

When It Comes to Data Quality, The Secret is All in the Ingredients

Media Source Solutions awarded for our demographic & multicultural data

Data that's recent, relevant and accurate can make the difference between mediocre results and a stellar campaign. Luckily you'll no longer have to worry about your marketing campaign falling flat. According to independent data validator, Truthset, **our consumer data is amongst the best in the business**, particularly for multicultural data, age & gender data, income data, pet data and location data.

Plus we've been recognized by the ANA's AIMM and have been awarded a badge for transparency in multicultural marketing, thanks to our quality ethnicity data.

Why choose Media Source Solutions' data?



Multicultural Data

We excel in determining Hispanic, African-American, and Asian consumers.



Age & Gender Data

Our age & gender data out-performs that of leading data providers. In Q2 2022 we came out on top for females aged 18-24 and males aged 18-24.



Household Income Data

We have high-quality data for marketers who want to target by income. We performed especially well in identifying wealthy households with an income over \$100K.



Location Data

We can pinpoint a consumer's state, region, and division in the US with precision.



Pet Data

We are top in identifying cat owners and dog owners.

How we ensure data quality

- All sources are audited for compliance
- All data is cross-verified against multiple sources
- All data is matched on name and postal address
- All data is validated with 5+ declared touch points
- All data is cleansed for hygiene

Improve your marketing campaign performance - discover quality data for yourself today!