

# PRENATAL DATA

## REACH EXPECTING FAMILIES

Each year in the US, approximately 3 million women become pregnant. Expectant parents immediately start planning purchases for their baby. And since new parents spend nearly \$12,000 during the first year of their child's life, brands have a special opportunity to reach this valuable segment of consumers using the right data.

## Next Stop: Parenthood!

Consumers' needs, buying behaviors, and brand affiliations change when expecting a baby. Speedeon's prenatal audiences can help you reach soon to be parents wherever they may be, from the mailbox to the inbox to social media. Reach them with the relevant products and services **they are actively seeking like:**



### ESSENTIALS

Maternity clothing, pre-natal vitamins and other supplements to help during the pregnancy



### NESTING

Cribs, car seats, strollers, highchairs and other accessories



### PLANNING

Life insurance and other financial products

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 Prenatal data is multi-sourced from:

- Online surveys and questionnaires
- Self-reported hand raisers
- Online transactions
- Baby registries

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

## DID YOU KNOW?

1

### CAPTURE NEW MEMORIES

61% of expecting parents were planning to purchase a tablet, laptop or other home electronics. *\*Business2Community*

2

### PLAN FOR ESSENTIALS

43% planned to purchase furniture for the baby. *\*Business2Community*

3

### TURN A HOUSE INTO A HOME

33% of potential parents were planning a home renovation. *\*Business2Community*

4

### ONLY THE BEST FOR BABY

21% planned to buy high-end, designer diaper bags or shoes for the mom-to-be. *\*Business2Community*



### Speedeon's Prenatal Audience:

Total Yearly Volume	427,210
Average Monthly Volume	35,601
% with Phone Available	65.50%
% with Email - Acquisition Email Deployment	78.40%
% with Email - Social Media Onboarding	82.20%
% with Email - LiveRamp Onboarding	83.70%

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