Speedeon®

Digital Audiences
Available Via

/LiveRamp

DIGITAL AUDIENCES

High-performing audiences. Built for every **touchpoint.**

Let's dive in →

Speedeon®

Why Speedeon?

High Performing Audiences. Built for Every Touchpoint.

With thousands of data sources to choose from, audience buying often feels overwhelming, inconsistent, or stale. Speedeon changes that. Our expert data science team curates the highest-performing, privacy-safe data—ensuring only the most trustworthy, people-based audiences make the cut.

Now, you can seamlessly access to 800+ curated Speedeon segments and predictive models via the **LiveRamp Data Marketplace** to drive results across display, CTV, social, and more.

What Sets Speedeon Apart?

✅ Curated from premium multi-source data

✅ Available for digital and direct mail

✅ Custom audience & predictive model delivery in 1 day

✅ Independently validated by Truthset 🛡️

✅ Fully privacy compliant and people-based

Speedeon®

Digital Audience Categories

Explore 800+ Segments Across Key Targeting Categories.

Whatever your campaign strategy, acquiring new customers, delivering offers matched perfectly to a life event, or scaling your brand reach, our digital audience catalog has you covered.

Demo & Household Attributes
Such as age, income, home ownership

Life Events
Such as marriage, new parents, graduation

Movers
Such as pre-movers, at listing, just arrived

Lifestyle, Spend & Intent
Such as hobbies, spend behaviors & in-market signals

Custom Audiences + Models
Quick-turn segments & predictive models built to support your goals

Speedeon®

Built for Omni-Channel Activation

Bridge Online + Offline with Confidence.

With Speedeon, your digital audiences are more than programmatic plays; they're omni-channel workhorses.

- **Omni-Channel -** Activate the same audience across display, mobile, social, CTV, even RMNs and of course, **direct mail too**

- **Tailored to You -** In addition to our 800+ syndicated segments, our team can configure custom segments or even build high performing **custom models in days**, not weeks

- **Seamless Onboarding -** Our audiences have high match rates, which means your precise targeting also scales

- **Ready for Activation -** When you're a brand or agency partner, simply search "Speedeon" inside the LiveRamp Data Marketplace to explore and activate any of our 800+ segments

"While other providers are pushing stale data from a quarter ago, we're building custom segments in 48 hours based on what someone searched this morning."
Michelle Harness
VP of Digital Strategy @ Speedeon

Digital Audience Categories

🏡 Demographics & Household Attributes

Demographics are the foundation of audience targeting, but too often the data is outdated or modeled beyond usefulness. Speedeon delivers verified, people-based demographic and household attributes—like age, income, homeownership, and family makeup—built from curated, multi-source data and continuously validated for accuracy.

Explore audience segments such as:
- Homeowners vs. Renters
- Single-Family Home Residents
- Age Range
- Household Income
- Children in Household
- Multigenerational Households
- Empty Nesters
- Spanish-Speaking Households
- Education Level

🚚 Life Events & Movers

Major life transitions—like moving, getting married, or having a baby—are among the most powerful predictors of purchase behavior. Speedeon specializes in life event audiences with unique access to pre-mover, new mover, and lifecycle change signals that trigger before, during, and after these critical moments. Our proprietary sourcing and recency controls ensure you're not just reaching the right households—you're reaching them at the right time.

Explore audience segments such as:
- Pre-Movers (Home Listed for Sale)
- New Movers (Within 30/60/90 Days)
- First-Time Homebuyers
- Newly Engaged
- Recently Married
- Expecting Parents
- New Parents (0–6 Months)
- Retirement-Eligible Households
- Bereaved Households

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Digital Audience Categories

🎯 Lifestyles & Interests

Knowing how people live, what they value, and how they spend their time unlocks more meaningful engagement. Speedeon curates lifestyle and interest audiences using actual behavior, spend indicators, and cause-based affinities—so you're not relying on vague models or social assumptions. From pet owners to streaming fans to sustainability-minded shoppers, these segments go beyond demographics to tell a more human story.

Explore audience segments such as:
- Pet Owners (Dog, Cat)
- Fitness Enthusiasts
- Gamers
- Arts & Culture Supporters
- Green Living / Eco-Conscious
- Foodies & Cooking Aficionados
- Frequent Shoppers
- Streaming & OTT Viewers
- Social Activists / Cause Supporters

🛒 Purchase Propensity

Reaching consumers who are likely to buy is every marketer's goal—but not all intent is created equal. Speedeon's purchase propensity audiences are backed by transactional signals and cross-validated indicators, making them ideal for high-stakes categories like insurance, retail, travel, and auto. Our data science team curates only top-performing segments with proven lift, so you're not wasting impressions on maybes.

Explore audience segments such as:
- Apparel Shoppers
- Electronics & Gadget Buyers
- Health & Beauty Product Buyers
- Auto Purchase Intenders
- Insurance Shoppers (Home, Auto, Life)
- Home Improvement & DIY Buyers
- Travel Bookers
- High-End Retail & Luxury Shoppers
- Subscription Box Enthusiasts

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Digital Audience Categories

🔥 Intent Signals

Digital behavior tells us what people are thinking about in the moment—but most intent data is either noisy, stale, or overly broad. Speedeon's intent signals are updated weekly and built from high-frequency online behaviors tied to specific journeys, such as financial product research or online education exploration. These audiences capture real-time curiosity and convert it into marketing momentum, giving you first-mover advantage.

Explore audience segments such as:
- Exploring Online Degrees
- Searching for Online Certifications
- Investigating Financial Tools
- Comparing Banking Products
- Career Switch Education Interest
- Multi-Product Financial Research (loans, credit, savings)
- Early-Stage Financial Exploration

🧠 Custom Audiences + Predictive Models

Every campaign has nuances, and off-the-shelf segments don't always cut it. Speedeon turns your brief into a precision audience—fast. Whether it's a lookalike model based on your CRM, a high-LTV predictor, or a multi-channel suppression file, our platform and team can deliver custom logic or predictive models in a single business day. That's not just fast—it's frictionless scale, powered by serious data science.

Explore audience segments such as:
- Specially Configured Segments
- Best Customer Lookalikes
- Lapsed Customer Re-engagement Models
- High Lifetime Value Predictors
- Intent-to-Donate Propensity
- Channel Response Predictors
- Audience Suppression Segments
- Multi-Channel Targeting Overlays

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Audience Categories Overview

Consumer Categories

- Auto
- Brand Propensity
- Demographic
- Dining Behavior
- Donors
- Education
- Entertainment
- Finance
- Health & Fitness
- Health & Outdoor
- Home
- Insurance

- Lifestage
- Lifestyle and Interest
- Media Types
- Media & Electronics
- Movers & Homeowners
- Occupation
- Pets
- Politics
- Purchase Behavior
- Social Propensity
- Sports Interest
- Travel

Intent Categories

- Auto Insurance
- Education
- Financial Services
- Health Insurance
- HELOC
- Home Insurance
- Home Services
- Home Buyers
- Insurance
- Jobs
- Medicare
- Mortgage

Life Event Categories

- Brides & Weddings
- New Baby

- Couples
- Newly Single

Mover Categories

- Premovers
- New movers

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Speedeon®

Ready to get started with audience that **perform?** —

Find us in the LiveRamp Data Marketplace.

If you already know what you need, you can activate any of our 600+ pre-built segments directly in LiveRamp—ready to deploy across your digital campaigns.

✅ Fast, turnkey access
✅ Search "Speedeon" in the Marketplace
✅ Ideal for programmatic, social, and CTV activation

Connect with our Audience Desk.

Not sure where to start? Want something more tailored? Our Audience Desk is here to help. From custom segment creation to predictive model builds, we'll guide you through the best approach—using your goals and our expertise.

✅ 1-on-1 support from data strategists
✅ Combine segments, refine filters, or build something new
✅ Predictive models delivered in days

Contact **audiencedesk@speedeondata.com** to get started.

Speedeon®

Smarter targeting starts with better data.
Activate premium, privacy-safe audiences built to perform
online, offline and everywhere in between.