



# LOTAME DATA EXCHANGE

World's Largest 2nd- and 3rd- Party Data Marketplace

## U.S. HISPANICS SEGMENTS

Young, digitally-connected, and growing fast. Hola to 60M U.S. Hispanics, the largest minority group in the country. These often-bilingual and culturally connected consumers have massive purchasing power. By 2023 that buying power is expected to top \$1.3 Trillion, equivalent to the GDP of Australia. Not surprisingly, Hispanic identity and lifestyle play a strong role in their buying behaviors. And, U.S. Hispanics love mobile with 98% owning a smartphone.



To help marketers understand, find and target this diverse, growing and influential population, Lotame created U.S. Hispanics audiences across:

- Demographics (Age, Gender, HHI, Education)
- Language (Spanish, English, Portugese, Bilingual)
- Acculturation (1st, 2nd, 3rd Generation)
- Country of Origin (20 Countries)
- Buying Behaviors (Auto, Real Estate, Groceries)
- Cultural Interests (Food, Sports, Movies, Music)
- And more.

Connect meaningfully and respectfully with your best — and your next best — U.S. Hispanic customers.

## FAST FACTS



**60M U.S. Hispanics,**  
largest minority group



**\$1.9 Trillion**  
in spending power by  
2023



**98% mobile**  
smartphone ownership

Source: U.S. Census Bureau, 2019; Selig Center for Economic Growth at the University of Georgia via eMarketer "U.S. Hispanics 2019"; GDP by Country; Nielsen "Diverse Intelligence Series: Latinx 2019."

**SAMPLE U.S. HISPANICS AUDIENCES**

Segment	Taxonomies Available
Acculturation	Predominantly Speaks: <ul style="list-style-type: none"> <li>Spanish</li> <li>Portugese</li> <li>English</li> <li>Spanish &amp; English</li> <li>Portugese &amp; English</li> </ul>
Acculturation	Generation in U.S.: <ul style="list-style-type: none"> <li>1st</li> <li>2nd</li> <li>3rd</li> </ul>
Country of Origin	<ul style="list-style-type: none"> <li>Mexico</li> <li>Puerto Rico</li> <li>Cuba</li> <li>El Salvador</li> <li>Dominican Republic</li> <li>Spain</li> <li>Colombia</li> <li>Argentina</li> <li>And More</li> </ul>
Online Shopping	<ul style="list-style-type: none"> <li>Fashion &amp; Beauty</li> <li>Groceries</li> <li>Electronics</li> </ul>
Voters	<ul style="list-style-type: none"> <li>Democrats</li> <li>Republicans</li> </ul>
Cell Phones - Network	<ul style="list-style-type: none"> <li>AT&amp;T</li> <li>T-Mobile</li> <li>Sprint</li> <li>Verizon</li> </ul>
Sports	<ul style="list-style-type: none"> <li>Soccer / Futbol / Futebol</li> <li>Football</li> <li>Baseball</li> </ul>

The Lotame Data Exchange (LDX) provides instant access to billions of global users across traditional web and mobile devices. Granular data is captured against these users and packaged into thousands of curated, targetable audience segments, giving every marketer, agency, publisher and platform the ability to harness the power of Lotame’s third-party data.

Interested in Lotame’s U.S. Hispanics segments? Contact us at [90sla@lotame.com](mailto:90sla@lotame.com)