

Verified Purchase Data

Clean. Reliable. Verified. Digital Purchase Data.

Apex is grounded in confirmed online transactions, giving buyers a dependable view of real purchase behavior at scale. Verified online purchases at the domain level reflect where transactions actually occurred.

Those purchase events are translated into privacy-compliant, anonymous, targetable identifiers that can be activated across programmatic environments.

There's no guesswork involved and no need to interpret signals or models. If a purchase appears in the data, it's because it happened.

Not inferred assumptions. Just Verified transaction.

BENEFITS



Grounded in real transactions

Apex Data reflects actual purchase events—not modeled behavior or inferred intent—so buyers know exactly what they're selecting.



Clear and deterministic

If a purchase appears in the data, it's because it happened. There's no interpretation layer and no ambiguity.



80MM active shoppers

Driving better results starts with scale. Apex Purchase captures over 80MM active shoppers in the US alone.

WHY APEX

Built for certainty, not speculation

01

Verified Behavior

Apex is based on confirmed online transactions captured at the domain level—not signals, probabilities, or assumptions.

02

Privacy Compliant

All data is consented and privacy-safe, aligning with modern regulatory and platform standards.

03

Time-Stamped Events

Purchases are month-level time stamped allowing buyers to build audiences based on when activity occurred.

04

Predictable Outputs

Buyers always know what the data represents, reducing friction, questions, and risk during planning and activation.

CORE USE CASES



Buyer Targeting

Reach consumers who have already purchased within a specific category, brand set, or domain. Useful for cross-sell, upsell, loyalty, and repeat-purchase strategies where confirmed buyers matter more than inferred interest.



Measurement and Validation Support

Use purchase-based audiences as a stable input for validating performance, understanding overlap, and supporting post-campaign analysis.



Conquesting and Competitive Targeting

Build audiences based on purchases from competitor or adjacent brands to support conquesting strategies and introduce alternatives to consumers with demonstrated buying behavior.