Consumer & Business Custom Audiences Built With Quality Data

Over a billion devices. Up to 51% more accurate. 2 to 3 times the scale.

We are a small boutique data company offering great accuracy and scale. In addition to our 3,000+ on-demand audiences, we also provide quick, custom segments for your specific data needs as well as B2B and B2C data to enrich your identity graph. Having built a name for ourselves that's synonymous with data quality over the past 25 years, we provide consumer & business custom audiences you can trust.

Why Choose Lighthouse For Your Marketing Campaigns & Identity Graphs?

Custom Audiences

Provide us with a list of keywords (including competitive brands, products & websites) and we'll deliver a no-cost-to-build custom audience in 72 hours for your exclusive use.

Quality Assurance

Our data is regularly validated by independent data evaluator, Truthset, and is found to be up to 51% more accurate than other leading data providers.

Multichannel PII Data

We specialize in providing PII Data including MAIDS, HEMs, IPs & CTV IDs for use across CTV, mobile, social and other digital channels.

Sourcing For Compliance & Quality

Our data is self-provided, sourced from a network of carefully vetted and privacy-compliant partners providing online engagements, brand signals, in-market shopping behaviors, location data, purchase transactions, registrations and form fills, surveys, voter registration, SDKs and mobile apps. To ensure maximum 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.

Speak To Us About

- Brand & Retail Audiences
- CPG Audiences
- Demographic Audiences
- Finance Audiences
- In-market & Self-Provided Intent Audiences
- Lifestyle Trigger Audiences
- Multicultural Audiences
- Online Hand Raiser Audiences
- Political Audiences
- Travel Audiences
- plus multiple quick Custom Audiences

For recommendations or custom queries, contact:
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LIGHTHOUSE LIST COMPANY

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