

SUPER SPENDER AUDIENCES

Based on actual household expenditures, Lighthouse has identified households who spend the most across 600 products & services

Marketers can now target the top spenders across the country by the actual products or services they are purchasing. Utilizing our unique data assets, we are able to identify not only the top 5% of households that spend the most money on these products, but if you want to identify more households we can broaden the search to the top 10%, 15%, 20% or 25%. These Super Spenders all have name, postal address and email address and are ideal for multichannel campaigns.



CHECK OUT OUR SUPER SPENDER AUDIENCES

- Apparel
- Car Expenses
- Cable & Satellite TV
- Cellphone services
- Children's Products
- Eating Out & Entertainment
- Education
- Gaming & Electronics
- Groceries
- Health & Insurance
- Home Décor
- Housing
- Pension
- Pets
- Rent & Mortgages
- Retail Services
- Travel & Transportation
- Utilities

DRILL DOWN FURTHER

Filter by a variety of demographics, including:



Age



Gender



Homeowner



Income



Marital Status



READY TO GET STARTED?

Our Super Spender audiences can be delivered to your favorite digital platform! Talk to us today about your specific data needs.

For recommendations or custom queries, contact:

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