

PET OWNER AUDIENCES



Lighthouse List can help you reach the highly valuable U.S. pet owner market in your upcoming multichannel campaigns

According to APPA, people in the USA are projected to spend close to \$109.6 billion on their pets in 2022. What's more, 70% of U.S. households own a pet, equating to 90.5 millions homes. If you'd like to make the most of this highly valuable market, Lighthouse List can help you reach pet owners in general as well as cat owners and dog owners. Try our multichannel data for your upcoming direct mail, email, social, mobile, CTV and digital campaigns. Our Pet Owner segments can also be delivered to your favorite digital platform.

SUPERIOR ACCURACY

Our pet owner audiences have been regularly validated by independent data evaluator Truthset and rank no.1 for accuracy compared to other leading data providers. Results from our most recent evaluations include:

- Q1 2022 - 51% more accurate on demographics & household behaviors when compared to 16 other providers
- Q2 2022 - Gold medalist of data accuracy
- Q3 2022 - Most top 3 rankings for data accuracy when compared to 20 other providers

CHECK OUT OUR PET OWNER AUDIENCES & REACH

- Pet Owners - 60MM email & direct mail + 120MM devices
- Dog Owners - 40MM email & direct mail + 75MM devices
- Cat Owners - 26MM email & direct mail + 50MM devices
- Animal Welfare Donors - 15MM email & direct mail + 50MM devices

NEWLY IDENTIFIED CLUSTER MODEL SEGMENTS

Using data science methodologies, we know the ideal targets for marketers looking to reach people who may spend more on pet products. These are based on expenditures when compared to other households.

- Children
- Health
- Housing & Utilities
- Retail & Services
- Travel

For recommendations or custom queries, contact:

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We are a participant in the TAG Registry, TAG ID: d79d949c28c78e88

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COMPANY

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