LBDigital Ranked 1st for Multicultural Data Quality

Your hunt for accurate multicultural audiences is over!

LBDigital's demographic data was ranked top among leading data providers for multicultural data including African American, Asian and Hispanic ethnicities by independent evaluator, Truthset. The ANA's AIMM awarded us a badge for transparency in multicultural marketing. The strength of our data lies in cross-channel sourcing, multiple touch-points and verification processes, resulting in superior accuracy and scale.

Highlights from the Q2 2021 Truthset results

- SMALL BUSINESS OWNERS: Looking for high quality B2B data at scale? LBDigital is 51% more accurate than other leading data providers at identifying the elusive small business and new business owners.

- HOUSEHOLD DEMOS: LBDigital also scored highly for homeownership and household income. We identified renters with particular accuracy and we also performed well for households with an income over $100K.

- PETS: We came out on top for identifying cat owners and dog owners. If you have pet-related services to market, speak to us about our pet owner data.

- LOCATION: We rank first for location data for identifying a consumer's state, region, and city in the US for both offline and online targeting.

- RELATIONSHIP STATUS: LBDigital is top for identifying married consumers and families with children.

Say 'NO' to wasting up to 70% of your spend on inaccurate targeting!
Say 'YES' to targeting quality data and start saving today.

LB DIGITAL

For segment recommendations or custom audiences, contact:
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iab. member