

In-Market Leads



Fast-track your prospecting with high-quality leads

Are your organic marketing and advertising efforts going cold? Need targeted leads for prospecting campaigns that can be easily plugged into your intelligent direct mail campaigns? Now you can, with Lob Audience. Get targeted mailing lists and in-market leads collected from recent online behaviors of actual shoppers across the web.

Using innovative techniques and a broad network of partner sites with known content, Lob Audience is able to translate online user activity into intent to buy, or interest in, specific products and services.

What types of products and services are available?

More than just names and addresses, like consumer or email lists, or in-market leads (see examples on right). Plus, we can create custom categories just for you.

How is the data collected?

Our partners will identify—based on their existing relationship—people browsing on their websites. The content of the web pages determines the user’s product or service intent.

What is your reach for In-Market Leads?

Data is collected from 30 billion monthly U.S. page visits from 1.5 billion devices across 1 million page URLs.

Is the data privacy-compliant?

Yes. We go to great lengths to ensure that all privacy regulations are met. All emails are CAN-SPAM compliant and all data is encrypted to the point where we deliver your leads.

How fresh is the data?

Very. You can pull data based on past week or even past couple of days with an option to receive an ongoing daily feed.

Can you identify anonymous visitors to my site?

Yes! Ask us about our website visitor identification data product, Visitor ID.

For additional information about In-Market Leads & Lists, email sales@lob.com.

Identify new in-market prospects and engage them with fresh, targeted postal and email leads, so you can get a leg up on smart prospecting with Lob’s intelligent mail campaigns.

In-Market Lead Examples	
Category	Product/Services
Automobile	New Car (Brand/Model)
Automobile	Parts & Accessories
Charitable Giving	Political / Religious, etc.
Consumer Electronics	By Retailer or Brand
Consumer Products	Jewelry / Apparel
Financial Services	Home Refi / Mortgages
Financial Services	Annuities / Mutual Funds
Health	Back or Joint Pain
Health	Hearing Aids
Home Products	Furniture / Mattresses
Home Products	Solar Panels / Roofs
Home Services	Home Remodeling
Insurance	Health, Life or P&C
Insurance	Individual Medicare Plans

You can get the name, postal or email addresses. You can also filter based on demographics or speciality lists, or use other advanced targeting options such as purchase propensity, attitudes, and target segments.

Get a demo

Connecting the world,
one mailbox at a time.