

INSURANCE AUDIENCES

Create custom data audiences that mirror your existing policyholders

Data is key to acquiring new policyholders and retaining your existing customers. Our data is available for multichannel marketing, ideal for use across direct mail, email, display, social, CTV, mobile, digital audio and other digital platforms. These Insurance Audiences can be customized and used for audience expansion, data licensing, analytics, and digital targeting.

At Lighthouse, we excel at audience segmentation and have build segments based on the needs of each insurance product, from Life, Medicare, ACA, Auto, Home, Pet and many others. To reach your best prospects, our data can be segmented by demographic and other variables. Depending on your data needs, we can identify consumers in-market for insurance, new movers, lifestyle triggers and behavior-based transactions.

With 30 years working with brands and agencies in the insurance and financial industry, let Lighthouse List be your go-to provider for quality and accurate insurance audiences. We have been ranked as “exceptional” for data accuracy by Truthset.



TRY OUR INSURANCE AUDIENCES*

- Auto Insurance
- Home Insurance
- Renters Insurance
- Life Insurance
- Pet Insurance
- Travel Insurance
- Health Insurance
- Medicare Insurance
- Boat Insurance
- New Homeowners
- Turning 65
- Newly Retired
- New Movers
- New Parents
- New Marital Status
- Pre-Movers
- New Grandparents
- New Pet Owners

*Inquire for our full taxonomy and counts or speak to us about a **custom audience!**

READY TO GET STARTED?

Our data is multichannel, ideal for use across direct mail, email, display, social, CTV, mobile, digital audio and other digital channels. Our Insurance Audiences can be delivered directly into your preferred digital platform. Talk to us today about your specific data needs.

For recommendations or custom queries, contact:

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COMPANY

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