



DATA-DRIVEN INFOGRAPHIC

A Growth Marketer's Guide to Audience Targeting in the Stay-Home Economy

No matter which industry you serve, one thing's for sure, "what got you here will not get you there." As you retool your marketing plans for 2020 and beyond, consider the vast amount of data available to help target your ideal audience. This infographic shows a glimpse of how LBDigital can help. For a free consultation, call us today. We'll recommend segments for targeting and ideas for a custom audience built to support your campaign goals.

Want a leg up on the competition? Let us build an audience for your use only!

Health Data

UNIVERSE 12MM
SEGMENTS 15

- Doctors
- Nurses
- Pharmacies
- Hospitals
- Health Insurance



Tech Data

UNIVERSE 12MM
SEGMENTS 10

- Information Systems,
- Programmers
- Network Engineers
- Computer Hardware
- Computer Software.



We can even target people searching for specific keywords. Ask us how.

Agriculture Data

UNIVERSE 5MM
SEGMENTS 15

- Dairy Farmers
- Crop Farmers
- Livestock Farmers
- Pesticides
- Alternative Prevention
- Machinery
- Wholesale Distribution



Communications Data

UNIVERSE 10MM
SEGMENTS 10

- Telecommunications
- Streaming
- Cellular Services
- Radio Broadcasting
- Teleconferencing



Which channels? How about them all? Target via digital, email, social and postal.

Work From Home Data

UNIVERSE 60MM
SEGMENTS 23

- WiFi Internet Services
- Online Conferencing
- Small Biz Owners
- Home Office Products
- Business Professionals
- Remote Workers



Truckers & Transportation Data

UNIVERSE 6MM
SEGMENTS 5

- Truckers
- Delivery Drivers
- Postal Workers
- Courier Services
- Aviation



Want a data expert in your back pocket? Give us a call.

Real live humans answer the phone and we never charge for advice!



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