



C O N T E X T

Contextual Engagers

Reach people who are in-market for your product or service now

Have you tried intent data yet in your marketing campaigns? LBDigital's Contextual Engager audiences are made up of people looking at ads, reading articles, comparing prices, researching products and services who are ready to buy NOW. These audiences are perfect for your digital, display, CTV, and social campaigns, as well as email and direct mail channels.

Off-the-shelf Contextual Engagers ready to roll:

Business & Finance

- Decision Makers
- IT Information Technology
- Financial Services
- Titles + Industries

Health & Wellness

- Health Insurance
- Eldercare
- Conditions
- Mental Health

Politics

- Conservatives, Liberals
- Donors by Cause
- Active Voters
- Demographics

Can't see the audience you're looking for? Inquire for the full taxonomy or ask about our custom audiences.

Why try Contextual Engagers?

- **BETTER ROI** - Our clients report higher engagement with contextual engagers compared with audiences from other sources.
- **FUTURE-PROOF YOUR MARKETING** - Segments are HEM-based, making them future-proof and also multichannel. They are available with flexible frequency to meet your needs.

Ready to get started?

Contextual Engagers can be enhanced with demographic filters such as: age, gender, income, location, presence of children, race, ethnicity, pets and more. Audiences are available in the LiveRamp Data Marketplace, TransUnion Data Marketplace, Oracle Advertising, IQM, and Lotame. Additionally, they can be delivered to any digital platform!



For segment recommendations or custom audiences, contact:
hello@lbdigitaldata.com

