



ONLINE AUDIENCE TARGETING

V12 Group brings offline data online and reaches millions of individuals in the U.S.

OUR UNIQUE DATA

Our multi-channel consumer file is one of the largest in the direct marketing industry. The database is a hybrid file built from compiled and proprietary data sources including survey, self-reported data, transaction, warranty, to name just a few.

At V12 Group, we also triple verify all users using a combination of postal, email, phone and mobile data, as well as 260+ additional selects to ensure accuracy.

- 208 million individuals and 110 million U.S. households
- Hybrid file built from over 40 unique data sources
- All demographic data is verified through three different sources (triple verified)
- Combines postal, email, phone and mobile data
- 260+ selects to improve targeting
- 135 million emails connected to individuals home addresses
- File updated monthly, NCOA updated bi-monthly, deceased processing, etc.

PRIVACY

V12 Group has a robust privacy platform. Our partners do not store any personally identifiable information from online users within the cookie. All user information is anonymous after the 1:1 matching process is complete. V12 Group and our partners are NAI and DMA privacy compliant.

AUDIENCER.FINDER.COM

V12 Group makes it easy for you to create your target audience with Audience Finder. Choose your specific segments and get an instant user count for your targetable audience. Visit www.v12groupinc.com/audiencefinder for more information.

AUDIENCE SEGMENTS

At V12 Group, we turn offline consumers into targetable audiences. We map offline demographic, lifestyle and purchase data into privacy compliant data segments. With eight distinct audience categories and over 196 segments, V12 Group can help you reach the most relevant audience for any consumer-focused campaign. Our unique blend of the most accurate and up-to-date data, combined with our wide reach has increased ROAS for both brand and direct response campaigns alike.

CATEGORIES



AUTO



FINANCE



BUYERS



LIFESTYLE & PURSUITS



DEMOGRAPHICS



SPORTS & FITNESS



ENTERTAINMENT



TRAVEL

TARGETED AUDIENCE. VAST REACH.SM *Powered by Data*