

# Activate Audience Intelligence while it's Actionable

Audiences delivers fast audience discovery with advanced segmentation across brands, publications, and properties.

Adestra provides the email infrastructure, deliverability, and scale media teams need to activate those audiences quickly, without CDP complexity or operational drag.



## Challenges Media Teams Face Today

Most teams have strong audience data but limited ways to activate it.  
Insight lives in dashboards. Campaigns get built somewhere else.

The result: media teams understand their audiences but can't move fast enough to grow engagement, subscriptions, and revenue.

## The Adestra + Audiences approach

Adestra and Audiences are tightly integrated to reduce the distance between insight and execution.

### Discover

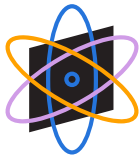
Use Audiences to explore behavior, uncover patterns, and build precise segments quickly.

### Prepare

Rely on Adestra's proven infrastructure for governance, permissions, and deliverability at scale.

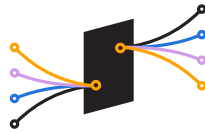
### Activate

Apply audience segments immediately across campaigns, journeys, and messaging without delays.



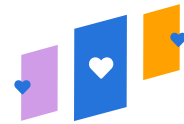
### Faster time to activation

Move from audience discovery to live email engagement while opportunities still matter.



### Operational clarity

Support multi-brand, multi-permission teams without adding complexity.



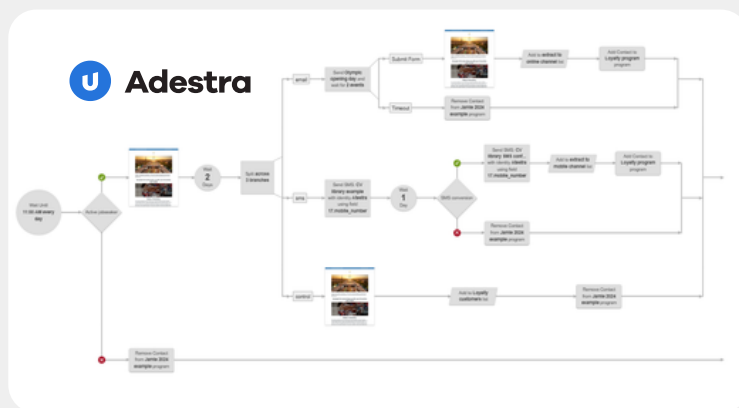
### Confidence at scale

Combine advanced segmentation with enterprise-grade deliverability, security, and stability.

## Why this matters

Together, they combine advanced audience discovery with trusted email execution, backed by experienced Customer Success and Services teams who act as an extension of your team.

**The result: faster decisions, more relevant engagement, and email programs that support growth and revenue without the overhead of a CDP.**



## Ready to turn insight into revenue?

Built for teams sending 300K+ emails per month that need fast audience insights, reliable activation, and expert support.

**Book your Adestra Audiences demo today.**

