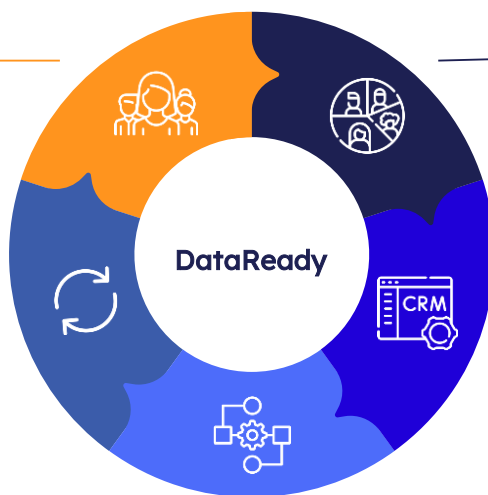
Updated monthly and sourced from multiple providers, DataReady includes demographics, lifestyle traits, purchase behavior, income and wealth indicators, financial product usage, life events, and segmentation tools like Mosaic. Best of all, users can access the data inside our DataCloud platform.

1,000+ Attributes

Covering 250M consumers and 170M households, data includes demographics, lifestyle traits, wealth and income, household makeup, purchase behaviors, financial product usage, ITA datasets, and more.

Always On

Monthly refreshes keep your targeting sharp and your campaigns relevant.



Segment with Precision

Build ideal audiences by behaviors, financial status, or lifestyle. You can even filter using summarized credit data. Perfect for both broad & niche targeting.

Flexible Use Cases

Use DataReady to build new prospect lists, enrich CRM data, power lookalike modeling, or guide creative and messaging.

Seamless Access

Available through Altair's DataCloud for self-serve audience creation—or delivered via feed or API directly into your systems.

Spot the moments that matter with life events data

Life changes drive buying decisions and Altair helps you see them first. From moving to marriage to becoming a parent, our life event data helps you reach people when they're most likely to act.

Life events you can target include:

- New parents
- Newly married or divorced
- Education or occupation changes
- New movers and new homeowners
- Turning 65 (Medicare eligibility, retirement planning, etc.)



We make it easy to align your message with life's biggest milestones

These signals can be used on their own or combined with other DataReady attributes—like income, home value, or financial product usage—to build high-performing audiences with real context and purpose.

Data that supports the entire customer journey

Whether you're finding new customers or deepening the value of relationships with the ones you already have, DataReady gives you the insights to take action.

Acquire

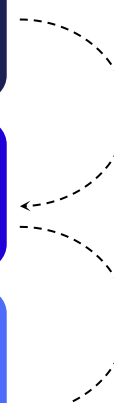
Reach your best future customers with lifestyle, demographic, and financial attributes—perfect for high-performing marketing campaigns.

Upsell

Use property data, life changes, and financial behavior to identify customers ready for more—like homeowners needing a HELOC or cardholders ready to refinance.

Retain

Spot risk early by monitoring household changes, life events, and shopping behaviors. Stay ahead of attrition with proactive outreach and timely retention campaigns.



The audiences you've been missing are right here

Altair's DataReady platform gives marketers a deeper, more complete view of their audience that others simply can't deliver. Want to see what you've been missing? Start with a custom profile report or explore DataReady directly inside Altair DataCloud. Contact us to learn more at connect@altairci.com.