



Reach Them At Just the Right Moment

If you're looking to run a timely, relevant & targeted campaign, look no further than our Triggerpoint segments.

As consumers become increasingly familiar with sophisticated marketing tactics, they are also increasingly demanding of the advertising they are served. In fact, 62% of consumers now want to be targeted with relevant and timely ads*. LBDigital provides marketers with the opportunity to reach consumers just as they come in-market for a product using our Triggerpoint segments.

*The Future of How People Shop, Valassis

Select your ideal segment, including:

Business Triggers

- Brand New Businesses
- Business New Hires
- Change of Address
- Essential Businesses
- New Phone Connects
- WFH/ Remote Employees

Home Move

- New Homeowners
- New Movers
- New Phone Connects
- Premovers
- Apartment Seekers
- New Renters

Family Living

- New Baby
- Toddlers
- School-Age Students
- Tweens
- College-bound Seniors
- College Students

Life Milestones

- College-bound Parents
- Newly Graduated
- Newly Engaged
- Newlywed
- Empty Nesters
- Grandparents

Or try a custom audience:

What is your target audience searching for?

- "moving boxes" ✓
- "office furniture" ✓
- "wedding cakes" ✓
- "cable TV providers" ✓
- "baby care" ✓
- "printer" ✓

Get started with a campaign today!

Target prospects across email, direct mail, social, CTV and digital channels with our Triggerpoint segments. Look for Triggerpoint in the **LiveRamp Data Marketplace**, **Lotame** and **Oracle Data Cloud**. Additionally, our Triggerpoint segments can be delivered to your favorite digital platform!



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

