

# Ameribase/Lighthouse List Awarded For Our Demographic & Multicultural Data

Try our multicultural data today - ideal for healthcare, education, retail & distribution, professional services & financial services focused campaigns

We are proud to announce we have been awarded a badge from the ANA's AIMM for transparency in multicultural marketing, thanks to the level of quality ethnicity data we are able to offer our customers. Whether you are looking for Hispanic, African-American or Asian consumers, we can provide quality ethnicity consumer data at scale.



What's more, our demographic data was recently validated by independent data evaluator Truthset and received high scores in Q1 2021 in comparison to other data providers. This included validations of our location, device and hashed email data. Our strength lies in our cross-channel data sourcing and verification process.



## Looking for quality consumer data? Ask us about:

**Multicultural Data:** We have high-quality multicultural data and excel in determining Hispanic, African-American, and Asian consumers.

**Age & Gender Data:** Our age & gender data is vastly superior to that of leading data providers. In fact, we are **number 1** for young adults aged 18-24, making us the perfect partner for marketers looking to target college-bound students, college students, the newly employed.

**Household Income Data:** We provide high-quality data to marketers looking to target by income. In particular, we performed exceptionally well in identifying wealthy households with an income over \$100K.

**Location Data:** We out-perform other leading data providers for location data, identifying a consumer's state, region, and city in the US with precision.

**Pet Data:** We are top in identifying cat owners and dog owners.



For recommendations or custom queries, contact:

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**AMERIBASE DIGITAL**  
powered by Lighthouse List Company

We are a participant in the TAG Registry, TAG ID: d79d949c28c78e88