

# Adestra + Audiences

## Customer Engagement Built for Financial Services

Adestra Audiences delivers fast, flexible audience discovery and segmentation across financial services organizations, products, and customer types.

Adestra provides the proven email infrastructure, deliverability, and scale **financial teams** need to activate those audiences instantly—without CDP complexity or operational drag.



### The Challenge Financial Services Teams Face Today

Most teams have strong audience data and limited ways to use it. Insight lives in dashboards. Campaigns get built somewhere else. The result: financial service teams understand their audiences, but they face some of the most demanding regulatory environments - GDPR, regional governance, internal audit frameworks.



### The Adestra + Audiences approach

#### Discover

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

#### Activate

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

#### Grow

Apply audiences immediately across campaigns, journeys, and messaging—without delays.

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

## Built For Financial Services

Turn complex customer data into measurable growth—without adding operational risk.



### Speed-to-Activation

#### Timing

- Advanced segmentation (product, lifecycle, eligibility)
- Triggered servicing + lifecycle journeys
- Multi-brand / partner-ready execution

Millions of financial emails per week



### Assurance & Governance

#### Trust

- Auditability / proof of send
- Role-based controls + workspace separation
- Supports supplier audit expectations

100% Proof of send



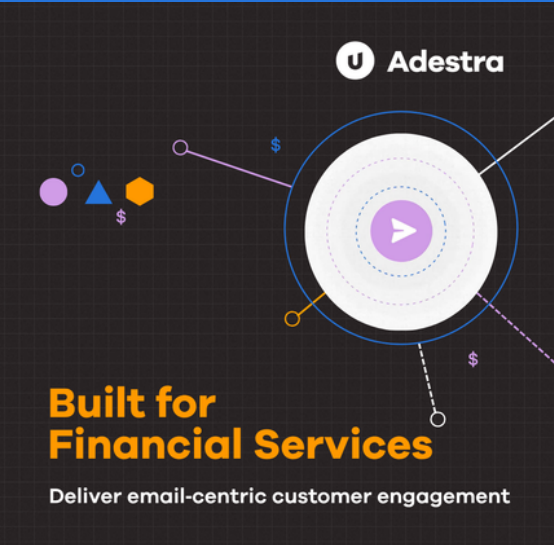
### Reliability at Scale

#### Delivery

- Multi use case and multi-brand account structure
- high-volume, time-sensitive event messaging
- API-driven real-time messaging

99% Deliverability at extreme scale

## Helping Your Team Move Faster



**Built for Financial Services**  
Deliver email-centric customer engagement

A leading financial services organization had strong first-party customer data but struggled to activate it quickly within strict compliance constraints. Adestra’s built-in governance and approval workflows ensured every communication remained secure and compliant, while a responsive customer success and support team helped teams move faster with confidence. Together, this enabled more timely, relevant engagement across key financial services journeys—without increasing risk.

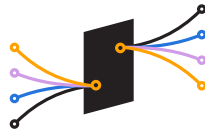
**Book your Adestra demo today.**





### 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.



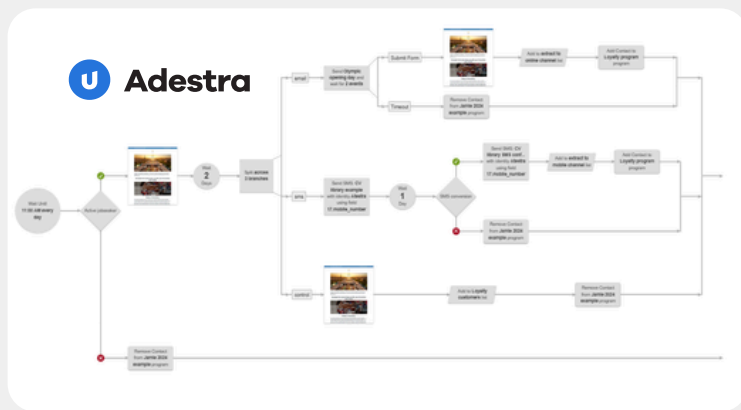
### Confidence at scale

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

## Why this matters

Together, they pair high-capability audience discovery with trusted email execution, backed by experienced Customer Success and Services teams who act as an extension of your own.

**The result:** faster decisions, more relevant engagement, and email programs that consistently 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 insight, reliable activation, and expert support.

**Book your Adestra demo today.**

