

GSDSI Data Feeds

Transform your marketing strategies with GSDSI's comprehensive suite of dynamic data feeds. Our real-time data pipelines deliver the freshest consumer insights to power your programmatic advertising, audience targeting, and cross-channel marketing campaigns.

The background of the entire image is a server room with rows of server racks. The racks are filled with various components, and there are many colorful cables (red, blue, green) running across the top and sides. In the center of the image, there is a white square with the word "vertex" in a lowercase, sans-serif font. The square is slightly tilted and has a subtle glow effect.

vertex

Dynamic Data Architecture

GSDSI's feeds represent a revolutionary approach to data delivery, providing dynamic, continuously refreshed data pipelines that evolve with consumer behavior and market fluctuations. Unlike static datasets that quickly become obsolete, our feeds maintain their relevance through sophisticated refresh cycles tailored to each data type's velocity and business requirements.

Our architecture supports multiple refresh frequencies – daily for high-velocity signals like clickstream data, weekly for behavioral patterns, and monthly for comprehensive demographic updates. This multi-tiered approach ensures you're always working with the most current and actionable data available in the market.

The feeds are specifically engineered for programmatic, real-time, and predictive marketing applications, enabling seamless integration with your existing marketing technology stack while providing the agility needed for today's fast-paced digital advertising landscape.

01

Data Collection

Continuous ingestion from multiple sources

02

Real-time Processing

Dynamic transformation and enrichment

03

Feed Distribution

Automated delivery to your systems

Core Feed Portfolio

Email Intelligence

30MM Email Feed - Monthly refreshed database providing comprehensive email-based consumer profiles and engagement patterns for precision targeting.

Financial Insights

Payday Loan Data - Monthly feed delivering critical financial behavior signals for debt consolidation and financial services targeting.

Mobile Targeting

MAID Feed - Mobile advertising IDs enabling cross-device tracking and mobile-first campaign optimization.

Advanced Behavioral Data Streams



Clickstream Data

Capture real-time user navigation patterns, page interactions, and conversion paths across websites. This high-velocity feed provides granular insights into consumer intent and behavior, enabling precise moment-based targeting and optimization strategies that respond to user actions as they happen.



CPG Feed

Comprehensive consumer packaged goods data covering purchase behaviors, brand affinities, and category preferences. Essential for retail marketers and CPG brands seeking to understand consumer shopping patterns and optimize product positioning across channels.



CTV & Smart TV Data

Automatic Content Recognition (ACR) technology delivers detailed viewing behaviors from connected and smart TV environments. Bridge the gap between traditional TV advertising and digital marketing with cross-screen attribution and audience insights.

Global Intelligence Network



Worldwide Signal Data

Our global data infrastructure captures consumer signals from markets across the world, providing unparalleled insights into international consumer behavior and cross-border marketing opportunities. This comprehensive dataset enables multinational brands and agencies to execute coordinated campaigns while respecting regional privacy regulations and cultural nuances.

Web Intent & Ad Exchange

Tap into worldwide web log data and ad exchange signals to understand consumer intent at scale. Our web intent scoring capabilities help identify high-value prospects based on their digital footprint and engagement patterns, while ad exchange data provides competitive intelligence and bidding optimization insights.

Competitive Value Proposition



Live Behavioral Insights

Access real-time consumer behavior patterns and intent signals that reflect current market conditions, not historical snapshots. Our feeds capture the pulse of consumer activity as it happens, giving you the agility to respond to emerging trends and opportunities before your competition.



Campaign Optimization

Leverage the freshest data available in the market to continuously optimize your campaigns. Our frequent refresh cycles ensure your targeting parameters, audience segments, and creative strategies remain aligned with current consumer preferences and behaviors.



Programmatic Excellence

Enable sophisticated programmatic buying strategies with real-time audience expansion and precise cross-device targeting capabilities. Our feeds integrate seamlessly with major DSPs and trading desks to enhance your automated buying efficiency.



Competitive Advantage

Maintain your competitive edge with near real-time signals that provide market intelligence and consumer insights unavailable through traditional data sources. Stay ahead of market shifts and consumer trends with data that updates as fast as consumer behavior changes.

Programmatic & Audience Solutions



Programmatic Advertising

Supercharge your programmatic campaigns with fresh, high-quality data that improves bid accuracy and reduces waste. Our feeds enable more precise audience targeting and real-time optimization.



Audience Stitching

Unify fragmented customer touchpoints across devices and channels with advanced identity resolution capabilities. Create comprehensive customer profiles that enhance personalization and attribution modeling.



Location Intelligence

Harness location-based marketing opportunities with detailed foot traffic analysis and geospatial insights. Optimize store visits, understand catchment areas, and improve local campaign performance.

REAL-
BIDD

Cross-Channel Attribution & TV Intelligence

150M+

CTV Households

Connected TV reach across multiple
platforms

Transform your understanding of cross-channel consumer journeys with our Connected TV and Smart TV data feeds. Automatic Content Recognition (ACR) technology provides unprecedented visibility into viewing behaviors, enabling sophisticated attribution modeling that connects TV advertising exposure to downstream digital actions and conversions.

95%

Attribution Accuracy

Cross-device attribution precision rate

Our CTV data capabilities extend beyond traditional measurement, offering audience insights that bridge the gap between linear and digital advertising. Understand how TV campaigns influence search behavior, website visits, and purchase decisions across the entire consumer journey.

24/7

ACR Monitoring

Continuous content recognition
tracking

This intelligence enables more effective budget allocation between TV and digital channels, improves creative messaging consistency across touchpoints, and provides the foundation for truly integrated marketing campaigns that maximize impact across all consumer touchpoints.

Intent Scoring & Financial Targeting

Web Intent Discovery

Advanced algorithms analyze browsing patterns, search queries, and content engagement to identify high-intent prospects across multiple categories and industries.

Funnel Optimization

Identify conversion bottlenecks and optimize the customer journey with data-driven insights that improve conversion rates and reduce acquisition costs.

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Behavioral Scoring

Proprietary scoring models rank prospect likelihood based on digital footprint analysis, enabling more efficient lead prioritization and campaign targeting.

Financial Services Focus

Specialized payday loan data enables precise targeting for debt consolidation, financial services, and alternative lending campaigns with compliant, high-converting audiences.

Ready to Transform Your Marketing Data Strategy?

Get Started Today

Contact our data solutions team to discuss your specific feed requirements and integration needs. We'll help you identify the optimal combination of feeds for your marketing objectives.

Custom Integration

Our technical team provides comprehensive integration support, ensuring seamless connection with your existing marketing technology stack and data infrastructure.

Ongoing Optimization

Partner with our data scientists and marketing technologists for continuous feed optimization, ensuring maximum ROI from your data investment as your business evolves.

GSDSI Data Feeds: Where Fresh Data Meets Marketing Excellence