

CROSS-VALIDATED, MULTI-MATCHED DATA



Offline PII data matched to online signals

At Lighthouse List, 50% of our PII data, including name and address, has at least ten matches from different sources, and is tied to an online signal, such as a HEM or MAID. 50% our phone data also has at least two matches. What's more, we link our data to three billion transactions daily, ensuring maximum accuracy.

Our extensive cross-validation and cross-channel sourcing process guarantees a high level of data accuracy in our consumer audiences. In fact, independent data evaluator, Truthset, recently validated our demographic data and ranked it amongst the most accurate in comparison to other data providers. They also verified our geographical data and, in addition to ranking number for Census Region and Division, our state data ranks within the top 3, with many states ranking no. 1.

QUALITY CONSUMER PII DATA IN NUMBERS



of our PII data has 10+ matches from different data sources



of our phone data has been cross-validated with 2+ data sources

CHOOSE OUR HIGHLY-ACCURATE, CROSS-VALIDATED PII DATA

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

Demographic

- Age
- Gender
- Homeowner
- Ethnicity
- Geography
- Income
- Marital Status
- Pet Owner
- Presence of Children

Behavioral

- Browser Activity
- Purchase Behavior
- Online Registrations
- In-Market Shoppers
- Household Expenditures

Trigger

- New babies
- K-12 Parents
- College Students & Parents
- Newly Graduated
- Newlyweds
- New movers
- Newly Retired

Lifestyle

- Auto Data
- Education Data
- Mortgage Data
- Occupation Data

For recommendations or custom queries, contact:

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LIGHTHOUSE LIST
COMPANY

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