



DIRECT MAIL AUDIENCES

Work with a data provider that is 30% more accurate when compared to 20 other providers on your direct mail campaigns

Direct mail provides a physical, tangible item that people can hold, which can create a sense of connection. Unlike digital messages that are viewed on a screen, direct mail allows for a hands-on experience, making the communication more memorable. According to The Mail Moment, 98% of consumers bring in their mail into the house the same day it's delivered and direct mail has on average a 57.5% to 85% open rate.

At Lighthouse List, we have a wealth of direct mail data with matching email. Direct mail and email reinforce each other, enhancing overall campaign visibility. When recipients see consistent messaging across different channels, it reinforces the importance and relevance of the communication, making it more likely to capture their attention and leading to higher response rates.

TRY OUR DIRECT MAIL AUDIENCES*

Vertical

- Automotive
- Education
- Financial Services
- Healthcare
- Home Improvement
- Non-profit
- Professional Services
- Retail
- Real Estate
- Travel

Top Segments

- Age
- Direct Mail Responsive
- Homeowners
- Income
- Mail Order Buyers

*Inquire for full taxonomy and counts

OR ASK ABOUT OUR CUSTOM AUDIENCES

Our custom audiences can be built using your chosen keywords and delivered to you for your exclusive use within 72 hours. Whatever your audience is in-market for, we can identify it.



READY TO GET STARTED?

We can help you fulfil your direct mail and email campaign goals thanks to our accurate and scaled audiences. We proudly hold the top position among 20 leading data providers, as recognized by Truthset, for HEM to postal address matching. 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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