

# PREFERRED PARTNER DATA LICENSING



Exceptional data that's now even easier to access

If you're looking for unmatched quality, extensive reach, and a vast array of audiences, Lighthouse should be your agency of choice. We fully support your omnichannel marketing efforts, supplying data for direct mail, email campaigns, and various digital channels such as CTV, digital audio, and gaming. Moreover, we proudly hold the top position among 20 leading data providers, as recognized by Truthset, for HEM to postal address matching. We're now making our services even easier to access via Preferred Partner Data Licensing. All of our data can be pushed from your preferred marketplace partner or can be used for direct ingest opportunities.

## OUR DATA\*

### Consumer Audiences

- Adult Beverage Audiences
- Auto Audiences
- Back to School Audiences
- College Student Audiences
- CPG Audiences
- CTV/OTT/Gaming/Video
- Demographics
- Donor Audiences
- Green Consumers
- Health Audiences

- Lifestyle Triggers
- Multicultural Audiences
- New Movers/New Homeowners
- Pet Audiences
- Pixel Perfect/Contextual Ad Engagers
- Political Audiences
- Social Handle Audiences
- Super Spenders
- Travel & Cruise Audiences

### B2B Audiences

- B2B Intent
- B2B Firmographic
- Job Title/Function
- HR Professionals
- Lawyers
- Media Professionals
- Retail Professionals
- Technology Professionals

\*Please inquire for additional audiences or custom segments

## TRY PREFERRED PARTNER DATA LICENSING

### Consumer & B2B Segments

- Access **1800 to 2500** Consumer & B2B segments (including **100 custom**) for **\$150,000 per annum**

### Measurement & Analytics

- Add on measurement & analytics for **20%**

### Multi-year Discounts

- **Discounts** available for multi-year contracts

For recommendations or custom queries, contact:

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**LIGHTHOUSE LIST**  
COMPANY

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