



ORACLE DATA CLOUD SEGMENT SUMMARY

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Oracle Advertising Segment Summary

Oracle Advertising helps advertisers connect to consumers online who may be interested in their products or services. We take pride in our commitment to providing transparent and accessible ways for consumers to access this information.

This PDF provides you with the type of third-party interest segments that are available to Oracle Advertising customers and partners. Please note that the interest segments you see within this PDF are associated with the specific browser, computer, or device that you are using to download this PDF at any given time. You may see different segments when downloading the PDF from a different browser, computer, or device.

Oracle Advertising creates third-party interest segments to help enable Oracle Advertising customers and partners to market products and services to you based on your interests; to analyze and optimize the use, function and performance of Oracle products and services; to manage the security of our sites, networks and systems; and to comply with applicable laws and regulations and to operate our business. Oracle obtains data from partners who provide online data (such as cookie ID, IP address) and offline data (direct identifier such as name, email, and address) to Oracle.

For more information regarding Oracle Advertising's collection and use of your personal information, including information about the categories of sources, the categories of third parties with whom Oracle Advertising shares information, and the purposes for which the personal information will be used is available in the:

Oracle Advertising Privacy Policy.

Oracle and Partner Segments

This document provides the interest segment paths Oracle Advertising and our partners have associated with your cookie, device or browser. Inclusion into a segment can occur through a variety of reasons. For example, visiting an online car dealership site may indicate you are in-market for a new car, or purchasing a pair of high heels from one of our partners may indicate you are a women's clothing shopper. Furthermore, your online browsing or offline behavior may show similar patterns to those in-market for a new car or a household shopping for apparel, placing you in a similar profile.

The detailed segment path names displayed in this document help marketers manage their campaigns through differentiated names. To help you read this PDF, the below example shows that this is an Oracle-created segment. The general category is "shopping", meaning that the user is interested in or likely interested in shopping, and the specific information for this segment shows that the user is interested in fresh & healthy shopping and cuisine. This information and the interest segment names are displayed in a manner to help advertisers better identify broad audiences that may be interested in their products or services.

Example of an interest segment created by Oracle:

Audiences by Oracle > Shopping > Shopping & Cuisine Style: Fresh & Healthy

Similar to the Oracle-created interest segment, inclusion in partner-provided interest segments is based on your online, and in the US only, offline behavior. The interest segment names are displayed in a manner to help advertisers manage their advertising campaigns.

Oracle obtains data from third party data providers. Our online Oracle Marketing & Data Cloud branded data partners are listed here in our catalog:

<https://www.oracle.com/applications/customer-experience/data-cloud/solutions/data-as-a-service/data-providers.html>

Which includes a comprehensive list of our current EU/EEA data suppliers. Please note that some of these partners only provide information about individuals in specific regions.



Segment Detail View

A/B Test Groups > Group 10

Audiences by Oracle

Audiences by Oracle > Business (B2B)

Audiences by Oracle > Business (B2B) > Firmographics (Company Attributes) > Company Industry > Education

Audiences by Oracle > Business (B2B) > Firmographics (Company Attributes) > Company Industry > Education > Colleges and Universities

Audiences by Oracle > Business (B2B) > Firmographics (Company Attributes) > Company Past Purchases > Technology, Hardware and Software

Audiences by Oracle > Business (B2B) > Firmographics (Company Attributes) > Company Past Purchases > Technology, Hardware and Software > Construction

Audiences by Oracle > Business (B2B) > Firmographics (Company Attributes) > Company Past Purchases > Technology, Hardware and Software > IT Governance

Audiences by Oracle > Business (B2B) > Firmographics (Company Attributes) > Company Past Purchases > Technology, Hardware and Software > System Security Services

Audiences by Oracle > Business (B2B) > Firmographics (Company Attributes) > Company Past Purchases > Technology, Hardware and Software > Virtualization Technology

Audiences by Oracle > Business (B2B) > Firmographics (Company Attributes) > Company Sales Volume (Annual Revenue) > \$500,000,000+

Audiences by Oracle > Business (B2B) > Firmographics (Company Attributes) > Company Size > 5,000+ Employees

Audiences by Oracle > Hobbies and Interests (Affinity)

Audiences by Oracle > Hobbies and Interests (Affinity) > Beauty and Style

Audiences by Oracle > Hobbies and Interests (Affinity) > Health and Fitness

Audiences by Oracle > Hobbies and Interests (Affinity) > Health and Fitness > Exercise

Audiences by Oracle > Hobbies and Interests (Affinity) > Hobbies

Audiences by Oracle > Hobbies and Interests (Affinity) > Hobbies > Games

Audiences by Oracle > Hobbies and Interests (Affinity) > Public Interest

Audiences by Oracle > Hobbies and Interests (Affinity) > Science and Humanities

Audiences by Oracle > Hobbies and Interests (Affinity) > Shopping

Audiences by Oracle > Hobbies and Interests (Affinity) > Shopping > Children's Product Shoppers

Audiences by Oracle > Life Stages and Events

Audiences by Oracle > Life Stages and Events > Education and Career > Beginning Career

Audiences by Oracle > Life Stages and Events > Education and Career > Job Seekers

Audiences by Oracle > Media and Entertainment

Audiences by Oracle > Media and Entertainment > Connected TV and Over-the-Top (CTV and OTT)

Audiences by Oracle > Media and Entertainment > Connected TV and Over-the-Top (CTV and OTT) > Streaming Audio and Video Enthusiasts

Audiences by Oracle > Media and Entertainment > Connected TV and Over-the-Top (CTV and OTT) > Streaming Audio and Video Enthusiasts > Streaming Video

Audiences by Oracle > Media and Entertainment > Connected TV and Over-the-Top (CTV and OTT) > Streaming Audio and Video Enthusiasts > Streaming Video > Interest (Affinity)

Audiences by Oracle > Media and Entertainment > Connected TV and Over-the-Top (CTV and OTT) > Streaming Audio and Video Enthusiasts > Streaming Video > Interest (Affinity) > Streaming Services

Audiences by Oracle > Media and Entertainment > Connected TV and Over-the-Top (CTV and OTT) > Streaming Audio and Video Enthusiasts > Streaming Video > Interest (Affinity) > Streaming Services > Streaming Services

Audiences by Oracle > Media and Entertainment > Consumer Entertainment Technology



Segment Detail View

Audiences by Oracle > Media and Entertainment > Consumer Entertainment Technology > In-Market

Audiences by Oracle > Media and Entertainment > Consumer Entertainment Technology > In-Market > Drones

Audiences by Oracle > Media and Entertainment > Consumer Entertainment Technology > In-Market > Televisions (HDTVs)

Audiences by Oracle > Media and Entertainment > Consumer Entertainment Technology > Interest

Audiences by Oracle > Media and Entertainment > Consumer Entertainment Technology > Interest > Cameras

Audiences by Oracle > Media and Entertainment > Gaming

Audiences by Oracle > Media and Entertainment > Gaming > In-Market

Audiences by Oracle > Media and Entertainment > Gaming > In-Market > Platforms and Consoles

Audiences by Oracle > Media and Entertainment > Gaming > In-Market > Platforms and Consoles > Gaming Desktop or Laptop Computer (PC)

Audiences by Oracle > Media and Entertainment > Gaming > Interest (Affinity)

Audiences by Oracle > Media and Entertainment > Gaming > Interest (Affinity) > Platforms and Consoles

Audiences by Oracle > Media and Entertainment > Gaming > Interest (Affinity) > Platforms and Consoles > Gaming Desktop and Laptop Computers (PC)

Audiences by Oracle > Media and Entertainment > Gaming > Interest (Affinity) > Video Games

Audiences by Oracle > Media and Entertainment > News and Current Events

Audiences by Oracle > Media and Entertainment > News and Current Events > Online News Websites

Audiences by Oracle > Retail

Audiences by Oracle > Retail > In-Market

Audiences by Oracle > Retail > In-Market > Childrens (Kids) Products

Audiences by Oracle > Retail > In-Market > Childrens (Kids) Products > Toys

Audiences by Oracle > Retail > In-Market > Health and Fitness

Audiences by Oracle > Retail > In-Market > Health and Fitness > Fitness

Audiences by Oracle > Retail > In-Market > Health and Fitness > Fitness > Exercise Equipment

Audiences by Oracle > Technology and Computing

Audiences by Oracle > Technology and Computing > In-Market

Audiences by Oracle > Technology and Computing > In-Market > Computers, Software and Printers

Audiences by Oracle > Technology and Computing > Interest (Affinity)

Audiences by Oracle > Technology and Computing > Interest (Affinity) > Brand Affinity

Audiences by Oracle > Technology and Computing > Interest (Affinity) > Brand Affinity > Microsoft

Audiences by Oracle > Technology and Computing > Interest (Affinity) > Brand Affinity > Sony

Audiences by Oracle > Technology and Computing > Interest (Affinity) > Computers

Audiences by Oracle > Telecommunications and Mobile Tech

Audiences by Oracle > Telecommunications and Mobile Tech > Mobile Devices and Connected Technology

Audiences by Oracle > Telecommunications and Mobile Tech > Mobile Devices and Connected Technology > Interest



Segment Detail View

Audiences by Oracle > Telecommunications and Mobile Tech > Mobile Devices and Connected Technology > Interest > Smart Home

BlueKai Internal - Private > Data Center

BlueKai Internal - Private > Data Center > Phoenix

BlueKai Internal - Private > Overlap > Pool: 17724 (Centro DSP P2076)

BlueKai Internal - Private > Overlap > Pool: 19505 (Oath - Yahoo/Brightroll syndicated P598)

BlueKai Internal - Private > Overlap > Pool: 2768 (Datalogix P1)

BlueKai Internal - Private > Overlap > Pool: 2964 (DataXu P173)

BlueKai Internal - Private > Overlap > Pool: 2981 (Google P623) - All

BlueKai Internal - Private > Overlap > Pool: 2981 (Google P623) - All > Pool: 2981 (Google P623) - Add

BlueKai Internal - Private > Overlap > Pool: 3085 (AppNexus P608)

BlueKai Internal - Private > Overlap > Pool: 35244(Beeswax P3931)

BlueKai Internal - Private > Overlap > Pool: 4413 (TubeMogul P920)

BlueKai Internal - Private > Overlap > Pool: 4448 (MediaMath P922)

BlueKai Internal - Private > Overlap > Pool: 4499 (ATT - Turn P932)

BlueKai Internal - Private > Overlap > Pool: 4722 (RocketFuel P894)

BlueKai Internal - Private > Overlap > Pool: 5386 (The Trade Desk P1090)

BlueKai Internal - Private > User Type > Desktop Cookie

Branded Data

Branded Data > AcquireWeb - Claritas

Branded Data > AcquireWeb - Claritas > Auto

Branded Data > AcquireWeb - Claritas > Auto > Auto In The Market

Branded Data > AcquireWeb - Claritas > Auto > Auto In The Market > Used Car

Branded Data > AcquireWeb - Claritas > Auto > Car Attitude

Branded Data > AcquireWeb - Claritas > Auto > Car Attitude > Green - Committed to Environment

Branded Data > AcquireWeb - Claritas > Auto Ownership

Branded Data > AcquireWeb - Claritas > Auto Ownership > Fuel Type

Branded Data > AcquireWeb - Claritas > Auto Ownership > Fuel Type > Gas

Branded Data > AcquireWeb - Claritas > Auto Ownership > Vehicle Make

Branded Data > AcquireWeb - Claritas > Auto Ownership > Vehicle Make > Ford

Branded Data > AcquireWeb - Claritas > Auto Ownership > Vehicle Make > Volkswagen

Branded Data > AcquireWeb - Claritas > Auto Ownership > Vehicle Style

Branded Data > AcquireWeb - Claritas > Auto Ownership > Vehicle Style > 2 Door Sedan

Branded Data > AcquireWeb - Claritas > Auto Ownership > Vehicle Style > Utility Vehicle



Segment Detail View

Branded Data > AcquireWeb - Claritas > Auto Service and Repair

Branded Data > AcquireWeb - Claritas > Auto Service and Repair > Audi Dealership Auto Service Loyalists (IMR)

Branded Data > AcquireWeb - Claritas > Auto Service and Repair > Changes Own Electrical DIY (IMR)

Branded Data > AcquireWeb - Claritas > Auto Service and Repair > Changes Own Fuel Caps DIY (IMR)

Branded Data > AcquireWeb - Claritas > Auto Service and Repair > Changes Own Fuses DIY (IMR)

Branded Data > AcquireWeb - Claritas > Auto Service and Repair > Changes Own Gas Treatment DIY (IMR)

Branded Data > AcquireWeb - Claritas > Auto Service and Repair > Changes Own Sensors DIY (IMR)

Branded Data > AcquireWeb - Claritas > Auto Service and Repair > Chrysler Dealership Auto Service Loyalists (IMR)

Branded Data > AcquireWeb - Claritas > Auto Service and Repair > Ford Dealership Auto Service Defectors (IMR)

Branded Data > AcquireWeb - Claritas > Auto Service and Repair > Ford Dealership Auto Service Loyalists (IMR)

Branded Data > AcquireWeb - Claritas > Auto Service and Repair > Honda Dealership Auto Service Loyalists (IMR)

Branded Data > AcquireWeb - Claritas > Auto Service and Repair > Hyundai Dealership Auto Service Defectors (IMR)

Branded Data > AcquireWeb - Claritas > Auto Service and Repair > Kia Dealership Auto Service Loyalists (IMR)

Branded Data > AcquireWeb - Claritas > Auto Service and Repair > Nissan Dealership Auto Service Loyalists (IMR)

Branded Data > AcquireWeb - Claritas > Auto Service and Repair > Pays for AC Recharge Service DIFM (IMR)

Branded Data > AcquireWeb - Claritas > Auto Service and Repair > Pays for Alternator Service DIFM (IMR)

Branded Data > AcquireWeb - Claritas > Auto Service and Repair > Pays for Belts and Tensioners Service DIFM (IMR)

Branded Data > AcquireWeb - Claritas > Auto Service and Repair > Pays for Brake Fluid Flush Service DIFM (IMR)

Branded Data > AcquireWeb - Claritas > Auto Service and Repair > Pays for Brake Fluid Refill Service DIFM (IMR)

Branded Data > AcquireWeb - Claritas > Auto Service and Repair > Pays for Engine Tune Up Service DIFM (IMR)

Branded Data > AcquireWeb - Claritas > Auto Service and Repair > Pays for Fuel Caps Service DIFM (IMR)

Branded Data > AcquireWeb - Claritas > Auto Service and Repair > Pays for Fuel Filter Repair Service DIFM (IMR)

Branded Data > AcquireWeb - Claritas > Auto Service and Repair > Pays for Fuse Repair Service DIFM (IMR)

Branded Data > AcquireWeb - Claritas > Auto Service and Repair > Pays for Gas Treatment Service DIFM (IMR)

Branded Data > AcquireWeb - Claritas > Auto Service and Repair > Pays for Muffler Repair DIFM (IMR)

Branded Data > AcquireWeb - Claritas > Auto Service and Repair > Pays for Oil Treatment DIFM (IMR)

Branded Data > AcquireWeb - Claritas > Auto Service and Repair > Pays for Other AC Parts Repair DIFM (IMR)

Branded Data > AcquireWeb - Claritas > Auto Service and Repair > Pays for Other Exhaust System Part Repair DIFM (IMR)

Branded Data > AcquireWeb - Claritas > Auto Service and Repair > Pays for Other Fuel Additives DIFM (IMR)

Branded Data > AcquireWeb - Claritas > Auto Service and Repair > Pays for Other Radiator Parts Repair DIFM (IMR)

Branded Data > AcquireWeb - Claritas > Auto Service and Repair > Pays for Paint Repair DIFM (IMR)

Branded Data > AcquireWeb - Claritas > Auto Service and Repair > Pays for Rotating Electrical DIFM (IMR)

Branded Data > AcquireWeb - Claritas > Auto Service and Repair > Pays for Steering Part Repair DIFM (IMR)



Segment Detail View

Branded Data > AcquireWeb - Claritas > Auto Service and Repair > Pays for Suspension Part Repair DIFM (IMR)
Branded Data > AcquireWeb - Claritas > Auto Service and Repair > Pays for Thermostat Repair DIFM (IMR)
Branded Data > AcquireWeb - Claritas > Auto Service and Repair > Pays for Transmission Fluid Change DIFM (IMR)
Branded Data > AcquireWeb - Claritas > Auto Service and Repair > Prospective Auto Glass Customer (IMR)
Branded Data > AcquireWeb - Claritas > Auto Service and Repair > Prospective Brake Alignment Specialist Customer (IMR)
Branded Data > AcquireWeb - Claritas > Auto Service and Repair > Prospective Carx Customer (IMR)
Branded Data > AcquireWeb - Claritas > Auto Service and Repair > Prospective Discount Department Store Customer for Auto Parts or Service (IMR)
Branded Data > AcquireWeb - Claritas > Auto Service and Repair > Prospective Jiffy Lube Customer (IMR)
Branded Data > AcquireWeb - Claritas > Auto Service and Repair > Prospective Just Brakes Customer (IMR)
Branded Data > AcquireWeb - Claritas > Auto Service and Repair > Prospective Les Schwab Customer (IMR)
Branded Data > AcquireWeb - Claritas > Auto Service and Repair > Prospective Meineke Customer (IMR)
Branded Data > AcquireWeb - Claritas > Auto Service and Repair > Prospective Midas Customer (IMR)
Branded Data > AcquireWeb - Claritas > Auto Service and Repair > Prospective Napa Customer (IMR)
Branded Data > AcquireWeb - Claritas > Auto Service and Repair > Prospective Salvage Yard Customer (IMR)
Branded Data > AcquireWeb - Claritas > Auto Service and Repair > Prospective Texaco Express Customer (IMR)
Branded Data > AcquireWeb - Claritas > Auto Service and Repair > Prospective Tires Plus Customer (IMR)
Branded Data > AcquireWeb - Claritas > Auto Service and Repair > Prospective Tune-Up Specialist Customer (IMR)
Branded Data > AcquireWeb - Claritas > Auto Service and Repair > Repairs Own Mufflers and Pipes DIY (IMR)
Branded Data > AcquireWeb - Claritas > Auto Service and Repair > Repairs Own Radiator Parts DIY (IMR)
Branded Data > AcquireWeb - Claritas > Auto Service and Repair > Repairs Own Spark Plugs DIY (IMR)
Branded Data > AcquireWeb - Claritas > Auto Service and Repair > Replace Own Engine Tune Up DIY (IMR)
Branded Data > AcquireWeb - Claritas > Auto Service and Repair > Shops at Discount Store -Mass Merchandisers for Auto Parts and Service (IMR)
Branded Data > AcquireWeb - Claritas > Auto Service and Repair > Uses Firestone Tires (IMR)
Branded Data > AcquireWeb - Claritas > Auto Service and Repair > Uses Valvoline Oil (IMR)
Branded Data > AcquireWeb - Claritas > Behavior Model
Branded Data > AcquireWeb - Claritas > Behavior Model > Active/Interest In
Branded Data > AcquireWeb - Claritas > Behavior Model > Active/Interest In > Arts and Crafts
Branded Data > AcquireWeb - Claritas > Behavior Model > Active/Interest In > Books
Branded Data > AcquireWeb - Claritas > Behavior Model > Active/Interest In > Books > Audio Book Listener
Branded Data > AcquireWeb - Claritas > Behavior Model > Active/Interest In > Books > Book Reader
Branded Data > AcquireWeb - Claritas > Behavior Model > Active/Interest In > Education Programs
Branded Data > AcquireWeb - Claritas > Behavior Model > Active/Interest In > Fitness
Branded Data > AcquireWeb - Claritas > Behavior Model > Active/Interest In > Fitness > Fitness Enthusiast



Segment Detail View

Branded Data > AcquireWeb - Claritas > Behavior Model > Active/Interest In > Food & Drink
Branded Data > AcquireWeb - Claritas > Behavior Model > Active/Interest In > Food & Drink > Coffee Connoisseurs
Branded Data > AcquireWeb - Claritas > Behavior Model > Active/Interest In > Food & Drink > Gourmet Cooking
Branded Data > AcquireWeb - Claritas > Behavior Model > Active/Interest In > Gardening
Branded Data > AcquireWeb - Claritas > Behavior Model > Active/Interest In > Health
Branded Data > AcquireWeb - Claritas > Behavior Model > Active/Interest In > Health > Healthy Living
Branded Data > AcquireWeb - Claritas > Behavior Model > Active/Interest In > Health > On a Diet
Branded Data > AcquireWeb - Claritas > Behavior Model > Active/Interest In > Health > Weight Conscious
Branded Data > AcquireWeb - Claritas > Behavior Model > Active/Interest In > Home Improvement
Branded Data > AcquireWeb - Claritas > Behavior Model > Active/Interest In > Music
Branded Data > AcquireWeb - Claritas > Behavior Model > Active/Interest In > Music > Listens to Music
Branded Data > AcquireWeb - Claritas > Behavior Model > Active/Interest In > Music > Listens to Pop Music
Branded Data > AcquireWeb - Claritas > Behavior Model > Active/Interest In > Music > Listens to Rock Music
Branded Data > AcquireWeb - Claritas > Behavior Model > Active/Interest In > Music > Music Download
Branded Data > AcquireWeb - Claritas > Behavior Model > Active/Interest In > Music > Music Streaming
Branded Data > AcquireWeb - Claritas > Behavior Model > Active/Interest In > Restaurant
Branded Data > AcquireWeb - Claritas > Behavior Model > Active/Interest In > Restaurant > Eats Fast Food Style
Branded Data > AcquireWeb - Claritas > Behavior Model > Active/Interest In > Sports
Branded Data > AcquireWeb - Claritas > Behavior Model > Active/Interest In > Sports > NBA Enthusiast
Branded Data > AcquireWeb - Claritas > Behavior Model > Active/Interest In > Sports > NHL Enthusiast
Branded Data > AcquireWeb - Claritas > Behavior Model > Active/Interest In > Sports > Sports Enthusiast
Branded Data > AcquireWeb - Claritas > Behavior Model > Active/Interest In > Video Gamer
Branded Data > AcquireWeb - Claritas > Behavior Model > Buyer / Owner
Branded Data > AcquireWeb - Claritas > Behavior Model > Buyer / Owner > Luxury Store Shoppers
Branded Data > AcquireWeb - Claritas > Behavior Model > Buyer / Owner > Non-Prestige Makeup
Branded Data > AcquireWeb - Claritas > Behavior Model > Donor
Branded Data > AcquireWeb - Claritas > Behavior Model > Donor > Contributes Charities
Branded Data > AcquireWeb - Claritas > Behavior Model > Donor > Volunteering
Branded Data > AcquireWeb - Claritas > Behavior Model > Investor
Branded Data > AcquireWeb - Claritas > Behavior Model > Investor > Online Trading
Branded Data > AcquireWeb - Claritas > Behavior Model > Travel
Branded Data > AcquireWeb - Claritas > Behavior Model > Travel > Frequent Domestic Vacation
Branded Data > AcquireWeb - Claritas > Behavior Model > Travel > Frequent Foreign Vacation



Segment Detail View

Branded Data > AcquireWeb - Claritas > Connexions
Branded Data > AcquireWeb - Claritas > Connexions > 44 Leisurely Adopters
Branded Data > AcquireWeb - Claritas > Demographics
Branded Data > AcquireWeb - Claritas > Demographics > Age
Branded Data > AcquireWeb - Claritas > Demographics > Age > 35-44
Branded Data > AcquireWeb - Claritas > Demographics > Age of Children in Household
Branded Data > AcquireWeb - Claritas > Demographics > Age of Children in Household > 0-3
Branded Data > AcquireWeb - Claritas > Demographics > Age of Children in Household > 10-12
Branded Data > AcquireWeb - Claritas > Demographics > Age of Children in Household > 13-15
Branded Data > AcquireWeb - Claritas > Demographics > Age of Children in Household > 4-6
Branded Data > AcquireWeb - Claritas > Demographics > Age of Children in Household > 7-9
Branded Data > AcquireWeb - Claritas > Demographics > Dwelling Type
Branded Data > AcquireWeb - Claritas > Demographics > Dwelling Type > Multi-Family & Condominium
Branded Data > AcquireWeb - Claritas > Demographics > Education
Branded Data > AcquireWeb - Claritas > Demographics > Education > High School Diploma
Branded Data > AcquireWeb - Claritas > Demographics > First Time Homebuyer
Branded Data > AcquireWeb - Claritas > Demographics > First Time Homebuyer > No
Branded Data > AcquireWeb - Claritas > Demographics > Home Ownership
Branded Data > AcquireWeb - Claritas > Demographics > Home Ownership > Renters
Branded Data > AcquireWeb - Claritas > Demographics > Household Income
Branded Data > AcquireWeb - Claritas > Demographics > Household Income > \$25,000 - \$34,999
Branded Data > AcquireWeb - Claritas > Demographics > Length of Residence
Branded Data > AcquireWeb - Claritas > Demographics > Length of Residence > 10+ Years
Branded Data > AcquireWeb - Claritas > Demographics > Marital Status
Branded Data > AcquireWeb - Claritas > Demographics > Marital Status > Married
Branded Data > AcquireWeb - Claritas > Demographics > Number of Adults
Branded Data > AcquireWeb - Claritas > Demographics > Number of Adults > 2
Branded Data > AcquireWeb - Claritas > Demographics > Number of Children in Household
Branded Data > AcquireWeb - Claritas > Demographics > Number of Children in Household > 3
Branded Data > AcquireWeb - Claritas > Education
Branded Data > AcquireWeb - Claritas > Education > Children Attending College
Branded Data > AcquireWeb - Claritas > Employment
Branded Data > AcquireWeb - Claritas > Employment > Job Change



Segment Detail View

Branded Data > AcquireWeb - Claritas > Employment > Plan To Retire
Branded Data > AcquireWeb - Claritas > Entertainment
Branded Data > AcquireWeb - Claritas > Entertainment > Books/Music
Branded Data > AcquireWeb - Claritas > Entertainment > Books/Music > Spanish/Latin Listener
Branded Data > AcquireWeb - Claritas > Entertainment > Sports Fan
Branded Data > AcquireWeb - Claritas > Entertainment > Sports Fan > Basketball
Branded Data > AcquireWeb - Claritas > Entertainment > Sports Fan > Basketball > NBA Super Fan
Branded Data > AcquireWeb - Claritas > Entertainment > Sports Fan > Football
Branded Data > AcquireWeb - Claritas > Entertainment > Sports Fan > Football > College Football Fan
Branded Data > AcquireWeb - Claritas > Entertainment > Sports Fan > Football > NFL Fan
Branded Data > AcquireWeb - Claritas > Entertainment > Sports Fan > Soccer Super Fan
Branded Data > AcquireWeb - Claritas > Financial
Branded Data > AcquireWeb - Claritas > Financial > No Charitable Contributions (Scarborough)
Branded Data > AcquireWeb - Claritas > Financial > No Household Bank (Scarborough)
Branded Data > AcquireWeb - Claritas > Financial > Prospective Progressive Auto Insurance Buyer (Scarborough)
Branded Data > AcquireWeb - Claritas > Financial > Prospective Safe Auto Insurance Buyer (Scarborough)
Branded Data > AcquireWeb - Claritas > Financial > Uses Prepaid Debit Card
Branded Data > AcquireWeb - Claritas > Health
Branded Data > AcquireWeb - Claritas > Health > Shops Rite Aid Pharmacy (Scarborough)
Branded Data > AcquireWeb - Claritas > Health > Shops Sam's Club Pharmacy (Scarborough)
Branded Data > AcquireWeb - Claritas > Healthcare
Branded Data > AcquireWeb - Claritas > Healthcare > Healthy Living
Branded Data > AcquireWeb - Claritas > Healthcare > Healthy Living > Health Attitude
Branded Data > AcquireWeb - Claritas > Healthcare > Healthy Living > Health Attitude > Brand Name Traditionalist
Branded Data > AcquireWeb - Claritas > Home Improvement
Branded Data > AcquireWeb - Claritas > Home Improvement > Retail Shopping
Branded Data > AcquireWeb - Claritas > Home Improvement > Retail Shopping > Sears Appliance & Hardware
Branded Data > AcquireWeb - Claritas > Insurance
Branded Data > AcquireWeb - Claritas > Insurance > Life Insurance
Branded Data > AcquireWeb - Claritas > Insurance > Life Insurance > Plans to Buy Life Insurance
Branded Data > AcquireWeb - Claritas > Lifestage Changes
Branded Data > AcquireWeb - Claritas > Lifestage Changes > Plan to Purchase 2nd House
Branded Data > AcquireWeb - Claritas > Lifestage Changes > Plan to Purchase Home for First Time



Segment Detail View

Branded Data > AcquireWeb - Claritas > Online Buyer
Branded Data > AcquireWeb - Claritas > Online Buyer > Electronics & Gadgets
Branded Data > AcquireWeb - Claritas > Online Buyer > Furniture
Branded Data > AcquireWeb - Claritas > Online Buyer > Outdoor Living
Branded Data > AcquireWeb - Claritas > Online Buyer > Shoes
Branded Data > AcquireWeb - Claritas > Online Shopper
Branded Data > AcquireWeb - Claritas > Online Shopper > Passionate Deal Seeker
Branded Data > AcquireWeb - Claritas > P\$YCLE Premier
Branded Data > AcquireWeb - Claritas > P\$YCLE Premier > 60 Foundational Occupant
Branded Data > AcquireWeb - Claritas > PRIZM Premier
Branded Data > AcquireWeb - Claritas > PRIZM Premier > 59 New Melting Pot
Branded Data > AcquireWeb - Claritas > Retail
Branded Data > AcquireWeb - Claritas > Retail > Not Weekly Grocery Shopper (Scarborough)
Branded Data > AcquireWeb - Claritas > Retail > Plans to Buy Blu-Ray Disc Player (Scarborough)
Branded Data > AcquireWeb - Claritas > Retail > Plans to Buy Computer Laptop (Scarborough)
Branded Data > AcquireWeb - Claritas > Retail > Plans to Buy Furniture (Scarborough)
Branded Data > AcquireWeb - Claritas > Retail > Plans to Buy Major Appliance (Scarborough)
Branded Data > AcquireWeb - Claritas > Retail > Plans to Buy Mattress (Scarborough)
Branded Data > AcquireWeb - Claritas > Retail > Plans to Buy Second Home (Scarborough)
Branded Data > AcquireWeb - Claritas > Retail > Shop at Burlington Coat Factory (Scarborough)
Branded Data > AcquireWeb - Claritas > Retail > Shop at Dollar Tree (Scarborough)
Branded Data > AcquireWeb - Claritas > Retail > Shop at Family Dollar (Scarborough)
Branded Data > AcquireWeb - Claritas > Retail > Shop at Kmart for Athletic Goods (Scarborough)
Branded Data > AcquireWeb - Claritas > Retail > Shop at Ross Dress (Scarborough)
Branded Data > AcquireWeb - Claritas > Retail > Shops Hispanic Grocery (Scarborough)
Branded Data > AcquireWeb - Claritas > Retail > Shops at 7-Eleven (Scarborough)
Branded Data > AcquireWeb - Claritas > Retail > Shops at Albertsons (Scarborough)
Branded Data > AcquireWeb - Claritas > Retail > Shops at Burlington Coat Factory (Scarborough)
Branded Data > AcquireWeb - Claritas > Retail > Shops at Dollar Tree (Scarborough)
Branded Data > AcquireWeb - Claritas > Retail > Shops at Family Dollar (Scarborough)
Branded Data > AcquireWeb - Claritas > Retail > Shops at Foot Locker (Scarborough)
Branded Data > AcquireWeb - Claritas > Retail > Shops at Gamestop (Scarborough)
Branded Data > AcquireWeb - Claritas > Retail > Shops at Gaps Kids (Scarborough)



Segment Detail View

Branded Data > AcquireWeb - Claritas > Retail > Shops at Payless Shoesource (Scarborough)
Branded Data > AcquireWeb - Claritas > Retail > Shops at Ross Dress for Less (Scarborough)
Branded Data > AcquireWeb - Claritas > Spending Model
Branded Data > AcquireWeb - Claritas > Spending Model > Electronics & Gadgets
Branded Data > AcquireWeb - Claritas > Spending Model > Home Decor
Branded Data > AcquireWeb - Claritas > Spending Model > Tools & Automotive
Branded Data > AcquireWeb - Claritas > Tech
Branded Data > AcquireWeb - Claritas > Tech > Average Wireless Phone User
Branded Data > AcquireWeb - Claritas > Tech > Below Average Technology User
Branded Data > AcquireWeb - Claritas > Tech > Bright House Networks Internet Service Subscriber
Branded Data > AcquireWeb - Claritas > Tech > Bright House Networks TV Subscriber
Branded Data > AcquireWeb - Claritas > Tech > Cox Internet Service Subscriber
Branded Data > AcquireWeb - Claritas > Tech > Cox TV Subscriber
Branded Data > AcquireWeb - Claritas > Tech > Decreased Data Plan on Mobile Phone
Branded Data > AcquireWeb - Claritas > Tech > Has Computer
Branded Data > AcquireWeb - Claritas > Tech > Has Mobile Phone Plan With Unlimited Data
Branded Data > AcquireWeb - Claritas > Tech > Has Portable Game Player
Branded Data > AcquireWeb - Claritas > Tech > Heavy Audio Streamer
Branded Data > AcquireWeb - Claritas > Tech > Heavy Social Media User
Branded Data > AcquireWeb - Claritas > Tech > Heavy Text Messenger
Branded Data > AcquireWeb - Claritas > Tech > Heavy Video Streamer
Branded Data > AcquireWeb - Claritas > Tech > MetroPCS Cell Phone Service Subscriber
Branded Data > AcquireWeb - Claritas > Tech > Never Had Landline in Current Residence
Branded Data > AcquireWeb - Claritas > Tech > No TV Because Streaming Internet or Downloads
Branded Data > AcquireWeb - Claritas > Tech > No TV to Save Money
Branded Data > AcquireWeb - Claritas > Tech > Plays Single Player Video Games
Branded Data > AcquireWeb - Claritas > Tech > Prospective Android Smartphone Buyer
Branded Data > AcquireWeb - Claritas > Tech > Prospective Boost Mobile Subscriber
Branded Data > AcquireWeb - Claritas > Tech > Prospective Cricket Communication Subscriber
Branded Data > AcquireWeb - Claritas > Tech > Prospective Electronic Reader Buyer
Branded Data > AcquireWeb - Claritas > Tech > Prospective Metro PCS Subscriber
Branded Data > AcquireWeb - Claritas > Tech > Prospective T-Mobile Subscriber
Branded Data > AcquireWeb - Claritas > Tech > Prospective Virgin Mobile Subscriber



Segment Detail View

Branded Data > AcquireWeb - Claritas > Tech > Recently Upgraded Cell Phone
Branded Data > AcquireWeb - Claritas > Tech > Straight Talk Cell Phone Service Subscriber
Branded Data > AcquireWeb - Claritas > Tech > T-Mobile Cell Phone Service Subscriber
Branded Data > AcquireWeb - Claritas > Tech > Technology Adoption
Branded Data > AcquireWeb - Claritas > Tech > Technology Adoption > Late Majority
Branded Data > AcquireWeb - Claritas > Tech > Unsubsidized Cell Phone User
Branded Data > AcquireWeb - Claritas > Tech > Uses Android Smart Phone
Branded Data > AcquireWeb - Claritas > Tech > Uses Prepaid Cell Phone
Branded Data > AcquireWeb - Claritas > Tech > Uses Prepaid Cell Phone Service Contract to Avoid Long Term Deal
Branded Data > AcquireWeb - Claritas > Tech > Visit or Publish to Online Community or Social Network
Branded Data > AcquireWeb - Claritas > Tech > Watch Streaming Video
Branded Data > AcquireWeb - Claritas > Tech > Watched Video Content on Game Console
Branded Data > AcquireWeb - Claritas > Tech > Willing to Pay by Phone
Branded Data > AcquireWeb - Claritas > Tech > Wireline Service Cord Cutter
Branded Data > AcquireWeb - Claritas > Telco Subscribers
Branded Data > AcquireWeb - Claritas > Telco Subscribers > Wireless
Branded Data > AcquireWeb - Claritas > Telco Subscribers > Wireless > Prepaid Plan Subscriber
Branded Data > AcquireWeb - Claritas > Telco Subscribers > Wireless Switcher
Branded Data > AcquireWeb - Claritas > Telco Subscribers > Wireless Switcher > Predicted to Switch from AT&T to Us Cellular
Branded Data > AcquireWeb - Claritas > Telco Subscribers > Wireless Switcher > Predicted to Switch from Boost
Branded Data > AcquireWeb - Claritas > Telco Subscribers > Wireless Switcher > Predicted to Switch from Cricket
Branded Data > AcquireWeb - Claritas > Telco Subscribers > Wireless Switcher > Predicted to Switch from MetroPCS
Branded Data > AcquireWeb - Claritas > Telco Subscribers > Wireless Switcher > Predicted to Switch from Postpaid to Prepaid Plan
Branded Data > AcquireWeb - Claritas > Telco Subscribers > Wireless Switcher > Predicted to Switch from Prepaid to Postpaid Plan
Branded Data > AcquireWeb - Claritas > Telco Subscribers > Wireless Switcher > Predicted to Switch to Boost
Branded Data > AcquireWeb - Claritas > Telco Subscribers > Wireless Switcher > Predicted to Switch to Cricket
Branded Data > AcquireWeb - Claritas > Telco Subscribers > Wireless Switcher > Predicted to Switch to MetroPCS
Branded Data > AcquireWeb - Claritas > Telco Subscribers > Wireless Switcher > Switchers Carriers Often
Branded Data > AcquireWeb - Claritas > Travel
Branded Data > AcquireWeb - Claritas > Travel > International
Branded Data > AcquireWeb - Claritas > Travel > International > Interest in Learning Foreign Culture
Branded Data > AcquireWeb - Claritas > Travel > International > Planning a Foreign Vacation in Next Year
Branded Data > AmeriLINK



Segment Detail View

Branded Data > AmeriLINK > AmeriLINK Consumer Buying Behavior
Branded Data > AmeriLINK > AmeriLINK Consumer Buying Behavior > Demographics
Branded Data > AmeriLINK > AmeriLINK Consumer Buying Behavior > Demographics > Gender
Branded Data > AmeriLINK > AmeriLINK Consumer Buying Behavior > Demographics > Gender > Female
Branded Data > AmeriLINK > AmeriLINK Consumer Buying Behavior > Purchase Categories
Branded Data > AmeriLINK > AmeriLINK Consumer Buying Behavior > Purchase Categories > United States
Branded Data > AmeriLINK > AmeriLINK Consumer Buying Behavior > Purchase Categories > United States > Membership Clubs
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Accounting & Auditing
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Air Travel
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Air Travel > Airport Parking & Transportation
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Banking
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Banking > ATMs & Branch Locations
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Banking > Debit & Checking Services
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Banking > Money Transfer & Wire Services
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Banking > Savings Accounts
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Beauty & Fitness
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Beauty Pageants
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Body Art
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Bus & Rail
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Car Rental & Taxi Services
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Carpooling & Vehicle Sharing
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > College Sports
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Cosmetic Procedures
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Credit & Lending
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Credit & Lending > Credit Cards
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Credit & Lending > Loans
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Cruises & Charters
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Demographics
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Demographics > Age
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Demographics > Age > Age 18+
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Demographics > Age > Age 18-44
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Demographics > Age > Age 18-54



Segment Detail View

Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Demographics > Age > Age 18-64
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Demographics > Age > Age 25+
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Demographics > Age > Age 25-34
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Demographics > Age > Age 25-44
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Demographics > Age > Age 25-54
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Demographics > Age > Age 25-64
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Demographics > Age > Age 35-44
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Demographics > Age > Age 65+
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Demographics > Gender
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Demographics > Gender > Female
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Demographics > Gender > Male
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Demographics > Gender and Age
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Demographics > Gender and Age > Females 18-34
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Demographics > Gender and Age > Females 18-44
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Demographics > Gender and Age > Females 18-54
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Demographics > Gender and Age > Females 18-64
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Demographics > Gender and Age > Females 25+
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Demographics > Gender and Age > Females 25-34
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Demographics > Gender and Age > Females 25-44
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Demographics > Gender and Age > Females 25-54
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Demographics > Gender and Age > Females 25-64
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Demographics > Gender and Age > Females 35-44
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Demographics > Gender and Age > Females 45-54
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Demographics > Gender and Age > Females 55-64
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Demographics > Gender and Age > Females 65+
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Demographics > Gender and Age > Males 18-34
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Demographics > Gender and Age > Males 18-44
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Demographics > Gender and Age > Males 18-54
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Demographics > Gender and Age > Males 18-64
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Demographics > Gender and Age > Males 25+
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Demographics > Gender and Age > Males 25-34
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Demographics > Gender and Age > Males 25-44
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Demographics > Gender and Age > Males 25-54



Segment Detail View

Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Demographics > Gender and Age > Males 25-64
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Demographics > Gender and Age > Males 55-64
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Demographics > Gender and Age > Males 65+
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Events & Listings
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Events & Listings > Bars, Clubs & Nightlife
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Events & Listings > Concerts & Music Festivals
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Events & Listings > Event Ticket Sales
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Events & Listings > Expos & Conventions
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Events & Listings > Film Festivals
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Events & Listings > Food & Beverage Events
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Events & Listings > Live Sporting Events
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Events & Listings > Movie Listings & Theater Showtimes
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Face & Body Care
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Face & Body Care > Hygiene & Toiletries
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Face & Body Care > Make-Up & Cosmetics
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Face & Body Care > Perfumes & Fragrances
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Face & Body Care > Skin & Nail Care
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Face & Body Care > Unwanted Body & Facial Hair Removal
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Fashion & Style
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Fashion & Style > Fashion Designers & Collections
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Financial Planning & Management
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Financial Planning & Management > Asset & Portfolio Management
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Fitness
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Fitness > Bodybuilding
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Fitness > Fitness Equipment & Accessories
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Fitness > Fitness Instruction & Personal Training
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Fitness > Gyms & Health Clubs
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Fitness > Yoga & Pilates
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Grants Scholarships & Financial Aid
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Grants Scholarships & Financial Aid > Study Grants & Scholarships
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Hair Care
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Hotels & Accommodations
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Insurance



Segment Detail View

Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Insurance > Health Insurance
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Insurance > Home Insurance
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Insurance > Life Insurance
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Insurance > Travel Insurance
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Investing
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Investing > Brokerages & Day Trading
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Investing > Commodities & Futures Trading
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Investing > Currencies & Foreign Exchange
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Investing > Derivatives
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Investing > Funds
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Investing > Real Estate Investment Trusts
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Investing > Stocks & Bonds
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Luggage & Travel Accessories
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Spas & Beauty Services
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Spas & Beauty Services > Massage Therapy
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Specialty Travel
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Specialty Travel > Adventure Travel
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Specialty Travel > Agritourism
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Specialty Travel > Ecotourism
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Specialty Travel > Sightseeing Tours
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Team Sports
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Team Sports > American Football
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Team Sports > Baseball
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Team Sports > Basketball
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Team Sports > Hockey
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Team Sports > Rugby
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Team Sports > Soccer
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Team Sports > Volleyball
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Tourist Destinations
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Tourist Destinations > Beaches & Islands
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Tourist Destinations > Historical Sites & Buildings
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Tourist Destinations > Lakes & Rivers
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Tourist Destinations > Mountain & Ski Resorts



Segment Detail View

Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Tourist Destinations > Regional Parks & Gardens
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Tourist Destinations > Theme Parks
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Tourist Destinations > Zoos, Aquariums & Preserves
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Travel
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Travel Agencies & Services
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Travel Agencies & Services > Tourist Boards & Visitor Centers
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Water Sports
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Water Sports > Surfing
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Water Sports > Swimming
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Weight Loss
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Winter Sports
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Winter Sports > Ice Skating
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Winter Sports > Skiing & Snowboarding
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > World Sports Competitions
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > World Sports Competitions > Olympics
Branded Data > Audiences by Ziff Davis
Branded Data > Audiences by Ziff Davis > IGN
Branded Data > Audiences by Ziff Davis > IGN > Interests
Branded Data > Audiences by Ziff Davis > IGN > Interests > Gaming & Video Games
Branded Data > Audiences by Ziff Davis > IGN > Interests > Gaming & Video Games > Franchises
Branded Data > Audiences by Ziff Davis > IGN > Interests > Gaming & Video Games > Franchises > Anthem
Branded Data > Audiences by Ziff Davis > IGN > Interests > Gaming & Video Games > Franchises > Assassins Creed
Branded Data > Audiences by Ziff Davis > IGN > Interests > Gaming & Video Games > Franchises > Battlefield
Branded Data > Audiences by Ziff Davis > IGN > Interests > Gaming & Video Games > Franchises > BioShock
Branded Data > Audiences by Ziff Davis > IGN > Interests > Gaming & Video Games > Franchises > Dead Redemption
Branded Data > Audiences by Ziff Davis > IGN > Interests > Gaming & Video Games > Franchises > Destiny
Branded Data > Audiences by Ziff Davis > IGN > Interests > Gaming & Video Games > Franchises > Diablo
Branded Data > Audiences by Ziff Davis > IGN > Interests > Gaming & Video Games > Franchises > Doom
Branded Data > Audiences by Ziff Davis > IGN > Interests > Gaming & Video Games > Franchises > Dying Light
Branded Data > Audiences by Ziff Davis > IGN > Interests > Gaming & Video Games > Franchises > FIFA
Branded Data > Audiences by Ziff Davis > IGN > Interests > Gaming & Video Games > Franchises > Fallout
Branded Data > Audiences by Ziff Davis > IGN > Interests > Gaming & Video Games > Franchises > God of War
Branded Data > Audiences by Ziff Davis > IGN > Interests > Gaming & Video Games > Franchises > Halo



Segment Detail View

Branded Data > Audiences by Ziff Davis > IGN > Interests > Gaming & Video Games > Franchises > Kingdom Hearts

Branded Data > Audiences by Ziff Davis > IGN > Interests > Gaming & Video Games > Franchises > Madden

Branded Data > Audiences by Ziff Davis > IGN > Interests > Gaming & Video Games > Franchises > Minecraft

Branded Data > Audiences by Ziff Davis > IGN > Interests > Gaming & Video Games > Franchises > Monster Hunter

Branded Data > Audiences by Ziff Davis > IGN > Interests > Gaming & Video Games > Franchises > Persona

Branded Data > Audiences by Ziff Davis > IGN > Interests > Gaming & Video Games > Franchises > Pokemon

Branded Data > Audiences by Ziff Davis > IGN > Interests > Gaming & Video Games > Franchises > Portal

Branded Data > Audiences by Ziff Davis > IGN > Interests > Gaming & Video Games > Franchises > Saints Row

Branded Data > Audiences by Ziff Davis > IGN > Interests > Gaming & Video Games > Franchises > Sonic the Hedgehog

Branded Data > Audiences by Ziff Davis > IGN > Interests > Gaming & Video Games > Franchises > Splinter Cell

Branded Data > Audiences by Ziff Davis > IGN > Interests > Gaming & Video Games > Franchises > Tom Clancy's Division

Branded Data > Audiences by Ziff Davis > IGN > Interests > Gaming & Video Games > Franchises > Tom Clancy's Rainbow Six

Branded Data > Audiences by Ziff Davis > IGN > Interests > Gaming & Video Games > Franchises > Total War

Branded Data > Audiences by Ziff Davis > IGN > Interests > Gaming & Video Games > Franchises > Uncharted

Branded Data > Audiences by Ziff Davis > IGN > Interests > Gaming & Video Games > Franchises > Wolfenstein

Branded Data > Audiences by Ziff Davis > IGN > Interests > Gaming & Video Games > Franchises > World of Warcraft

Branded Data > Audiences by Ziff Davis > IGN > Interests > Gaming & Video Games > Genres

Branded Data > Audiences by Ziff Davis > IGN > Interests > Gaming & Video Games > Genres > Open World Games

Branded Data > Audiences by Ziff Davis > IGN > Interests > Gaming & Video Games > Platforms & Consoles

Branded Data > Audiences by Ziff Davis > IGN > Interests > Gaming & Video Games > Platforms & Consoles > Microsoft Xbox 360

Branded Data > Audiences by Ziff Davis > IGN > Interests > Gaming & Video Games > Platforms & Consoles > Microsoft Xbox One

Branded Data > Audiences by Ziff Davis > IGN > Interests > Gaming & Video Games > Platforms & Consoles > Nintendo Wii & Nintendo Wii U

Branded Data > Audiences by Ziff Davis > IGN > Interests > Gaming & Video Games > Platforms & Consoles > Sony PlayStation 4 (PS4)

Branded Data > Audiences by Ziff Davis > IGN > Interests > Gaming & Video Games > Virtual Reality

Branded Data > Audiences by Ziff Davis > IGN > Interests > Gaming & Video Games > Virtual Reality > Oculus Quest

Branded Data > Audiences by Ziff Davis > Interests

Branded Data > Audiences by Ziff Davis > Interests > Automotive

Branded Data > Audiences by Ziff Davis > Interests > Automotive > Automotive Technology

Branded Data > Audiences by Ziff Davis > Interests > Automotive > Autonomous Driving & Autonomous Vehicles

Branded Data > Audiences by Ziff Davis > Interests > Automotive > Luxury Cars

Branded Data > Audiences by Ziff Davis > Interests > Entertainment

Branded Data > Audiences by Ziff Davis > Interests > Entertainment > Genres

Branded Data > Audiences by Ziff Davis > Interests > Entertainment > Genres > Animation



Segment Detail View

Branded Data > Audiences by Ziff Davis > Interests > Entertainment > Genres > Horror
Branded Data > Audiences by Ziff Davis > Interests > Entertainment > Genres > Sci-Fi
Branded Data > Audiences by Ziff Davis > Interests > Entertainment > Genres > Superhero
Branded Data > Audiences by Ziff Davis > Interests > Entertainment > Genres > Thriller
Branded Data > Audiences by Ziff Davis > Interests > Entertainment > Streaming Media
Branded Data > Audiences by Ziff Davis > Interests > Entertainment > Streaming Media > Cord Cutters
Branded Data > Audiences by Ziff Davis > Interests > Entertainment > Streaming Media > Music Streaming
Branded Data > Audiences by Ziff Davis > Interests > Entertainment > Streaming Media > Video on Demand (VOD)
Branded Data > Audiences by Ziff Davis > Interests > Entertainment > TV & Television Shows
Branded Data > Audiences by Ziff Davis > Interests > Entertainment > TV & Television Shows > South Park
Branded Data > Audiences by Ziff Davis > Interests > Men's Lifestyle
Branded Data > Audiences by Ziff Davis > Interests > Men's Lifestyle > Fitness
Branded Data > Audiences by Ziff Davis > Interests > Technology
Branded Data > Audiences by Ziff Davis > Interests > Technology > Brands
Branded Data > Audiences by Ziff Davis > Interests > Technology > Brands > 23andMe
Branded Data > Audiences by Ziff Davis > Interests > Technology > Brands > Android
Branded Data > Audiences by Ziff Davis > Interests > Technology > Brands > Apple
Branded Data > Audiences by Ziff Davis > Interests > Technology > Brands > Best Buy
Branded Data > Audiences by Ziff Davis > Interests > Technology > Brands > Canon
Branded Data > Audiences by Ziff Davis > Interests > Technology > Brands > CyberLink
Branded Data > Audiences by Ziff Davis > Interests > Technology > Brands > Dell
Branded Data > Audiences by Ziff Davis > Interests > Technology > Brands > Fitbit
Branded Data > Audiences by Ziff Davis > Interests > Technology > Brands > Google
Branded Data > Audiences by Ziff Davis > Interests > Technology > Brands > Hisense
Branded Data > Audiences by Ziff Davis > Interests > Technology > Brands > Hulu
Branded Data > Audiences by Ziff Davis > Interests > Technology > Brands > IDrive
Branded Data > Audiences by Ziff Davis > Interests > Technology > Brands > Instagram
Branded Data > Audiences by Ziff Davis > Interests > Technology > Brands > Marvel
Branded Data > Audiences by Ziff Davis > Interests > Technology > Brands > Microsoft
Branded Data > Audiences by Ziff Davis > Interests > Technology > Brands > Motorola
Branded Data > Audiences by Ziff Davis > Interests > Technology > Brands > Qualcomm
Branded Data > Audiences by Ziff Davis > Interests > Technology > Brands > Sony
Branded Data > Audiences by Ziff Davis > Interests > Technology > Brands > TP-Link



Segment Detail View

Branded Data > Audiences by Ziff Davis > Interests > Technology > Brands > TunnelBear
Branded Data > Audiences by Ziff Davis > Interests > Technology > Brands > Twitter
Branded Data > Audiences by Ziff Davis > Interests > Technology > Brands > Walmart
Branded Data > Audiences by Ziff Davis > Interests > Technology > Brands > Windows
Branded Data > Audiences by Ziff Davis > Interests > Technology > Brands > iPad
Branded Data > Audiences by Ziff Davis > Interests > Technology > Brands > iPhone
Branded Data > Audiences by Ziff Davis > Interests > Technology > DNA Testing
Branded Data > Audiences by Ziff Davis > Mashable
Branded Data > Audiences by Ziff Davis > Mashable > Interests
Branded Data > Audiences by Ziff Davis > Mashable > Interests > Culture & Lifestyle
Branded Data > Audiences by Ziff Davis > Mashable > Interests > Culture & Lifestyle > Home Decor
Branded Data > Audiences by Ziff Davis > Mashable > Interests > Culture & Lifestyle > Parenting
Branded Data > Audiences by Ziff Davis > Mashable > Interests > Culture & Lifestyle > Shopping
Branded Data > Audiences by Ziff Davis > Mashable > Interests > Culture & Lifestyle > Web Culture
Branded Data > Audiences by Ziff Davis > Mashable > Interests > Entertainment
Branded Data > Audiences by Ziff Davis > Mashable > Interests > Entertainment > Genres
Branded Data > Audiences by Ziff Davis > Mashable > Interests > Entertainment > Genres > Sci Fi
Branded Data > Audiences by Ziff Davis > Mashable > Interests > Entertainment > Genres > Thriller
Branded Data > Audiences by Ziff Davis > Mashable > Interests > Entertainment > Streaming
Branded Data > Audiences by Ziff Davis > Mashable > Interests > Entertainment > Streaming > Video on Demand
Branded Data > Audiences by Ziff Davis > Mashable > Interests > Gaming & Video Games
Branded Data > Audiences by Ziff Davis > Mashable > Interests > Gaming & Video Games > Platforms & Consoles
Branded Data > Audiences by Ziff Davis > Mashable > Interests > Gaming & Video Games > Platforms & Consoles > Nintendo Switch
Branded Data > Audiences by Ziff Davis > Mashable > Interests > Science
Branded Data > Audiences by Ziff Davis > Mashable > Interests > Science > Climate & Environment
Branded Data > Audiences by Ziff Davis > Mashable > Interests > Technology - Consumer Electronics (CE)
Branded Data > Audiences by Ziff Davis > Mashable > Interests > Technology - Consumer Electronics (CE) > Hardware
Branded Data > Audiences by Ziff Davis > Mashable > Interests > Technology - Consumer Electronics (CE) > Hardware > Computers
Branded Data > Audiences by Ziff Davis > Mashable > Interests > Technology - Consumer Electronics (CE) > Hardware > Computers > Printers & Scanners
Branded Data > Audiences by Ziff Davis > Mashable > Interests > Technology - Consumer Electronics (CE) > Hardware > Wearables & Wearable Tech
Branded Data > Audiences by Ziff Davis > Mashable > Interests > Technology - Consumer Electronics (CE) > Hardware > Wearables & Wearable Tech > Fitness Trackers
Branded Data > Audiences by Ziff Davis > Mashable > Interests > Technology - Consumer Electronics (CE) > Hardware > Wearables & Wearable Tech > Smartwatches
Branded Data > Audiences by Ziff Davis > Mashable > Interests > Technology - Consumer Electronics (CE) > Mobile Phones, Cell Phones & Smartphones



Segment Detail View

Branded Data > Audiences by Ziff Davis > Mashable > Interests > Technology - Consumer Electronics (CE) > Mobile Phones, Cell Phones & Smartphones > Mobile Apps

Branded Data > Audiences by Ziff Davis > Mashable > Interests > Technology - Consumer Electronics (CE) > Smart Home

Branded Data > Audiences by Ziff Davis > Mashable > Interests > Technology - Consumer Electronics (CE) > Software

Branded Data > Audiences by Ziff Davis > Mashable > Interests > Technology - Consumer Electronics (CE) > Software > Mobile Software

Branded Data > Audiences by Ziff Davis > Mashable > Interests > Technology - Consumer Electronics (CE) > Tech How To

Branded Data > Audiences by Ziff Davis > PCMag

Branded Data > Audiences by Ziff Davis > PCMag > Interests

Branded Data > Audiences by Ziff Davis > PCMag > Interests > Technology - Consumer Electronics (CE)

Branded Data > Audiences by Ziff Davis > PCMag > Interests > Technology - Consumer Electronics (CE) > Automotive

Branded Data > Audiences by Ziff Davis > PCMag > Interests > Technology - Consumer Electronics (CE) > Automotive > Automotive Technology

Branded Data > Audiences by Ziff Davis > PCMag > Interests > Technology - Consumer Electronics (CE) > Automotive > Autonomous (Self-Driving) Vehicles

Branded Data > Audiences by Ziff Davis > PCMag > Interests > Technology - Consumer Electronics (CE) > Automotive > Luxury Cars

Branded Data > Audiences by Ziff Davis > PCMag > Interests > Technology - Consumer Electronics (CE) > Hardware

Branded Data > Audiences by Ziff Davis > PCMag > Interests > Technology - Consumer Electronics (CE) > Hardware > Cameras & Photography

Branded Data > Audiences by Ziff Davis > PCMag > Interests > Technology - Consumer Electronics (CE) > Hardware > Cameras & Photography > Camera & Photography Accessories

Branded Data > Audiences by Ziff Davis > PCMag > Interests > Technology - Consumer Electronics (CE) > Hardware > Computers

Branded Data > Audiences by Ziff Davis > PCMag > Interests > Technology - Consumer Electronics (CE) > Hardware > Computers > Components, Accessories & Peripherals

Branded Data > Audiences by Ziff Davis > PCMag > Interests > Technology - Consumer Electronics (CE) > Hardware > Computers > Desktops

Branded Data > Audiences by Ziff Davis > PCMag > Interests > Technology - Consumer Electronics (CE) > Hardware > Computers > Laptops, Notebooks & Netbooks

Branded Data > Audiences by Ziff Davis > PCMag > Interests > Technology - Consumer Electronics (CE) > Hardware > Computers > Networking & Communication

Branded Data > Audiences by Ziff Davis > PCMag > Interests > Technology - Consumer Electronics (CE) > Hardware > Computers > Printers & Scanners

Branded Data > Audiences by Ziff Davis > PCMag > Interests > Technology - Consumer Electronics (CE) > Hardware > Computers > Storage

Branded Data > Audiences by Ziff Davis > PCMag > Interests > Technology - Consumer Electronics (CE) > Hardware > Connected Home

Branded Data > Audiences by Ziff Davis > PCMag > Interests > Technology - Consumer Electronics (CE) > Hardware > Connected Home > Heating Ventilation & Air Conditioning (HVAC)

Branded Data > Audiences by Ziff Davis > PCMag > Interests > Technology - Consumer Electronics (CE) > Hardware > Connected Home > Security Systems & Remote Monitoring Kits

Branded Data > Audiences by Ziff Davis > PCMag > Interests > Technology - Consumer Electronics (CE) > Hardware > Connected Home > Smart Appliances

Branded Data > Audiences by Ziff Davis > PCMag > Interests > Technology - Consumer Electronics (CE) > Hardware > Connected Home > Smart Lighting

Branded Data > Audiences by Ziff Davis > PCMag > Interests > Technology - Consumer Electronics (CE) > Hardware > Connected Home > Smart TVs

Branded Data > Audiences by Ziff Davis > PCMag > Interests > Technology - Consumer Electronics (CE) > Hardware > TV, Television & Video

Branded Data > Audiences by Ziff Davis > PCMag > Interests > Technology - Consumer Electronics (CE) > Hardware > TV, Television & Video > DVD & Blu-ray Players

Branded Data > Audiences by Ziff Davis > PCMag > Interests > Technology - Consumer Electronics (CE) > Hardware > Wearables & Wearable Tech

Branded Data > Audiences by Ziff Davis > PCMag > Interests > Technology - Consumer Electronics (CE) > Hardware > Wearables & Wearable Tech > Fitness Trackers

Branded Data > Audiences by Ziff Davis > PCMag > Interests > Technology - Consumer Electronics (CE) > Hardware > Wearables & Wearable Tech > Smartwatches



Segment Detail View

Branded Data > Audiences by Ziff Davis > PCMag > Interests > Technology - Consumer Electronics (CE) > Mobile Phones, Cell Phones & Smartphones

Branded Data > Audiences by Ziff Davis > PCMag > Interests > Technology - Consumer Electronics (CE) > Mobile Phones, Cell Phones & Smartphones > Cell Phones

Branded Data > Audiences by Ziff Davis > PCMag > Interests > Technology - Consumer Electronics (CE) > Mobile Phones, Cell Phones & Smartphones > Cell Phones > Smartphones

Branded Data > Audiences by Ziff Davis > PCMag > Interests > Technology - Consumer Electronics (CE) > Mobile Phones, Cell Phones & Smartphones > Mobile Accessories

Branded Data > Audiences by Ziff Davis > PCMag > Interests > Technology - Consumer Electronics (CE) > Mobile Phones, Cell Phones & Smartphones > Mobile Apps

Branded Data > Audiences by Ziff Davis > PCMag > Interests > Technology - Consumer Electronics (CE) > Mobile Phones, Cell Phones & Smartphones > Unlocked/No Contract Phones

Branded Data > Audiences by Ziff Davis > PCMag > Interests > Technology - Consumer Electronics (CE) > Mobile Plans & Broadband/ Internet Service Providers (ISP)

Branded Data > Audiences by Ziff Davis > PCMag > Interests > Technology - Consumer Electronics (CE) > Mobile Plans & Broadband/ Internet Service Providers (ISP) > Broadband/Internet Service Providers

Branded Data > Audiences by Ziff Davis > PCMag > Interests > Technology - Consumer Electronics (CE) > Software

Branded Data > Audiences by Ziff Davis > PCMag > Interests > Technology - Consumer Electronics (CE) > Software > Business Software

Branded Data > Audiences by Ziff Davis > PCMag > Interests > Technology - Consumer Electronics (CE) > Software > Mobile Software

Branded Data > Audiences by Ziff Davis > PCMag > Interests > Technology - Consumer Electronics (CE) > Software > Mobile Utilities

Branded Data > Audiences by Ziff Davis > PCMag > Interests > Technology - Consumer Electronics (CE) > Software > Productivity Software

Branded Data > Audiences by Ziff Davis > PCMag > Interests > Technology - Consumer Electronics (CE) > Software > Utilities

Branded Data > Audiences by Ziff Davis > PCMag > Interests > Technology - Consumer Electronics (CE) > Software > Utilities > Backup & Recovery

Branded Data > Audiences by Ziff Davis > Shopping, Coupons, Deals

Branded Data > Audiences by Ziff Davis > Shopping, Coupons, Deals > Back to School

Branded Data > Audiences by Ziff Davis > Shopping, Coupons, Deals > Holiday Shoppers

Branded Data > Audiences by Ziff Davis > Tech - B2B

Branded Data > Audiences by Ziff Davis > Tech - B2B > Cloud Computing

Branded Data > Audiences by Ziff Davis > Tech - B2B > Data Center

Branded Data > Audiences by Ziff Davis > Tech - B2B > Enterprise Applications

Branded Data > Audiences by Ziff Davis > Tech - B2B > IT Decision Makers

Branded Data > Audiences by Ziff Davis > Tech - B2B > Info Tech Management & Strategy

Branded Data > Audiences by Ziff Davis > Tech - B2B > Networking & Infrastructure

Branded Data > Audiences by Ziff Davis > Tech - B2B > Software Development

Branded Data > Audigent

Branded Data > Audigent > Fandom

Branded Data > Audigent > Fandom > Interest

Branded Data > Audigent > Fandom > Interest > Computers & Electronics

Branded Data > Audigent > Fandom > Interest > Jobs & Education

Branded Data > Bombora

Branded Data > Bombora > B2B



Segment Detail View

Branded Data > Bombora > B2B > Company Revenue
Branded Data > Bombora > B2B > Company Revenue > XXLarge (\$1B+)
Branded Data > Bombora > B2B > Company Size
Branded Data > Bombora > B2B > Company Size > XXLarge (10,000+ Employees)
Branded Data > Bombora > B2B > Industry
Branded Data > Bombora > B2B > Industry > Education & Teaching
Branded Data > Bombora > B2B > Industry > Education & Teaching > Colleges & Universities
Branded Data > Bombora > B2B > Install Data
Branded Data > Bombora > B2B > Install Data > Cloud Services
Branded Data > Bombora > B2B > Install Data > Cloud Services > Cloud Infrastructure Computing
Branded Data > Bombora > B2B > Install Data > Cloud Services > Infrastructure as a Service (IaaS)
Branded Data > Bombora > B2B > Install Data > Cloud Services > Platform as a Service (PaaS)
Branded Data > Bombora > B2B > Install Data > Communications Technologies
Branded Data > Bombora > B2B > Install Data > Communications Technologies > Telephony
Branded Data > Bombora > B2B > Install Data > Customer Relationship Management
Branded Data > Bombora > B2B > Install Data > Customer Relationship Management > Contact Center Management
Branded Data > Bombora > B2B > Install Data > Customer Relationship Management > Customer Relationship Management (CRM)
Branded Data > Bombora > B2B > Install Data > Customer Relationship Management > Help Desk Management
Branded Data > Bombora > B2B > Install Data > Data Center Solutions
Branded Data > Bombora > B2B > Install Data > Data Center Solutions > Data Archiving Back-Up & Recovery
Branded Data > Bombora > B2B > Install Data > Data Center Solutions > Database Management Software
Branded Data > Bombora > B2B > Install Data > Data Center Solutions > Disaster Recovery (DR)
Branded Data > Bombora > B2B > Install Data > Data Center Solutions > IT Infrastructure & Operations Management
Branded Data > Bombora > B2B > Install Data > Data Center Solutions > Security Information and Event Management (SIEM)
Branded Data > Bombora > B2B > Install Data > Data Center Solutions > System Analytics & Monitoring
Branded Data > Bombora > B2B > Install Data > Data Center Solutions > System Security Services
Branded Data > Bombora > B2B > Install Data > Enterprise Applications
Branded Data > Bombora > B2B > Install Data > Enterprise Applications > Business Process Management (BPM)
Branded Data > Bombora > B2B > Install Data > Enterprise Applications > Enterprise Business Solutions (EBS)
Branded Data > Bombora > B2B > Install Data > Enterprise Applications > Enterprise Performance Management (EPM)
Branded Data > Bombora > B2B > Install Data > Enterprise Applications > Enterprise Resource Planning (ERP)
Branded Data > Bombora > B2B > Install Data > Enterprise Applications > HR Management Systems (HRMS)/Human Capital Management (HCM)
Branded Data > Bombora > B2B > Install Data > Enterprise Applications > Procurement



Segment Detail View

Branded Data > Bombora > B2B > Install Data > Enterprise Applications > Supplier Relationship Management (SRM)
Branded Data > Bombora > B2B > Install Data > Enterprise Applications > Supply Chain Management (SCM)
Branded Data > Bombora > B2B > Install Data > Enterprise Content
Branded Data > Bombora > B2B > Install Data > Enterprise Content > Enterprise Content Management (ECM)
Branded Data > Bombora > B2B > Install Data > Hardware (Basic)
Branded Data > Bombora > B2B > Install Data > Hardware (Basic) > Mainframe Computers
Branded Data > Bombora > B2B > Install Data > Hardware (Basic) > Server Technologies (Hardware)
Branded Data > Bombora > B2B > Install Data > IT Governance
Branded Data > Bombora > B2B > Install Data > IT Governance > Application Development & Management
Branded Data > Bombora > B2B > Install Data > IT Governance > Software Configuration Management (SCM)
Branded Data > Bombora > B2B > Install Data > Marketing Performance Management
Branded Data > Bombora > B2B > Install Data > Marketing Performance Management > Business Intelligence
Branded Data > Bombora > B2B > Install Data > Marketing Performance Management > Marketing Performance Measurement
Branded Data > Bombora > B2B > Install Data > Network Computing
Branded Data > Bombora > B2B > Install Data > Network Computing > Network Management (Hardware)
Branded Data > Bombora > B2B > Install Data > Productivity Solutions
Branded Data > Bombora > B2B > Install Data > Productivity Solutions > Productivity Solutions
Branded Data > Bombora > B2B > Install Data > Software (Basic)
Branded Data > Bombora > B2B > Install Data > Software (Basic) > Server Technologies (Software)
Branded Data > Bombora > B2B > Install Data > Vertical Markets
Branded Data > Bombora > B2B > Install Data > Vertical Markets > Construction
Branded Data > Bombora > B2B > Install Data > Vertical Markets > Manufacturing/Engineering
Branded Data > Bombora > B2B > Install Data > Web-Oriented Architecture
Branded Data > Bombora > B2B > Install Data > Web-Oriented Architecture > Remote Computer/Server Solutions
Branded Data > Bombora > B2B > Install Data > Web-Oriented Architecture > Virtualization: Application & Desktop
Branded Data > Bombora > B2B > Install Data > Web-Oriented Architecture > Virtualization: Platform Management
Branded Data > Bombora > B2B > Install Data > Web-Oriented Architecture > Virtualization: Server & Data Center
Branded Data > Bombora > B2B > Install Data > Web-Oriented Architecture > Web & Portal Technology
Branded Data > Bombora > B2B > Install Data > Web-Oriented Architecture > Web Content Management System (WCMS)
Branded Data > Bombora > B2B > Professional Groups
Branded Data > Bombora > B2B > Professional Groups > Business Professional
Custom Categories - Private > DataXu
Custom Categories - Private > DataXu > Consumer Technology



Segment Detail View

Custom Categories - Private > DataXu > Consumer Technology > In-Market

Custom Categories - Private > DataXu > Retail

Custom Categories - Private > DataXu > Retail > In-Market

Custom Categories - Private > DataXu > Retail > In-Market > Children's Products

Custom Categories - Private > DataXu > Retail > In-Market > Children's Products > Toys

Custom Categories - Private > DataXu > Retail > In-Market > Health & Fitness

Custom Categories Internal - Private > Signal Data > Source Categories

Custom Categories Internal - Private > Signal Data > Source Categories > Business (B2B) > Firmographics (Company Attributes)

Custom Categories Internal - Private > Signal Data > Source Categories > Business (B2B) > Firmographics (Company Attributes) > Company Industry

Custom Categories Internal - Private > Signal Data > Source Categories > Business (B2B) > Firmographics (Company Attributes) > Company Industry > Education

Custom Categories Internal - Private > Signal Data > Source Categories > Business (B2B) > Firmographics (Company Attributes) > Company Industry > Education > Colleges and Universities

Custom Categories Internal - Private > Signal Data > Source Categories > Business (B2B) > Firmographics (Company Attributes) > Company Size

Custom Categories Internal - Private > Signal Data > Source Categories > Business (B2B) > Firmographics (Company Attributes) > Company Size > 5,000+ Employees

Custom Categories Internal - Private > Signal Data > Source Categories > Life Stages and Events > Education and Career

Custom Categories Internal - Private > Signal Data > Source Categories > Life Stages and Events > Education and Career > Beginning Career

Custom Categories Internal - Private > Signal Data > Source Categories > Life Stages and Events > Education and Career > Job Seekers

Datalogix - Private > Internal

Datalogix - Private > Internal > All Users

Device Data

Device Data > Browser > Firefox

Device Data > Type > Computer

Geographic

Geographic > IP based > United States

Geographic > IP based > United States > Washington

Geographic > IP based > United States > Washington > Seattle-Tacoma-Bellevue

Oracle BlueKai

Oracle BlueKai > Business (B2B)

Oracle BlueKai > Business (B2B) > Company Past Purchases > Technology

Oracle BlueKai > Business (B2B) > Company Past Purchases > Technology > IT Governance

Oracle BlueKai > Business (B2B) > Company Size > 5,000+ Employees

Oracle BlueKai > Business (B2B) > Employment Status > Job Seeker

Oracle BlueKai > Business (B2B) > Industries & Occupations > Education

Oracle BlueKai > Business (B2B) > Industries & Occupations > Education > Colleges & Universities



Segment Detail View

Oracle BlueKai > Business (B2B) > Sales Volume > \$500,000,000+

Oracle BlueKai > Custom Categories

Oracle BlueKai > Custom Categories > Halloween Buyers

Oracle BlueKai > Custom Categories > Holiday Shoppers

Oracle BlueKai > Custom Categories > New Year's Resolution

Oracle BlueKai > Demographics

Oracle BlueKai > Demographics > Home Attributes > Length of Residence > 7+ Years

Oracle BlueKai > In-Market

Oracle BlueKai > In-Market > Retail

Oracle BlueKai > In-Market > Retail > Babies and Kids

Oracle BlueKai > In-Market > Retail > Computers

Oracle BlueKai > In-Market > Retail > Electronics

Oracle BlueKai > In-Market > Retail > Electronics > Audio and Video

Oracle BlueKai > In-Market > Retail > Electronics > Audio and Video > Televisions

Oracle BlueKai > In-Market > Retail > Electronics > Audio and Video > Televisions > HDTVs

Oracle BlueKai > In-Market > Retail > Hobbies, Games and Toys

Oracle BlueKai > In-Market > Retail > Hobbies, Games and Toys > Toys

Oracle BlueKai > In-Market > Retail > Sports Equipment and Outdoor Gear

Oracle BlueKai > In-Market > Retail > Sports Equipment and Outdoor Gear > Exercise and Fitness

Oracle BlueKai > Interest

Oracle BlueKai > Interest > Arts and Entertainment

Oracle BlueKai > Interest > Arts and Entertainment > Reading

Oracle BlueKai > Interest > Arts and Entertainment > Reading > Formats > Audiobooks

Oracle BlueKai > Interest > Education

Oracle BlueKai > Interest > Food and Drink

Oracle BlueKai > Interest > Food and Drink > Coffee and Tea

Oracle BlueKai > Interest > Food and Drink > Foodie and Gourmet

Oracle BlueKai > Interest > Food and Drink > Restaurants

Oracle BlueKai > Interest > Food and Drink > Restaurants > Fast Food

Oracle BlueKai > Interest > Health, Beauty and Style

Oracle BlueKai > Interest > Health, Beauty and Style > Health

Oracle BlueKai > Interest > Hobbies, Games and Toys

Oracle BlueKai > Interest > Hobbies, Games and Toys > Games



Segment Detail View

Oracle BlueKai > Interest > Lifestyles
Oracle BlueKai > Interest > Lifestyles > Luxury Pursuits
Oracle BlueKai > Interest > News and Current Events
Oracle BlueKai > Interest > News and Current Events > Formats
Oracle BlueKai > Interest > News and Current Events > Formats > Online News Sites
Oracle BlueKai > Interest > Public Interest
Oracle BlueKai > Interest > Science and Humanities
Oracle BlueKai > Interest > Shopping
Oracle BlueKai > Interest > Shopping > Coupon Shoppers
Oracle BlueKai > Interest > Shopping > Online Shoppers
Oracle BlueKai > Interest > Sports and Recreation
Oracle BlueKai > Interest > Sports and Recreation > Fitness
Oracle BlueKai > Interest > Sports and Recreation > Sports
Oracle BlueKai > Interest > Sports and Recreation > Sports > Sports Fans (Enthusiasts)
Oracle BlueKai > Interest > Technology and Computers
Oracle BlueKai > Interest > Technology and Computers > Brands > Microsoft
Oracle BlueKai > Interest > Technology and Computers > Brands > Sony
Oracle BlueKai > Interest > Technology and Computers > Cameras and Camcorders
Oracle BlueKai > Interest > Technology and Computers > Computers
Oracle BlueKai > Interest > Technology and Computers > Computers > Networking and Wireless
Oracle BlueKai > Interest > Technology and Computers > Smart Home
Oracle BlueKai > Interest > Video Games
Oracle BlueKai > Interest > Video Games > Platforms > Computer (PC)
Oracle Modeling 360 - Private
Oracle Modeling 360 - Private > RhythmOne LLC DMP
Oracle Modeling 360 - Private > RhythmOne LLC DMP > unruly_cultural_insecure1P_US
Oracle Modeling 360 - Private > RhythmOne LLC DMP > unruly_cultural_insecure1P_US > 20-30%
User Counts > AdAdvisor > Targus GET - 2831
User Counts > Lotame > Lotame ID Swap Pixel - 5907
Ziff Davis - ODC Seat - Private
Ziff Davis - ODC Seat - Private > Best Buy
Ziff Davis - ODC Seat - Private > Best Buy > Home Appliances
Ziff Davis - ODC Seat - Private > Best Buy > Unlocked Phones



Segment Detail View

Ziff Davis - ODC Seat - Private > Connected Home
Ziff Davis - ODC Seat - Private > Connected Home > Home Heating and Cooling Controllers
Ziff Davis - ODC Seat - Private > Connected Home > Security Systems & Remote Monitoring Kits
Ziff Davis - ODC Seat - Private > Connected Home > Smart Appliances
Ziff Davis - ODC Seat - Private > Connected Home > Smart Lighting
Ziff Davis - ODC Seat - Private > Connected Home > Smart TV
Ziff Davis - ODC Seat - Private > Custom Categories
Ziff Davis - ODC Seat - Private > Custom Categories > Gamers
Ziff Davis - ODC Seat - Private > Custom Categories > Gamers > Action/Adventure Switch Gamers have not played Breath of Wild
Ziff Davis - ODC Seat - Private > Gaming
Ziff Davis - ODC Seat - Private > Gaming > Consoles & Platforms
Ziff Davis - ODC Seat - Private > Gaming > Consoles & Platforms > Microsoft Xbox 360
Ziff Davis - ODC Seat - Private > Gaming > Consoles & Platforms > Microsoft Xbox One
Ziff Davis - ODC Seat - Private > Gaming > Consoles & Platforms > Mobile & App Based Gaming
Ziff Davis - ODC Seat - Private > Gaming > Consoles & Platforms > Nintendo 3DS
Ziff Davis - ODC Seat - Private > Gaming > Consoles & Platforms > Nintendo Wii & Wii-U
Ziff Davis - ODC Seat - Private > Gaming > Consoles & Platforms > PC Games
Ziff Davis - ODC Seat - Private > Gaming > Consoles & Platforms > Sony PlayStation 3 (PS3)
Ziff Davis - ODC Seat - Private > Gaming > Consoles & Platforms > Sony PlayStation 4 (PS4)
Ziff Davis - ODC Seat - Private > Gaming > Consoles & Platforms > Sony PlayStation Vita
Ziff Davis - ODC Seat - Private > Gaming > Franchise
Ziff Davis - ODC Seat - Private > Gaming > Franchise > Assassin's Creed
Ziff Davis - ODC Seat - Private > Gaming > Franchise > Battlefield
Ziff Davis - ODC Seat - Private > Gaming > Franchise > God of War
Ziff Davis - ODC Seat - Private > Gaming > Franchise > Halo
Ziff Davis - ODC Seat - Private > Gaming > Franchise > Pokemon
Ziff Davis - ODC Seat - Private > Gaming > Franchise > South Park
Ziff Davis - ODC Seat - Private > Google
Ziff Davis - ODC Seat - Private > Google > Connected Home
Ziff Davis - ODC Seat - Private > In-Market
Ziff Davis - ODC Seat - Private > In-Market > Brand
Ziff Davis - ODC Seat - Private > In-Market > Brand > Apple
Ziff Davis - ODC Seat - Private > In-Market > Brand > CyberLink



Segment Detail View

Ziff Davis - ODC Seat - Private > In-Market > Brand > DELL
Ziff Davis - ODC Seat - Private > In-Market > Brand > GOOGLE
Ziff Davis - ODC Seat - Private > In-Market > Brand > MOTOROLA
Ziff Davis - ODC Seat - Private > In-Market > Brand > Nokia
Ziff Davis - ODC Seat - Private > In-Market > Brand > QUALCOMM
Ziff Davis - ODC Seat - Private > In-Market > Brand > SONY
Ziff Davis - ODC Seat - Private > In-Market > Brand > SYMANTEC
Ziff Davis - ODC Seat - Private > In-Market > Device Type
Ziff Davis - ODC Seat - Private > In-Market > Device Type > Computers
Ziff Davis - ODC Seat - Private > In-Market > Device Type > Computers > Networking
Ziff Davis - ODC Seat - Private > Interests
Ziff Davis - ODC Seat - Private > Interests > Technology
Ziff Davis - ODC Seat - Private > Interests > Technology > Custom BK
Ziff Davis - ODC Seat - Private > Interests > Technology > Custom BK > 1 to 3 hours
Ziff Davis - ODC Seat - Private > Interests > Technology > Custom BK > 15 or more
Ziff Davis - ODC Seat - Private > Self-Classification > Ziff Davis CORE
Ziff Davis - ODC Seat - Private > Self-Classification > Ziff Davis CORE > B2B
Ziff Davis - ODC Seat - Private > Self-Classification > Ziff Davis CORE > B2B > Game Development
Ziff Davis - ODC Seat - Private > Self-Classification > Ziff Davis CORE > B2B > IT Decision Makers
Ziff Davis - ODC Seat - Private > Self-Classification > Ziff Davis CORE > B2B > Productivity Software
Ziff Davis - ODC Seat - Private > Self-Classification > Ziff Davis CORE > B2B > Web Hosting
Ziff Davis - ODC Seat - Private > Self-Classification > Ziff Davis CORE > Gaming
Ziff Davis - ODC Seat - Private > Self-Classification > Ziff Davis CORE > Gaming > Platforms and Consoles
Ziff Davis - ODC Seat - Private > Self-Classification > Ziff Davis CORE > Gaming > Platforms and Consoles > Gaming PCs and Accessories
Ziff Davis - ODC Seat - Private > Self-Classification > Ziff Davis CORE > Gaming > Platforms and Consoles > Microsoft Xbox 360
Ziff Davis - ODC Seat - Private > Self-Classification > Ziff Davis CORE > Gaming > Platforms and Consoles > Microsoft Xbox One
Ziff Davis - ODC Seat - Private > Self-Classification > Ziff Davis CORE > Gaming > Platforms and Consoles > Nintendo Switch
Ziff Davis - ODC Seat - Private > Self-Classification > Ziff Davis CORE > Gaming > Platforms and Consoles > Nintendo Wii and Wii-U
Ziff Davis - ODC Seat - Private > Self-Classification > Ziff Davis CORE > Gaming > Platforms and Consoles > Sony PlayStation 4 (PS4)
Ziff Davis - ODC Seat - Private > Self-Classification > Ziff Davis CORE > Gaming > Virtual Reality (VR) Games and Hardware
Ziff Davis - ODC Seat - Private > Self-Classification > Ziff Davis CORE > Shopping
Ziff Davis - ODC Seat - Private > Self-Classification > Ziff Davis CORE > Shopping > Holiday Shoppers
Ziff Davis - ODC Seat - Private > Self-Classification > Ziff Davis CORE > Shopping > Luxury Shoppers and Intenders



Segment Detail View

Ziff Davis - ODC Seat - Private > Self-Classification > Ziff Davis CORE > Technology
Ziff Davis - ODC Seat - Private > Self-Classification > Ziff Davis CORE > Technology > Connected Home Voice Devices
Ziff Davis - ODC Seat - Private > Self-Classification > Ziff Davis CORE > Technology > Nest Intenders Custom
Ziff Davis - ODC Seat - Private > Self-Classification > Ziff Davis CORE > Technology > Unlocked Phones custom
Ziff Davis - ODC Seat - Private > Self-Classification > Ziff Davis CORE > Technology > Wearable Tech
Ziff Davis - ODC Seat - Private > Sites
Ziff Davis - ODC Seat - Private > Sites > Tech - CE
Ziff Davis - ODC Seat - Private > Sites > Tech - CE > PCMag.com
Ziff Davis - ODC Seat - Private > Sites > Tech - CE > speedtest.net
Ziff Davis - ODC Seat - Private > Streaming Media
Ziff Davis - ODC Seat - Private > Streaming Media > Amazon Fire
Ziff Davis - ODC Seat - Private > Streaming Media > Apple TV
Ziff Davis - ODC Seat - Private > Streaming Media > Cable Cutters
Ziff Davis - ODC Seat - Private > Streaming Media > Chromecast
Ziff Davis - ODC Seat - Private > Streaming Media > Google Play
Ziff Davis - ODC Seat - Private > Streaming Media > HBO
Ziff Davis - ODC Seat - Private > Streaming Media > Netflix
Ziff Davis - ODC Seat - Private > Streaming Media > Roku
Ziff Davis - ODC Seat - Private > Streaming Media > Sling TV
Ziff Davis - ODC Seat - Private > Streaming Media > Starz

