

MULTICULTURAL AUDIENCES



Reach diverse audiences with the #1 multicultural data on the market

Independent third-party data evaluator Truthset regularly validates our multicultural data and has found it to be exceptional, particularly for Hispanics aged 21 to 49 and for language spoken at home when compared to 20 other data providers. Whether you are looking to launch a campaign tailored specifically for African American, Hispanic, or Asian consumers, or seeking to enhance the inclusivity and diversity of your overall marketing approach, our multicultural audiences provide a strategic advantage. Our data is multichannel and is ideal for your upcoming direct mail, email, social, mobile, CTV and digital campaigns.

DRILL DOWN TO YOUR IDEAL AUDIENCE WITH OUR DATA *

Ethnicity

- Black or African Americans
- Central and Southwest Asian
- Hispanic
- Jewish
- Native American

Country of Origin

- Austrian Americans
- German Americans
- Italian Americans
- Polish Americans
- Spanish Americans

Language Spoken

- English
- Spanish

*Please inquire for other data sets.

MULTICULTURAL DATA ACCURACY

Our multicultural audiences offer highly accurate and quality data with vast scale, built using complex data science algorithms, including self-reported surveys, origin of surname algorithms and self-reported data on language spoken. What's more, our data has been rated up to 51% more accurate by TruthSet.

READY TO GET STARTED?

Our multicultural audiences can also 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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