

COLLEGE & STUDENT DATA



The most accurate college student data (aged 18-24) according to Truthset

Are you looking to market to college freshmen, sophomores, juniors or seniors? Or to the parents of college-bound high-school seniors or the parents of K-12 students? According to the RNL's 2022 Cost of Recruiting an Undergraduate Student Report, the average cost of recruiting a college student has shot up since 2020, with the median cost now \$2,795 for a private university and \$494 for a public university. With costs increasing, it's more important than ever to be using quality and accurate marketing data in your campaigns.

Choose Lighthouse List's College & Student data to market your products or services. Our segments are available for direct mail, email, telemarketing, cookie and IP address targeting. Our data was recently evaluated by Truthset and **our 18-24 segments were named most accurate when compared to 20 other data providers**. Plus we offer 2-3 times the scale you'd see with other data providers - start marketing to 40 million in-target devices today!

CHOOSE FROM ONE OF OUR ON-DEMAND AUDIENCES, INCLUDING:

We have over **300 data fields** available, both on a household and individual level, including:

Area of Study

- Business
- Education
- Hospitality & Culinary
- Health Sciences
- IT
- Law
- Psychology

Interest

- Career Advice
- College
- Financial Aid
- Foreign Language
- Home School
- Nutrition
- Teaching Resources

Super Spenders

- School Books
- School Lunches
- School Supplies
- School Equipment
- Test Preparation & Tutoring
- Tuition
- Uniforms

Drill down to your ideal prospects using our first-rate demographic data. Target based on age, gender, ethnicity, income, geography and school of attendance.

READY TO GET STARTED?

Our College & Student segments can be delivered to your favorite digital platform! Talk to us today about your specific data needs.

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For recommendations or custom queries, contact:

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LIGHTHOUSE LIST
COMPANY

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