

2018



AUDIENCE LOOKBACK REPORT

Top Selling Segments by Spend

The five segments below make up 61% of the total U.S. spend on Lotame prepackaged data



ADVANCED DEMOGRAPHICS
23%

YOY CHANGE

- +** 89% Pet Owners
- 54% Hispanic or Spanish Speaker
- 15% Level of Education

- -46% Declared Parents
- 40% Parents of Young Children
- 20% Household Income 100K+



B2B
15%

YOY CHANGE

- +** 17% B2B Seniority
- Flat B2B Company Revenue

- -55% B2B Specialty
- 45% B2B Company Size
- 44% B2B Professional Groups



AGE
11%

YOY CHANGE

- +** 32% 25-34
- 29% 35-44
- 25% 65+

- -68% 18-24
- 24% 40-44
- 24% 45-54



HOME & FAMILY
7%

YOY CHANGE

- +** 451% Animal Lovers
- 26% School & Education
- 17% Home Decorating

- -69% Cat Lovers
- 64% Dog Lovers
- 59% Do It Yourself (DIY)



AUTOMOBILE MODELS
5%

YOY CHANGE

- +** 71% Sports Cars
- 68% Automobile Foreign
- 12% Trucks

- -82% Compact-Sized Cars
- 64% Mid-Sized Cars
- 64% Automobile Domestic

Looking to target audiences across any of these categories?

We have pre-packaged audiences for every data need, or can help you create something custom.

These findings are based on prepackaged data audience segments U.S. marketers purchased from January to October 2018 compared to the previous year across the Lotame Data Exchange (LDX). Lotame looked at the top five segments by spend, plus the individual audiences that made the biggest impact on these categories, including those with the largest year-over-year growth or decline.