MULTICULTURAL DATA

MAKING MULTICULTURAL MARKETING WORK IN THREE EASY STEPS

1

Identify Multicultural consumers

with the most comprehensive and accurate ethnic database, featuring important attributes like:

country of origin

religion

language

assimilation

Further refine your audience profile with over 1,000 demographic attributes like income, age, and location.

2

Leverage Speedeon's predictive analytics team

to determine which individuals will be most likely to:

respond to offers

spend the most

perform just like your current, best customers

3

Reach your target audiences with multichannel campaigns

across all relevant online and offline channels

Display

Mobile

Email

Addressable TV

Social Media

Direct Mail