



Demographic Audiences

Scalable Demographics for Better Segmentation and Targeting

Whether prospecting for new customers, or building relationships with existing buyers, accurate demographic data is a foundational requirement for success

Powered by an extensive identity graph and a meticulous approach to data accuracy, Alliant Demographics deliver precise audience targeting and 1st party data enrichment for the entire U.S.

Acquire. Enrich. Optimize.

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Target Audiences Based On



Age + Gender



Family Composition



Education



Estimated Wealth



Home Ownership and Value



HHI Income

Featured Category

Life Stages



Newly Married



New Homeowner



New Births



Newly Divorced



To view all audiences, visit alliantdata.com/digital-taxonomy

A Commitment to Delivering High Quality Demographic Data

Alliant participates in quarterly Data Quality Truthscore releases with Truthset, a data intelligence company focused on validating the accuracy of consumer data. They compile the likelihood of truth for any individual record that can be used to validate the accuracy of data and power more accurate consumer interactions.

“Brands and agencies that work with companies like Alliant can have peace of mind that they are working with a provider that is constantly building on their strengths in data quality.”

– Scott McKinley, CEO of Truthset



For more information visit truthset.io



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Future-Proofed Delivery

All Alliant Solutions are built at the PII level, on top of an extensive identity graph, guaranteeing flexible connection and distribution options across channels.



Social



Programmatic



Email



Addressable TV



Direct Mail



CDPs & Analytic Platforms