

# Russian Americans, Eastern European Americans & NATO Country Americans

Ideal for your upcoming fundraising and educational campaigns

With the Ukraine and Russia now engaged in full-scale conflict and Russian state propaganda inhibiting the Russian people from seeing the terrible effects of the war, it is more important than ever to help US international media outlets communicate with American residents who may have families back in Russia, the Ukraine, and in NATO countries.

Lighthouse has a number of Country of Origin segments, ideal for companies and government agencies who want to reach Russian Americans, Eastern European Americans & NATO Country Americans who may be able to speak to their families back home. These segments are perfect for re-affirming NATO membership as well as raising support and donations for NATO and the Ukraine,

## Select From:



### Russian Americans

3M postal counts & 9M devices



### Eastern European Americans

6MM postal counts & 25MM devices



### NATO Country Americans

Over 138MM postal counts & 554MM devices

We can also filter by demographics for an even more targeted audience. Want to target by age, gender or household income? Simply speak to us about your specific needs.

## Why Lighthouse's Data?

Our Country of Origin segments offer highly accurate and quality data with vast scale, built using complex data science algorithms, including self-reported surveys, origin of surname algorithms and self-reported data on language spoken, . Our data is multichannel, actionable across direct mail, email, social, mobile, CTV, gaming, digital, and audio, so whatever your chosen campaign, we can help you deliver it.

What's more, our data, including our ethnicity and multicultural segments, has been rated up to 51% more accurate by independent third-party data evaluator TruthSet. With two to three times the scale compared to other leading data providers, speak to Lighthouse today about your data needs.

## For recommendations or custom queries, contact:

Mark J. Traverso, 954-489-3008,  
mark.traverso@lighthouse.com

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

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