Truthset Scored Segments

When accuracy really matters

Accurate data has been proven to increase marketing conversions. LBDigital is approaching just that with our Truthset Scored Segments. We now have 54 household demographic audiences available for highly accurate marketing campaigns.

Take the "IN" out of "INACCURATE"

Truthset Scored segments are filtered to allow you to reach only the verified audiences that meet an accuracy threshold, determined by Truthscores™. Only highly accurate IDs are included in the Truthset Scored Segments which are then pushed to all major buying platforms.

With LBDigital's Truthset Scored Segments, marketers are be able to more precisely target their desired customers, eliminate wasted spend against inaccurate segment IDs and increase ROI with the ease of a few keystrokes.

How it works

With our Truthset Scored segments, we take an audience, such as pet owners, that may have 90% accuracy,. Then we slice off the bottom decile, so that the new "Truthset Scored" segment is approaching 100% in total accuracy. In this way, we provide more accurate targeting, less wasted media spend, and better ROI.

Household Demographics approaching 100% accuracy

- Age
- Gender
- Education Level
- Ethnicity

- Home Ownership
- Household Income
- Language Spoken
- Marital Status

- Pet Ownership
- Political Party Affiliation
- Presence of Children
- Small Business Ownership

LBDIGITAL

iab. member

"LBDigital > Truthset Scored" Demographics Taxonomy:

Adult Ages

- Age > 18-24
- Age > 25-34
- Age > 35-44
- Age > 45-54
- Age > 55-64
- Age > 65 Plus
- 18-24 Female
- 18-24 Male
- 25-34 Female
- 25-34 Male
- 35-44 Female
- 35-44 Male
- 45-54 Female
- 45-54 Male
- 55-64 Female
- 55-64 Male
- 65+ Female
- 65+ Male
- Legal Drinking Age

Ethnicity

- Ethnicity > African American
- Ethnicity > Asian
- Ethnicity > Hispanic
- Ethnicity > White
- Female Hispanic
- Male Hispanic
- 18-24 Hispanic
- 25-34 Hispanic
- 35-44 Hispanic
- 45-54 Hispanic
- 55-64 Hispanic
- 65+ Hispanic
- Language > English
- Language > Spanish

Household Demos

- Has Children
- Home Owner
- Renter
- Household Income > $0-$49,999
- Household Income > $100,0000 Plus
- Household Income > $50,000-$99,999
- Cat Owner
- Dog Owner
- Pet Owner

Other Demos

- Female
- Male
- Married
- Education > College
- Education > Graduate School
- Education> High School
- Education > Vocational or Technical
- Employed
- Retired
- Democrat
- Republican
- Small Business Owner

Easy to find solutions

Look out for "LBDigital > Truthset Scored" in your favorite digital platform,
including Liveramp Data Marketplace, TruAudience Data Marketplace and Oracle Advertising.