

# WHY SYNDICATE OUR DATA?

**Get to know the data provider which has been named a gold medalist of data for eight quarters running**

Ranked exceptional across 41 measured demographic and household behavior attributes, compared to 20 other data providers, Lighthouse-Ameribase is the perfect choice for brands & advertisers who prioritize quality data in their marketing campaigns. Our superior quality and scale combined with competitive pricing means better return on investment. Having built a name for ourselves that's synonymous with data accuracy over the past 30 years, our small boutique firm provides consumer and business audience targeting marketers can trust.

## HOW HAS LIGHTHOUSE-AMERIBASE HELPED BRANDS & ADVERTISERS?

Our data is campaign tested. We have helped numerous brands & advertisers achieve their campaign goals including:

- A Fortune 500 tech brand used our B2B custom audience data and saw **their sales increase by 50%**.
- A wildlife non-profit took advantage of our data consultancy support and **reduced their cost per donation by \$184**.
- A leading U.S. sports betting & casino digital payments provider used our acquisition email and saw **their conversion rate increase by 130%**.

## WHAT IS LIGHTHOUSE-AMERIBASE'S TRACK RECORD IN PROVIDING DATA?

Lighthouse-Ameribase has been selling data and data services for the past 30 years. Our story began back in 1994 when our founding partners - who still own and manage the business today - emerged as specialists in consumer data for direct mail and telemarketing campaigns. Since then, we've expanded our services to include email, digital and OTT (over-the-top) capabilities.

Our superior quality and scale combined with competitive pricing means better ROI in your marketing campaigns. We are a preferred partner to many brands, agencies and data marketplaces.

**For more information, please contact:**

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## WHAT DOES LIGHTHOUSE-AMERIBASE OFFER?

We offer a huge amount of choice, with **3000+ syndicated segments**. In addition to data licensing, we provide quick custom audiences and private taxonomies. We can support omnichannel marketing activities, providing data for direct mail and email campaigns, as well as digital campaigns including CTV, digital audio and gaming.

### 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
- Intent & In-Market 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

## HOW DOES LIGHTHOUSE-AMERIBASE SOURCE ITS DATA?

Our data is sourced from privacy-compliant partner websites, form fills, registrations, brand signals, online engagements, email openers. Data from each source is first scrubbed for hygiene, then verified against each dataset for extremely accurate audiences available across all channels. We never collect data from sources that are likely to attract minors and all of our data is opted-in to receive third party offers. We respect any opt-out requests we receive.

## HOW DOES LIGHTHOUSE-AMERIBASE ENSURE ACCURACY?

We follow a variety of comprehensive cross-validation and cross-channel sourcing procedures to ensure we score **up to 51% higher** when compared to other providers:

- Our data segments are updated daily, weekly, monthly and quarterly.
- We excel in matching personally identifiable information (PII) data to an online signal like a HEM or MAID.
- 50% of our PII data, including names and addresses, has a minimum of ten matches from various sources
- 50% of our phone data has at least two matches.
- We also connect our data to three billion transactions on a daily basis.

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