

# FAIR LENDING AUDIENCES

Target consumers who are fair-lending-approved for your credit offers

Have you considered working with audiences that contain fair-lending-approved consumers for your credit offer campaigns? Targeting such audiences not only mitigates legal risks but also demonstrates a commitment to ethical and responsible lending.

With 25 years working with banking & financial industry, we have built up a reputation for quality financial audiences. Thanks to Lighthouse-Ameribase's Fair Lending Audiences, businesses can build trust with regulators and consumers alike, fostering a positive reputation in the financial industry. Our data is multichannel, ideal for use across direct mail, email, display, social, CTV, mobile, digital audio and other digital channels. Use our accurate and scalable audiences in your upcoming campaigns.

## TRY OUR FAIR LENDING AUDIENCES\*

We have a 300+ Fair Lending Audiences for you to choose from including:

- Avid Social Media Followers of Golf
- Conservative Political Causes Donors
- Credit Card Purchasers
- Frequent Apparel Purchasers
- Frequent Electronics Purchasers
- Frequent Home Improvement Purchasers
- Fair Lending Business Travel
- Fair Lending Cruise Travel
- Homeowners
- Interest in Arts
- International Aid Charity Donors
- Owns 3 vehicles in household
- Owns an Audi
- Resident in house for 10 years

\*Inquire for additional segments

## READY TO GET STARTED?

Targeting fair-lending-approved audiences not only safeguards businesses from legal repercussions but also establishes a foundation for long-term success and ethical business practices. Our Fair Lending Audiences are ideal for audience expansion, data licensing and digital targeting. Talk to us today about your specific data needs.

For recommendations or custom queries, contact:

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

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