



# NEWLY SINGLE DATA

## REACH CONSUMERS FLYING SOLO

An estimated 1.2 million divorces occur in the US each year. Newly single individuals make important lifestyle and financial changes. Opportunities for a fresh start may include moving, looking for a new job and opening a new bank account.



## Helping People Move Forward

Going through a divorce can be challenging and emotional. Build natural rapport with this audience through mindful, indirect messaging and softer touches such as email and digital. During this major life event, many of these **individuals will be in need of key products and services like:**



### FINANCES

Open a new checking and savings account



### PLANNING

Get a new retirement or investment plan



### HOUSING

Buy a new home or rent an apartment



### AUTO

Buy or lease a new car

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 Single 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?

1

### GRABBING THE REIGNS ON RETIREMENT

After a divorce, women have the opportunity to take over their own retirement planning, which could be a financial positive in the long run. *\*US News*

2

### INVESTING IN EDUCATION

Divorced fathers with dependent children increased their spending on education by 39 per cent inside the first 4 years of divorce. *\*Financial Mindfulness*

3

### ON THE MOVE

68 percent who separated or divorced within the last year moved. *\*Zillow*



## Speedeon's Newly Single Audience:

Total Yearly Volume	585,179
Average Monthly Volume	48,765
% with Phone Available	76.10%
% with Email - Acquisition Email Deployment	81.00%
% with Email - Social Media Onboarding	85.30%
% with Email - LiveRamp Onboarding	87.00%

## 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](mailto:info@speedeondata.com).