







No. 1 Data Accuracy Quarter After Quarter

Truthset ranks LBDigital tops for data quality across numerous attributes time & time again

On the hunt for consistently reliable quality? Speak to us at LBDigital. Not only were we awarded first place in accuracy across 14 different segments in a recent data validation study by independent data evaluator, Truthset, but they continually find our data to be of the highest quality compared to other leading data providers.



Reliable Accuracy

	Q4 '21	Q1 '22	Q2 '22
 Males Aged 18-24 -	#1	#1	#1
 Females Aged 18-24 -	#1	#1	#1
 Pet Owners -	#1	#1	#1
 Multicultural Data -	#1	#1	#1
 Language Spoken -	#1	#1	#1
 Age 25-34 -	#1	#1	#1

”LBDigital continues to blow us away with the quality of their data. Their demographics rank tops in accuracy compared with other data providers.”

Kathryn Barnitt,
Head of Data Science, Truthset

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 and Oracle Data Cloud. Additionally, our audiences can be delivered to your favorite digital platform!



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

