

Marketers Have Mixed Confidence In Demographic Data

Successful ad targeting requires a fine-tuned approach

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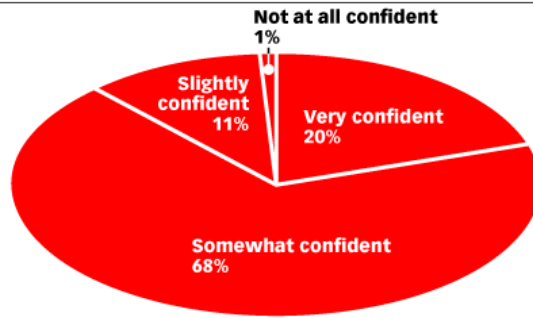
A ccording to some data brokers, I'm a married woman in her mid-50s with a master's degree earning enough money to make a solid down payment on a nice townhouse in New York City. Ad buyers who purchase data blindly will be sad to find out that I'm not a fancy lady; I'm just a millennial dude who relies on ad tech swag for a third of my wardrobe.

Data aggregators collect so much information on so many people that their predictions are bound to misfire periodically. But according to a May 2018 survey conducted by [Lotame](#), most US marketers have confidence in the third-party data they purchase.

About two-thirds of respondents were somewhat confident in the demographic data they buy. However, just one-fifth were very confident in this data.

Confidence in the Accuracy of Purchased Demographic Data According to US Marketers, May 2018

% of respondents



Source: Lotame, "The New State of Audience Data: Accuracy Matters," July 18, 2018

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The confidence marketers have in demographic data indicates that they believe it has value, but they realize it is far from foolproof. The same survey found that 25% of marketers would pay 10% or more for their data if it was higher quality. The most common demographic data that marketers purchase is information about consumers' ages. Three-fourths of the surveyed marketers said they use that data in their ad campaigns.