



Data as Transparent as H2O

Work with a data partner that provides accurate, verified & validated data

Quality Assurance

- Companies have depended on LBDigital for accurate and scalable data since 2005.
- Multi-sourced data with 5+ declared touchpoints on each audience segment for quality.
- Scrutinized & approved by 10+ major agencies & platforms for privacy compliance & accuracy.
- Sourced from privacy-compliant partner websites, form fills, registrations, brand signals, online engagements, email openers.
- Data evaluated and scored by TruthSet, which found it amongst the most accurate of leading data providers and more scale for major consumer segments: age and gender, household income \$100k+, presence of children, ethnicity, homeowners/renters and state of residence.
- Verified by TAG, demonstrating our commitment to combatting fraudulent & criminal activity in digital advertising.
- Our ethnicity data quality earned a badge from the ANA's AIMM for transparency in multicultural marketing.
- Email platform reported our data was the most deliverable they had ever seen with 2X the conversion rate!



Cross Channel Sourcing and Solutions

- Data is actionable across direct mail, email, social, mobile, CTV, gaming, digital, and audio.
- Scalable volume: 230MM name & postal in the US, 600MM emails, 800MM cookies and MAIDs.
- Offline PII - Name, Postal, Email, HEM, Phone, Cell Phone
- Digital Identifiers - MAID, App, Cookie, IP address, CTV ID



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





Consumer Data Transparency

- Sourced from a network of carefully vetted and privacy-compliant partners providing online engagements, brand signals, in-market shopping behaviors, location data, purchase transactions, registrations and form fills, surveys, voter registration, SDKs and mobile apps.
- Data from each source is first scrubbed for hygiene, then verified against each dataset for extremely accurate audiences available across all channels.
- Data is never collected from sources that are likely to attract minors.
- Age data is further verified against multiple sources of self-reported and public record data, matching on both name and postal address.

Business Data Transparency

- All of the above plus additional sources including trade directories, business associations, trade shows and business cards.
- New businesses are identified from new phone connects, business registrations, utilities and state filings.
- B2B2C data links business contacts at home address during the WFH economy and improves matches to digital data.