

Crypto & NFT Investors

Reach consumers interested in cryptocurrency, the metaverse & NFTs via direct mail, email and online

The craze for cryptocurrency continues to grow. JP Morgan has become the first bank to enter the metaverse and it's believed the virtual world could become its own trillion-dollar industry. NFTs will be key in the metaverse, enabling people to own their characters, accrue items and purchase virtual land. Lighthouse can help you make the most of this trend via our Crypto & NFT Investor segments.

This intent-driven source of data is a third-party-verified database and is perfect for retail, catalog, finance & insurance and medical campaigns as well as travel, education, cosmetics and automotive offers. Use our Crypto & NFT Investor audiences for list rental, list enhancement and licensing.

Select Your Ideal Audience



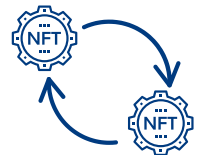
People interested in cryptocurrency



People interested in investing in cryptocurrency



People interested in the metaverse



People in-market for NFT trading

Or try a custom audience - simply provide us with a list of keywords (which could include brands, competitive brands, products, services, websites, phrases) we can deliver your target audience back to you. Millennials and Gen Xers make up more than half of the biggest crypto & NFT investors so we can drill down even further with demographic filters, including age, gender, homeowner status, income, marital status.

How We Source Our Data

Our data is multi-sourced data from privacy-compliant partner websites, form fills, registrations, brand signals, online engagements and email openers, with 5+ declared touch points.

These responsive in-market consumers have indicated an intent to purchase cryptocurrency, and all have matching name, postal address and email address, providing marketers a chance to reach prospects through the mail and online.

Start your campaign today across direct mail, email marketing, digital marketing and social media. Contact us directly via the details below to discuss your data needs.



For recommendations or custom queries, contact:

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