

CLASS ACTION AUDIENCES



Lighthouse List can help you reach potential plaintiffs in your next class action lawsuit

Traditionally, law firms can pay hundreds of dollars for a plaintiff lead in their upcoming lawsuits, leading to exorbitant lead generation costs. What if there was another way? Lighthouse List, renowned for its highly accurate audience data as verified by Truthset, can create targeted audiences for your next lawsuit campaign, enabling you to reach thousands of potential plaintiffs across multiple channels.

CLASS ACTION AUDIENCES IN PRACTICE: CAMP LEJEUNE

We believe in the science of data and our approach to audience building is equally as methodical. For the recent Camp Lejeune Class Action Suit, we created two audiences:



Search-Based Model

Using our in-market intent search data we built online segments related to marines searching the lawsuit itself and any other related terms.



Behavior-Based Model

Another segment was created looking at where most marines retire, what jobs they take post-military and other key behavior factors.

EXAMPLE AUDIENCES

We can provide targeted audiences for the following lawsuits:

- Jackson, Mississippi Water Lawsuit
- Mesothelioma Lawsuit
- Hip Implant Cobalt Poisoning Lawsuit
- Oahu Military Base Water-Contamination Lawsuit

For other audiences, please inquire directly. We can create a custom audience, specific to your needs and ready within 72 hours. Simply tell us your needs and we'll return an audience to you using our vast range of demographic, interest, behavioral, intent search and transactional data.

For recommendations or custom queries, contact:

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