



Increase Your Reach with Lookalike Modeling

Ideal for campaigns on MVPD, OTT, CTV and other digital channels

Are you struggling to run effective marketing campaigns on cable, CTV and OTT due to the size of your audience? Are you finding it hard to increase your reach? Using our extensive PII data, LBDigital can help you to expand your audience via lookalike modeling.

3 days

The time it takes for us to build you a unique lookalike audience, based on demographic data and behavioral data.

From start to finish

2,000

The number of demographic & behavioral data points that contribute to your ideal lookalike model.

PII Data Points

Demographic-based lookalike models:

Our demographic data has been evaluated and scored by TruthSet, which found it amongst the most accurate of leading data providers. Target by:

- Age / Gender
- Homeowner
- Ethnicity
- Geography
- Income
- Marital Status
- Presence of Children
- Pet Parent

Behavior-based lookalike models:

We can create a lookalike audience based on purchase behavior and browser activity enabling you to reach engaged, likely to convert, consumers:

- Form Fills
- Browser Activity
- Purchase Behavior
- Online Registrations
- In-Market Shoppers
- Household Expenditures

Build your lookalike audience using demographic & behavioral data.
Contact us to get started today!



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

