

# CONSUMER SOCIAL AUDIENCES



## Target specific social media handles across various social media channels

74% of Northern America's population are social media users. According to a recent survey from Global Web Index, consumers in the US spend on average 2 hours and 14 minutes a day on social media. With Lighthouse List you can now target specific social media handles across a variety of social media channels. Sourced from partnerships with app developers and observed data, our Consumer Social audiences are built from MD5 hashes matched to social handles. Our data is omnichannel and can be used across direct mail, email, mobile, display, CTV, video, audio, gaming, social media and other digital channels.

## TRY OUR CONSUMER SOCIAL AUDIENCES

Ideal as a proxy for customer data, as well as for digital targeting, measurement and acquisition, our Consumer Social audiences enable you to reach specific social media handles across:



Facebook  
Reach: 130 million



Twitter  
Reach: 59 million



LinkedIn  
Reach: 58 million



Instagram  
Reach: 29 million



Youtube  
Reach: 5 million



Flickr  
Reach: 8 million

## READY TO GET STARTED?

This audience is perfect for promotions, sweeps, mags, insurance, credit cards, entertainment, travel and a variety of other offers. Gender, DOB, homeowner, marital status, income as well as other demographic selects are also available. Talk to us today about your specific data needs.

For recommendations or custom queries, contact:

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**LIGHTHOUSE LIST**  
COMPANY

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