

ADQUIRE SELECT

AdQuire Select is the co-registration solution of choice for performance-driven, results-oriented advertisers who want to efficiently grow their opt-in email lists. By leveraging our intelligent audience targeting platform, AdQuire Select presents consumers with sign-up ads that are most relevant to the consumer based on that person's demographic and psychographic profile, resulting in highly engaged subscribers.



HUGE REACH

AdQuire Select leverages the AdQuire Network of publisher sites, providing marketers access to the largest high-quality co-registration network in the United States. Permission Data's AdQuire Select can provide a one-stop solution for virtually any size order while maintaining the highest quality standards.

EXTENSIVE SITE SELECTION

The sites chosen to participate in the AdQuire Select network go through an extensive selection process to ensure the highest-quality audiences and prospects.

DEEP FORMIC CUSTOMIZATION

AdQuire Select offers the ability to create deeply customized consumer signup forms to discover virtually anything an advertiser wants to learn about a prospect. And based on the consumers' responses, we can filter out signups that fall outside an advertiser's target market.

DATA VALIDATION

AdQuire Select leverages Permission Data's proprietary TruFilter data validation technology, which ensures an unparalleled level of accuracy in all data fields collected.

MULTIVARIATE TARGETING

Leveraging deep domain expertise, Permission Data is able to target based on categorical experience, look-alike modeling and robust data analytics beyond just age, gender, and geography selects.

PRICING

AdQuire Select is priced on a Cost-per-Lead model. So advertisers only pay for new to file leads, they don't pay for impressions or clicks. If a consumer already exists in an advertiser's database, we don't charge for that lead.

EASE OF INTEGRATION

Permission Data is compatible with all major email service providers (ESPs) and customer relationship management (CRM) systems, ensuring easy delivery of all leads generated. Permission Data can custom engineer delivery to enable data flows into whatever system an advertiser may have.

ONGOING OPTIMIZATION

Permission Data constantly monitors campaign performance and leverages all learnings to modify campaign parameters to continually improve results.



ADQUIRE ACQUISITION MARKETING PLATFORM

AdQuire Agent is a product of the AdQuire Acquisition Marketing Platform (AMP), an industry-leading performance marketing solution that provides an easy source of monetization for publishers who want to offer visitors relevant and engaging offers from well-known brands.

ABOUT PERMISSION DATA

Since 2002, Permission Data has been a leader in digital customer acquisition. Leveraging cutting edge technology, deep domain expertise, and a commitment to long term client satisfaction, the company's AdQuire solution has become the Acquisition Marketing Platform (AMP) of choice for over 1,000 of the world's leading brands.

AdQuire AMP offers advertisers a multi-channel performance-based solution for targeting, acquiring, and engaging customers through a broad network of sites.

The AdQuire AMP helps marketers reach their goals, whether they include adding customers to an existing email program, driving digital coupon prints, completing lead forms, or supporting social media campaigns.

Publishers working with Permission Data can provide their readers relevant and engaging offers and promotions from leading national brands, while effortlessly monetizing content. Permission Data is privately held and headquartered in New York City.



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