

NEW BABY DATA

REACH NEW PARENTS

Approximately 3.8 million babies are born in the United States every year. New parents spend on average between \$12,000 and \$14,000 during the first year of their baby's arrival. This is a good time to connect with parents making important buying decisions for their baby and their household.



Win Over New Moms and Dads

When parents welcome a new baby into their home, their needs, buying behaviors, and brand affiliations change dramatically. High-quality new baby data enables marketers to identify new parents, gain valuable insights regarding their identity and behaviors, and ultimately engage these current and prospective customers across channels during this important life event. **New parents will look to buy:**



MUST-HAVES

Diapers, Formula, Toys, and Baby Clothing



FURNITURE

Cribs, changing tables and other accessories for the nursery



EDUCATION

Financial products such as savings accounts and college funds



PLANNING

Upgrades to or a new life insurance policy

It is important to make it easy to find and buy from your brand.
Consider using targeted direct mail and email campaigns.

OUR APPROACH

Speedeon's New Baby information is rigorously tested and multi-sourced from:

- Baby registries
- Online survey and questionnaires
- Hand raisers
- Newspapers and online announcements
- Online transactions

The data undergoes rigorous analysis and third-party verification, and updates weekly.

DID YOU KNOW?

1

SPENDING BIG YEAR 1

New parents can expect to spend an average of \$2,700 on baby gear and basics like diapers and formula in the first year! **Walmart*

2

GEAR ISN'T CHEAP

New parents typically shell out nearly \$6,000 to buy the crib, stroller, car seat, clothes and other accouterments of baby life. **Parenting*

3

TIME TO BUDGET

According to a USDA report, the average middle-income family spends between \$12,000 and \$14,000 on child-related expenses each year. For newborns, the cost is higher, where some studies show numbers ranging from \$20,000 to \$50,000 for the child's first year of life. **New York Life*



Speedeon's New Parent Audience:

Total Yearly Volume	1,984,997
Average Monthly Volume	165,416
Average Weekly Volume	38,173
% with Phone Available	66.30%
% with Email - Acquisition Email Deployment	71.90%
% with Email - Social Media Onboarding	81.30%
% with Email - LiveRamp Onboarding	82.70%

WE CAN DRIVE YOUR BRAND FORWARD

If you need to scale or find unique audiences, you're in the right place. Our team of strategists, data scientists and marketers are ready to go the extra mile to solve your marketing problems. Ready to get started? **Contact us at info@speedeondata.com.**