

Expand Your Audience with PII-Based Lookalike Modeling

Our Lookalike Solution is perfect for MVPD, OTT, CTV & other digital channels

If you are looking to expand your audience on MVPD, OTT, CTV & other digital channels, have you considered using a lookalike audience? At Ameribase, we can create a custom lookalike model based on PII digital data that is relevant to your ideal audience.

How do we build your custom PII-based lookalike model?

We can have your lookalike model ready in just 72 hours. Choose from a variety of data points, both demographic and behavioral. Plus our demographic data has been validated by independent evaluator TruthSet, which found it amongst the most accurate of leading data providers. With the most comprehensive offering of PII data available, you can be sure that the lookalike model we create for you will be both accurate and scalable.

Choose from

2000
data points

Ready in

72
hrs

Demographic Data Categories

- Age / Gender
- Homeowner
- Ethnicity
- Geography
- Income
- Marital Status
- Pet Owner
- Presence of Children

Behavioral Data Categories

- Form Fills
- Browser Activity
- Purchase Behavior
- Online Registrations
- In-Market Shoppers
- Household Expenditures



Want accuracy *and* scale? With Lighthouse List, you can finally achieve both!

For recommendations or custom queries, contact:

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LIGHTHOUSE LIST
COMPANY

powered by Ameribase Digital