LBDigital Ranked 1st for Multicultural Data Quality

Your hunt for accurate multicultural audiences is over!

LBDigital's demographic data has consistently ranked tops among leading data providers for multicultural data including African American, Asian, Hispanic and Spanish speaking consumers 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.

Drill down with on-target multicultural & demographic data

Ethnicity Segments

- African American Consumers
- Asian American Consumers
- Hispanic Consumers
- Spanish Speaking
- Native American Consumers

And more...

- Age & Gender
- Household Income
- Country of Origin
- Religion
- Donors

Don't settle for overlays!

We offer unique custom audiences of Spanish language media viewers, readers and more

Try it for yourself!

Are you ready to say yes to no. 1 data accuracy? Contact us to get started today! Our data is available in the LiveRamp Data Marketplace, Lotame, TruAudience and Oracle Data Cloud. Additionally, our audiences can be delivered to your favorite digital platform!

LBDIGITAL

For segment recommendations or custom audiences, contact:
203-746-6640 or hello@lbdigitaldata.com

iab. member