HEM TO IP LINKAGE

What is Lighthouse List's US volume of hashed emails to IP linkages?

How many total HEM-IP links does Lighthouse List observe?	30 days: 5,581,997,957 6 months: 26,659,305,995
How many unique links does Lighthouse List observe?	30 days: 72,807,782 6 months: 220,467,923

On average we have 76 events over a 30-day period tied to HEM-IP pairings

How many unique people does Lighthouse List's data resolve to?	60.914,147
How does Lighthouse List define a "person"?	A unique plain text email matched to an online active HEM of that email, also matched to a verified unique name and address pair.
How many households does Lighthouse List's data resolve to?	32,893,639

ABOUT LIGHTHOUSE LIST'S DATA

Lighthouse List offers gold medal accuracy, consistently ranking above industry average for many audiences in quarterly data validation studies carried out by independent data validator, Truthset.

"Exceptional! Most accurate graph data linkage from hems and online signals to postal addresses." Truthset Q4 2023

Top categories include Pop Culture, Food & Drink, Video Gaming, Movies, News & Politics, American Football.

For recommendations or custom queries, contact:
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