

## Datastream Group Multicultural Super File

Datastream Group compiles the world’s most robust multicultural database. Our team uses it’s expertise in data modeling and analytics to identify your perfect audience. We execute highly targeted campaigns across our proprietary platforms and the most effective marketing channels.

### DATA TYPES



Demographic



Geographic



Psychographic



Transactional



Professional



Lifestyle/Culture

### DATA COMPILATION

Our team of data scientists, statisticians and industrial psychologists blend traditional data compilation methods with data derived from real time digital sources to produce the most complete, accurate and current multicultural file.

### DATA ANALYTICS

We help you derive the critical customer intelligence you need with our ability to build precise audience segments, model developing trends and analyze the results of each effort in real time.

### CAMPAIGN EXECUTION

Across our proprietary platforms – programmatic, email, mobile, search, location-based, OTT and direct mail.

### Eliminate Layers Of Inefficiency

Our data is compiled, analyzed and utilized for campaigns under one roof. No longer do you have to pay excessive markups to aggregators, list managers, brokers and agencies in the data eco-system.

### A Source You Can Trust

Across the country and across the globe leading brands and top tier ad agencies rely on our data every day to make the crucial decisions that drive their businesses. Consumer data, business data, lifestyle and cultural data are all available from Datastream, your trusted source for data and multicultural campaigns.



 **350M**  
TOTAL CONSUMER FILES

 **29M**  
AFRICAN AMERICANS

 **34M**  
HISPANIC AMERICANS

 **14M**  
ASIAN AMERICANS

## Ethnic Coding Multicultural Marketing

Datastream Group ethnic coding solution provides an innovative set of database marketing resources designed to bring maximum precision to multi-cultural direct and digital marketing efforts. The segmentation schema for ethnicity, Religion and language includes the following:



### Ethnicity

English, Scotch, Danish, Swedish, Norwegian, Finnish, Icelandic, Dutch, Belgian, German, Austrian, Hungarian, Czech, Slovakian, Irish, Welsh, French, Swiss, Italian, Hispanic, Portuguese, Polish, Estonian, Lithuanian, Ukrainian, Georgian, Byelorussian, Armenian, Russian, Turkish, Kurdish, Greek, Persian, Moldavian, Bulgarian, Romanian, Albanian, Native American, Slovenian, Croatian, Serbian, Bosnian Muslim, Azerbaijani, Kazakhstani, Afghani, Pakistani, Bangladeshi, Indonesian, Indian, Myanmar, Mongolian, Chinese, Korean, Japanese, Thai, Malay, Laotian, Khmer, Vietnamese, Sri Lankan, Uzbekistani, Unknown Asian, Jewish, Aleut, Hebrew, Arab, Turkmenistan, Tajik, Kirghiz, Saudi, Iraqi, Libyan, Egyptian, Ruandan, Hindu, Djibouti, Manx, Telugan, Nepalese, Wester Samoan, Mauritania, Inuit, Tonga, Senegalese, Malawi, Sudanese, Moroccan, African American, Kenyan, Nigerian, Ghana, Zambia, Congo, Central African, Togo, Bahrain, Qatar, Guyana, Tibetan, Fiji, Swaziland, Zulu, Xhosa, Basotho, South African, Liberian, Comoros, Benin, Burkina Faso, Niger, Ashanti, Swahili, Mali, Hausa, Pili, Zaire, Surinam, Mozambique, Ivory Coast, Bhutanese, Ethiopian, Ugandan, Botswanian, Cameroon, Zimbabwe, Namibian, Burundi, Tanzanian, Gambian, Somalia, Macedonian, Chad, Gabon, Angola, Chechnian, Ibo, Yoruba, Algerian, Philippine, Lesotho, Tunisian, Hawaiian, Madagascar, Basque, Sierre Leone, Kuwaiti, Yemeni, GuineaBissea, Papua New Guinea, Equat Guinea, Syrian and African American



### Ethnic Groupings

African American, Asian American, Mediterranean, Native American, Scandinavian, Polynesian, Middle Eastern, Jewish, Western European and Eastern European



### Language

English, Danish, Swedish, Norwegian, Finnish, Icelandic, Dutch, Belgian, German, Hungarian, Czech, Slovakia, French, Italian, Hispanic, Portuguese, Polish, Estonian, Latvian, Lithuanian, Georgian, Armenian, Russian, Turkish, Kurdish, Greek, Farsi, Moldavian, Bulgarian, Romanian, Albanian, Slovenian, Croatian, Azeri, Kazakh, Pashto, Urdu, Bengali, Indonesian, Burmese, Mongolian, Chinese, Korean, Japanese, Thai, Malay, Laotian, Khmer, Vietnamese, Sinhalese, Uzbeki, Hebrew, Arab, Turkmenistan, Tajik, Kirghiz, Hindu, Nepal, Western Samoa, Tongan, Oromo, Gha, Tibetan, Swazi, Zulu, Xhosa, Afrikaans, Comorian, Ashanti, Swahili, Hausa, Bantu, Dzongkha, Amharic, Tswana, Somali, Macedonian, Tagalog, Sotho, Malagasy, and Basque



### Religion

Buddhist, Catholic, Greek Orthodox, Hindu, Islamic, Jewish, Sikh, Lutheran, Mormon, Eastern Orthodox, Protestant, Shinto

## BILLIONS OF RECORDS

We process billions of records daily from thousands of opt-in content and community websites augmented with public records information including voter registration, utilities, bill processors, real-estate assessments, state and local records.

Leverage our end-to-end suite of proprietary digital marketing platforms and deployment networks



### Affinity Modeling

Every new record processed undergoes a stringent hygiene, enhancement, scoring and affinity modeling process before they are included in our consumer database of more than 350 million profiles.



### Superior Data Verification

We regularly verify results by testing all models through our random verification protocol.



### Maximum Messaging Reach

We enable our clients to access and launch initiatives to our robust multi-cultural audiences with maximum precision.

## Datastream Group Automotive File

Our dynamic and unique automotive file is an extension of our consumer database. When we combine current vehicle ownership, lease data, owner transfers, AI enhanced modeling, analytics from historical data and in market online activity, we are able to consistently target ideal audience segments.

### Automotive Data

Our proprietary Automotive data is compiled through the following methods:



**Auto Registrations  
and insurance**



**Strategic relationships  
within the automotive  
aftermarket**



**State and County  
public records**



**After market repair  
& maintenance  
facilities**



**Extended automotive  
warranties**



**Major car clubs**

### Competitive Advantages



#### Data Profiling

Capability to profile and model historical buyers to create specific consumer vector buckets that are most likely aligned with each brand.



#### In-Market Behavior

Ability to overlay proprietary in-market search behavior.

## Our Platform at a Glance



Take a much deeper look at your core audience & like-minded individuals



Enrich your data files or use our diversity platforms to segment your audience



Build personalized campaigns based on ethnicity, beliefs & hundreds of other traits



Scale your inclusive campaigns to reach a much more diverse audience

### A Unified Diversity Marketing Platform for:



Display Advertising



Pay-Per-Click Campaigns



Reputation Management



Social Media Marketing



Search Engine Optimization



Email Marketing



Data Modeling & Enrichment



Creative Services

## Reach Out Today to Learn More!

At Datastream Group we help corporate America build smarter, more inclusive digital marketing campaigns using the latest in data technology. Contact us today to see how we can help.

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# Datastream Group Multicultural Super File

Our proprietary compiled file is proven to produce the most accurate multi-cultural marketing data available. Unlike others who simply aggregated data, we compile and process billions of records through a stringent 120-point hygiene and verification process.



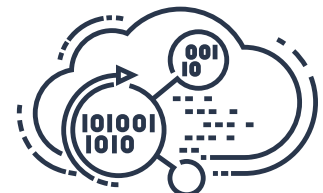
### Compiling Data

Voter registration, utilities, bill processors, real-estate assessments, state and local records.



### Data Hygiene and enhancement

Validation, standardization, signal strength, attribute and social enrichment



### Scoring and Affinity Modeling

Further validates ethnicity based off of various online behaviors



### Multi-Channel Options

programmatic display, location-based, social, search, email, data identification, data modeling, data analytics, data storage



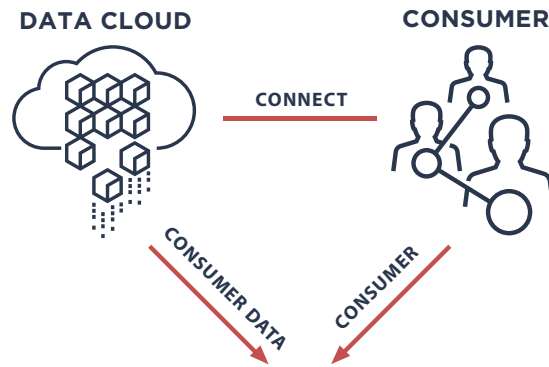
### Use of Super File

We enable our clients to access and launch initiatives to our robust multi-cultural audiences with maximum precision



### Super File of 350 million consumer profiles

The world's most complete and robust multicultural database with in depth consumer and ethnic profiles



**CORE ETHNICITY ID ENGINE**  
(Ethnolinguistics based NLP, Ethnic affinity models, Location trend analysis, Opt-in rules engine)



CORE EID

**FULL NAME ANALYSIS**  
(Full name standar analysis, name patterns models, bi-char models)



CORE EID  
NAME SCORES

**GEO ANALYSIS**



CORE EID  
GEO SCORES

**SCORES PROCESSING**



**CONSUMER ETHNIC ASSIGNMENT**

