



FOR AGENCY MEDIA BUYERS AND PLANNERS

Reach the people platform targeting can't find.

Alumni, former employees, niche B2B buyers, real purchasers and moment-based audiences, delivered to your DSP or ad platform.

WHAT WE SOLVE

Your targeting problem, our answer.

"The client wants grads of specific schools, or people who worked at a competitor."	Alumni and Former Companies Any school, any past employer	"I need people who travel to or spend time in a market."	Monthly location Where contacts lived or traveled, by Zip3 and month
"I can't find this niche B2B audience in platform targeting."	B2B and Technographics Title, company, the tech they run	"Interest targeting is broad. I need people in market now."	Purchase behavior and on-domain intent Real buyers, live signals
"I need homeowners, new movers or renovators."	Property, Deeds and Permits Home, move and project signals	"I need to show up at the right moment."	Weather, obituaries, 1-star reviews Moment-based triggers
"The client wants proof before committing."	Sized to spec, proven head to head \$300 Head-to-Head test	"I buy direct in Meta, Google and TTD."	We deliver where you buy DSP, LiveRamp or direct

Target graduates of any school, or alumni of any company.

The problem: a client wants grads of specific schools, or people who used to work at a competitor or target account. Platform targeting can't do that.



Alumni, by university

25.9M

People by college attended. Any institution in the dataset, not only the top 1,000.



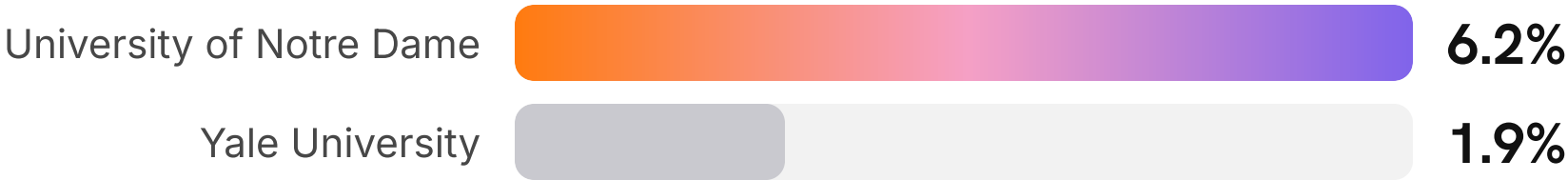
Former Companies

42.8M

People by the employers they used to work for. Any company in the dataset, not only the top 1,000.

Our most-bought segments
Alumni and past-employer audiences are the top two families agency buyers activate through LiveRamp.

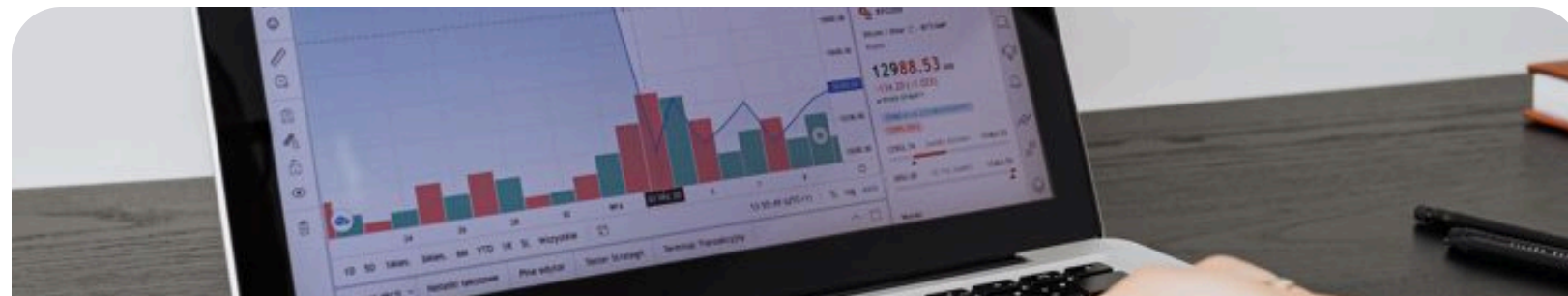
Cross Tab: % of alumni who worked at a Big Four accounting firm



Sources: [allsourcedata.io/syndication catalog](https://allsourcedata.io/syndication-catalog) (counts as of Sep 29, 2026); AllSource LiveRamp usage reports, Jun 2025 to Jul 2026; AllSource Cross Tab pack, Sep 25, 2026.

Find niche B2B buyers, down to the tech they run.

The problem: job-title and industry targeting in platforms is thin, and nobody sells "companies that just switched email providers."



B2B professionals

109M

People by job title, seniority and department.

- Company size, industry, annual sales and SIC code
- Business email, phone and address



Technographics

6.5M

Business domains monitored for the technology they run.

- Installed, newly installed and removed signals
- 109K+ new technology adoptions logged
- Email, security, ecommerce, website and ad tech

Sources: [allsourcedata.io/syndication catalog](https://allsourcedata.io/syndication/catalog) (Professional Profile); AllSource audience catalog field list, Sep 25, 2026; AllSource TechnoUnion live monitor, Sep 29, 2026.

PURCHASE BEHAVIOR AND INTENT

Pay for real buyers, not broad interests.

The problem: platform interest targeting is broad, and you pay for everyone who once liked a page.



PURCHASE BEHAVIOR

Transaction-backed segments

1,051

Purchase segments by brand, category and shopper community, from 389.5M purchase records.

ON-DOMAIN INTENT

People on the sites that matter

Visitors to relevant websites, plus your client's own traffic resolved to contact level through a consent-gated pixel.

COMPETITOR BUYERS

Rival Buyer Intelligence

People buying from your client's competitors, from POS transaction data. Activate in Meta and Google.

PURCHASE-BASED AUDIENCE EXAMPLES

Home improvement shoppers 10.9M

Travelers 9.4M

Beauty enthusiasts 7.2M

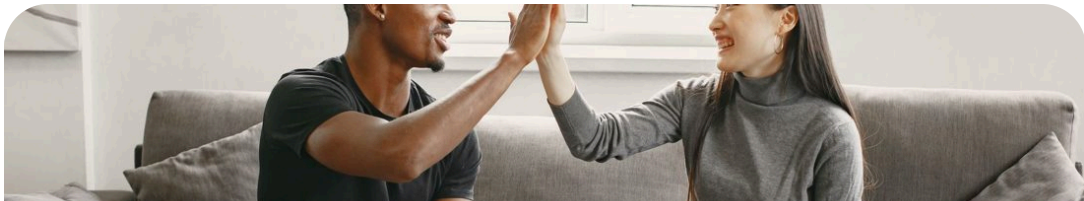
Gamers 6.2M

Sports streamers 5.6M

Sources: AllSource audience catalog, Sep 25, 2026 (purchase segments, purchase records, example audiences); allsourcedata.io home, /compliance.html.

PROPERTY AND MOMENT-BASED TRIGGERS

Show up at the moment of need.

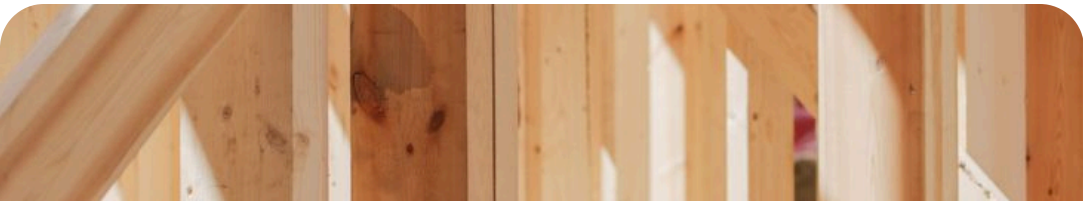


PROPERTY

Homeowners and new movers

3.97M

Homeowners who moved in the last year. Plus home value and length of residence.



DEEDS AND PERMITS

Renovators and new owners

825K

Building permit records by work type: repair, HVAC, plumbing, electrical, new build. Deed recordings too.



DAILY WEATHER EVENTS

Weather-triggered reach

National Weather Service alerts matched to home ZIPs: heat, flood, fire weather, air quality, earthquakes.

OBITUARIES WITH FAMILY CONNECTIONS*

Life events, handled with care

Funeral-home notices linked to family connections, for bereavement, estate and suppression use.

* State regulations apply

1-STAR-REVIEW WEBSITE OWNERS

Local businesses with a clear pain

Businesses whose websites carry 1-star reviews. Built for reputation, web and marketing offers.

COMPANY EVENTS

Business change signals

Companies with recent events, flagged over 30, 91, 182 and 365 days.

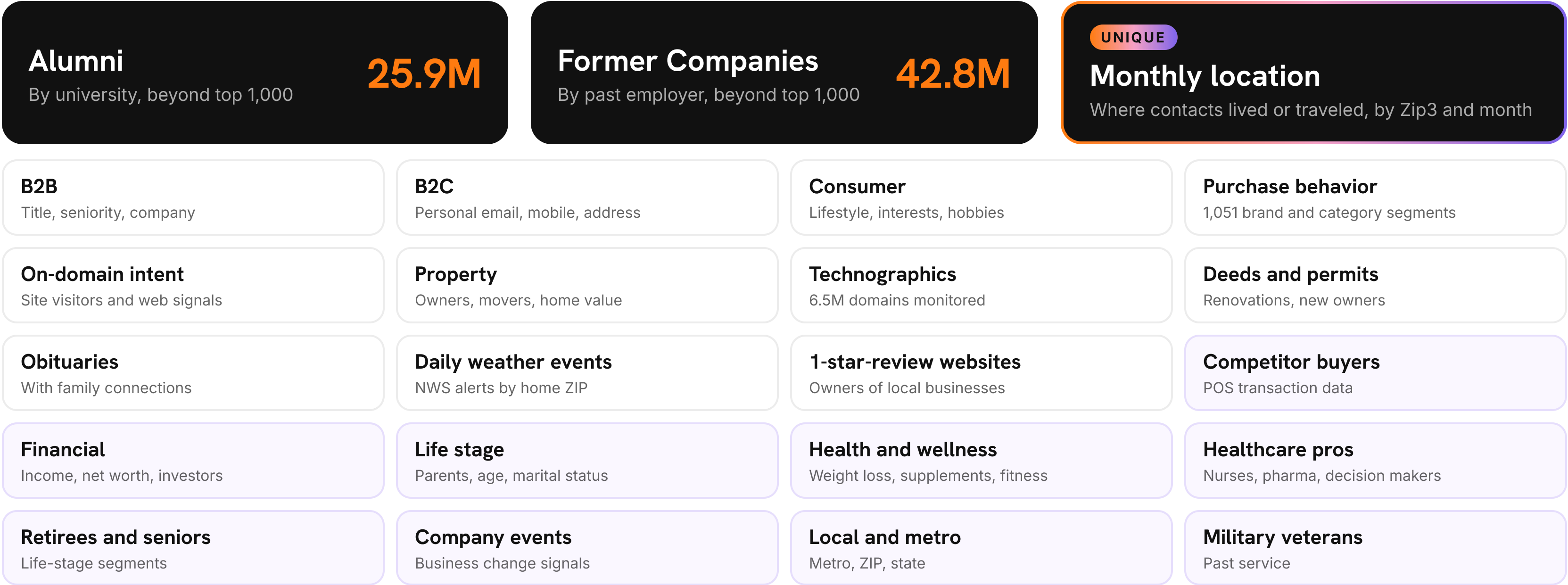


Seasonal and traveler reach: people who lived in or traveled to a market in a given month, by Zip3.

Sources: AllSource audience counts, Sep 25, 2026 (new-mover homeowners); AllSource Cross Tab pack v3, Sep 23, 2026 (permits, weather, quake); AllSource audience catalog field list, Sep 25, 2026 (company events, obituary match).

COVERAGE

Every vertical, one graph of 343M people.



More verticals from the same graph. Every audience can be combined with any other.



HOW YOU GET IT

We build the audience. You buy it where you already work.

The problem: you don't want another tool to log into. You want the audience, delivered where you already buy.

01

Built to your brief

Any vertical Combined as needed

- Tell us who you need to reach. We size and build the audience to your spec.
- Combine audiences, like alumni plus job title, or new movers plus home value
- Scope, use and delivery confirmed per request

02

Delivered where you buy

Meta Google Your DSP LiveRamp
File

- Pushed to your Meta and Google ad accounts as custom audiences
- Client-specific selections shipped through LiveRamp to your DSP or destination
- Or delivered as a file, such as to S3

03

Standard segments in your DSP

The Trade Desk Google StackAdapt
Viant

- Standard segments in the LiveRamp marketplace
- Priced per 1,000 impressions, billed through LiveRamp
- Nothing new to set up in your DSP

Sources: allsourcedata.io/book.html (built to your spec); allsourcedata.io/audiences.html (delivery to Meta, Google and S3); AllSource LiveRamp usage reports, Jun 2025 to Jul 2026 (DSPs); allsourcedata.io/syndication catalog purchase paths.

PROOF

AllSource Head-to-Head: our audience vs. your current targeting, same creative, same budget.

Agency test on Meta, Jan 2026

APlus Net Solutions ran an AllSource audience against broad targeting for a Dallas clinic. Same creative, same lead form.

\$5.11

cost per lead, AllSource audience (105 leads)

\$15.00

cost per lead, broad targeting (21 leads)

Cost per showed appointment: \$537, against \$2,000 to \$3,000 on Google Ads.



Run your own Head-to-Head

\$300 test Low-cost test flight

- 1 Feasibility check up front: audience size, match rate and price.
- 2 One audience built to your brief, on your platform.
- 3 A 14 to 30 day run, with the win metric (CPL or CPA) agreed before launch.
- 4 A one-page readout from your own platform data.

Sources: allsourcedata.io/audiences.html and [/for-brands.html](https://allsourcedata.io/for-brands.html) (Meta test); Head-to-Head test format and \$300 price confirmed by Byron Crowell, Sep 29, 2026.



**Bring us the audience you can't find.
We'll show you if we can build it.**

Byron Crowell

CEO, AllSource Data

BOOK A CALL

meetings-na2.hubspot.com/bcrowell

EMAIL	byron@allsourcedata.io
PHONE	(310) 770-2889
WEB	allsourcedata.io
CATALOG	allsourcedata.io/syndication