



Reach Business Professionals In-Market For A Career Change

According to the US Bureau of Labor, there are now 11 million job openings in the US, yet there are one million fewer workers than there are positions available. The problem has been greatly exacerbated by the pandemic and a Gallagher survey shows that employers are now having to compete to "buy back" employees via extra benefits.

Luckily Lighthouse is here to help. If you're looking for accurate and scalable audiences, we have created a number of on-demand data segments, made up of business professionals who are in-market for a job opportunity right now. Ideal for jobs platforms or employment sites, these professionals have all recently completed an online form related to employment opportunities, making them ideal for your upcoming recruitment campaigns.

Your audience is engaging with content related to:

- ✓ career advice
- ✓ job fairs
- ✓ job search
- ✓ contracts
- ✓ job market
- ✓ remote working

Build your perfect segment



Behavioral Targeting

Start with our millions of professionals who have submitted a form related to employment.



Business Targeting

Segment based on key job filters including occupation, industry, job function, job title.



Demographic Targeting

Go one step further, targeting using demographic filters such as location, age, income etc.

Find the right candidate in your next recruitment campaign

Our recruitment segments are ideal for multichannel campaigns including postal, email, mobile and digital channels and can be delivered to your favorite digital platform!

For recommendations or custom queries, contact:

Mark J. Traverso, 954-489-3008,
mark.traverso@lighthouse.com

We are a participant in the TAG Registry, TAG ID: d79d949c28c78e88

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