Who would you like to reach today?

Our mission is to help you save on spend & double your conversions by increasing the accuracy of the data you use in your campaigns.

Whether you're looking for audience data for email, social, mobile, CTV or digital campaigns, for audience expansion, enhancement & append, data onboarding, identity linkage or hygiene & verification, LBDigital is your go-to data partner.

LBDIGITAL

Third-party data that doesn't suck

A Q1'22 Truthset analysis found LBDigital's demographic data amongst the most accurate of leading data providers.
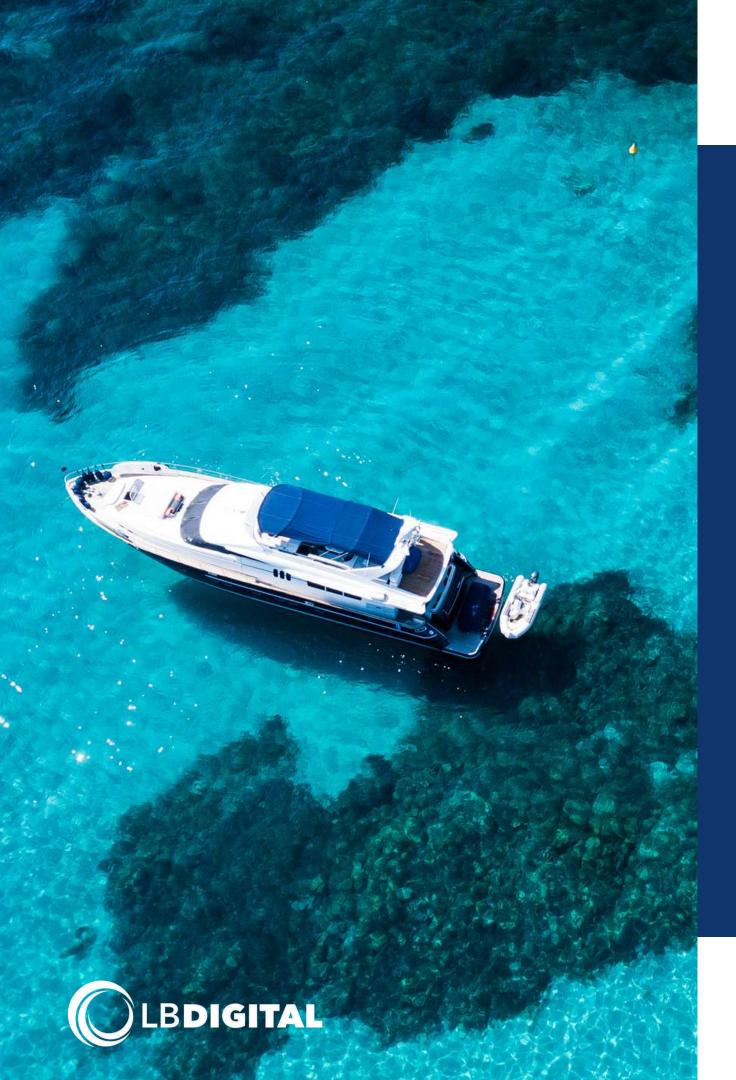
We are verified by TAG, demonstrating our commitment to combatting fraudulent & criminal activity in digital advertising.

Our ethnicity data quality earned a badge from the ANA's AIMM for transparency in multi-cultural marketing.

LB DIGITAL

Data as transparent as H20

- Scrutinized & vetted by 10+ major agencies & platforms for privacy compliance & accuracy.

- Multi-sourced data with 5+ declared touchpoints on each audience segment for quality.

- Sourced from a network of data partners providing online engagements, brand signals, browser activity, in-market shopping behaviors, location data, purchase transactions, registrations and form fills, surveys, SDKs and mobile apps.

LB DIGITAL

Open For Business

The leading B2B Audience Solution

Multiple independent data evaluators have found Open for Business to be more accurate than other premier B2B data providers. Whether you're looking for digital targeting or email marketing, our B2B data is ideal for:

- Targeting
- Audience-based Marketing
- Lookalike Modeling

- Audience Expansion
- Attribution
- Suppression

LBDIGITAL

Got a Graph?

Get the full picture of your audience

With 3B transactions a day, you can get a full view of your customers, no matter which device they're using. Our comprehensive cross-device data powers identity graphs, linkage, reactivation, identity resolution, attribution, and validation.

Daily feeds provide cookie-less solutions:

- Mobile Device IDs
- IP Addresses
- Hashed Emails

- Consumer PII
- Business PII
- Full Text Emails

LB DIGITAL

Triggerpoint Audiences

Reach Them At Just The Right Moment

LBDigital provides marketers with the opportunity to reach consumers using lifestage segments. Select your ideal audience:

- New Homeowners
- New Movers
- Apartment Seekers
- Newly Graduated
- Newly Engaged
- Newlywed
- Expecting
- New Baby

- Young Families
- College Bound Families
- School-Age Students
- College Students
- Empty Nesters
- Brand New Businesses
- Job Seekers
- Grandparents

LBDIGITAL

Location Data

Pinpoint Your Target Audience Using 70MM Daily Location Signals

Nationwide location data helps you unlock valuable insights to create personalized marketing campaigns with more efficient targeting. Other use cases include trend analysis, customer insights, conquest marketing, event marketing, and geo-targeting. Select from:

- Device Type
- IP Address
- Lat/Long

- MAID
- Timestamp
- Event

48 Million Daily Active Users
207 Million Monthly Active Users

LB DIGITAL

Face Beautiful

And Other Top Selling Audiences

- Beauty and Skincare Buyers
- Parents of Teenagers
- Families with Children
- LGBTQIA+ Voters
- Business Decision Makers
- IT Professionals
- Health & Wellness
- Pets - Dogs & Cats
- Home Decor / DIY
- Streaming Services
- Demos - Age, Gender, HHI, Ethnicity

LBDIGITAL

If you need an audience
to deliver to,

LBDigital has your back!

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