

BENEFIT FROM #1 ACCURACY

Lighthouse List has the highest #1 rankings for accuracy across demographic and household behavior audiences according to Truthset

Looking for accurate data? Lighthouse List offers gold medal accuracy with 14 #1 ranked audience segments - more than any other data provider evaluated, including **MULTICULTURAL DATA**, **PET OWNERSHIP** and **HOME OWNERSHIP** - and an additional 20 segments ranked above average for accuracy in a recent data validation study by independent data validator Truthset.

HIGHLIGHTS FROM THE REPORT



SEGMENT: MALES AGED 18-24

Our audience, Males Aged 18-24, ranked a full 17 points higher in accuracy than average.



SEGMENT: DOG OWNERS

Our audience, Dog Owners, was ranked no.1, ahead of any other data provider analyzed.



SEGMENT: AFRICAN AMERICANS

Our audience, African American Consumers, was 17 points higher in accuracy than average.



SEGMENT: SMALL BUSINESS OWNERS

Our audience, Small Business Owners, was 12 points above average in accuracy.



SEGMENT: GRAD SCHOOL

Our audience, Consumers with an Education Level of Grad school, ranked 16 points above average.



SEGMENT: SPANISH SPEAKING

Our audience, Spanish Speaking Consumers, ranked 10 points higher in accuracy than average.



SEGMENT: POLITICAL AFFILIATION

Our audience, Political Party Affiliation, ranked a 13 points higher in accuracy than average.



SEGMENT: GEOGRAPHICAL AUDIENCES

We rank no. 1 for Census Division and Region and have above average data for State.

HOW WE GUARANTEE DATA QUALITY

We believe in the science of data and take a triple-lock approach to ensure maximum hygiene and accuracy:

- We source of data from a reliable network of privacy compliant partners.
- Our team of data scientists cross-validate our data extensively to ensure its accuracy - nearly 50% of our PII data has at least 10 matches from different sources, whilst 50% our phone data has at least 2 matches.
- With our proprietary software and technology, we also link our data to 3-5 billion monthly transactions.

For recommendations or custom queries, contact:

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