

Our Featured Audiences

Explore a collection of relevant, unique audience segments to enhance your online and offline targeting capabilities

As a leader in the data industry for more than 30 years, AccuData offers unrivaled access to the nation's most accurate, insightful consumer and business datasets. We provide direct, in-house access to thousands of audience segments and a comprehensive selection of data-related supportive services to ensure your campaign goals are achieved.

Benefits



Choose from a variety of **best-in-class, privacy-safe audiences** or inquire about our **custom audiences**



Utilize the **same audience across channels** to **increase campaign effectiveness**



Receive **expert support from a team of industry veterans** that offer recommendations and tactics informed by data

Emerging Young Investors

Estimated Reach: 10 million

This motivated group of young professionals, ages 18 - 34, have placed an emphasis on investing their earnings in mutual funds and/or stocks and bonds. Consider AccuData's **Emerging Young Investors** audience to promote auto sales, banking relationships, credit card services, insurance offers, investment opportunities, and real estate services.

Grandchildren at Home

Estimated Reach: 10.6 million

Identify families that have self-reported having a grandchild under the age of 12 residing in the household. Please note that all digital targeting is at the guardian/household level. Consider AccuData's **Grandchildren at Home** audience to promote college savings plans, educational resources, family travel, holiday-related items, school supplies, and toys.

Premium Card Travelers

Estimated Reach: 8.7 million

A premium card in hand coupled with a love for travel propel these consumers to always be in market for their next journey. Consider AccuData's **Premium Card Travelers** audience to promote credit card offers, financial services, luxury cruises, premium resort packages, spa vacations, and travel to exotic destinations.

Recreational Vehicle Owners

Estimated Reach: 1.5 million

At or nearing the age of retirement, this group of recreational vehicle owners are ready to experience a grand adventure on the road. Consider AccuData's **Recreational Vehicle Owners** to promote campsites, insurance, roadside assistance programs, and state and national parks, as well as recreational vehicle accessories, repair services, and sales.

Summer Family Vacation Planners

Estimated Reach: 7.6 million

These married households with children between the ages of 4 - 18 are anxiously awaiting their highly anticipated summer vacations. Consider **Summer Family Vacation Planners** to promote airline travel, all-inclusive resorts, amusement parks, camping supplies, cruises, recreational vehicle rentals, and sporting goods.

Not seeing what you need?

**Inquire about
AccuData's custom audiences.**

Our team of experts will combine a variety of data segments to create a custom audience precisely attuned to your specific needs.

Get started today! Call 800-732-3440 or email info@accudata.com to explore how our featured and custom audiences can elevate the performance of your marketing campaigns.