



NEWLY MARRIED DATA

REACH COUPLES STARTING LIFE TOGETHER

Over 2 million people get married each year in the United States. Newly married couples' joint income results in increased purchasing power as well as new spending habits. Couples will often make large purchases as they buy homes, start families, and engage in other domestic pursuits during their lives together.



Moving From "I" to "We"

Newlyweds are a unique audience. These couples are ready to build a life together, which also means making couple-centered purchases like homes, cars, and furniture. **Newly Married couples are likely in the market for:**



FINANCES

Financial services including new checking and savings accounts



HOME

Purchasing a new home as well as furnish their home with home décor and appliances



PROTECTION

Life Insurance policies



ADVENTURE

Delayed honeymoon travel or experiences

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 Married data is rigorously tested and multi-sourced from:

- Online surveys and questionnaires
- Self-reported
- Online transactions
- Courthouse public filings

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

DID YOU KNOW?

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PROTECTING LOVED ONES

A newly married consumer is 3-4x more likely to buy life insurance.

**Data Decisions Group*

2

GETTING SETTLED

71% of movers who married in the past year cite their nuptials as a reason they moved. **Zillow*

3

SHARING FINANCES

77% of Bankrate's married survey respondents said they share at least one bank account with their partner—this response comes mostly from Americans with an income of \$75,000 or more. **The Knot*

4

RAPID SPENDING

U.S. newlyweds spend a total of \$70 billion in the first year after marriage for their household, Conde Nast estimates. Most notably, consumers buy more in the first six months of marriage than a settled household does in five years. **WSJ*



Speedeon's Newly Married Audience:

Total Yearly Volume	784,964
Average Monthly Volume	65,414
% with Phone Available	74.10%
% with Email - Acquisition Email Deployment	72.90%
% with Email - Social Media Onboarding	85.10%
% with Email - LiveRamp Onboarding	86.40%

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.**