



NEWLY ENGAGED DATA

REACH COUPLES READY TO WED

Weddings represent a \$72 billion market with the average cost of a wedding totaling \$33,000. As couples bring their lives together, they will seek out new products and services. This is a unique audience to market to acquisition and retention.



Book More Brides & Grooms

Use Speedeon's newly engaged audience data to connect with future newlyweds across direct mail and digital channels. Tailor your creative and copy to paint a picture of the beautiful memory you can help them create on their big day. **Newly engage couples are looking to buy:**



THE BIG DAY

Wedding planning services, venues, bakeries, catering, florists and planners.



TRAVEL

Honeymoons including airfare and accommodations.



REGISTRY

Deciding where to register for gifts.



ATTIRE

Dresses, tuxedos, and gifts for the wedding party.

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 Newly Engaged data is multi-sourced from:

**Online transactions, Wedding registries, and
Engagement announcements from online sources and newspapers**

The data undergoes rigorous analysis and third-party verification, and is updated monthly.

DID YOU KNOW?

1

CELEBRATING IN STYLE

\$72 billion per year is spent on weddings. **Soundvision 2021*

2

PUT A RING ON IT

\$1,016 is the average cost of wedding rings for the bride and groom.

**Soundvision 2021*

3

WHAT WOULD YOU LIKE?

83% of Newly Engaged couples set up a wedding registry. **the knot*

4

HONEYMOON BLISS

The average honeymoon budget is \$3,657. **Soundvision 2021*

5

BEYOND THE BIG DAY

Today's couples are engaged for 15 months and throughout that time have on average four different wedding related events, such as engagement parties (1 in 4), bachelor/ette parties (over 75%) and rehearsal dinners (79%).

**the knot*



Speedeon's Newly Engaged Audience:

Total Yearly Volume	409,129
Average Monthly Volume	34,094
% with Phone Available	48.40%
% with Email - Acquisition Email Deployment	70.50%
% with Email - Social Media Onboarding	74.00%

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.**