

# INTERNATIONAL AUDIENCES



## Lighthouse List can enable you to target in-market audiences around the globe

Lighthouse-Ameribase has over 4 billion international devices ready for use across multiple channels including mobile, social, CTV, email and other digital channels. Our International Audiences include details on purchase behavior data and are made up of responsive consumers who have signaled they are in-market for certain products and services, making them ideal for high-performing marketing campaigns.

### TRY OUR INTERNATIONAL AUDIENCES\*

Simply choose from our in-market audiences by country or have us build you a custom audience based on interest, behavior or demographic data and covering the countries of your choice. See some example audiences below:



#### In-Market Car Shoppers - Subaru

Country: South Africa  
Est Reach: 1MM Devices



#### Camping Enthusiasts

Country: Canada  
Est Reach: 5.5MM Devices



#### Professionals Working From Home

Country: Japan  
Est Reach: 6.5MM Devices



#### Super Spenders

Country: India  
Est Reach: 10MM Devices



#### New Mover Trigger Events

Country: Indonesia  
Est Reach: 1.5MM Devices



#### B2B Audiences

Country: Argentina  
Est Reach: 6.5 MM Devices

\*Inquire for additional audiences and countries.

## WHY CHOOSE LIGHTHOUSE LIST AS YOUR INTERNATIONAL DATA PROVIDER?

### Transparently-sourced Data

Our data is sourced from a network of vetted & privacy-compliant partners providing online engagements, brand signals, in-market shopping behaviors, location data, transactions, registrations, form fills, surveys, SDKs and mobile apps.

### Superior Quality & Accuracy

Data is first scrubbed for hygiene, then cross-validated against a minimum of 5 touch-points. Age data is further verified against multiple sources of self-provided and public record data, matching on both name and postal address.

### READY TO GET STARTED?

Our International Audiences can be delivered to your favorite digital platform! 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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