

TRANSACTIONAL & PURCHASE AUDIENCES

Target consumers based on their transactional behavior

Transactional data enables you to understand what types of products and services consumers are buying, how often and how much they spend. With Lighthouse-Amerbase's Transactional & Purchase audiences, you can run multichannel campaigns across direct mail, email, social, CTV, mobile and other digital channels, targeting consumers who show specific spending behaviors and preferences.

TRY OUR TRANSACTIONAL & PURCHASE AUDIENCES

Our Transactional & Purchase audiences provide a wealth of opportunities to engage your target audience effectively, ensuring that your marketing campaigns are not only highly targeted but also yield impressive results. Target by*:

Credit Card

- American Express Card
- Discover Gold or Premium Card
- Mastercard Regular Card
- New Issue Credit Card
- Visa Gold or Premium Card
- Visa Regular Card

Product

- Apparel
- Children's Products
- Consumer Electronics
- CPG
- DIY
- Home Furnishings
- Video Games

Store

- Albertsons Shoppers
- Costco Shoppers
- CVS Shoppers
- Target Shoppers
- Walgreens Shoppers
- Walmart Shoppers

*Inquire for full taxonomy and counts



READY TO GET STARTED?

Whether you aim to boost sales, enhance brand loyalty, or simply optimize your advertising strategies, our Transactional & Purchase audiences enable you to reach your marketing goals. Talk to us today about your specific data needs.

For recommendations or custom queries, contact:

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COMPANY

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