versium
Powering Data Intelligence

Easy-to-Use, Targeted Consumer Audiences

Increase your company's marketing and sales effectiveness by accurately predicting which customers have the greatest propensity to buy your products and services. With Versium's easy-to-use audiences, you don't need data scientists or internal data aggregation. The power of predictive targeting and machine learning is now directly in your hands with Versium's high-value audiences for your email, direct mail, display, mobile, and social advertising campaigns.

Find the Right Consumers

Find consumers who own an electric car and love to travel, and you've got the perfect audience to target for your trip planner that includes electric car charging stations. Whatever your target customer looks like, Versium's proprietary technology brings you consumer audiences that allow you to connect with the consumers most likely to be interested in your next big campaign.

Optimized by Versium

Versium pulls rich data about consumers from the Versium LifeData® warehouse and applies the power of predictive modeling, additional analysis, and data hygiene to optimize the audiences before we offer them to you.

Versium Consumer Audiences

Use our audiences alone, or combine them to pinpoint just the right customers to target in your online campaigns.

Audience Category	Benefits
Online	Know where consumers are active and what they do online for insights into their interests and propensity to respond to online offerings. Target consumers based on their online profiles, including social, blogging, ecommerce, online file sharing, online real estate, and many more.
Auto	Know what kind of vehicle consumers own, and how long they've owned it. Target consumers who own electric cars, or sports cars, or who've got an older vehicle.
Consumer Scores	Take advantage of Versium's predictive scores with consumer audiences who had high scores. Target consumers based on scores such as Green (interested in environmentally-friendly products, services, or causes), Donor (likely to donate to charitable causes), Online Shopper (likely to buy online), or Travel (like travel and travel-related products), among others.
Demographics	You can now target your campaign directly to people in the demographic areas most likely to be interested in your products and services. Demographic audiences include age range, marital status, household income range, and U.S. location, among others.
Wireless	Target consumers who own a particular type of cell phone and or use a particular service.
Activities and Interests	From consumer hobbies or sports interests, to what kind of news they listen to, these audiences have a broad range of activities and interests to choose from. Some sample audiences are International Travelers, Skiers, Coupon Shoppers, Online Adventure Gamers, and consumers interested in Astronomy.

We Have the Data

Versium's proprietary LifeData® warehouse contains over 1 trillion data attributes, including both on-line and off-line behavioral data, social-graphic details, real-time event-based data, purchase interests, financial information, activities & skills, and demographics. Versium data covers consumer and business data worldwide. We're gathering new data every day and update LifeData on a regular cadence.

Proprietary Matching Technology

Our unique technology validates, profiles, and cross-indexes online identities, so we can match contact information and insights to individuals and businesses.

AI Predictive Analytics

Versium has automated the process of building and using predictive models. Our rich data powers our predictive analytics services, providing a depth to our data not possible with just the top signals. This capability allows us to generate high-propensity target lists that improve sales and marketing efficiency and performance of campaigns.

Innovation

- Advanced Predictive Modeling and Analytics
- Machine learning finds the hidden patterns in user behavior.

Versium's LifeData®

- The highest quality, most accurate data available across the industry
- 1 trillion online and off-line data points, including over 1 trillion business and consumer attributes
- Comprised of more than 9,200 aggregated and indexed data files
- Rich, detailed information generated by consumers through real life events, actions, and activities
- Data points include contact details, demographic information, purchase interests, education level, financial details, social insights, and much more

Versium's Clients

Versium. Your marketing, powered by AI.

Versium is a data technology company that improves marketing ROI by helping sales and marketing organizations become more data driven. Versium makes customer data more actionable, predicts who is most likely to buy and enables personalized campaigns that improve audience engagement. Learn more at versium.com.