

SELF-SERVE PLATFORM

Access the data you need. Now.

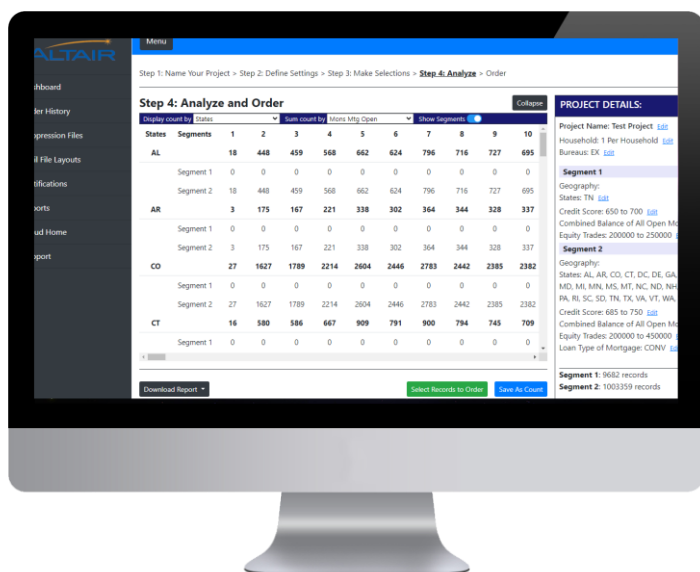
Inside Altair's DataCloud, you can access everything you need. Credit data, consumer data and same-day activation.



DataCloud: The fastest way to go from idea to audience

Altair DataCloud is the self-serve platform built for marketers who move fast. Inside, you get direct access to Altair's full CreditReady and DataReady datasets—so you can build precise, campaign-ready audiences using both credit and non-credit insights.

Run real-time counts, apply suppression, enrich with email or phone, and activate across channels—all in one platform, without the wait.



Get the complete picture, all in one place

Most data providers make you choose: target qualified prospects or likely responders. Altair delivers both. We combine daily-updated credit data from all three bureaus in addition to 1,000+ consumer attributes, behavioral triggers, and property insights—so you can target people who both qualify and convert.

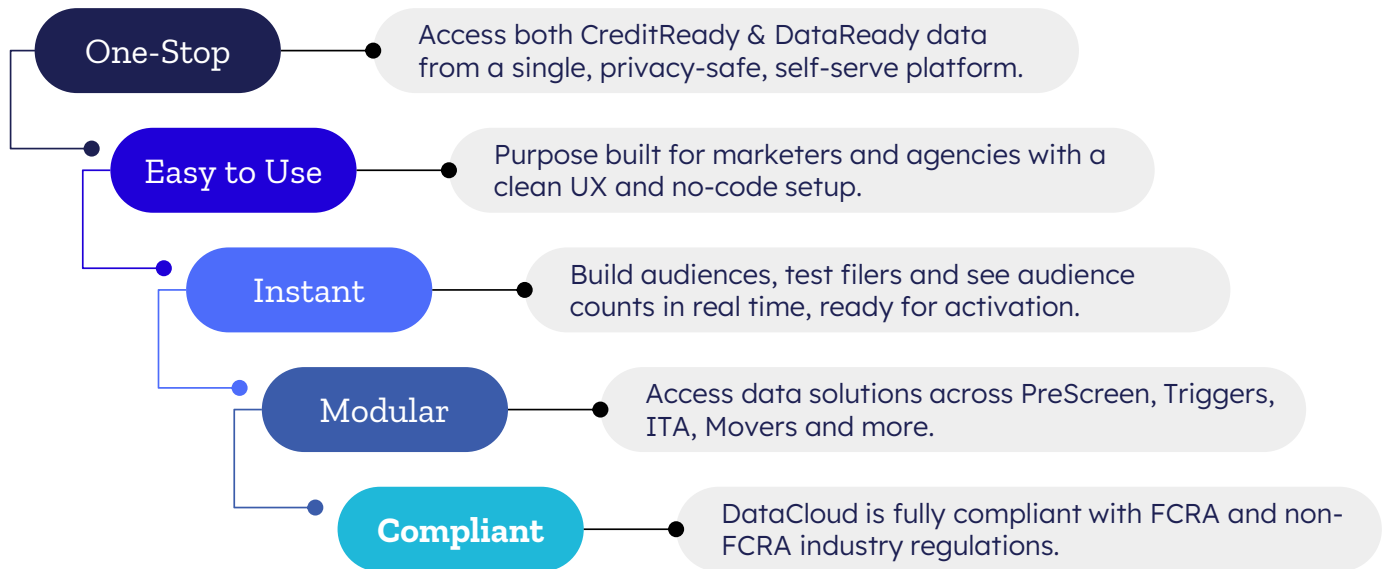
250M+
Individuals

170M+
Households

1000+
Attributes

DataCloud: Data delivery just got a performance upgrade

Altair DataCloud helps 4,600 marketers and agencies move faster with the data they trust. Whether you're running prescreens, triggers or ITA campaigns, this is how modern marketing gets done.



Get in, get going and start **today**

Altair DataCloud makes it easy to build, test, and launch smarter campaigns without red tape or surprise costs. There are no huge platform fees, no hidden charges—just transparent pricing and tools built for the way marketers actually work.

Whether you want to explore new audiences or run same-day campaigns, we'll help you move fast and stay ahead. Contact us at **connect@altaircic.com** to learn about getting access to DataCloud now.



By leveraging multiple credit bureaus, DataCloud can expand your qualified universe **by up to 50% .**