



# Save On Spend!

## Stop Wasting Campaign Dollars On Inaccurate Data - Try LBDigital's Highly-Accurate & Validated Consumer Segments

How much money are you currently wasting on impressions served to inaccurate data? With LBDigital you can be sure that you are making huge savings on marketing spend!

An independent data evaluator, Truthset, scored our consumer data and found that LBDigital's data was amongst the most accurate and scalable of leading data providers. For example, LBDigital's multicultural data was 70% more accurate than average, eliminating an enormous amount of waste and resulting in huge savings in marketing dollars.



### How to Save On Spend with LBDigital:

Let's imagine you want to target a segment made up of hispanic consumers for your next digital campaign: With LBDigital you would see:



### Start your savings with us today!

Choose from 3,000 existing segments or build your own custom audience, targeting by:



Age



Ethnicity



Gender



Income



Location



Presence of Children



Young Adults



To test quality data in your next campaign and save on spend, contact:  
203-746-6640 or [hello@lbdigitaldata.com](mailto:hello@lbdigitaldata.com)

