



LBDIGITAL



Who would you like to reach today?

Helping marketers improve their campaign outcomes with customized audiences and optimizations.

Whatever the channel, whatever the offer, if you need an audience, LBDigital has your back.



Third-party data that doesn't suck



A Q4'22 Truthset analysis found LBDigital's demographic data ranked no.1 for accuracy across 14 different segments - more than any other data provider analyzed



We are 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 multi-cultural marketing.





Data as transparent as H2O

- Scrutinized & vetted by 10+ major agencies & platforms for **privacy compliance** & accuracy.
- Multi-sourced data with 5+ declared touchpoints on each audience segment for quality.
- Sourced from a network of data partners providing contextual engagements, brand signals, browser activity, in-market shopping behaviors, location data, purchase transactions, registrations and form fills, surveys, SDKs and mobile apps.

Our Data In Practice

LBDigital boosts results for M+R's nonprofit client

LBDigital provides data onboarding, targeted audiences, and data consultancy services to M+R for their nonprofit clients. They needed quality audiences with greater reach for their marketing campaigns. The charitable organization's goal was to recruit new donors who cared about the environment.

Campaign outcomes:

- Increased their reach by 24%
- Reduced their cost per donation by \$184



What our clients and partners are saying

"LBDigital continues to blow us away with the quality of their data. Their demographics rank tops in accuracy compared with other data providers."

KATHRYN BARNITT, TRUTHSET

"Clean, targeted data drives deliverability and engagement, and LBDigital's data is exemplary - always clean and on point."

NORA BROPHY, RESPONSEGENIUS

"In a time where finding the best pool of prospects is harder than ever due to changes in the industry, LBDigital has enabled us to have more confidence in our ability to efficiently and effectively scale our program."

ROSE WHITNEY-ELIASON, M+R



***TARGETING
FOR
RESULTS***

Audience Segmentation

Off the Shelf and Beyond

With over 2,000 digital audiences in all major DMPs, DSPs and ad platforms, we've got segmentation covered.

Top audiences:

- Demographics
- Ethnicity + Race
- Business Behaviors
- Green Living
- Firmographics
- Political + Voters
- In-Market Brands
- Pets - Dogs, Cats
- Financial
- ConnectedTV
- Health + Wellness
- Business Decision Makers
- High Household Income
- Information Technology



Triggerpoint Audiences

Reach Them At Just The Right Moment

Reach consumers who are ideal prospects for your offer using lifestage segments.

Choose from:

- New Homeowners
- New Movers
- Apartment Seekers
- Newly Graduated
- Newly Engaged
- Newlywed
- Expecting
- New Baby
- Young Families
- College Bound Families
- School-Age Students
- College Students
- Empty Nesters
- Brand New Businesses
- Job Seekers
- Grandparents



Open For Business

The leading B2B Audience Solution

Multiple independent data evaluators have found Open for Business to be more accurate than other premier B2B data providers. Whether you're looking for digital targeting, postal, email or cell, we've got your B2B data:

- Decision Makers
- Small Business Owners
- New Businesses/New Hires
- B2B2C and Remote
- Firmographics
- Lead Generation
- B2B Contextual
- CTV Targeting



Customized Audiences

An audience built for you

Who is your ideal prospect? That is who you can reach with customized audiences.

Start with a list of 50+ keywords and phrases to identify people engaging online contextually.

Within 72 hours, we'll estimate segment size, make any tweaks, and build an exclusive audience.

Target prospects via email activation or digital advertising who are inmarket now.



Campaign Optimization

Get Great Results... then Make them Better!!!

All of our audiences are not one and done. We consult with you on campaign feedback and use that information to deliver even better audiences.

Our test and learn process is easy and proven:

- Review campaign results together
- Adjust filters, ie: revise income, increase keywords
- Deliver refined segments
- Repeat

Email Marketing

Ignite Your Next Campaign with Email Marketing

Integrate email into your marketing activities to drive results. When combined with other channels like postal, digital, and CTV, email can increase attention, improve retention and decrease costs.

Email services include:

- Optimize and customize your email campaign
- Coordinate email with digital for increased attention
- Pixel retargeting to move prospects down the funnel



Data Onboarding

Offline CRM Data for Online Marketing

Onboarding CRM data is simple, easy and affordable for all size organizations with LBDigital.

Onboarding use cases:

- Targeting
- Lookalike Modeling
- Suppression
- Attribution
- Audience Expansion
- Email Activation
- Digital Activation
- Remove Data Silos
- Retention
- Reactivation



Data Analytics

Insights to help your Business Grow

Using historical data and machine learning algorithms, we can predict trends, increase your reach and improve campaign performance.

Some of our offerings:

- Lookalike Models
- Customer Profile Reports
- Data Analysis and Correlation

Identity Graphs

Rated #1 for Online to Offline Accuracy!!*

Get a "surround sound" view of your customers by linking the most comprehensive PII and digital data available anywhere.

Power your ID Graph with verified, scalable, and uniquely-sourced data you won't find anywhere else.

Ids: Name, Postal, Email, HEMs, MAIDs, IPs, Lat/Long.

* Rated #1 by Truthset among 20 Premier Data Providers for HEM to Postal Address Matching



Future Proof Solutions

Get the full picture of your audience

With 11B transactions a month, you can get a full view of your customers, no matter which device they're using. Our comprehensive cross-device data powers identity graphs, linkage, reactivation, identity resolution, attribution, and validation.

Daily feeds provide cookie-less solutions:

- Mobile Device IDs
- IP Addresses
- Hashed Emails
- Consumer PII
- Business PII
- Full Text Emails



*If you need an audience
to deliver to,*

LBDigital has your back!

Amy Benicewicz
Amy@lbdigitaldata.com

MJ Acito Crenson
MJ@lbdigitaldata.com

