

# Create your ideal audience using lifestyle triggers



## Challenge

**Finding highly targeted digital audiences**

**Testing target data performance criteria?**

**Finding new prospects that look like your existing customers**

L2D enables you to create your ideal digital audience using the accuracy of over 200 variables and combinations. From simple demographic data to purchase habits and interest areas, L2D allows you the flexibility to create the perfect audience for your target market enabling your marketing activity to be seen by the right audience.

### What can I select by?

**Some examples of the variables you can use:-**

- Income - By Income Band
- Age - By Age band

- Household composition
- Interest categories - Travel, Utilities, Mobile Provider, Beauty, Fashion, Pets
- Car make and model
- Homemovers
- Directors

Test individual groups or combine to create the audience that is right for you.

### Not quite what you're looking for?

Then give our expert team a call and we can build you a bespoke audience using our detailed



- ▶ taxonomy. In addition, DBS Data can build you a free look-a-like profile using your own customer data giving you the best prospect audience for your campaign.

### Audience Platform

L2D is a private taxonomy only available through DBS Data and delivered through Liveramp's Data Store, allowing you to access your bespoke audience through any DSP of your choice.

### Want to know more?

To create your perfect digital audience then call our expert team today.



DBS Data can build you a free look-a-like profile using your own customer data giving you the best prospect audience for your campaign.

Powered by



### About DBS Data

We are passionate about data... and we have been since 1994.

With a combined data expertise of more than 150 years we have a culture that encourages us to think outside the box and deliver creative, compliant marketing data solutions that really make a difference.

Our vision is simple... to be the most trusted source of compliant innovative data solutions.