

# Committed to Data Transparency

Take a deeper dive into our sourcing methodology & processes

We are a small boutique data company that provides quick, custom segments with great accuracy and 2-3 times the scale. Having built a name for ourselves that's synonymous with data quality over the past 25 years, we provide consumer & business audience targeting you can trust.

## Quality Assurance

- Scrutinized & approved by 10+ major agencies & platforms for privacy compliance & accuracy.
- 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.
- An email platform reported our data was the most deliverable they had ever seen with 2X the conversion rate!



## Sourcing Methodology

- Multi-sourced data with 5+ declared touchpoints on each audience segment for quality.
- Sourced from privacy-compliant partner websites, form fills, registrations, brand signals, online engagements, email openers.
- Privacy-assured: all of our data is opted-in to receive third party offers. We respect any opt-out requests we receive.
- 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

For recommendations or custom queries, contact:

Mark J. Traverso, 954-489-3008,  
mark.traverso@lighthouse.com

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

**AMERIBASE DIGITAL**  
powered by Lighthouse List Company

## How Do We Source Our Consumer Data?

- 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.



## How Do We Source Our Business Data?

- 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.



For recommendations or custom queries, contact:

Mark J. Traverso, 954-489-3008,  
mark.traverso@lighthouseist.com

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

**AMERIBASE DIGITAL**  
powered by Lighthouse List Company