



ORACLE DATA CLOUD SEGMENT SUMMARY

Generated: Thu Dec 16 2021 19:00:20 GMT-0800 (Pacific Standard Time)

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 01

Audiences by Oracle

Audiences by Oracle > Auto, Cars and Trucks

Audiences by Oracle > Auto, Cars and Trucks > In-Market

Audiences by Oracle > Auto, Cars and Trucks > In-Market > Body Styles > Cars

Audiences by Oracle > Auto, Cars and Trucks > In-Market > Body Styles > Cars > Luxury Cars

Audiences by Oracle > Auto, Cars and Trucks > In-Market > Body Styles > Cars > Mid-Size Cars

Audiences by Oracle > Auto, Cars and Trucks > In-Market > Body Styles > SUVs and Crossovers

Audiences by Oracle > Auto, Cars and Trucks > In-Market > Body Styles > SUVs and Crossovers > SUVs

Audiences by Oracle > Auto, Cars and Trucks > In-Market > Body Styles > SUVs and Crossovers > SUVs > Full-Size SUV

Audiences by Oracle > Auto, Cars and Trucks > In-Market > Buy or Lease

Audiences by Oracle > Auto, Cars and Trucks > In-Market > Buy or Lease > Buy

Audiences by Oracle > Auto, Cars and Trucks > In-Market > Makes and Models > Nissan

Audiences by Oracle > Auto, Cars and Trucks > In-Market > Makes and Models > Toyota

Audiences by Oracle > Auto, Cars and Trucks > In-Market > Makes and Models > Volkswagen (VW)

Audiences by Oracle > Auto, Cars and Trucks > In-Market > Makes and Models > Volkswagen (VW) > Volkswagen Passat

Audiences by Oracle > Auto, Cars and Trucks > Interest (Affinity)

Audiences by Oracle > Auto, Cars and Trucks > Interest (Affinity) > Auto Enthusiasts

Audiences by Oracle > Auto, Cars and Trucks > Interest (Affinity) > Auto Enthusiasts > DIY Auto Repair and Maintenance

Audiences by Oracle > Auto, Cars and Trucks > Interest (Affinity) > Body Styles > Cars

Audiences by Oracle > Auto, Cars and Trucks > Interest (Affinity) > Body Styles > Cars > Compact and Subcompact Cars

Audiences by Oracle > Auto, Cars and Trucks > Interest (Affinity) > Body Styles > Cars > Luxury Cars

Audiences by Oracle > Auto, Cars and Trucks > Interest (Affinity) > Body Styles > Cars > Mid-Size Cars

Audiences by Oracle > Auto, Cars and Trucks > Interest (Affinity) > Body Styles > Cars > Sedans

Audiences by Oracle > Auto, Cars and Trucks > Interest (Affinity) > Body Styles > SUVs and Crossovers

Audiences by Oracle > Auto, Cars and Trucks > Interest (Affinity) > Body Styles > SUVs and Crossovers > SUVs

Audiences by Oracle > Auto, Cars and Trucks > Interest (Affinity) > Makes and Models > Cadillac

Audiences by Oracle > Auto, Cars and Trucks > Interest (Affinity) > Makes and Models > Honda

Audiences by Oracle > Auto, Cars and Trucks > Interest (Affinity) > Makes and Models > Nissan

Audiences by Oracle > Auto, Cars and Trucks > Interest (Affinity) > Makes and Models > Toyota

Audiences by Oracle > Auto, Cars and Trucks > Interest (Affinity) > Makes and Models > Volkswagen (VW)

Audiences by Oracle > Auto, Cars and Trucks > Vehicle Owners

Audiences by Oracle > Auto, Cars and Trucks > Vehicle Owners > Body Styles > Cars



Segment Detail View

Audiences by Oracle > Auto, Cars and Trucks > Vehicle Owners > Body Styles > Cars > Full-Size Cars

Audiences by Oracle > Auto, Cars and Trucks > Vehicle Owners > Body Styles > SUVs and Crossovers

Audiences by Oracle > Auto, Cars and Trucks > Vehicle Owners > Body Styles > SUVs and Crossovers > SUVs

Audiences by Oracle > Auto, Cars and Trucks > Vehicle Owners > Body Styles > SUVs and Crossovers > SUVs > Full-Size SUV

Audiences by Oracle > Auto, Cars and Trucks > Vehicle Owners > Makes and Models > Cadillac

Audiences by Oracle > Auto, Cars and Trucks > Vehicle Owners > Makes and Models > Chrysler

Audiences by Oracle > Auto, Cars and Trucks > Vehicle Owners > Makes and Models > Honda

Audiences by Oracle > Auto, Cars and Trucks > Vehicle Owners > Makes and Models > Nissan

Audiences by Oracle > Auto, Cars and Trucks > Vehicle Owners > Makes and Models > Subaru

Audiences by Oracle > Auto, Cars and Trucks > Vehicle Owners > Makes and Models > Volkswagen (VW)

Audiences by Oracle > Auto, Cars and Trucks > Vehicle Owners > Makes and Models > Volkswagen (VW) > Volkswagen Passat

Audiences by Oracle > Auto, Cars and Trucks > Vehicle Owners > Recent Buyers > Recent Car and Truck Buyers (New Owners)

Audiences by Oracle > Business (B2B)

Audiences by Oracle > Business (B2B) > Employee Attributes > Influencers

Audiences by Oracle > Business (B2B) > Employee Attributes > Management Level > Executives

Audiences by Oracle > Business (B2B) > Employee Attributes > Management Level > Executives > C-Level Executives

Audiences by Oracle > Business (B2B) > Employee Attributes > Occupations and Job Functions > Administration and Support

Audiences by Oracle > Business (B2B) > Employee Attributes > Occupations and Job Functions > Agents and Brokers

Audiences by Oracle > Business (B2B) > Employee Attributes > Occupations and Job Functions > Agents and Brokers > Insurance

Audiences by Oracle > Business (B2B) > Employee Attributes > Occupations and Job Functions > Contracting and Tradesmen

Audiences by Oracle > Business (B2B) > Employee Attributes > Occupations and Job Functions > Contracting and Tradesmen > General Contractors and Builders

Audiences by Oracle > Business (B2B) > Employee Attributes > Occupations and Job Functions > Engineering and R&D

Audiences by Oracle > Business (B2B) > Employee Attributes > Occupations and Job Functions > Finance

Audiences by Oracle > Business (B2B) > Employee Attributes > Occupations and Job Functions > IT and Technology

Audiences by Oracle > Business (B2B) > Employee Attributes > Occupations and Job Functions > Operations

Audiences by Oracle > Business (B2B) > Firmographics (Company Attributes) > Company Industry > Arts, Entertainment and Recreation

Audiences by Oracle > Business (B2B) > Firmographics (Company Attributes) > Company Industry > Business and Professional Services

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

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 Industry > Hospitality and Food Service

Audiences by Oracle > Business (B2B) > Firmographics (Company Attributes) > Company Industry > Hospitality and Food Service > Accommodation

Audiences by Oracle > Business (B2B) > Firmographics (Company Attributes) > Company Industry > Hospitality and Food Service > Restaurants



Segment Detail View

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

Audiences by Oracle > Business (B2B) > Firmographics (Company Attributes) > Company Industry > Manufacturing > Food and Beverages

Audiences by Oracle > Business (B2B) > Firmographics (Company Attributes) > Company Industry > Mining, Oil and Gas

Audiences by Oracle > Business (B2B) > Firmographics (Company Attributes) > Company Industry > Personal and Consumer Services

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

Audiences by Oracle > Business (B2B) > Firmographics (Company Attributes) > Company Industry > Transportation and Storage

Audiences by Oracle > Business (B2B) > Firmographics (Company Attributes) > Company Industry > Transportation and Storage > Postal and Courier Activities

Audiences by Oracle > Business (B2B) > Firmographics (Company Attributes) > Company Industry > Wholesale and Retail Trade

Audiences by Oracle > Business (B2B) > Firmographics (Company Attributes) > Company Industry > Wholesale and Retail Trade > Retail Trade

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) > \$5,000,000-\$10,000,000

Audiences by Oracle > Business (B2B) > Firmographics (Company Attributes) > Company Sales Volume (Annual Revenue) > \$50,000,000-\$100,000,000

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 > 1,000-5,000 Employees

Audiences by Oracle > Business (B2B) > Firmographics (Company Attributes) > Company Size > 10-50 Employees

Audiences by Oracle > Business (B2B) > Firmographics (Company Attributes) > Company Size > 100-500 Employees

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

Audiences by Oracle > Business (B2B) > Firmographics (Company Attributes) > Company Size > 50-100 Employees

Audiences by Oracle > Business (B2B) > Firmographics (Company Attributes) > Company Size > 500-1,000 Employees

Audiences by Oracle > Business (B2B) > Firmographics (Company Attributes) > Company Size > Micro Businesses (1-20 Employees)

Audiences by Oracle > Business (B2B) > Firmographics (Company Attributes) > Company Size > Under 10 Employees

Audiences by Oracle > Consumer Packaged Goods (CPG)

Audiences by Oracle > Consumer Packaged Goods (CPG) > Interest (Affinity)

Audiences by Oracle > Consumer Packaged Goods (CPG) > Interest (Affinity) > Product Categories > Beverages (Drinks)

Audiences by Oracle > Consumer Packaged Goods (CPG) > Interest (Affinity) > Product Categories > Beverages (Drinks) > Coffee

Audiences by Oracle > Consumer Packaged Goods (CPG) > Interest (Affinity) > Product Categories > Health and Beauty Products

Audiences by Oracle > Consumer Packaged Goods (CPG) > Interest (Affinity) > Product Categories > Health and Beauty Products > Oral Care

Audiences by Oracle > Consumer Packaged Goods (CPG) > Interest (Affinity) > Product Categories > Pet Care

Audiences by Oracle > Consumer Packaged Goods (CPG) > Interest (Affinity) > Product Categories > Pet Care > Dog Food and Supplies



Segment Detail View

Audiences by Oracle > Consumer Packaged Goods (CPG) > Interest (Affinity) > Recipes and Cooking
Audiences by Oracle > Consumer Packaged Goods (CPG) > Interest (Affinity) > Recipes and Cooking > Desserts and Baking
Audiences by Oracle > Demographics
Audiences by Oracle > Demographics > Education > High School Diploma
Audiences by Oracle > Demographics > Education > Some College
Audiences by Oracle > Demographics > Education > Undergraduate Degree
Audiences by Oracle > Demographics > Family Composition (Household) > Age of Children in Household (Kids) > Parents of Children (6-10)
Audiences by Oracle > Demographics > Family Composition (Household) > Elderly Parent in Household
Audiences by Oracle > Demographics > Family Composition (Household) > Family Member Age > Ages 20-29
Audiences by Oracle > Demographics > Family Composition (Household) > Family Member Age > Ages 30-39
Audiences by Oracle > Demographics > Family Composition (Household) > Military Status > Veteran in Household
Audiences by Oracle > Demographics > Family Composition (Household) > Number of Adults > 1 Adult Households
Audiences by Oracle > Demographics > Family Composition (Household) > Number of Children in Household (Kids) > Parents of 1 Child (Kids)
Audiences by Oracle > Demographics > Family Composition (Household) > Parents with Children in Household (Kids)
Audiences by Oracle > Demographics > Financial Attributes > Estimated Net Worth (USD) > Less than \$25,000
Audiences by Oracle > Demographics > Generations > Baby Boomers
Audiences by Oracle > Demographics > Generations > Gen X
Audiences by Oracle > Demographics > Generations > Millennials
Audiences by Oracle > Demographics > Job Status (Employment) > Employed
Audiences by Oracle > Demographics > Job Status (Employment) > Employed > Part-Time
Audiences by Oracle > Demographics > Marital Status (Relationship) > Married
Audiences by Oracle > Demographics > Validated Demographics > Household Income > HHI: \$100,000+
Audiences by Oracle > Education
Audiences by Oracle > Education > In-Market
Audiences by Oracle > Financial Services
Audiences by Oracle > Financial Services > Banking
Audiences by Oracle > Financial Services > Banking > Banking Channel Preference > Online Banking
Audiences by Oracle > Financial Services > Banking > Interest (Affinity)
Audiences by Oracle > Financial Services > Credit Cards
Audiences by Oracle > Financial Services > Credit Cards > Account Holders
Audiences by Oracle > Financial Services > Credit Cards > Account Holders > Brands > Visa and MasterCard
Audiences by Oracle > Financial Services > Credit Cards > Account Holders > Brands > Visa and MasterCard > Visa
Audiences by Oracle > Financial Services > Credit Cards > Account Holders > Types > Premium Cards



Segment Detail View

Audiences by Oracle > Financial Services > Credit Cards > Account Holders > Types > Store Cards
Audiences by Oracle > Financial Services > Credit Cards > In-Market
Audiences by Oracle > Financial Services > Credit Cards > Interest (Affinity)
Audiences by Oracle > Financial Services > Financial Planning
Audiences by Oracle > Financial Services > Financial Planning > Tax Planning and Preparation
Audiences by Oracle > Financial Services > Insurance
Audiences by Oracle > Financial Services > Insurance > Interest (Affinity)
Audiences by Oracle > Financial Services > Insurance > Interest (Affinity) > Auto Insurance
Audiences by Oracle > Financial Services > Insurance > Interest (Affinity) > Health Insurance
Audiences by Oracle > Financial Services > Insurance > Interest (Affinity) > Home and Property Insurance
Audiences by Oracle > Financial Services > Insurance > Interest (Affinity) > Life Insurance
Audiences by Oracle > Financial Services > Insurance > Policy Holders > Health Insurance
Audiences by Oracle > Financial Services > Insurance > Policy Holders > Health Insurance > Cigna Insured
Audiences by Oracle > Financial Services > Investing and Trading
Audiences by Oracle > Financial Services > Investing and Trading > Account Holders
Audiences by Oracle > Financial Services > Investing and Trading > Account Holders > Stocks and Bonds
Audiences by Oracle > Financial Services > Investing and Trading > Account Holders > Stocks and Bonds > Bonds
Audiences by Oracle > Financial Services > Investing and Trading > Account Holders > Stocks and Bonds > Stocks
Audiences by Oracle > Financial Services > Investing and Trading > Interest (Affinity)
Audiences by Oracle > Financial Services > Investing and Trading > Interest (Affinity) > Retirement
Audiences by Oracle > Financial Services > Investing and Trading > Interest (Affinity) > Stocks and Bonds
Audiences by Oracle > Financial Services > Loans
Audiences by Oracle > Financial Services > Loans > Account Holders > Mortgages
Audiences by Oracle > Financial Services > Loans > In-Market
Audiences by Oracle > Financial Services > Loans > In-Market > Auto Loans
Audiences by Oracle > Financial Services > Loans > In-Market > Mortgages
Audiences by Oracle > Financial Services > Loans > In-Market > Personal Loans
Audiences by Oracle > Financial Services > Loans > Interest (Affinity)
Audiences by Oracle > Financial Services > Loans > Interest (Affinity) > Auto Loans
Audiences by Oracle > Financial Services > Loans > Interest (Affinity) > Mortgages
Audiences by Oracle > Financial Services > Loans > Interest (Affinity) > Refinancing
Audiences by Oracle > Financial Services > Loans > Interest (Affinity) > Refinancing > Home Loan Refinancing (Mortgage)
Audiences by Oracle > Hobbies and Interests (Affinity)



Segment Detail View

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

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

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

Audiences by Oracle > Hobbies and Interests (Affinity) > Beauty and Style > Fashion and Accessories > Men's

Audiences by Oracle > Hobbies and Interests (Affinity) > Beauty and Style > Fashion and Accessories > Women's

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

Audiences by Oracle > Hobbies and Interests (Affinity) > Beauty and Style > Personal Care > Makeup and Skincare

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

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) > Health and Fitness > Exercise > Running and Jogging

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

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

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

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

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

Audiences by Oracle > Hobbies and Interests (Affinity) > Health and Fitness > Wellness > Dieting and Weight Loss

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

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

Audiences by Oracle > Hobbies and Interests (Affinity) > Hobbies > Arts and Crafts > Scrapbooking and Papercraft

Audiences by Oracle > Hobbies and Interests (Affinity) > Hobbies > Arts and Crafts > Sewing and Needlework

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

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

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

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

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

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

Audiences by Oracle > Hobbies and Interests (Affinity) > Hobbies > Reading > Religion and Inspirational Books

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

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

Audiences by Oracle > Hobbies and Interests (Affinity) > Home and Garden > Gardening, Lawn and Yard Care

Audiences by Oracle > Hobbies and Interests (Affinity) > Home and Garden > Home Decorating

Audiences by Oracle > Hobbies and Interests (Affinity) > Home and Garden > Home Improvement (DIY)



Segment Detail View

Audiences by Oracle > Hobbies and Interests (Affinity) > Home and Garden > Housewares and Furnishings

Audiences by Oracle > Hobbies and Interests (Affinity) > Internet and Online Activities

Audiences by Oracle > Hobbies and Interests (Affinity) > Internet and Online Activities > Heavy Internet Users

Audiences by Oracle > Hobbies and Interests (Affinity) > Internet and Online Activities > Online Dating

Audiences by Oracle > Hobbies and Interests (Affinity) > Internet and Online Activities > Social Influencers

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

Audiences by Oracle > Hobbies and Interests (Affinity) > Outdoor Activities > Fishing

Audiences by Oracle > Hobbies and Interests (Affinity) > Outdoor Activities > Water Sports

Audiences by Oracle > Hobbies and Interests (Affinity) > Outdoor Activities > Water Sports > Boating and Sailing

Audiences by Oracle > Hobbies and Interests (Affinity) > Outdoor Activities > Winter Sports

Audiences by Oracle > Hobbies and Interests (Affinity) > Outdoor Activities > Winter Sports > Snow Skiing

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

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

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

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

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

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

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

Audiences by Oracle > Hobbies and Interests (Affinity) > Public Interest > Charity (Philanthropy) > Causes > Family and Human Services

Audiences by Oracle > Hobbies and Interests (Affinity) > Public Interest > Charity (Philanthropy) > Causes > Religion

Audiences by Oracle > Hobbies and Interests (Affinity) > Public Interest > Charity (Philanthropy) > Online Charitable Donors

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 > Bargain Hunting Shoppers

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

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

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

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

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

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

Audiences by Oracle > Life Stages and Events

Audiences by Oracle > Life Stages and Events > Moving

Audiences by Oracle > Life Stages and Events > Moving > First Time Home Buyers



Segment Detail View

Audiences by Oracle > Life Stages and Events > Moving > Pre Movers

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 Audio

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

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

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

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

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

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

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

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

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

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 >

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

Audiences by Oracle > Media and Entertainment > Consumer Entertainment Technology

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 > Events and Attractions

Audiences by Oracle > Media and Entertainment > Events and Attractions > Theme and Amusement Parks

Audiences by Oracle > Media and Entertainment > Gaming

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 Consoles

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

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

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

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

Audiences by Oracle > Media and Entertainment > Gaming > Personas > Gamers



Segment Detail View

Audiences by Oracle > Media and Entertainment > Movies

Audiences by Oracle > Media and Entertainment > Movies > Enthusiasts

Audiences by Oracle > Media and Entertainment > Movies > Genres > Action and Adventure

Audiences by Oracle > Media and Entertainment > Movies > Genres > Children and Family

Audiences by Oracle > Media and Entertainment > Movies > Genres > Drama

Audiences by Oracle > Media and Entertainment > Movies > Genres > Horror and Thriller

Audiences by Oracle > Media and Entertainment > Music

Audiences by Oracle > Media and Entertainment > Music > Genres > Alternative, Punk and Metal

Audiences by Oracle > Media and Entertainment > Music > Genres > Classical

Audiences by Oracle > Media and Entertainment > Music > Genres > Country and Folk

Audiences by Oracle > Media and Entertainment > Music > Genres > Rap and Hip-Hop

Audiences by Oracle > Media and Entertainment > Music > Genres > Rock and Pop

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

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

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

Audiences by Oracle > Media and Entertainment > Sports and Recreational Activities

Audiences by Oracle > Media and Entertainment > Sports and Recreational Activities > Interest (Affinity)

Audiences by Oracle > Media and Entertainment > Sports and Recreational Activities > Interest (Affinity) > Individual Sports

Audiences by Oracle > Media and Entertainment > Sports and Recreational Activities > Interest (Affinity) > Individual Sports > Golf

Audiences by Oracle > Media and Entertainment > Sports and Recreational Activities > Interest (Affinity) > Individual Sports > Tennis and Racquet Sports

Audiences by Oracle > Media and Entertainment > Sports and Recreational Activities > Interest (Affinity) > Olympics

Audiences by Oracle > Media and Entertainment > Sports and Recreational Activities > Interest (Affinity) > Olympics > Summer Olympics

Audiences by Oracle > Media and Entertainment > Sports and Recreational Activities > Interest (Affinity) > Olympics > Winter Olympics

Audiences by Oracle > Media and Entertainment > Sports and Recreational Activities > Interest (Affinity) > Team Sports

Audiences by Oracle > Media and Entertainment > Sports and Recreational Activities > Interest (Affinity) > Team Sports > Baseball

Audiences by Oracle > Media and Entertainment > Sports and Recreational Activities > Interest (Affinity) > Team Sports > Baseball > Major League Baseball (MLB)

Audiences by Oracle > Media and Entertainment > Sports and Recreational Activities > Interest (Affinity) > Team Sports > Basketball

Audiences by Oracle > Media and Entertainment > Sports and Recreational Activities > Interest (Affinity) > Team Sports > Basketball > College Basketball (NCAA)

Audiences by Oracle > Media and Entertainment > Sports and Recreational Activities > Interest (Affinity) > Team Sports > Basketball > Professional Basketball (NBA)

Audiences by Oracle > Media and Entertainment > Sports and Recreational Activities > Interest (Affinity) > Team Sports > Football (American)

Audiences by Oracle > Media and Entertainment > Sports and Recreational Activities > Interest (Affinity) > Team Sports > Football (American) > College Football (NCAA)

Audiences by Oracle > Media and Entertainment > Sports and Recreational Activities > Interest (Affinity) > Team Sports > Football (American) > Professional Football (NFL)

Audiences by Oracle > Media and Entertainment > Sports and Recreational Activities > Interest (Affinity) > Team Sports > Hockey



Segment Detail View

Audiences by Oracle > Media and Entertainment > Sports and Recreational Activities > Interest (Affinity) > Team Sports > Hockey > National Hockey League (NHL)

Audiences by Oracle > Media and Entertainment > Sports and Recreational Activities > Interest (Affinity) > Team Sports > Soccer (Football)

Audiences by Oracle > Media and Entertainment > Sports and Recreational Activities > Interest (Affinity) > Team Sports > Soccer (Football) > International Soccer (FIFA)

Audiences by Oracle > Media and Entertainment > Sports and Recreational Activities > Interest (Affinity) > Team Sports > Soccer (Football) > U.S. Soccer (MLS)

Audiences by Oracle > Media and Entertainment > Television (TV)

Audiences by Oracle > Media and Entertainment > Television (TV) > Interest

Audiences by Oracle > Media and Entertainment > Television (TV) > Interest > Genres > Awards Shows

Audiences by Oracle > Media and Entertainment > Television (TV) > Interest > Genres > Awards Shows > Grammy Awards

Audiences by Oracle > Media and Entertainment > Television (TV) > Interest > Genres > Comedy

Audiences by Oracle > Media and Entertainment > Television (TV) > Interest > Genres > Food and Cooking

Audiences by Oracle > Media and Entertainment > Television (TV) > Interest > Genres > History

Audiences by Oracle > Media and Entertainment > Television (TV) > Interest > Genres > Reality TV

Audiences by Oracle > Media and Entertainment > Television (TV) > Interest > Networks > HBO

Audiences by Oracle > Real Estate and Home Property Services

Audiences by Oracle > Real Estate and Home Property Services > In-Market

Audiences by Oracle > Real Estate and Home Property Services > In-Market > Home Buying

Audiences by Oracle > Real Estate and Home Property Services > Real Estate Attributes > Available Equity % > 1 to 25%

Audiences by Oracle > Real Estate and Home Property Services > Real Estate Attributes > Available Equity % > 26 to 75%

Audiences by Oracle > Real Estate and Home Property Services > Real Estate Attributes > Available Equity % > 76 to 100%

Audiences by Oracle > Real Estate and Home Property Services > Real Estate Attributes > Estimated Home Value (USD) > Less than \$100,000

Audiences by Oracle > Real Estate and Home Property Services > Real Estate Attributes > Length Since Last Home Loan > 30-60 Months

Audiences by Oracle > Real Estate and Home Property Services > Real Estate Attributes > Length Since Last Home Loan > 60-90 Months

Audiences by Oracle > Real Estate and Home Property Services > Real Estate Attributes > Length of Residence > 5-10 Years

Audiences by Oracle > Real Estate and Home Property Services > Real Estate Attributes > Ownership > Home Owners

Audiences by Oracle > Real Estate and Home Property Services > Real Estate Attributes > Property Type > Single Family

Audiences by Oracle > Restaurants

Audiences by Oracle > Restaurants > Dining Type > QSR (Fast Food)

Audiences by Oracle > Retail

Audiences by Oracle > Retail > In-Market

Audiences by Oracle > Retail > Purchase-Based

Audiences by Oracle > Retail > Purchase-Based > Categories > Beauty Products and Fragrance Buyers

Audiences by Oracle > Retail > Purchase-Based > Categories > Beauty Products and Fragrance Buyers > Cosmetics

Audiences by Oracle > Retail > Purchase-Based > Categories > Childrens (Kids) Products Buyers



Segment Detail View

Audiences by Oracle > Retail > Purchase-Based > Categories > Gifts and Party Buyers

Audiences by Oracle > Retail > Purchase-Based > Categories > Home and Garden Buyers

Audiences by Oracle > Retail > Purchase-Based > Categories > Home and Garden Buyers > Home Improvement

Audiences by Oracle > Retail > Purchase-Based > Categories > Home and Garden Buyers > Home Improvement > Tools

Audiences by Oracle > Retail > Purchase-Based > Categories > Home and Garden Buyers > Interior

Audiences by Oracle > Retail > Purchase-Based > Categories > Home and Garden Buyers > Interior > Kitchen and Tabletop

Audiences by Oracle > Retail > Purchase-Based > Categories > Office Supplies Buyers

Audiences by Oracle > Retail > Shopping Styles > Purchase Channel > Online Shoppers

Audiences by Oracle > Retail > Shopping Styles > Type > Luxury Shoppers

Audiences by Oracle > Technology and Computing

Audiences by Oracle > Technology and Computing > Deviceographics (Device Ownership)

Audiences by Oracle > Technology and Computing > Deviceographics (Device Ownership) > Computers

Audiences by Oracle > Technology and Computing > Deviceographics (Device Ownership) > Computers > Dell

Audiences by Oracle > Technology and Computing > In-Market

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 > Apple

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

Audiences by Oracle > Technology and Computing > Interest (Affinity) > Brand Affinity > Google (incl. Android)

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

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

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

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 > Device Ownership

Audiences by Oracle > Telecommunications and Mobile Tech > Mobile Devices and Connected Technology > Device Ownership > Mobile, Smartphones and Tablets

Audiences by Oracle > Telecommunications and Mobile Tech > Mobile Devices and Connected Technology > Device Ownership > Mobile, Smartphones and Tablets > Android

Audiences by Oracle > Telecommunications and Mobile Tech > Mobile Devices and Connected Technology > Device Ownership > Mobile, Smartphones and Tablets > iOS (iPhone, iPad)

Audiences by Oracle > Telecommunications and Mobile Tech > Mobile Devices and Connected Technology > Device Ownership > Mobile, Smartphones and Tablets > iOS (iPhone, iPad) > iPhone

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

Audiences by Oracle > Telecommunications and Mobile Tech > Mobile Devices and Connected Technology > Interest > Mobile Phones (Cell Phones)



Segment Detail View

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

Audiences by Oracle > Telecommunications and Mobile Tech > Mobile Devices and Connected Technology > Interest > Tablets and e-Readers

Audiences by Oracle > Travel and Tourism

Audiences by Oracle > Travel and Tourism > Interest (Affinity)

Audiences by Oracle > Travel and Tourism > Interest (Affinity) > Products > Cruises

Audiences by Oracle > Travel and Tourism > Travelers

Audiences by Oracle > Travel and Tourism > Travelers > Booking Preference

Audiences by Oracle > Travel and Tourism > Travelers > Booking Preference > Channel

Audiences by Oracle > Travel and Tourism > Travelers > Booking Preference > Channel > Online Booking (Web)

Audiences by Oracle > Travel and Tourism > Travelers > Brand Affinity

Audiences by Oracle > Travel and Tourism > Travelers > Brand Affinity > Airlines

Audiences by Oracle > Travel and Tourism > Travelers > Brand Affinity > Hotels and Lodging

Audiences by Oracle > Travel and Tourism > Travelers > Personas > Business Travelers

Audiences by Oracle > Travel and Tourism > Travelers > Personas > Leisure and Vacation Travelers

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: 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



Segment Detail View

Branded Data > AcquireWeb - Claritas > Auto > Auto In The Market > Used Car
Branded Data > AcquireWeb - Claritas > Auto > Auto In The Market > Used Vehicle Age
Branded Data > AcquireWeb - Claritas > Auto > Auto In The Market > Used Vehicle Age > 6-10 Years
Branded Data > AcquireWeb - Claritas > Auto > Car Attitude
Branded Data > AcquireWeb - Claritas > Auto > Car Attitude > Quality of Workmanship/Construction
Branded Data > AcquireWeb - Claritas > Auto Service and Repair
Branded Data > AcquireWeb - Claritas > Auto Service and Repair > Acura Dealership Auto Service Defectors (IMR)
Branded Data > AcquireWeb - Claritas > Auto Service and Repair > Audi Dealership Auto Service Defectors (IMR)
Branded Data > AcquireWeb - Claritas > Auto Service and Repair > Audi Dealership Auto Service Loyalists (IMR)
Branded Data > AcquireWeb - Claritas > Auto Service and Repair > Bmw Dealership Auto Service Defectors (IMR)
Branded Data > AcquireWeb - Claritas > Auto Service and Repair > Bmw Dealership Auto Service Loyalists (IMR)
Branded Data > AcquireWeb - Claritas > Auto Service and Repair > Changes Own AC DIY (IMR)
Branded Data > AcquireWeb - Claritas > Auto Service and Repair > Changes Own Battery Cables DIY (IMR)
Branded Data > AcquireWeb - Claritas > Auto Service and Repair > Changes Own Clutch Parts DIY (IMR)
Branded Data > AcquireWeb - Claritas > Auto Service and Repair > Changes Own Exhaust System DIY (IMR)
Branded Data > AcquireWeb - Claritas > Auto Service and Repair > Changes Own Gaskets DIY (IMR)
Branded Data > AcquireWeb - Claritas > Auto Service and Repair > Changes Own Ignition Parts DIY (IMR)
Branded Data > AcquireWeb - Claritas > Auto Service and Repair > Changes Own Steering Parts DIY (IMR)
Branded Data > AcquireWeb - Claritas > Auto Service and Repair > Changes Own Suspension Parts DIY (IMR)
Branded Data > AcquireWeb - Claritas > Auto Service and Repair > Clean Their Own Fuel System DIY (IMR)
Branded Data > AcquireWeb - Claritas > Auto Service and Repair > Honda Dealership Auto Service Defectors (IMR)
Branded Data > AcquireWeb - Claritas > Auto Service and Repair > Mazda Dealership Auto Service Loyalists (IMR)
Branded Data > AcquireWeb - Claritas > Auto Service and Repair > Mercedes-Benz Dealership Auto Service Defectors (IMR)
Branded Data > AcquireWeb - Claritas > Auto Service and Repair > Pays for AC Compressor Service DIFM (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 Battery Cables Service DIFM (IMR)
Branded Data > AcquireWeb - Claritas > Auto Service and Repair > Pays for Battery Change 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 Clutch Parts Service DIFM (IMR)
Branded Data > AcquireWeb - Claritas > Auto Service and Repair > Pays for Exhaust Pipes 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 Fuel Injector Cleaning Service DIFM (IMR)



Segment Detail View

Branded Data > AcquireWeb - Claritas > Auto Service and Repair > Pays for Fuel System Cleaning 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 Gasket Repair Service DIFM (IMR)
Branded Data > AcquireWeb - Claritas > Auto Service and Repair > Pays for Leak Stopped Repair Service DIFM (IMR)
Branded Data > AcquireWeb - Claritas > Auto Service and Repair > Pays for Lubricant Refill 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 Collision Body Part 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 Fuel System Part Repair DIFM (IMR)
Branded Data > AcquireWeb - Claritas > Auto Service and Repair > Pays for Other Ignition Part Repair DIFM (IMR)
Branded Data > AcquireWeb - Claritas > Auto Service and Repair > Pays for Other Lighting Part Repair 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 Other Windshield 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 Power Steering Chemicals Refill DIFM (IMR)
Branded Data > AcquireWeb - Claritas > Auto Service and Repair > Pays for Sensor Repair DIFM (IMR)
Branded Data > AcquireWeb - Claritas > Auto Service and Repair > Pays for Steering Part Repair DIFM (IMR)
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 System Cleaners and Treatments 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 > Pays for Transmission Part Repair DIFM (IMR)
Branded Data > AcquireWeb - Claritas > Auto Service and Repair > Pays for Water Pump Repair DIFM (IMR)
Branded Data > AcquireWeb - Claritas > Auto Service and Repair > Prospective Aamco Customer (IMR)
Branded Data > AcquireWeb - Claritas > Auto Service and Repair > Prospective Amazon.Com Customer for Vehicle Parts (IMR)
Branded Data > AcquireWeb - Claritas > Auto Service and Repair > Prospective Auto Glass Customer (IMR)
Branded Data > AcquireWeb - Claritas > Auto Service and Repair > Prospective Body Repair Shop 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 Car Quest Customer (IMR)
Branded Data > AcquireWeb - Claritas > Auto Service and Repair > Prospective Carx Customer (IMR)
Branded Data > AcquireWeb - Claritas > Auto Service and Repair > Prospective Costco Customer (IMR)



Segment Detail View

Branded Data > AcquireWeb - Claritas > Auto Service and Repair > Prospective Foreign Repair Specialist Customer (IMR)
Branded Data > AcquireWeb - Claritas > Auto Service and Repair > Prospective Gas Service Station Customer (IMR)
Branded Data > AcquireWeb - Claritas > Auto Service and Repair > Prospective Government Testing Facility Customer (IMR)
Branded Data > AcquireWeb - Claritas > Auto Service and Repair > Prospective Grease Monkey Customer (IMR)
Branded Data > AcquireWeb - Claritas > Auto Service and Repair > Prospective Just Tires Customer (IMR)
Branded Data > AcquireWeb - Claritas > Auto Service and Repair > Prospective Kmart Customer for Auto Parts or Service (IMR)
Branded Data > AcquireWeb - Claritas > Auto Service and Repair > Prospective Meineke Customer (IMR)
Branded Data > AcquireWeb - Claritas > Auto Service and Repair > Prospective Monro Customer (IMR)
Branded Data > AcquireWeb - Claritas > Auto Service and Repair > Prospective Ntb Customer (IMR)
Branded Data > AcquireWeb - Claritas > Auto Service and Repair > Prospective Q Lube/Quaker State Lube Customer (IMR)
Branded Data > AcquireWeb - Claritas > Auto Service and Repair > Prospective Sam's Club Customer (IMR)
Branded Data > AcquireWeb - Claritas > Auto Service and Repair > Prospective Sears Customer (IMR)
Branded Data > AcquireWeb - Claritas > Auto Service and Repair > Prospective Service Station Customer (IMR)
Branded Data > AcquireWeb - Claritas > Auto Service and Repair > Prospective Target Customer for Auto Parts (IMR)
Branded Data > AcquireWeb - Claritas > Auto Service and Repair > Prospective Texaco Express Customer (IMR)
Branded Data > AcquireWeb - Claritas > Auto Service and Repair > Repairs Own AC Parts DIY (IMR)
Branded Data > AcquireWeb - Claritas > Auto Service and Repair > Repairs Own Collision Body Parts DIY (IMR)
Branded Data > AcquireWeb - Claritas > Auto Service and Repair > Repairs Own Fuel System Parts DIY (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 Painting DIY (IMR)
Branded Data > AcquireWeb - Claritas > Auto Service and Repair > Replace Own Transmission Parts and Repairs DIY (IMR)
Branded Data > AcquireWeb - Claritas > Auto Service and Repair > Shops at Big O (IMR)
Branded Data > AcquireWeb - Claritas > Auto Service and Repair > Toyota Dealership Auto Service Defectors (IMR)
Branded Data > AcquireWeb - Claritas > Auto Service and Repair > Uses Yokohama Tires (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 > 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



Segment Detail View

Branded Data > AcquireWeb - Claritas > Behavior Model > Active/Interest In > Music
Branded Data > AcquireWeb - Claritas > Behavior Model > Active/Interest In > Music > Listens to Alternative 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 > Outdoor
Branded Data > AcquireWeb - Claritas > Behavior Model > Active/Interest In > Outdoor > Outdoor Enthusiast
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 > 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 > Credit Card
Branded Data > AcquireWeb - Claritas > Behavior Model > Credit Card > Credit Card User
Branded Data > AcquireWeb - Claritas > Behavior Model > Investor
Branded Data > AcquireWeb - Claritas > Behavior Model > Investor > Online Trading
Branded Data > AcquireWeb - Claritas > Connexions
Branded Data > AcquireWeb - Claritas > Connexions > 50 Early-Bird TV
Branded Data > AcquireWeb - Claritas > Demographics
Branded Data > AcquireWeb - Claritas > Demographics > Age
Branded Data > AcquireWeb - Claritas > Demographics > Age > 35-44
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 > Less than High School Diploma
Branded Data > AcquireWeb - Claritas > Demographics > First Time Homebuyer
Branded Data > AcquireWeb - Claritas > Demographics > First Time Homebuyer > Yes
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 > \$50,000 - \$74,999



Segment Detail View

Branded Data > AcquireWeb - Claritas > Demographics > Length of Residence
Branded Data > AcquireWeb - Claritas > Demographics > Length of Residence > 6-10 Years
Branded Data > AcquireWeb - Claritas > Demographics > Number of Adults
Branded Data > AcquireWeb - Claritas > Demographics > Number of Adults > 1
Branded Data > AcquireWeb - Claritas > Demographics > Number of Children in Household
Branded Data > AcquireWeb - Claritas > Demographics > Number of Children in Household > 0
Branded Data > AcquireWeb - Claritas > Entertainment
Branded Data > AcquireWeb - Claritas > Entertainment > Sports Fan
Branded Data > AcquireWeb - Claritas > Entertainment > Sports Fan > Football
Branded Data > AcquireWeb - Claritas > Entertainment > Sports Fan > Football > Attend NFL Regularly
Branded Data > AcquireWeb - Claritas > Financial
Branded Data > AcquireWeb - Claritas > Financial > Chase Customer (Scarborough)
Branded Data > AcquireWeb - Claritas > Financial > Citibank Customer (Scarborough)
Branded Data > AcquireWeb - Claritas > Financial > No Charitable Contributions (Scarborough)
Branded Data > AcquireWeb - Claritas > Financial > No Household Bank (Scarborough)
Branded Data > AcquireWeb - Claritas > Financial > Prospective GEICO Auto Insurance Buyer (Scarborough)
Branded Data > AcquireWeb - Claritas > Financial > Prospective Mercury Auto Insurance Buyer (Scarborough)
Branded Data > AcquireWeb - Claritas > Financial > Uses Prepaid Debit Card
Branded Data > AcquireWeb - Claritas > Health
Branded Data > AcquireWeb - Claritas > Health > Prospective Health Net Health Insurance Buyer (Scarborough)
Branded Data > AcquireWeb - Claritas > Health > Shops Target Pharmacy (Scarborough)
Branded Data > AcquireWeb - Claritas > P\$YCLE Premier
Branded Data > AcquireWeb - Claritas > P\$YCLE Premier > 49 Penny Pinchers
Branded Data > AcquireWeb - Claritas > PRIZM Premier
Branded Data > AcquireWeb - Claritas > PRIZM Premier > 40 Aspiring A-Listers
Branded Data > AcquireWeb - Claritas > Retail
Branded Data > AcquireWeb - Claritas > Retail > Shop at Bj Wholesale Club (Scarborough)
Branded Data > AcquireWeb - Claritas > Retail > Shop at Bloomingdale's (Scarborough)
Branded Data > AcquireWeb - Claritas > Retail > Shop at Burlington Coat Factory (Scarborough)
Branded Data > AcquireWeb - Claritas > Retail > Shop at Kmart for Athletic Goods (Scarborough)
Branded Data > AcquireWeb - Claritas > Retail > Shop at Macys (Scarborough)
Branded Data > AcquireWeb - Claritas > Retail > Shop at Marshalls (Scarborough)
Branded Data > AcquireWeb - Claritas > Retail > Shop at Neiman Marcus (Scarborough)



Segment Detail View

Branded Data > AcquireWeb - Claritas > Retail > Shop at Nordstrom (Scarborough)
Branded Data > AcquireWeb - Claritas > Retail > Shop at Nordstrom Rack (Scarborough)
Branded Data > AcquireWeb - Claritas > Retail > Shop at REI (Scarborough)
Branded Data > AcquireWeb - Claritas > Retail > Shop at Saks Fifth Avenue (Scarborough)
Branded Data > AcquireWeb - Claritas > Retail > Shop at Target for Athletic Goods (Scarborough)
Branded Data > AcquireWeb - Claritas > Retail > Shops BJ's Wholesale Club (Scarborough)
Branded Data > AcquireWeb - Claritas > Retail > Shops Hispanic Grocery (Scarborough)
Branded Data > AcquireWeb - Claritas > Retail > Shops Online Grocery (Scarborough)
Branded Data > AcquireWeb - Claritas > Retail > Shops Trader Joe's (Scarborough)
Branded Data > AcquireWeb - Claritas > Retail > Shops Whole Foods Market (Scarborough)
Branded Data > AcquireWeb - Claritas > Retail > Shops at 7-Eleven (Scarborough)
Branded Data > AcquireWeb - Claritas > Retail > Shops at Ann Taylor (Scarborough)
Branded Data > AcquireWeb - Claritas > Retail > Shops at Anna Linens (Scarborough)
Branded Data > AcquireWeb - Claritas > Retail > Shops at Anthropologie (Scarborough)
Branded Data > AcquireWeb - Claritas > Retail > Shops at BJ's Wholesales Club (Scarborough)
Branded Data > AcquireWeb - Claritas > Retail > Shops at Banana Republic (Scarborough)
Branded Data > AcquireWeb - Claritas > Retail > Shops at Bloomingdales (Scarborough)
Branded Data > AcquireWeb - Claritas > Retail > Shops at Brooks Brothers (Scarborough)
Branded Data > AcquireWeb - Claritas > Retail > Shops at Burlington Coat Factory (Scarborough)
Branded Data > AcquireWeb - Claritas > Retail > Shops at Crate and Barrel (Scarborough)
Branded Data > AcquireWeb - Claritas > Retail > Shops at Foot Locker (Scarborough)
Branded Data > AcquireWeb - Claritas > Retail > Shops at Gap (Scarborough)
Branded Data > AcquireWeb - Claritas > Retail > Shops at Gaps Kids (Scarborough)
Branded Data > AcquireWeb - Claritas > Retail > Shops at Lady Foot Locker (Scarborough)
Branded Data > AcquireWeb - Claritas > Retail > Shops at Lord and Taylor (Scarborough)
Branded Data > AcquireWeb - Claritas > Retail > Shops at Macy (Scarborough)
Branded Data > AcquireWeb - Claritas > Retail > Shops at Marshalls (Scarborough)
Branded Data > AcquireWeb - Claritas > Retail > Shops at Neiman Marcus (Scarborough)
Branded Data > AcquireWeb - Claritas > Retail > Shops at New York and Company (Scarborough)
Branded Data > AcquireWeb - Claritas > Retail > Shops at Nordstrom Rack (Scarborough)
Branded Data > AcquireWeb - Claritas > Retail > Shops at Old Navy (Scarborough)
Branded Data > AcquireWeb - Claritas > Retail > Shops at REI (Scarborough)
Branded Data > AcquireWeb - Claritas > Retail > Shops at Staples (Scarborough)



Segment Detail View

Branded Data > AcquireWeb - Claritas > Retail > Shops at The Container Store (Scarborough)

Branded Data > AcquireWeb - Claritas > Sports and Entertainment

Branded Data > AcquireWeb - Claritas > Sports and Entertainment > Attends Art Museum (Scarborough)

Branded Data > AcquireWeb - Claritas > Tech

Branded Data > AcquireWeb - Claritas > Tech > Above Average Technology Users

Branded Data > AcquireWeb - Claritas > Tech > Cox Internet Service Subscriber

Branded Data > AcquireWeb - Claritas > Tech > Cox TV Subscriber

Branded Data > AcquireWeb - Claritas > Tech > Heavy Audio Streamer

Branded Data > AcquireWeb - Claritas > Tech > Heavy Video Streamer

Branded Data > AcquireWeb - Claritas > Tech > High Tech Users

Branded Data > AcquireWeb - Claritas > Tech > MetroPCS Cell Phone Service Subscriber

Branded Data > AcquireWeb - Claritas > Tech > No TV to Save Money

Branded Data > AcquireWeb - Claritas > Tech > Prospective Boost Mobile Subscriber

Branded Data > AcquireWeb - Claritas > Tech > Prospective Cricket Communication Subscriber

Branded Data > AcquireWeb - Claritas > Tech > Prospective Metro PCS Subscriber

Branded Data > AcquireWeb - Claritas > Tech > Prospective Sprint Cell Phone Service Subscriber

Branded Data > AcquireWeb - Claritas > Tech > Prospective T-Mobile Subscriber

Branded Data > AcquireWeb - Claritas > Tech > Prospective Virgin Mobile Subscriber

Branded Data > AcquireWeb - Claritas > Tech > Sprint 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 > Early Majority

Branded Data > AcquireWeb - Claritas > Tech > Technology Adoption > Top 25% for Tech

Branded Data > AcquireWeb - Claritas > Tech > Technology Adoption > Top 25% for Tech > Technology Adoption

Branded Data > AcquireWeb - Claritas > Tech > Unsubsidized Cell Phone User

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 > Willing to Pay by Phone

Branded Data > AcquireWeb - Claritas > Telco Subscribers

Branded Data > AcquireWeb - Claritas > Telco Subscribers > Landline Loyalists

Branded Data > AcquireWeb - Claritas > Telco Subscribers > Landline Loyalists > Longtime Subscriber With Charter

Branded Data > AcquireWeb - Claritas > Telco Subscribers > Landline Loyalists > Longtime Subscriber With Comcast

Branded Data > AcquireWeb - Claritas > Telco Subscribers > Landline Loyalists > Longtime Subscriber With Cox



Segment Detail View

Branded Data > AcquireWeb - Claritas > Telco Subscribers > Landline Switcher
Branded Data > AcquireWeb - Claritas > Telco Subscribers > Landline Switcher > Predicted to Switch from Comcast
Branded Data > AcquireWeb - Claritas > Telco Subscribers > Landline Switcher > Predicted to Switch from Cox
Branded Data > AcquireWeb - Claritas > Telco Subscribers > Landline Switcher > Predicted to Switch to Comcast
Branded Data > AcquireWeb - Claritas > Telco Subscribers > Wireless Switcher
Branded Data > AcquireWeb - Claritas > Telco Subscribers > Wireless Switcher > Predicted to Switch from Us Cellular to Verizon
Branded Data > AdAdvisor by Neustar
Branded Data > AdAdvisor by Neustar > Automotive
Branded Data > AdAdvisor by Neustar > Automotive > Vehicle Make
Branded Data > AdAdvisor by Neustar > Automotive > Vehicle Make > BMW
Branded Data > AdAdvisor by Neustar > Beauty Products
Branded Data > AdAdvisor by Neustar > Beauty Products > Nail Polish
Branded Data > AdAdvisor by Neustar > Demographics > Generations > Baby Boomers
Branded Data > AdAdvisor by Neustar > Demographics > Head of Household > Female Head of Household
Branded Data > AdAdvisor by Neustar > Demographics > Lifestage > Established Lower Mid Income Families
Branded Data > AdAdvisor by Neustar > Demographics > Number of Children
Branded Data > AdAdvisor by Neustar > Demographics > Number of Children > One
Branded Data > AdAdvisor by Neustar > Grocery
Branded Data > AdAdvisor by Neustar > Grocery > BBQ/Seasoning Sauces
Branded Data > AdAdvisor by Neustar > Grocery > Brands
Branded Data > AdAdvisor by Neustar > Grocery > Brands > Cherry Coke
Branded Data > AdAdvisor by Neustar > Grocery > Chocolate/Candy
Branded Data > AdAdvisor by Neustar > Grocery > Ice Cream
Branded Data > AdAdvisor by Neustar > Grocery > Iced Tea
Branded Data > AdAdvisor by Neustar > Grocery > Sugar Substitutes
Branded Data > AdAdvisor by Neustar > Healthcare Products
Branded Data > AdAdvisor by Neustar > Healthcare Products > Pain Relievers
Branded Data > AdAdvisor by Neustar > Household Demographics
Branded Data > AdAdvisor by Neustar > Household Demographics > Direct Mail Responder
Branded Data > AdAdvisor by Neustar > Household Demographics > Household Composition
Branded Data > AdAdvisor by Neustar > Household Demographics > Household Composition > Presence of 2 or more Adult Males and Children
Branded Data > AdAdvisor by Neustar > Household Demographics > Household Income Range
Branded Data > AdAdvisor by Neustar > Household Demographics > Household Income Range > \$40,000-\$44,999



Segment Detail View

Branded Data > AdAdvisor by Neustar > Household Demographics > Household Property

Branded Data > AdAdvisor by Neustar > Household Demographics > Household Property > Dwelling Unit Size

Branded Data > AdAdvisor by Neustar > Household Demographics > Household Property > Dwelling Unit Size > 1 Unit

Branded Data > AdAdvisor by Neustar > Household Demographics > Household Property > Home Ownership Type

Branded Data > AdAdvisor by Neustar > Household Demographics > Household Property > Home Ownership Type > Homeowner

Branded Data > AdAdvisor by Neustar > Household Demographics > Household Property > Home Value

Branded Data > AdAdvisor by Neustar > Household Demographics > Household Property > Home Value > \$200,000-\$299,999

Branded Data > AdAdvisor by Neustar > Household Demographics > Household Property > Length of Residence

Branded Data > AdAdvisor by Neustar > Household Demographics > Household Property > Length of Residence > 5-9 Years

Branded Data > AdAdvisor by Neustar > Household Demographics > Language

Branded Data > AdAdvisor by Neustar > Household Demographics > Language > Household Member Speaks English

Branded Data > AdAdvisor by Neustar > Household Demographics > Number of Adults in Living Unit

Branded Data > AdAdvisor by Neustar > Household Demographics > Number of Adults in Living Unit > 4

Branded Data > AdAdvisor by Neustar > Household Demographics > Number of Children in Living Unit

Branded Data > AdAdvisor by Neustar > Household Demographics > Number of Children in Living Unit > 1

Branded Data > AdAdvisor by Neustar > Household Demographics > Number of People in Living Unit

Branded Data > AdAdvisor by Neustar > Household Demographics > Number of People in Living Unit > 5

Branded Data > AdAdvisor by Neustar > Household Demographics > Presence of Adult

Branded Data > AdAdvisor by Neustar > Household Demographics > Presence of Adult > Age

Branded Data > AdAdvisor by Neustar > Household Demographics > Presence of Adult > Age > 19+

Branded Data > AdAdvisor by Neustar > Household Demographics > Presence of Adult > Age > 19-24

Branded Data > AdAdvisor by Neustar > Household Demographics > Presence of Adult > Age > 45-54

Branded Data > AdAdvisor by Neustar > Household Demographics > Presence of Adult > Age > 55-64

Branded Data > AdAdvisor by Neustar > Household Demographics > Presence of Adult > Gender

Branded Data > AdAdvisor by Neustar > Household Demographics > Presence of Adult > Gender > Female

Branded Data > AdAdvisor by Neustar > Household Demographics > Presence of Adult > Gender > Male

Branded Data > AdAdvisor by Neustar > Household Demographics > Presence of Children

Branded Data > AdAdvisor by Neustar > Household Demographics > Presence of Children > Age

Branded Data > AdAdvisor by Neustar > Household Demographics > Presence of Children > Age > 0-18

Branded Data > AdAdvisor by Neustar > Household Demographics > Presence of Children > Age > 7-9

Branded Data > AdAdvisor by Neustar > Household Demographics > Property Type

Branded Data > AdAdvisor by Neustar > Household Demographics > Property Type > Residential Property

Branded Data > AdAdvisor by Neustar > Household Demographics > Property Type > Single Family Dwelling Unit



Segment Detail View

Branded Data > AdAdvisor by Neustar > Household Demographics > Property/Realty Year Built
Branded Data > AdAdvisor by Neustar > Household Demographics > Property/Realty Year Built > 1980-1989
Branded Data > AdAdvisor by Neustar > Household Products
Branded Data > AdAdvisor by Neustar > Household Products > Brands
Branded Data > AdAdvisor by Neustar > Household Products > Brands > Scott Tissue
Branded Data > AdAdvisor by Neustar > Household Products > Laundry Detergent
Branded Data > AdAdvisor by Neustar > Lifestyle Statements
Branded Data > AdAdvisor by Neustar > Lifestyle Statements > Personal Finance Profile
Branded Data > AdAdvisor by Neustar > Lifestyle Statements > Personal Finance Profile > Smart Investor: Far Above Average
Branded Data > AdAdvisor by Neustar > Lifestyle Statements > Technology
Branded Data > AdAdvisor by Neustar > Lifestyle Statements > Technology > Early Tech Adopter: Average
Branded Data > AdAdvisor by Neustar > Mobile Location Audiences
Branded Data > AdAdvisor by Neustar > Mobile Location Audiences > Activities
Branded Data > AdAdvisor by Neustar > Mobile Location Audiences > Activities > In-Market Family Fun
Branded Data > AdAdvisor by Neustar > Mobile Location Audiences > Auto
Branded Data > AdAdvisor by Neustar > Mobile Location Audiences > Auto > Auto Buyers
Branded Data > AdAdvisor by Neustar > Mobile Location Audiences > Auto > Auto Buyers > Hyundai
Branded Data > AdAdvisor by Neustar > Mobile Location Audiences > Department/Discount/Warehouse Stores
Branded Data > AdAdvisor by Neustar > Mobile Location Audiences > Department/Discount/Warehouse Stores > Ace Hardware
Branded Data > AdAdvisor by Neustar > Mobile Location Audiences > Department/Discount/Warehouse Stores > Lowe's
Branded Data > AdAdvisor by Neustar > Mobile Location Audiences > Fast Food & Drive-in Restaurant
Branded Data > AdAdvisor by Neustar > Mobile Location Audiences > Fast Food & Drive-in Restaurant > Casual & Fast Food Diners
Branded Data > AdAdvisor by Neustar > Mobile Location Audiences > Fast Food & Drive-in Restaurant > Casual Food Diner
Branded Data > AdAdvisor by Neustar > Mobile Location Audiences > Fast Food & Drive-in Restaurant > Fast Food Diners
Branded Data > AdAdvisor by Neustar > Mobile Location Audiences > Fast Food & Drive-in Restaurant > Fast Food Diners > Burger King
Branded Data > AdAdvisor by Neustar > Mobile Location Audiences > Fast Food & Drive-in Restaurant > Fast Food Diners > McDonald's
Branded Data > AdAdvisor by Neustar > Mobile Location Audiences > Fast Food & Drive-in Restaurant > Fast Food Diners > Wendy's
Branded Data > AdAdvisor by Neustar > Mobile Location Audiences > Hotels for Any Travel
Branded Data > AdAdvisor by Neustar > Mobile Location Audiences > Hotels for Any Travel > Traveler - Choice
Branded Data > AdAdvisor by Neustar > Mobile Location Audiences > Hotels for Any Travel > Traveler - Wyndham
Branded Data > AdAdvisor by Neustar > Mobile Location Audiences > Important Life Events
Branded Data > AdAdvisor by Neustar > Mobile Location Audiences > Important Life Events > Home Buyers
Branded Data > AdAdvisor by Neustar > Mobile Location Audiences > Important Life Events > Home Improvers



Segment Detail View

Branded Data > AdAdvisor by Neustar > Mobile Location Audiences > Leisure Activities/Hobbies
Branded Data > AdAdvisor by Neustar > Mobile Location Audiences > Leisure Activities/Hobbies > Do It Yourself Enthusiast
Branded Data > AdAdvisor by Neustar > Mobile Location Audiences > Mobile Devices
Branded Data > AdAdvisor by Neustar > Mobile Location Audiences > Mobile Devices > Android Mobile Device User
Branded Data > AdAdvisor by Neustar > Mobile Location Audiences > Mobile Devices > Mobile Device User
Branded Data > AdAdvisor by Neustar > Mobile Location Audiences > Mobile Service Provider
Branded Data > AdAdvisor by Neustar > Mobile Location Audiences > Mobile Service Provider > Mobile Phone Buyer - AT&T
Branded Data > AdAdvisor by Neustar > Mobile Location Audiences > Music Lovers
Branded Data > AdAdvisor by Neustar > Mobile Location Audiences > Music Lovers > Pop Music fan
Branded Data > AdAdvisor by Neustar > Mobile Location Audiences > Music Lovers > Top 40 Music fan
Branded Data > AdAdvisor by Neustar > Mobile Location Audiences > Retail Stores
Branded Data > AdAdvisor by Neustar > Mobile Location Audiences > Retail Stores > Kohl's
Branded Data > AdAdvisor by Neustar > Mobile Location Audiences > Retail Stores > Walmart
Branded Data > AdAdvisor by Neustar > Mobile Location Audiences > Shopper Segments
Branded Data > AdAdvisor by Neustar > Mobile Location Audiences > Shopper Segments > Discount Shoppers
Branded Data > AdAdvisor by Neustar > Mobile Location Audiences > Shopper Segments > Furniture Buyers
Branded Data > AdAdvisor by Neustar > Mobile Location Audiences > Shopper Segments > Mall Lovers & Frequent Shoppers
Branded Data > AdAdvisor by Neustar > Mobile Location Audiences > Shopper Segments > Mattress Buyer
Branded Data > AdAdvisor by Neustar > Mobile Location Audiences > Shopper Segments > Recent Clothing Shopper
Branded Data > AdAdvisor by Neustar > Mobile Location Audiences > Shopper Segments > Recent Clothing Shopper > Discount
Branded Data > AdAdvisor by Neustar > Mobile Location Audiences > Sports Interests
Branded Data > AdAdvisor by Neustar > Personal Care
Branded Data > AdAdvisor by Neustar > Personal Care > Body Wash
Branded Data > AdAdvisor by Neustar > Personal Finance
Branded Data > AdAdvisor by Neustar > Personal Finance > Banking
Branded Data > AdAdvisor by Neustar > Personal Finance > Banking > Bank of America
Branded Data > AdAdvisor by Neustar > Personal Finance > Health Insurance
Branded Data > AdAdvisor by Neustar > Personal Finance > Health Insurance > Cigna
Branded Data > AdAdvisor by Neustar > Restaurants
Branded Data > AdAdvisor by Neustar > Restaurants > Family Restaurants
Branded Data > AdAdvisor by Neustar > Restaurants > Family Restaurants > Frequent Diners
Branded Data > AdAdvisor by Neustar > Shopping
Branded Data > AdAdvisor by Neustar > Shopping > Brands



Segment Detail View

Branded Data > AdAdvisor by Neustar > Shopping > Brands > Giant Food Stores
Branded Data > AdAdvisor by Neustar > Shopping > Brands > Sears
Branded Data > AdAdvisor by Neustar > Shopping > Coupons
Branded Data > AdAdvisor by Neustar > Shopping > Department/Discount/Warehouse
Branded Data > AdAdvisor by Neustar > Shopping > Grocery Stores
Branded Data > AdAdvisor by Neustar > Technology & Computing
Branded Data > AdAdvisor by Neustar > Technology & Computing > Mobile Phone Brand
Branded Data > AdAdvisor by Neustar > Technology & Computing > Mobile Phone Brand > Apple
Branded Data > AdAdvisor by Neustar > Technology & Computing > Mobile Phone Brand > HTC
Branded Data > AdAdvisor by Neustar > Technology & Computing > Mobile Phone Brand > LG
Branded Data > AdAdvisor by Neustar > Technology & Computing > Mobile Phone Brand > LG > LG Optimus Select
Branded Data > AdAdvisor by Neustar > Technology & Computing > Mobile Phone Brand > Samsung
Branded Data > AdAdvisor by Neustar > Technology & Computing > Mobile Phone Brand > Samsung > Samsung Galaxy S6
Branded Data > AdAdvisor by Neustar > Technology & Computing > Mobile Phone Brand > Sony Ericsson
Branded Data > AdAdvisor by Neustar > Technology & Computing > Mobile Service Provider
Branded Data > AdAdvisor by Neustar > Technology & Computing > Mobile Service Provider > AT&T/Cingular
Branded Data > AdAdvisor by Neustar > Technology & Computing > Mobile Service Provider > Sprint/Nextel
Branded Data > AdAdvisor by Neustar > Technology & Computing > Mobile Service Provider > T-Mobile
Branded Data > AdAdvisor by Neustar > Technology & Computing > Social Media User
Branded Data > AdAdvisor by Neustar > Technology & Computing > Social Media User > Facebook
Branded Data > AdAdvisor by Neustar > Technology & Computing > Social Media User > Twitter
Branded Data > AdAdvisor by Neustar > Travel
Branded Data > AdAdvisor by Neustar > Travel > Frequent Flyer Programs
Branded Data > AdAdvisor by Neustar > Travel > Frequent Flyer Programs > Not Enrolled in Frequent Flyer Program
Branded Data > Adstra (formerly ALC)
Branded Data > Adstra (formerly ALC) > Auto+
Branded Data > Adstra (formerly ALC) > Auto+ > Automobile Owners
Branded Data > Adstra (formerly ALC) > Auto+ > Automobile Owners > Body Style
Branded Data > Adstra (formerly ALC) > Auto+ > Automobile Owners > Body Style > Sedan
Branded Data > Adstra (formerly ALC) > Auto+ > Automobile Owners > Class
Branded Data > Adstra (formerly ALC) > Auto+ > Automobile Owners > Class > Small Car
Branded Data > Adstra (formerly ALC) > Auto+ > Automobile Owners > Fuel Type
Branded Data > Adstra (formerly ALC) > Auto+ > Automobile Owners > Fuel Type > Gas



Segment Detail View

Branded Data > Adstra (formerly ALC) > Auto+ > Automobile Owners > Makes & Models
Branded Data > Adstra (formerly ALC) > Auto+ > Automobile Owners > Makes & Models > Nissan
Branded Data > Adstra (formerly ALC) > Auto+ > Automobile Owners > Makes & Models > Nissan > Stanza
Branded Data > Adstra (formerly ALC) > Auto+ > Automobile Owners > Makes & Models > Volkswagen
Branded Data > Adstra (formerly ALC) > Auto+ > Automobile Owners > Makes & Models > Volkswagen > Passat
Branded Data > Adstra (formerly ALC) > Auto+ > In-Market
Branded Data > Adstra (formerly ALC) > Auto+ > In-Market > Makes & Models
Branded Data > Adstra (formerly ALC) > Auto+ > In-Market > Makes & Models > Nissan
Branded Data > Adstra (formerly ALC) > Auto+ > In-Market > Makes & Models > Volkswagen
Branded Data > Adstra (formerly ALC) > Auto+ > In-Market > Makes & Models > Volkswagen > Passat
Branded Data > Adstra (formerly ALC) > Business
Branded Data > Adstra (formerly ALC) > Business > Companies by Annual Revenue/Sales Volume > \$10,000,000 - \$50,000,000
Branded Data > Adstra (formerly ALC) > Business > Companies by Annual Revenue/Sales Volume > \$5,000,000 - \$10,000,000
Branded Data > Adstra (formerly ALC) > Business > Companies by Annual Revenue/Sales Volume > \$50,000,000 - \$100,000,000
Branded Data > Adstra (formerly ALC) > Business > Companies by Annual Revenue/Sales Volume > \$500,000,000 - \$1 Billion
Branded Data > Adstra (formerly ALC) > Business > Companies by Annual Revenue/Sales Volume > Less than \$500,000
Branded Data > Adstra (formerly ALC) > Business > Companies by Employee Size > Emerging (10-19)
Branded Data > Adstra (formerly ALC) > Business > Companies by Employee Size > Large (2,500-4,999)
Branded Data > Adstra (formerly ALC) > Business > Companies by Employee Size > Medium (500-999)
Branded Data > Adstra (formerly ALC) > Business > Companies by Employee Size > Medium-Large (1,000-2,499)
Branded Data > Adstra (formerly ALC) > Business > Companies by Employee Size > Micro (1-9)
Branded Data > Adstra (formerly ALC) > Business > Companies by Employee Size > Micro+ (20-49)
Branded Data > Adstra (formerly ALC) > Business > Companies by Employee Size > Small (50-99)
Branded Data > Adstra (formerly ALC) > Business > Companies by Employee Size > Small-Medium (100-499)
Branded Data > Adstra (formerly ALC) > Business > Companies by Location > Mountain Region
Branded Data > Adstra (formerly ALC) > Business > Professionals
Branded Data > Adstra (formerly ALC) > Business > Professionals > Professionals by Department/Functional Area > Administration
Branded Data > Adstra (formerly ALC) > Business > Professionals > Professionals by Department/Functional Area > Engineering
Branded Data > Adstra (formerly ALC) > Business > Professionals > Professionals by Department/Functional Area > Engineering > Research & Scientific
Branded Data > Adstra (formerly ALC) > Business > Professionals > Professionals by Industry > Business Services
Branded Data > Adstra (formerly ALC) > Business > Professionals > Professionals by Industry > Business Services > Lodging - Hotels & Resorts
Branded Data > Adstra (formerly ALC) > Business > Professionals > Professionals by Industry > Construction
Branded Data > Adstra (formerly ALC) > Business > Professionals > Professionals by Industry > Construction > General Building Contractors - Nonresidential



Segment Detail View

Branded Data > Adstra (formerly ALC) > Business > Professionals > Professionals by Industry > Construction > General Building Contractors - Residential

Branded Data > Adstra (formerly ALC) > Business > Professionals > Professionals by Industry > Consumer Services

Branded Data > Adstra (formerly ALC) > Business > Professionals > Professionals by Industry > Consumer Services > Salon & Spa

Branded Data > Adstra (formerly ALC) > Business > Professionals > Professionals by Industry > Entertainment

Branded Data > Adstra (formerly ALC) > Business > Professionals > Professionals by Industry > Entertainment > Amusement & Recreation

Branded Data > Adstra (formerly ALC) > Business > Professionals > Professionals by Industry > Finance

Branded Data > Adstra (formerly ALC) > Business > Professionals > Professionals by Industry > Manufacturing

Branded Data > Adstra (formerly ALC) > Business > Professionals > Professionals by Industry > Manufacturing > Chemicals & Allied Products

Branded Data > Adstra (formerly ALC) > Business > Professionals > Professionals by Industry > Manufacturing > Food & Beverage

Branded Data > Adstra (formerly ALC) > Business > Professionals > Professionals by Industry > Membership Organizations

Branded Data > Adstra (formerly ALC) > Business > Professionals > Professionals by Industry > Political Organizations

Branded Data > Adstra (formerly ALC) > Business > Professionals > Professionals by Industry > Real Estate

Branded Data > Adstra (formerly ALC) > Business > Professionals > Professionals by Industry > Real Estate > Residential

Branded Data > Adstra (formerly ALC) > Business > Professionals > Professionals by Industry > Retail

Branded Data > Adstra (formerly ALC) > Business > Professionals > Professionals by Industry > Retail > Restaurants

Branded Data > Adstra (formerly ALC) > Business > Professionals > Professionals by Industry > Transportation

Branded Data > Adstra (formerly ALC) > Business > Professionals > Professionals by Industry > Transportation > Motor Freight & Warehousing

Branded Data > Adstra (formerly ALC) > Business > Professionals > Professionals by Industry > Transportation > Pipelines

Branded Data > Adstra (formerly ALC) > Business > Professionals > Professionals by Industry > Transportation > United States Postal Service

Branded Data > Adstra (formerly ALC) > Business > Professionals > Professionals by Title/Job Function > Administrative/Support Staff

Branded Data > Adstra (formerly ALC) > Business > Professionals > Professionals by Title/Job Function > Management

Branded Data > Adstra (formerly ALC) > Caregivers

Branded Data > Adstra (formerly ALC) > Caregivers > Caregiver / Caregivees by Propensity to Donate

Branded Data > Adstra (formerly ALC) > Caregivers > Caregiver / Caregivees by Propensity to Donate > Caregiver Donors

Branded Data > Adstra (formerly ALC) > Caregivers > Caregiver by Age

Branded Data > Adstra (formerly ALC) > Caregivers > Caregiver by Age > Caregiver Age 30-39

Branded Data > Adstra (formerly ALC) > Caregivers > Caregiver by Age > Caregiver Age 50-59

Branded Data > Adstra (formerly ALC) > Caregivers > Caregiver by Caregivee Age

Branded Data > Adstra (formerly ALC) > Caregivers > Caregiver by Caregivee Age > Caregivee Age 55-59

Branded Data > Adstra (formerly ALC) > Caregivers > Caregiver by Caregivee HHI

Branded Data > Adstra (formerly ALC) > Caregivers > Caregiver by Caregivee HHI > Caregivee HHI \$50,000-\$99,999

Branded Data > Adstra (formerly ALC) > Caregivers > Caregiver by Caregivee Relationship

Branded Data > Adstra (formerly ALC) > Caregivers > Caregiver by Caregivee Relationship > Parent Caregivers



Segment Detail View

Branded Data > Adstra (formerly ALC) > Caregivers > Caregiver by Caregiver Relationship > Sibling Caregivers
Branded Data > Adstra (formerly ALC) > Caregivers > Caregiver by Caregiver Relationship > Spouse Caregivers
Branded Data > Adstra (formerly ALC) > Caregivers > Caregiver by HHI
Branded Data > Adstra (formerly ALC) > Caregivers > Caregiver by HHI > Caregiver HHI \$50,000-\$99,999
Branded Data > Adstra (formerly ALC) > Caregivers > Caregiver by Location
Branded Data > Adstra (formerly ALC) > Caregivers > Caregiver by Location > Local Caregivers
Branded Data > Adstra (formerly ALC) > Caregivers > Caregiver by Location > Long Distance Caregivers
Branded Data > Adstra (formerly ALC) > Caregivers > Caregiver by Location > Same Household Caregivers
Branded Data > Adstra (formerly ALC) > Caregivers > Lifestyle Indicator
Branded Data > Adstra (formerly ALC) > Caregivers > Lifestyle Indicator > Health Attitude: Passive Caregiver
Branded Data > Adstra (formerly ALC) > Caregivers > Prevention Indicators
Branded Data > Adstra (formerly ALC) > Caregivers > Prevention Indicators > Men's Preventive Care: Likely - Caregiver
Branded Data > Adstra (formerly ALC) > Caregivers > Prevention Indicators > Men's Preventive Care: Unlikely - Caregiver
Branded Data > Adstra (formerly ALC) > Caregivers > Prevention Indicators > Women's Preventive Care: Likely - Caregiver
Branded Data > Adstra (formerly ALC) > Caregivers > Prevention Indicators > Women's Preventive Care: Unlikely - Caregiver
Branded Data > Adstra (formerly ALC) > Caregivers > Propensities
Branded Data > Adstra (formerly ALC) > Caregivers > Propensities > Dental Health Caregiver
Branded Data > Adstra (formerly ALC) > Consumer
Branded Data > Adstra (formerly ALC) > Consumer > Age
Branded Data > Adstra (formerly ALC) > Consumer > Age > 45-54
Branded Data > Adstra (formerly ALC) > Consumer > Age > 55-64
Branded Data > Adstra (formerly ALC) > Consumer > Age > Female
Branded Data > Adstra (formerly ALC) > Consumer > Age > Female > 45-54
Branded Data > Adstra (formerly ALC) > Consumer > Age > Male
Branded Data > Adstra (formerly ALC) > Consumer > Age > Male > 55-64
Branded Data > Adstra (formerly ALC) > Consumer > Children's Product Purchases
Branded Data > Adstra (formerly ALC) > Consumer > Children's Product Purchases > General
Branded Data > Adstra (formerly ALC) > Consumer > Collectors
Branded Data > Adstra (formerly ALC) > Consumer > Collectors > Movies
Branded Data > Adstra (formerly ALC) > Consumer > Credit Cards
Branded Data > Adstra (formerly ALC) > Consumer > Credit Cards > Visa Regular
Branded Data > Adstra (formerly ALC) > Consumer > Education
Branded Data > Adstra (formerly ALC) > Consumer > Education > College Graduate



Segment Detail View

Branded Data > Adstra (formerly ALC) > Consumer > Families with Children
Branded Data > Adstra (formerly ALC) > Consumer > Families with Children > Presence of Child 6-10
Branded Data > Adstra (formerly ALC) > Consumer > Generation
Branded Data > Adstra (formerly ALC) > Consumer > Generation > Boomers
Branded Data > Adstra (formerly ALC) > Consumer > Generation > Generation X
Branded Data > Adstra (formerly ALC) > Consumer > Home Value
Branded Data > Adstra (formerly ALC) > Consumer > Home Value > \$300,000-\$399,999
Branded Data > Adstra (formerly ALC) > Consumer > Home Value > Less than \$100,000
Branded Data > Adstra (formerly ALC) > Consumer > Household Income
Branded Data > Adstra (formerly ALC) > Consumer > Household Income > Less than \$75,000
Branded Data > Adstra (formerly ALC) > Consumer > Interests
Branded Data > Adstra (formerly ALC) > Consumer > Interests > Automobiles
Branded Data > Adstra (formerly ALC) > Consumer > Interests > Consumer Electronics
Branded Data > Adstra (formerly ALC) > Consumer > Interests > Cooking
Branded Data > Adstra (formerly ALC) > Consumer > Interests > Electronics/Internet/Computer Games
Branded Data > Adstra (formerly ALC) > Consumer > Interests > Home Furnishings/Decorating
Branded Data > Adstra (formerly ALC) > Consumer > Interests > Reading
Branded Data > Adstra (formerly ALC) > Consumer > Interests > Religion
Branded Data > Adstra (formerly ALC) > Consumer > Interests > Sports
Branded Data > Adstra (formerly ALC) > Consumer > Marital Status
Branded Data > Adstra (formerly ALC) > Consumer > Marital Status > Married
Branded Data > Adstra (formerly ALC) > Consumer > Purchases
Branded Data > Adstra (formerly ALC) > Consumer > Purchases > Apparel, Women's
Branded Data > Adstra (formerly ALC) > Consumer > Purchases > Children's, General
Branded Data > Adstra (formerly ALC) > Consumer > Purchases > Collectibles
Branded Data > Adstra (formerly ALC) > Consumer > Purchases > Crafts
Branded Data > Adstra (formerly ALC) > Consumer > Purchases > Female-Oriented Products/Services
Branded Data > Adstra (formerly ALC) > Consumer > Purchases > Magazines
Branded Data > Adstra (formerly ALC) > Consumer > Renter/Owner
Branded Data > Adstra (formerly ALC) > Consumer > Renter/Owner > Home Owners
Branded Data > Adstra (formerly ALC) > Consumer > Seasonal
Branded Data > Adstra (formerly ALC) > Consumer > Seasonal > Back To School
Branded Data > Adstra (formerly ALC) > Consumer > Seasonal > Back To School > Consumer



Segment Detail View

Branded Data > Adstra (formerly ALC) > Consumer > Seasonal > Back To School > Consumer with Elementary School Aged Kids
Branded Data > Adstra (formerly ALC) > Consumer > Seasonal > Black Friday Consumer
Branded Data > Adstra (formerly ALC) > Consumer > Seasonal > Christmas & Holiday Consumer
Branded Data > Adstra (formerly ALC) > Consumer > Seasonal > Cyber Monday Consumer
Branded Data > Adstra (formerly ALC) > Consumer > Seasonal > Easter Consumer
Branded Data > Adstra (formerly ALC) > Consumer > Seasonal > Father's Day Consumer
Branded Data > Adstra (formerly ALC) > Consumer > Seasonal > Halloween Consumer
Branded Data > Adstra (formerly ALC) > Consumer > Seasonal > Independence Day Consumer
Branded Data > Adstra (formerly ALC) > Consumer > Seasonal > New Year's Consumer
Branded Data > Adstra (formerly ALC) > Consumer > Seasonal > Presidents' Day Consumer
Branded Data > Adstra (formerly ALC) > Consumer > Seasonal > Thanksgiving Consumer
Branded Data > Adstra (formerly ALC) > Orbits
Branded Data > Adstra (formerly ALC) > Orbits > Online Super Shoppers
Branded Data > Affinity Answers
Branded Data > Affinity Answers > Brands
Branded Data > Affinity Answers > Brands > Toys & Games
Branded Data > Affinity Answers > Brands > Toys & Games > Mario Kart (Franchise)
Branded Data > Affinity Answers > Hobbies & Interests
Branded Data > Affinity Answers > Hobbies & Interests > Travel Enthusiasts
Branded Data > Alliant
Branded Data > Alliant > Auto
Branded Data > Alliant > Auto > Automotive Owners
Branded Data > Alliant > Auto > Automotive Owners > Own a Nissan
Branded Data > Alliant > Auto > Automotive Owners > Own a Volkswagen
Branded Data > Alliant > Auto > In-Market Segments
Branded Data > Alliant > Auto > In-Market Segments > Financing
Branded Data > Alliant > Auto > In-Market Segments > In-Market for New Green Car
Branded Data > Alliant > Auto > In-Market Segments > In-Market for New Mini Van
Branded Data > Alliant > Auto > In-Market Segments > In-Market for New Sedan
Branded Data > Alliant > Auto > In-Market Segments > In-Market for New Wagon
Branded Data > Alliant > Auto > In-Market Segments > New Vehicle
Branded Data > Alliant > Auto > In-Market Segments > Used Vehicle
Branded Data > Alliant > Brand Propensities



Segment Detail View

Branded Data > Alliant > Brand Propensities > Apparel
Branded Data > Alliant > Brand Propensities > Apparel > Abercrombie & Fitch Buyer Propensity
Branded Data > Alliant > Brand Propensities > Apparel > Adore Me Buyer Propensity
Branded Data > Alliant > Brand Propensities > Apparel > American Eagle Buyer Propensity
Branded Data > Alliant > Brand Propensities > Apparel > Bare Necessities Buyer Propensity
Branded Data > Alliant > Brand Propensities > Apparel > Carters Buyer Propensity
Branded Data > Alliant > Brand Propensities > Apparel > Coach Buyer Propensity
Branded Data > Alliant > Brand Propensities > Apparel > Converse Buyer Propensity
Branded Data > Alliant > Brand Propensities > Apparel > DSW Buyer Propensity
Branded Data > Alliant > Brand Propensities > Apparel > Dillards Buyer Propensity
Branded Data > Alliant > Brand Propensities > Apparel > Duluth Trading Company Buyer Propensity
Branded Data > Alliant > Brand Propensities > Apparel > Eddie Bauer Buyer Propensity
Branded Data > Alliant > Brand Propensities > Apparel > Express Buyer Propensity
Branded Data > Alliant > Brand Propensities > Apparel > Fabletics Buyer Propensity
Branded Data > Alliant > Brand Propensities > Apparel > Famous Footwear Buyer Propensity
Branded Data > Alliant > Brand Propensities > Apparel > Forever 21 Buyer Propensity
Branded Data > Alliant > Brand Propensities > Apparel > Fossil Buyer Propensity
Branded Data > Alliant > Brand Propensities > Apparel > Gap Buyer Propensity
Branded Data > Alliant > Brand Propensities > Apparel > Hot Topic Buyer Propensity
Branded Data > Alliant > Brand Propensities > Apparel > JCPenney Buyer Propensity
Branded Data > Alliant > Brand Propensities > Apparel > Journeys Buyer Propensity
Branded Data > Alliant > Brand Propensities > Apparel > JustFab Buyer Propensity
Branded Data > Alliant > Brand Propensities > Apparel > Kate Spade Buyer Propensity
Branded Data > Alliant > Brand Propensities > Apparel > LOFT Buyer Propensity
Branded Data > Alliant > Brand Propensities > Apparel > Lady Foot Locker Buyer Propensity
Branded Data > Alliant > Brand Propensities > Apparel > Lulus Buyer Propensity
Branded Data > Alliant > Brand Propensities > Apparel > Macy's Buyer Propensity
Branded Data > Alliant > Brand Propensities > Apparel > MeUndies Buyer Propensity
Branded Data > Alliant > Brand Propensities > Apparel > New York & Company Buyer Propensity
Branded Data > Alliant > Brand Propensities > Apparel > Nike Buyer Propensity
Branded Data > Alliant > Brand Propensities > Apparel > Nordstorm Buyer Propensity
Branded Data > Alliant > Brand Propensities > Apparel > Nordstrom Rack Buyer Propensity
Branded Data > Alliant > Brand Propensities > Apparel > Oakley Buyer Propensity



Segment Detail View

Branded Data > Alliant > Brand Propensities > Apparel > Old Navy Buyer Propensity
Branded Data > Alliant > Brand Propensities > Apparel > Pandora Jewelry Buyer Propensity
Branded Data > Alliant > Brand Propensities > Apparel > Ray-Ban Buyer Propensity
Branded Data > Alliant > Brand Propensities > Apparel > Reebok Buyer Propensity
Branded Data > Alliant > Brand Propensities > Apparel > Ross Dress For Less Buyer Propensity
Branded Data > Alliant > Brand Propensities > Apparel > Shoe Carnival Buyer Propensity
Branded Data > Alliant > Brand Propensities > Apparel > Sierra Trading Post Buyer Propensity
Branded Data > Alliant > Brand Propensities > Apparel > Skechers Buyer Propensity
Branded Data > Alliant > Brand Propensities > Apparel > Soma.com Buyer Propensity
Branded Data > Alliant > Brand Propensities > Apparel > Steven Madden Buyer Propensity
Branded Data > Alliant > Brand Propensities > Apparel > Stitch Fix Buyer Propensity
Branded Data > Alliant > Brand Propensities > Apparel > Talbots Buyer Propensity
Branded Data > Alliant > Brand Propensities > Apparel > Tiffany & Co Buyer Propensity
Branded Data > Alliant > Brand Propensities > Apparel > Tommy Hilfiger Buyer Propensity
Branded Data > Alliant > Brand Propensities > Apparel > UGG Buyer Propensity
Branded Data > Alliant > Brand Propensities > Apparel > Under Armour Buyer Propensity
Branded Data > Alliant > Brand Propensities > Apparel > Urban Outfitters Buyer Propensity
Branded Data > Alliant > Brand Propensities > Apparel > Vans Buyer Propensity
Branded Data > Alliant > Brand Propensities > Apparel > Victoria's Secret Buyer Propensity
Branded Data > Alliant > Brand Propensities > Apparel > White House Black Market Buyer Propensity
Branded Data > Alliant > Brand Propensities > Apparel > Zappos Buyer Propensity
Branded Data > Alliant > Brand Propensities > Apparel > Zumiez Buyer Propensity
Branded Data > Alliant > Brand Propensities > Apparel > asos Buyer Propensity
Branded Data > Alliant > Brand Propensities > Apparel > boohoo Buyer Propensity
Branded Data > Alliant > Brand Propensities > Automotive
Branded Data > Alliant > Brand Propensities > Automotive > Big O Tires Buyer Propensity
Branded Data > Alliant > Brand Propensities > Automotive > Ford Credit Buyer Propensity
Branded Data > Alliant > Brand Propensities > Automotive > Jiffy Lube Buyer Propensity
Branded Data > Alliant > Brand Propensities > Automotive > Meineke Buyer Propensity
Branded Data > Alliant > Brand Propensities > Big Box Retail
Branded Data > Alliant > Brand Propensities > Big Box Retail > Costco Buyer Propensity
Branded Data > Alliant > Brand Propensities > Big Box Retail > Dollar Tree Buyer Propensity
Branded Data > Alliant > Brand Propensities > Big Box Retail > Kohl's Buyer Propensity



Segment Detail View

Branded Data > Alliant > Brand Propensities > Big Box Retail > Sam's Club Buyer Propensity
Branded Data > Alliant > Brand Propensities > Big Box Retail > Sears Buyer Propensity
Branded Data > Alliant > Brand Propensities > Big Box Retail > Staples Buyer Propensity
Branded Data > Alliant > Brand Propensities > Big Box Retail > Walmart Buyer Propensity
Branded Data > Alliant > Brand Propensities > CPG
Branded Data > Alliant > Brand Propensities > CPG > L'oreal Buyer Propensity
Branded Data > Alliant > Brand Propensities > Convenience & Gas
Branded Data > Alliant > Brand Propensities > Convenience & Gas > Cumberland Farms Buyer Propensity
Branded Data > Alliant > Brand Propensities > Convenience & Gas > Marathon Petroleum Buyer Propensity
Branded Data > Alliant > Brand Propensities > Convenience & Gas > Wawa Buyer Propensity
Branded Data > Alliant > Brand Propensities > Ecommerce
Branded Data > Alliant > Brand Propensities > Ecommerce > 1-800-Flowers Buyer Propensity
Branded Data > Alliant > Brand Propensities > Ecommerce > Etsy.com Buyer Propensity
Branded Data > Alliant > Brand Propensities > Ecommerce > Go Daddy Buyer Propensity
Branded Data > Alliant > Brand Propensities > Ecommerce > Google Wallet Buyer Propensity
Branded Data > Alliant > Brand Propensities > Ecommerce > Groupon Buyer Propensity
Branded Data > Alliant > Brand Propensities > Ecommerce > HSN Buyer Propensity
Branded Data > Alliant > Brand Propensities > Ecommerce > Jet.com Buyer Propensity
Branded Data > Alliant > Brand Propensities > Ecommerce > Jo-Ann Buyer Propensity
Branded Data > Alliant > Brand Propensities > Ecommerce > Office Depot Buyer Propensity
Branded Data > Alliant > Brand Propensities > Ecommerce > Overstock.com Buyer Propensity
Branded Data > Alliant > Brand Propensities > Ecommerce > ProFlowers Buyer Propensity
Branded Data > Alliant > Brand Propensities > Ecommerce > QVC Buyer Propensity
Branded Data > Alliant > Brand Propensities > Ecommerce > USPS Buyer Propensity
Branded Data > Alliant > Brand Propensities > Ecommerce > Zulily Buyer Propensity
Branded Data > Alliant > Brand Propensities > Ecommerce > linkedin Buyer Propensity
Branded Data > Alliant > Brand Propensities > Electronics
Branded Data > Alliant > Brand Propensities > Electronics > Adobe Buyer Propensity
Branded Data > Alliant > Brand Propensities > Electronics > Apple Buyer Propensity
Branded Data > Alliant > Brand Propensities > Electronics > Best Buy Buyer Propensity
Branded Data > Alliant > Brand Propensities > Electronics > Crutchfield Buyer Propensity
Branded Data > Alliant > Brand Propensities > Electronics > Electronic Arts Buyer Propensity
Branded Data > Alliant > Brand Propensities > Electronics > GameFly Buyer Propensity



Segment Detail View

Branded Data > Alliant > Brand Propensities > Electronics > GoPro Buyer Propensity
Branded Data > Alliant > Brand Propensities > Electronics > HP Buyer Propensity
Branded Data > Alliant > Brand Propensities > Electronics > Lenovo Buyer Propensity
Branded Data > Alliant > Brand Propensities > Electronics > Microsoft Buyer Propensity
Branded Data > Alliant > Brand Propensities > Electronics > Microsoft Store Buyer Propensity
Branded Data > Alliant > Brand Propensities > Electronics > RadioShack Buyer Propensity
Branded Data > Alliant > Brand Propensities > Electronics > Samsung Buyer Propensity
Branded Data > Alliant > Brand Propensities > Electronics > Sony Buyer Propensity
Branded Data > Alliant > Brand Propensities > Electronics > Toshiba Buyer Propensity
Branded Data > Alliant > Brand Propensities > Financial
Branded Data > Alliant > Brand Propensities > Financial > American Express Buyer Propensity
Branded Data > Alliant > Brand Propensities > Financial > H&R Block Buyer Propensity
Branded Data > Alliant > Brand Propensities > Financial > Intuit Buyer Propensity
Branded Data > Alliant > Brand Propensities > Food & Drugstore
Branded Data > Alliant > Brand Propensities > Food & Drugstore > 7-Eleven Buyer Propensity
Branded Data > Alliant > Brand Propensities > Food & Drugstore > Caviar Buyer Propensity
Branded Data > Alliant > Brand Propensities > Food & Drugstore > DAVIDsTEA Buyer Propensity
Branded Data > Alliant > Brand Propensities > Food & Drugstore > DoorDash Buyer Propensity
Branded Data > Alliant > Brand Propensities > Food & Drugstore > Godiva Buyer Propensity
Branded Data > Alliant > Brand Propensities > Food & Drugstore > Lindt & Sprungli Buyer Propensity
Branded Data > Alliant > Brand Propensities > Food & Drugstore > Omaha Steaks Buyer Propensity
Branded Data > Alliant > Brand Propensities > Food & Drugstore > Postmates Buyer Propensity
Branded Data > Alliant > Brand Propensities > Food & Drugstore > Rite Aid Buyer Propensity
Branded Data > Alliant > Brand Propensities > Food & Drugstore > Safeway Buyer Propensity
Branded Data > Alliant > Brand Propensities > Food & Drugstore > Swanson Vitamins Buyer Propensity
Branded Data > Alliant > Brand Propensities > Food & Drugstore > The Vitamin Shoppe Buyer Propensity
Branded Data > Alliant > Brand Propensities > Food & Drugstore > Vitamin World Buyer Propensity
Branded Data > Alliant > Brand Propensities > Food & Drugstore > Wegmans Buyer Propensity
Branded Data > Alliant > Brand Propensities > Health / Beauty & Cosmetics
Branded Data > Alliant > Brand Propensities > Health / Beauty & Cosmetics > 1-800 Contacts Buyer Propensity
Branded Data > Alliant > Brand Propensities > Health / Beauty & Cosmetics > AVON Buyer Propensity
Branded Data > Alliant > Brand Propensities > Health / Beauty & Cosmetics > Anastasia Beverly Hills Buyer Propensity
Branded Data > Alliant > Brand Propensities > Health / Beauty & Cosmetics > Bare Escentuals Buyer Propensity



Segment Detail View

Branded Data > Alliant > Brand Propensities > Health / Beauty & Cosmetics > Bareminerals Buyer Propensity
Branded Data > Alliant > Brand Propensities > Health / Beauty & Cosmetics > Beachbody Buyer Propensity
Branded Data > Alliant > Brand Propensities > Health / Beauty & Cosmetics > BetterHelp Buyer Propensity
Branded Data > Alliant > Brand Propensities > Health / Beauty & Cosmetics > Clinique Buyer Propensity
Branded Data > Alliant > Brand Propensities > Health / Beauty & Cosmetics > Crunch Fitness Buyer Propensity
Branded Data > Alliant > Brand Propensities > Health / Beauty & Cosmetics > Fitbit Buyer Propensity
Branded Data > Alliant > Brand Propensities > Health / Beauty & Cosmetics > Function of Beauty Buyer Propensity
Branded Data > Alliant > Brand Propensities > Health / Beauty & Cosmetics > Gillette Buyer Propensity
Branded Data > Alliant > Brand Propensities > Health / Beauty & Cosmetics > Headspace Buyer Propensity
Branded Data > Alliant > Brand Propensities > Health / Beauty & Cosmetics > Herbalife Buyer Propensity
Branded Data > Alliant > Brand Propensities > Health / Beauty & Cosmetics > Inkbox Buyer Propensity
Branded Data > Alliant > Brand Propensities > Health / Beauty & Cosmetics > Kylie Cosmetics Buyer Propensity
Branded Data > Alliant > Brand Propensities > Health / Beauty & Cosmetics > Lancome Buyer Propensity
Branded Data > Alliant > Brand Propensities > Health / Beauty & Cosmetics > Lola Buyer Propensity
Branded Data > Alliant > Brand Propensities > Health / Beauty & Cosmetics > M.A.C Buyer Propensity
Branded Data > Alliant > Brand Propensities > Health / Beauty & Cosmetics > Madison-reed Buyer Propensity
Branded Data > Alliant > Brand Propensities > Health / Beauty & Cosmetics > Mary Kay Buyer Propensity
Branded Data > Alliant > Brand Propensities > Health / Beauty & Cosmetics > Maybelline Buyer Propensity
Branded Data > Alliant > Brand Propensities > Health / Beauty & Cosmetics > Neutrogena Buyer Propensity
Branded Data > Alliant > Brand Propensities > Health / Beauty & Cosmetics > Noom Buyer Propensity
Branded Data > Alliant > Brand Propensities > Health / Beauty & Cosmetics > Planet Fitness Buyer Propensity
Branded Data > Alliant > Brand Propensities > Health / Beauty & Cosmetics > Puritan's Pride Buyer Propensity
Branded Data > Alliant > Brand Propensities > Health / Beauty & Cosmetics > Quest Diagnostics Buyer Propensity
Branded Data > Alliant > Brand Propensities > Health / Beauty & Cosmetics > Scentsy Buyer Propensity
Branded Data > Alliant > Brand Propensities > Health / Beauty & Cosmetics > SkinCareRx Buyer Propensity
Branded Data > Alliant > Brand Propensities > Health / Beauty & Cosmetics > SmileDirectClub Buyer Propensity
Branded Data > Alliant > Brand Propensities > Health / Beauty & Cosmetics > ULTA Buyer Propensity
Branded Data > Alliant > Brand Propensities > Health / Beauty & Cosmetics > Urban Decay Buyer Propensity
Branded Data > Alliant > Brand Propensities > Health / Beauty & Cosmetics > Visionworks Buyer Propensity
Branded Data > Alliant > Brand Propensities > Health / Beauty & Cosmetics > e.l.f. Cosmetics Buyer Propensity
Branded Data > Alliant > Brand Propensities > Home & Household Goods
Branded Data > Alliant > Brand Propensities > Home & Household Goods > Ace Hardware Corporation Buyer Propensity
Branded Data > Alliant > Brand Propensities > Home & Household Goods > Angie's List Buyer Propensity



Segment Detail View

Branded Data > Alliant > Brand Propensities > Home & Household Goods > Ashley Furniture Homestore Buyer Propensity
Branded Data > Alliant > Brand Propensities > Home & Household Goods > Bath & Body Works Buyer Propensity
Branded Data > Alliant > Brand Propensities > Home & Household Goods > Build.com Buyer Propensity
Branded Data > Alliant > Brand Propensities > Home & Household Goods > Hobby Lobby Buyer Propensity
Branded Data > Alliant > Brand Propensities > Home & Household Goods > Home Depot Buyer Propensity
Branded Data > Alliant > Brand Propensities > Home & Household Goods > IKEA Buyer Propensity
Branded Data > Alliant > Brand Propensities > Home & Household Goods > Keurig Buyer Propensity
Branded Data > Alliant > Brand Propensities > Home & Household Goods > Kitchenaid Buyer Propensity
Branded Data > Alliant > Brand Propensities > Home & Household Goods > Lowe's Buyer Propensity
Branded Data > Alliant > Brand Propensities > Home & Household Goods > Michaels Stores Buyer Propensity
Branded Data > Alliant > Brand Propensities > Home & Household Goods > Pottery Barn Kids Buyer Propensity
Branded Data > Alliant > Brand Propensities > Home & Household Goods > Purple Buyer Propensity
Branded Data > Alliant > Brand Propensities > Home & Household Goods > Serta Buyer Propensity
Branded Data > Alliant > Brand Propensities > Home & Household Goods > U-haul Buyer Propensity
Branded Data > Alliant > Brand Propensities > Insurance
Branded Data > Alliant > Brand Propensities > Insurance > Allstate Insurance Buyer Propensity
Branded Data > Alliant > Brand Propensities > Insurance > United Services Automobile Association Buyer Propensity
Branded Data > Alliant > Brand Propensities > Jewelry
Branded Data > Alliant > Brand Propensities > Jewelry > Jared Buyer Propensity
Branded Data > Alliant > Brand Propensities > Jewelry > Kay Jewelers Buyer Propensity
Branded Data > Alliant > Brand Propensities > Jewelry > Zales Buyer Propensity
Branded Data > Alliant > Brand Propensities > Kids Products
Branded Data > Alliant > Brand Propensities > Kids Products > Aeropostale Buyer Propensity
Branded Data > Alliant > Brand Propensities > Kids Products > Disney Buyer Propensity
Branded Data > Alliant > Brand Propensities > Kids Products > Freshly Picked Buyer Propensity
Branded Data > Alliant > Brand Propensities > Kids Products > Happiest Baby Buyer Propensity
Branded Data > Alliant > Brand Propensities > Kids Products > LEGO Buyer Propensity
Branded Data > Alliant > Brand Propensities > Kids Products > Party City Buyer Propensity
Branded Data > Alliant > Brand Propensities > Kids Products > The Children's Place Buyer Propensity
Branded Data > Alliant > Brand Propensities > Kids Products > Toys R Us Buyer Propensity
Branded Data > Alliant > Brand Propensities > Kids Products > buybuy BABY Buyer Propensity
Branded Data > Alliant > Brand Propensities > Media & Entertainment
Branded Data > Alliant > Brand Propensities > Media & Entertainment > Ancestry.com Buyer Propensity



Segment Detail View

Branded Data > Alliant > Brand Propensities > Media & Entertainment > Barnes & Noble Buyer Propensity
Branded Data > Alliant > Brand Propensities > Media & Entertainment > Blizzard Buyer Propensity
Branded Data > Alliant > Brand Propensities > Media & Entertainment > Bumble Buyer Propensity
Branded Data > Alliant > Brand Propensities > Media & Entertainment > CBS All Access Buyer Propensity
Branded Data > Alliant > Brand Propensities > Media & Entertainment > Chatbooks Buyer Propensity
Branded Data > Alliant > Brand Propensities > Media & Entertainment > Fandango Buyer Propensity
Branded Data > Alliant > Brand Propensities > Media & Entertainment > Google Play Buyer Propensity
Branded Data > Alliant > Brand Propensities > Media & Entertainment > Half Price Books Buyer Propensity
Branded Data > Alliant > Brand Propensities > Media & Entertainment > Hunt A Killer Buyer Propensity
Branded Data > Alliant > Brand Propensities > Media & Entertainment > Live Nation Buyer Propensity
Branded Data > Alliant > Brand Propensities > Media & Entertainment > Match.com Buyer Propensity
Branded Data > Alliant > Brand Propensities > Media & Entertainment > Netflix Buyer Propensity
Branded Data > Alliant > Brand Propensities > Media & Entertainment > Redbox Buyer Propensity
Branded Data > Alliant > Brand Propensities > Media & Entertainment > Shutterfly Buyer Propensity
Branded Data > Alliant > Brand Propensities > Media & Entertainment > SiriusXM Radio Buyer Propensity
Branded Data > Alliant > Brand Propensities > Media & Entertainment > Steam Community Buyer Propensity
Branded Data > Alliant > Brand Propensities > Media & Entertainment > StubHub Buyer Propensity
Branded Data > Alliant > Brand Propensities > Media & Entertainment > Ticketmaster Buyer Propensity
Branded Data > Alliant > Brand Propensities > Media & Entertainment > iTunes Buyer Propensity
Branded Data > Alliant > Brand Propensities > Personas
Branded Data > Alliant > Brand Propensities > Personas > Black Friday Buyer Propensity
Branded Data > Alliant > Brand Propensities > Personas > Connected Techies
Branded Data > Alliant > Brand Propensities > Personas > Cyber Monday Buyer Propensity
Branded Data > Alliant > Brand Propensities > Personas > DRTV Home Shoppers
Branded Data > Alliant > Brand Propensities > Personas > Fashionistas
Branded Data > Alliant > Brand Propensities > Pets
Branded Data > Alliant > Brand Propensities > Pets > 1-800-PetMeds Buyer Propensity
Branded Data > Alliant > Brand Propensities > Pets > Chewy.com Buyer Propensity
Branded Data > Alliant > Brand Propensities > Pets > PetSmart Buyer Propensity
Branded Data > Alliant > Brand Propensities > Pets > Petco Buyer Propensity
Branded Data > Alliant > Brand Propensities > Restaurants & Dining
Branded Data > Alliant > Brand Propensities > Restaurants & Dining > Bahama Breeze Buyer Propensity
Branded Data > Alliant > Brand Propensities > Restaurants & Dining > Bob Evans Buyer Propensity



Segment Detail View

Branded Data > Alliant > Brand Propensities > Restaurants & Dining > Buffalo Wild Wings Buyer Propensity
Branded Data > Alliant > Brand Propensities > Restaurants & Dining > Chipotle Buyer Propensity
Branded Data > Alliant > Brand Propensities > Restaurants & Dining > Cracker Barrel Buyer Propensity
Branded Data > Alliant > Brand Propensities > Restaurants & Dining > Domino's Buyer Propensity
Branded Data > Alliant > Brand Propensities > Restaurants & Dining > Five Guys Buyer Propensity
Branded Data > Alliant > Brand Propensities > Restaurants & Dining > Hooters Buyer Propensity
Branded Data > Alliant > Brand Propensities > Restaurants & Dining > IHop Buyer Propensity
Branded Data > Alliant > Brand Propensities > Restaurants & Dining > Noodles Buyer Propensity
Branded Data > Alliant > Brand Propensities > Restaurants & Dining > Olive Garden Buyer Propensity
Branded Data > Alliant > Brand Propensities > Restaurants & Dining > Outback Steakhouse Buyer Propensity
Branded Data > Alliant > Brand Propensities > Restaurants & Dining > Panda Express Buyer Propensity
Branded Data > Alliant > Brand Propensities > Restaurants & Dining > Papa John's Buyer Propensity
Branded Data > Alliant > Brand Propensities > Restaurants & Dining > Papa Murphy's Buyer Propensity
Branded Data > Alliant > Brand Propensities > Restaurants & Dining > Pizza Hut Buyer Propensity
Branded Data > Alliant > Brand Propensities > Restaurants & Dining > QSR
Branded Data > Alliant > Brand Propensities > Restaurants & Dining > QSR > Cinnabon Buyer Propensity
Branded Data > Alliant > Brand Propensities > Restaurants & Dining > QSR > Jamba Juice Buyer Propensity
Branded Data > Alliant > Brand Propensities > Restaurants & Dining > QSR > KFC Buyer Propensity
Branded Data > Alliant > Brand Propensities > Restaurants & Dining > QSR > Krispy Kreme Buyer Propensity
Branded Data > Alliant > Brand Propensities > Restaurants & Dining > QSR > Sbarro Buyer Propensity
Branded Data > Alliant > Brand Propensities > Restaurants & Dining > QSR > White Castle Buyer Propensity
Branded Data > Alliant > Brand Propensities > Restaurants & Dining > Qdoba Buyer Propensity
Branded Data > Alliant > Brand Propensities > Restaurants & Dining > Red Lobster Buyer Propensity
Branded Data > Alliant > Brand Propensities > Restaurants & Dining > Red Robin Buyer Propensity
Branded Data > Alliant > Brand Propensities > Restaurants & Dining > Ruby Tuesday Buyer Propensity
Branded Data > Alliant > Brand Propensities > Restaurants & Dining > Smashburger Buyer Propensity
Branded Data > Alliant > Brand Propensities > Restaurants & Dining > Starbucks Buyer Propensity
Branded Data > Alliant > Brand Propensities > Restaurants & Dining > TGI Fridays Buyer Propensity
Branded Data > Alliant > Brand Propensities > Restaurants & Dining > Texas Roadhouse Buyer Propensity
Branded Data > Alliant > Brand Propensities > Restaurants & Dining > Tijuana Flats Buyer Propensity
Branded Data > Alliant > Brand Propensities > Sporting Goods
Branded Data > Alliant > Brand Propensities > Sporting Goods > Athleta Buyer Propensity
Branded Data > Alliant > Brand Propensities > Sporting Goods > Backcountry.com Buyer Propensity



Segment Detail View

Branded Data > Alliant > Brand Propensities > Sporting Goods > Bass Pro Shops Buyer Propensity
Branded Data > Alliant > Brand Propensities > Sporting Goods > Cabela's Buyer Propensity
Branded Data > Alliant > Brand Propensities > Sporting Goods > DICK'S Buyer Propensity
Branded Data > Alliant > Brand Propensities > Sporting Goods > REI Buyer Propensity
Branded Data > Alliant > Brand Propensities > Telecom & Service Providers
Branded Data > Alliant > Brand Propensities > Telecom & Service Providers > Afterpay Buyer Propensity
Branded Data > Alliant > Brand Propensities > Telecom & Service Providers > Boost Mobile Buyer Propensity
Branded Data > Alliant > Brand Propensities > Telecom & Service Providers > Cable ONE Buyer Propensity
Branded Data > Alliant > Brand Propensities > Telecom & Service Providers > Cox Communications Buyer Propensity
Branded Data > Alliant > Brand Propensities > Telecom & Service Providers > DIRECTV Buyer Propensity
Branded Data > Alliant > Brand Propensities > Telecom & Service Providers > DISH Buyer Propensity
Branded Data > Alliant > Brand Propensities > Telecom & Service Providers > ExpressVPN Buyer Propensity
Branded Data > Alliant > Brand Propensities > Telecom & Service Providers > Grammarly Buyer Propensity
Branded Data > Alliant > Brand Propensities > Telecom & Service Providers > Mailchimp Buyer Propensity
Branded Data > Alliant > Brand Propensities > Telecom & Service Providers > Net10 Buyer Propensity
Branded Data > Alliant > Brand Propensities > Telecom & Service Providers > Republic Wireless Buyer Propensity
Branded Data > Alliant > Brand Propensities > Telecom & Service Providers > T-Mobile Buyer Propensity
Branded Data > Alliant > Brand Propensities > Telecom & Service Providers > TracFone Buyer Propensity
Branded Data > Alliant > Brand Propensities > Telecom & Service Providers > Verizon Buyer Propensity
Branded Data > Alliant > Brand Propensities > Telecom & Service Providers > WordPress Buyer Propensity
Branded Data > Alliant > Brand Propensities > Telecom & Service Providers > Zoom Video Communications Buyer Propensity
Branded Data > Alliant > Brand Propensities > Travel
Branded Data > Alliant > Brand Propensities > Travel > Agoda Buyer Propensity
Branded Data > Alliant > Brand Propensities > Travel > Airbnb Buyer Propensity
Branded Data > Alliant > Brand Propensities > Travel > Alamo Buyer Propensity
Branded Data > Alliant > Brand Propensities > Travel > Alaska Airlines Buyer Propensity
Branded Data > Alliant > Brand Propensities > Travel > Avis Car Rental Buyer Propensity
Branded Data > Alliant > Brand Propensities > Travel > Best Western Buyer Propensity
Branded Data > Alliant > Brand Propensities > Travel > Booking.com Buyer Propensity
Branded Data > Alliant > Brand Propensities > Travel > Busch Gardens Buyer Propensity
Branded Data > Alliant > Brand Propensities > Travel > Cedar Point Buyer Propensity
Branded Data > Alliant > Brand Propensities > Travel > Choice Hotels Buyer Propensity
Branded Data > Alliant > Brand Propensities > Travel > Delta Buyer Propensity



Segment Detail View

Branded Data > Alliant > Brand Propensities > Travel > Discovery Cove Buyer Propensity
Branded Data > Alliant > Brand Propensities > Travel > Disney Resorts Buyer Propensity
Branded Data > Alliant > Brand Propensities > Travel > Dollar Rent A Car Buyer Propensity
Branded Data > Alliant > Brand Propensities > Travel > Embassy Suites Buyer Propensity
Branded Data > Alliant > Brand Propensities > Travel > Enterprise Rental Car Buyer Propensity
Branded Data > Alliant > Brand Propensities > Travel > Expedia Buyer Propensity
Branded Data > Alliant > Brand Propensities > Travel > Fairfield Inn Buyer Propensity
Branded Data > Alliant > Brand Propensities > Travel > Familyvacations-Disneycruise Buyer Propensity
Branded Data > Alliant > Brand Propensities > Travel > Four Seasons Buyer Propensity
Branded Data > Alliant > Brand Propensities > Travel > Frontier Airlines Buyer Propensity
Branded Data > Alliant > Brand Propensities > Travel > Hertz Buyer Propensity
Branded Data > Alliant > Brand Propensities > Travel > Hilton Hotels & Resorts Buyer Propensity
Branded Data > Alliant > Brand Propensities > Travel > HomeAway Buyer Propensity
Branded Data > Alliant > Brand Propensities > Travel > Hyatt Buyer Propensity
Branded Data > Alliant > Brand Propensities > Travel > IHG Buyer Propensity
Branded Data > Alliant > Brand Propensities > Travel > Kings Island Buyer Propensity
Branded Data > Alliant > Brand Propensities > Travel > MGM Resorts International Buyer Propensity
Branded Data > Alliant > Brand Propensities > Travel > Marriott Buyer Propensity
Branded Data > Alliant > Brand Propensities > Travel > National Car Rental Buyer Propensity
Branded Data > Alliant > Brand Propensities > Travel > Norwegian Cruise Line Buyer Propensity
Branded Data > Alliant > Brand Propensities > Travel > Residence Inn Buyer Propensity
Branded Data > Alliant > Brand Propensities > Travel > Royal Caribbean Buyer Propensity
Branded Data > Alliant > Brand Propensities > Travel > Southwest Airlines Buyer Propensity
Branded Data > Alliant > Brand Propensities > Travel > Uber Buyer Propensity
Branded Data > Alliant > Brand Propensities > Travel > United Airlines Buyer Propensity
Branded Data > Alliant > Brand Propensities > Travel > Universal Studios Buyer Propensity
Branded Data > Alliant > Brand Propensities > Travel > Wyndham Worldwide Buyer Propensity
Branded Data > Alliant > Brand Propensities > Travel > Yelp Buyer Propensity
Branded Data > Alliant > Brand Propensities > Travel > kayak Buyer Propensity
Branded Data > Alliant > Composite Segments (Audience Clusters)
Branded Data > Alliant > Composite Segments (Audience Clusters) > Affluent Women Shoppers
Branded Data > Alliant > Composite Segments (Audience Clusters) > Loyal Super Spenders
Branded Data > Alliant > Composite Segments (Audience Clusters) > Women Born to Shop



Segment Detail View

Branded Data > Alliant > Demographics
Branded Data > Alliant > Demographics > Age 18-29
Branded Data > Alliant > Demographics > Age 18-29 > Age 25-29 years
Branded Data > Alliant > Demographics > Age 30-39
Branded Data > Alliant > Demographics > Age 30-39 > Age 30-34 years
Branded Data > Alliant > Demographics > Age 40-49
Branded Data > Alliant > Demographics > Age 40-49 > Age 45-49 years
Branded Data > Alliant > Demographics > Age 50-59
Branded Data > Alliant > Demographics > Age 50-59 > Age 50-54 years
Branded Data > Alliant > Demographics > Age 50-59 > Age 55-59 years
Branded Data > Alliant > Demographics > Education - Bachelors Degree
Branded Data > Alliant > Demographics > Education - Did Not Graduate High School
Branded Data > Alliant > Demographics > Family - Households with 3 Adults
Branded Data > Alliant > Demographics > Family - Married
Branded Data > Alliant > Demographics > Family - Wives
Branded Data > Alliant > Demographics > Gen X
Branded Data > Alliant > Demographics > Gen Y / Millennial
Branded Data > Alliant > Demographics > Home Value \$200-299k
Branded Data > Alliant > Demographics > Homeowner
Branded Data > Alliant > Demographics > Household Estimated Wealth \$1,000,000 Plus
Branded Data > Alliant > Demographics > Household Income \$111,000 - \$120000
Branded Data > Alliant > Demographics > Income 100k+
Branded Data > Alliant > Demographics > Income 50k+
Branded Data > Alliant > Demographics > Length of Residence 10+ years
Branded Data > Alliant > Demographics > Length of Residence 3-5 years
Branded Data > Alliant > Demographics > Presence of Children Age 13-17
Branded Data > Alliant > Demographics > Work at Home
Branded Data > Alliant > Emerging Consumers
Branded Data > Alliant > Entertainment & Pastimes
Branded Data > Alliant > Entertainment & Pastimes > Media & Entertainment Products
Branded Data > Alliant > Financially in Charge
Branded Data > Alliant > Gender
Branded Data > Alliant > Gender > Female



Segment Detail View

Branded Data > Alliant > Home & Garden Interests
Branded Data > Alliant > Home & Garden Interests > Cooking/Food Enthusiasts
Branded Data > Alliant > Home & Garden Interests > Home Decor
Branded Data > Alliant > Home & Garden Interests > House & Garden Enthusiasts
Branded Data > Alliant > Home & Garden Interests > House & Garden Merchandise Buyers
Branded Data > Alliant > Home Renovation
Branded Data > Alliant > Home Renovation > Home Renovators
Branded Data > Alliant > Interest Propensities
Branded Data > Alliant > Interest Propensities > Activities & Interests
Branded Data > Alliant > Interest Propensities > Activities & Interests > Real Estate Investor Propensity
Branded Data > Alliant > Interest Propensities > Brands
Branded Data > Alliant > Interest Propensities > Brands > General Electric
Branded Data > Alliant > Interest Propensities > Brands > Podcasts
Branded Data > Alliant > Interest Propensities > Brands > Sherwin Williams
Branded Data > Alliant > Interest Propensities > CPG
Branded Data > Alliant > Interest Propensities > CPG > Lunchables
Branded Data > Alliant > Interest Propensities > CPG > Maybelline
Branded Data > Alliant > Interest Propensities > CPG > Nestle Candy
Branded Data > Alliant > Interest Propensities > Celebrities
Branded Data > Alliant > Interest Propensities > Celebrities > Beyonce
Branded Data > Alliant > Interest Propensities > Celebrities > Drake
Branded Data > Alliant > Interest Propensities > Celebrities > Ed Sheeran
Branded Data > Alliant > Interest Propensities > Celebrities > Justin Bieber
Branded Data > Alliant > Interest Propensities > Celebrities > Prince William
Branded Data > Alliant > Interest Propensities > College Teams
Branded Data > Alliant > Interest Propensities > College Teams > Ohio State Buckeyes
Branded Data > Alliant > Interest Propensities > Events/Shows
Branded Data > Alliant > Interest Propensities > Events/Shows > ComiCon
Branded Data > Alliant > Interest Propensities > MLB Teams
Branded Data > Alliant > Interest Propensities > MLB Teams > Cincinnati Reds
Branded Data > Alliant > Interest Propensities > MLB Teams > Cleveland Indians
Branded Data > Alliant > Interest Propensities > MLB Teams > Colorado Rockies
Branded Data > Alliant > Interest Propensities > MLB Teams > Milwaukee Brewers



Segment Detail View

Branded Data > Alliant > Interest Propensities > MLB Teams > NY Mets
Branded Data > Alliant > Interest Propensities > MLB Teams > Philadelphia Phillies
Branded Data > Alliant > Interest Propensities > MLB Teams > Washington Nationals
Branded Data > Alliant > Interest Propensities > Military
Branded Data > Alliant > Interest Propensities > Military > Military Families
Branded Data > Alliant > Interest Propensities > Military > Navy
Branded Data > Alliant > Interest Propensities > Movies
Branded Data > Alliant > Interest Propensities > Movies > Lord of the Rings / The Hobbit
Branded Data > Alliant > Interest Propensities > NFL
Branded Data > Alliant > Interest Propensities > NFL > Buffalo Bills
Branded Data > Alliant > Interest Propensities > NFL > Cleveland Browns
Branded Data > Alliant > Interest Propensities > NHL Teams
Branded Data > Alliant > Interest Propensities > NHL Teams > New York Islanders
Branded Data > Alliant > Interest Propensities > NHL Teams > Vegas Golden Knights
Branded Data > Alliant > Interest Propensities > NHL Teams > Washington Capitals
Branded Data > Alliant > Interest Propensities > Publications
Branded Data > Alliant > Interest Propensities > Publications > New York Post
Branded Data > Alliant > Interest Propensities > TV Shows
Branded Data > Alliant > Interest Propensities > TV Shows > Better Call Saul
Branded Data > Alliant > Interest Propensities > TV Shows > Big Little Lies
Branded Data > Alliant > Interest Propensities > TV Shows > Game of Thrones
Branded Data > Alliant > Interest Propensities > TV Shows > Stranger Things
Branded Data > Alliant > Interest Propensities > TV Shows > Supernatural
Branded Data > Alliant > Interest Propensities > TV Shows > The Simpsons
Branded Data > Alliant > Interest Propensities > Travel
Branded Data > Alliant > Interest Propensities > Travel > Timeshare Owner Propensity
Branded Data > Alliant > Multibuyer Behaviors
Branded Data > Alliant > Multibuyer Behaviors > Club/Continuity Buyers
Branded Data > Alliant > Multibuyer Behaviors > Entertainment/Pastimes Multibuyers
Branded Data > Alliant > Multibuyer Behaviors > Paid with Credit Card
Branded Data > Alliant > Product Propensities
Branded Data > Alliant > Product Propensities > Baby & Toddler
Branded Data > Alliant > Product Propensities > Baby & Toddler > Baby & Toddler Furniture



Segment Detail View

Branded Data > Alliant > Product Propensities > Baby & Toddler > Baby Bathing
Branded Data > Alliant > Product Propensities > Baby & Toddler > Baby Gift Sets
Branded Data > Alliant > Product Propensities > Baby & Toddler > Baby Safety
Branded Data > Alliant > Product Propensities > Baby & Toddler > Baby Toys
Branded Data > Alliant > Product Propensities > Baby & Toddler > Baby Transport
Branded Data > Alliant > Product Propensities > Baby & Toddler > Car Seat
Branded Data > Alliant > Product Propensities > Baby & Toddler > Diapers
Branded Data > Alliant > Product Propensities > Baby & Toddler > Play Set
Branded Data > Alliant > Product Propensities > Casual Wear
Branded Data > Alliant > Product Propensities > Casual Wear > Denim
Branded Data > Alliant > Product Propensities > Casual Wear > Jeans
Branded Data > Alliant > Product Propensities > Casual Wear > Sweater
Branded Data > Alliant > Product Propensities > Casual Wear > T Shirt
Branded Data > Alliant > Product Propensities > Casual Wear > Tank Top
Branded Data > Alliant > Product Propensities > Casual Wear > Tights
Branded Data > Alliant > Product Propensities > Computer & Electronics
Branded Data > Alliant > Product Propensities > Computer & Electronics > Computer Software
Branded Data > Alliant > Product Propensities > Computer & Electronics > Smart Watch
Branded Data > Alliant > Product Propensities > Computer & Electronics > Tablet Computer
Branded Data > Alliant > Product Propensities > Computer & Electronics > Video Game Consoles
Branded Data > Alliant > Product Propensities > Computer & Electronics > Video Game Software
Branded Data > Alliant > Product Propensities > Dress Wear
Branded Data > Alliant > Product Propensities > Dress Wear > Blazer
Branded Data > Alliant > Product Propensities > Dress Wear > Dress
Branded Data > Alliant > Product Propensities > Dress Wear > Dress Shirt
Branded Data > Alliant > Product Propensities > Dress Wear > Shoes
Branded Data > Alliant > Product Propensities > Fitness Wear
Branded Data > Alliant > Product Propensities > Fitness Wear > Jogger Pants
Branded Data > Alliant > Product Propensities > Home
Branded Data > Alliant > Product Propensities > Home > Bathroom Accessories
Branded Data > Alliant > Product Propensities > Home > Coffeemaker
Branded Data > Alliant > Product Propensities > Home > Comforter Set
Branded Data > Alliant > Product Propensities > Home > Curtain



Segment Detail View

Branded Data > Alliant > Product Propensities > Home > Exercise & Fitness
Branded Data > Alliant > Product Propensities > Home > Hardware Accessories
Branded Data > Alliant > Product Propensities > Home > Household Appliances
Branded Data > Alliant > Product Propensities > Home > Kitchen & Dining
Branded Data > Alliant > Product Propensities > Home > Linens & Bedding
Branded Data > Alliant > Product Propensities > Home > Outdoor Furniture
Branded Data > Alliant > Product Propensities > Home > Outdoor Play Equipment
Branded Data > Alliant > Product Propensities > Home > Outdoor Recreation
Branded Data > Alliant > Product Propensities > Home > Plumbing
Branded Data > Alliant > Product Propensities > Home > Power & Electrical Supplies
Branded Data > Alliant > Product Propensities > Home > Pressure Cooker
Branded Data > Alliant > Product Propensities > Home > Quilt Set
Branded Data > Alliant > Product Propensities > Home > Sheet Set
Branded Data > Alliant > Product Propensities > Home > Sofas
Branded Data > Alliant > Product Propensities > Home > Tools
Branded Data > Alliant > Product Propensities > Home > Toy & Games
Branded Data > Alliant > Product Propensities > Home > Vacuum Cleaner
Branded Data > Alliant > Product Propensities > Jewelry
Branded Data > Alliant > Product Propensities > Jewelry > Earring
Branded Data > Alliant > Product Propensities > Jewelry > Jewelry
Branded Data > Alliant > Product Propensities > Jewelry > Necklace
Branded Data > Alliant > Product Propensities > Jewelry > Ring
Branded Data > Alliant > Product Propensities > Outerwear
Branded Data > Alliant > Product Propensities > Outerwear > Hoodie
Branded Data > Alliant > Product Propensities > Outerwear > Jacket
Branded Data > Alliant > Product Propensities > Personal Care & Cosmetics
Branded Data > Alliant > Product Propensities > Personal Care & Cosmetics > Body Wash
Branded Data > Alliant > Product Propensities > Personal Care & Cosmetics > Cleanser
Branded Data > Alliant > Product Propensities > Personal Care & Cosmetics > Conditioner
Branded Data > Alliant > Product Propensities > Personal Care & Cosmetics > Eye Makeup
Branded Data > Alliant > Product Propensities > Personal Care & Cosmetics > Foundation
Branded Data > Alliant > Product Propensities > Personal Care & Cosmetics > Hair Color
Branded Data > Alliant > Product Propensities > Personal Care & Cosmetics > Lip Balm



Segment Detail View

Branded Data > Alliant > Product Propensities > Personal Care & Cosmetics > Lipstick
Branded Data > Alliant > Product Propensities > Personal Care & Cosmetics > Mascara
Branded Data > Alliant > Product Propensities > Personal Care & Cosmetics > Mask
Branded Data > Alliant > Product Propensities > Personal Care & Cosmetics > Moisturizer
Branded Data > Alliant > Product Propensities > Personal Care & Cosmetics > Shampoo
Branded Data > Alliant > Product Propensities > Personal Care & Cosmetics > Skin Cream
Branded Data > Alliant > Product Propensities > Pets
Branded Data > Alliant > Product Propensities > Pets > Cat Litter
Branded Data > Alliant > Product Propensities > Pets > Cat Toy
Branded Data > Alliant > Product Propensities > Pets > Dog Toy
Branded Data > Alliant > Product Propensities > Pets > Dog Treat
Branded Data > Alliant > Product Propensities > Pets > Dry Cat Food
Branded Data > Alliant > Product Propensities > Pets > Dry Dog Food
Branded Data > Alliant > Product Propensities > Pets > Wet Dog Food
Branded Data > Alliant > Product Propensities > Sleepwear
Branded Data > Alliant > Product Propensities > Sleepwear > Pajamas
Branded Data > Alliant > Product Propensities > Sleepwear > Sleepwear
Branded Data > Alliant > Product Propensities > Travel
Branded Data > Alliant > Product Propensities > Travel > Back Pack
Branded Data > Alliant > Product Propensities > Underwear
Branded Data > Alliant > Product Propensities > Underwear > Underwear
Branded Data > Alliant > Products & Services Propensities
Branded Data > Alliant > Products & Services Propensities > Cat Product Buyer - Propensity
Branded Data > Alliant > Products & Services Propensities > Classical Concert Attendee - Propensity
Branded Data > Alliant > Products & Services Propensities > College Basketball Fans - Propensity
Branded Data > Alliant > Products & Services Propensities > Dog Product Buyer - Propensity
Branded Data > Alliant > Products & Services Propensities > Donor to PBS / NPR - Propensity
Branded Data > Alliant > Products & Services Propensities > Frequent Business Traveler - Propensity
Branded Data > Alliant > Products & Services Propensities > Golf Fans - Propensity
Branded Data > Alliant > Products & Services Propensities > Hunting - Propensity
Branded Data > Alliant > Products & Services Propensities > Life Insurance Buyers - Propensity
Branded Data > Alliant > Products & Services Propensities > Live Theater Fans - Propensity
Branded Data > Alliant > Products & Services Propensities > Luxury Hotel Visitors - Propensity



Segment Detail View

Branded Data > Alliant > Products & Services Propensities > Online Travel Planners - Propensity
Branded Data > Alliant > Products & Services Propensities > Religious Donors - Propensity
Branded Data > Alliant > Products & Services Propensities > Tablet / E-Reader Owner - Propensity
Branded Data > Alliant > Response Performance
Branded Data > Alliant > Response Performance > Box / Product Subscribers
Branded Data > Alliant > Response Performance > Card Holders
Branded Data > Alliant > Response Performance > Card Holders > Visa Card Holder
Branded Data > Alliant > Response Performance > Card Holders > Visa Card Super Shoppers
Branded Data > Alliant > Response Performance > Direct Marketing Purchasers
Branded Data > Alliant > Response Performance > Direct Marketing Responders
Branded Data > Alliant > Response Performance > Online Service Subscribers
Branded Data > AmeriLINK
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 > 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 > Body Art
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Car Rental & Taxi Services
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 > 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 > Gender
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Demographics > Gender > Male



Segment Detail View

Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Demographics > Gender and Age

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 25-34

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 > 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 > Financial Planning & Management > Inheritance & Estate Planning

Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Fitness

Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Fitness > Fitness Instruction & Personal Training

Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Grants Scholarships & Financial Aid

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

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



Segment Detail View

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 > 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 > 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 > 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



Segment Detail View

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 > AmeribaseDigital
Branded Data > AmeribaseDigital > Xennials - The First Millennials (Age 31-41)
Branded Data > AmeribaseDigital > Xennials - The First Millennials (Age 31-41) > 80s, 90s and Early 2000s Music Lovers
Branded Data > AmeribaseDigital > Xennials - The First Millennials (Age 31-41) > Digital Currency Investors
Branded Data > AmeribaseDigital > Xennials - The First Millennials (Age 31-41) > Donors and Contributors to Society
Branded Data > AmeribaseDigital > Xennials - The First Millennials (Age 31-41) > Family Matters
Branded Data > AmeribaseDigital > Xennials - The First Millennials (Age 31-41) > Fashionable Trendsetters
Branded Data > AmeribaseDigital > Xennials - The First Millennials (Age 31-41) > Sports Fanatics
Branded Data > AmeribaseDigital > Xennials - The First Millennials (Age 31-41) > Yoga and Meditation
Branded Data > AnalyticsIQ
Branded Data > AnalyticsIQ > Automotive
Branded Data > AnalyticsIQ > Automotive > In Garage
Branded Data > AnalyticsIQ > Automotive > In Garage > Number of Vehicles Owned
Branded Data > AnalyticsIQ > Automotive > In Garage > Number of Vehicles Owned > 1 Car Owned
Branded Data > AnalyticsIQ > Automotive > In Garage > Number of Vehicles Owned > 3 or More Cars Owned
Branded Data > AnalyticsIQ > Automotive > In Garage > Vehicle Age
Branded Data > AnalyticsIQ > Automotive > In Garage > Vehicle Age > 10 to 14 Year Old Car
Branded Data > AnalyticsIQ > Automotive > In Garage > Vehicle Age > 6 to 9 Year Old Car
Branded Data > AnalyticsIQ > Automotive > In Garage > Vehicle Type
Branded Data > AnalyticsIQ > Automotive > In Garage > Vehicle Type > Family Vehicle Owners
Branded Data > AnalyticsIQ > Automotive > In Garage > Vehicle Type > Hatchback Owners
Branded Data > AnalyticsIQ > Automotive > In Garage > Vehicle Type > SUV Owners
Branded Data > AnalyticsIQ > Automotive > In Garage > Vehicle Type > Truck Owners
Branded Data > AnalyticsIQ > Automotive > In Market
Branded Data > AnalyticsIQ > Automotive > In Market > Buyer Type
Branded Data > AnalyticsIQ > Automotive > In Market > Buyer Type > Methodical Buyers
Branded Data > AnalyticsIQ > Automotive > In Market > Buyer Type > Safety Conscious Buyers
Branded Data > AnalyticsIQ > Automotive > In Market > Vehicle Make
Branded Data > AnalyticsIQ > Automotive > In Market > Vehicle Make > In Market for a Cadillac
Branded Data > AnalyticsIQ > Automotive > In Market > Vehicle Make > In Market for a Honda



Segment Detail View

Branded Data > AnalyticsIQ > Automotive > In Market > Vehicle Type

Branded Data > AnalyticsIQ > Automotive > In Market > Vehicle Type > In Market for a Truck

Branded Data > AnalyticsIQ > B2B

Branded Data > AnalyticsIQ > B2B > Employee Attributes

Branded Data > AnalyticsIQ > B2B > Employee Attributes > Big Tech

Branded Data > AnalyticsIQ > B2B > Employee Attributes > Big Tech > Big Tech Decision Makers

Branded Data > AnalyticsIQ > B2B > Employee Attributes > Business Decision Influencers

Branded Data > AnalyticsIQ > B2B > Employee Attributes > Business Decision Influencers > Active & Influential Social Media Users

Branded Data > AnalyticsIQ > B2B > Employee Attributes > Business Decision Influencers > Active & Influential Social Media Users > Twitter Influencers

Branded Data > AnalyticsIQ > B2B > Employee Attributes > Business Decision Influencers > Business Profession

Branded Data > AnalyticsIQ > B2B > Employee Attributes > Business Decision Influencers > Business Profession > Insurance Business Decision Influencers

Branded Data > AnalyticsIQ > B2B > Employee Attributes > Business Decision Influencers > Preferred Marketing Communication Methods

Branded Data > AnalyticsIQ > B2B > Employee Attributes > Business Decision Influencers > Preferred Marketing Communication Methods > Marketing Content Preference

Branded Data > AnalyticsIQ > B2B > Employee Attributes > Business Decision Influencers > Preferred Marketing Communication Methods > Marketing Content Preference > Case Study

Branded Data > AnalyticsIQ > B2B > Employee Attributes > Business Decision Makers

Branded Data > AnalyticsIQ > B2B > Employee Attributes > Business Decision Makers > Preferred Marketing Communication Methods

Branded Data > AnalyticsIQ > B2B > Employee Attributes > Business Decision Makers > Preferred Marketing Communication Methods > Initial Marketing Contact Channel Preference

Branded Data > AnalyticsIQ > B2B > Employee Attributes > Business Decision Makers > Preferred Marketing Communication Methods > Initial Marketing Contact Channel Preference > Phone Call

Branded Data > AnalyticsIQ > B2B > Employee Attributes > Working From Home

Branded Data > AnalyticsIQ > B2B > Employee Attributes > Working From Home > Remote Workers

Branded Data > AnalyticsIQ > B2B > Employee Attributes > Working From Home > Remote Workers Likely to Donate to Charitable Organizations

Branded Data > AnalyticsIQ > B2B > Employee Attributes > Working From Home > Remote Workers Likely to Have Children in Household

Branded Data > AnalyticsIQ > B2B > Employee Attributes > Working From Home > Remote Workers Likely to Have a Healthy Lifestyle

Branded Data > AnalyticsIQ > B2B > Employee Attributes > Working From Home > Remote Workers Likely to Have a Pet

Branded Data > AnalyticsIQ > B2B > Employee Attributes > Working From Home > Remote Workers Likely to Use Digital Payment Services

Branded Data > AnalyticsIQ > B2B > Employee Attributes > Working From Home > Remote Workers That Frequently Use Coupons

Branded Data > AnalyticsIQ > Channel

Branded Data > AnalyticsIQ > Channel > Device

Branded Data > AnalyticsIQ > Channel > Device > Android Owner

Branded Data > AnalyticsIQ > Channel > Device > iPhone Owner

Branded Data > AnalyticsIQ > Channel > Social Networks

Branded Data > AnalyticsIQ > Channel > Social Networks > Pinterest Influencers

Branded Data > AnalyticsIQ > Channel > Social Networks > Travel Site Influencer



Segment Detail View

Branded Data > AnalyticsIQ > Charitable Contributors
Branded Data > AnalyticsIQ > Charitable Contributors > Donation Motivations
Branded Data > AnalyticsIQ > Charitable Contributors > Donation Motivations > Non-Planned Givers
Branded Data > AnalyticsIQ > Charitable Contributors > Likely Donors
Branded Data > AnalyticsIQ > Charitable Contributors > Likely Donors > Anti-Hunger Cause Donors
Branded Data > AnalyticsIQ > Charitable Contributors > Likely Donors > Children's Charities
Branded Data > AnalyticsIQ > Charitable Contributors > Likely Donors > High Dollar Donor
Branded Data > AnalyticsIQ > Charitable Contributors > Likely Donors > Online Donor
Branded Data > AnalyticsIQ > Charitable Contributors > Likely Donors > Online Donor > Likely
Branded Data > AnalyticsIQ > Charitable Contributors > Likely Donors > Religious Cause Donors
Branded Data > AnalyticsIQ > Demographics
Branded Data > AnalyticsIQ > Demographics > Age
Branded Data > AnalyticsIQ > Demographics > Age > Narrow Age Range
Branded Data > AnalyticsIQ > Demographics > Age > Narrow Age Range > 30-34
Branded Data > AnalyticsIQ > Demographics > Age > Narrow Age Range > 50-54
Branded Data > AnalyticsIQ > Demographics > Age > Narrow Age Range > 55-59
Branded Data > AnalyticsIQ > Demographics > Age > Narrow Age Range > 70-74
Branded Data > AnalyticsIQ > Demographics > Age > Staggered Age Range
Branded Data > AnalyticsIQ > Demographics > Age > Staggered Age Range > 25-34
Branded Data > AnalyticsIQ > Demographics > Age > Staggered Age Range > 45-54
Branded Data > AnalyticsIQ > Demographics > Age > Staggered Age Range > 55-64
Branded Data > AnalyticsIQ > Demographics > Age > Staggered Age Range > 65-74
Branded Data > AnalyticsIQ > Demographics > Education
Branded Data > AnalyticsIQ > Demographics > Education > Bachelor Degree
Branded Data > AnalyticsIQ > Demographics > Education > High School Degree
Branded Data > AnalyticsIQ > Demographics > Education > Some College
Branded Data > AnalyticsIQ > Demographics > Employment
Branded Data > AnalyticsIQ > Demographics > Employment > Blue Collar
Branded Data > AnalyticsIQ > Demographics > Employment > Full-time
Branded Data > AnalyticsIQ > Demographics > Employment > Homemaker
Branded Data > AnalyticsIQ > Demographics > Employment > Other Medical
Branded Data > AnalyticsIQ > Demographics > Employment > Part-time
Branded Data > AnalyticsIQ > Demographics > Gender



Segment Detail View

Branded Data > AnalyticsIQ > Demographics > Gender > Female
Branded Data > AnalyticsIQ > Demographics > Gender > Male
Branded Data > AnalyticsIQ > Demographics > Generation
Branded Data > AnalyticsIQ > Demographics > Generation > Baby Boomers
Branded Data > AnalyticsIQ > Demographics > Generation > Generation X
Branded Data > AnalyticsIQ > Demographics > Generation > Millennials
Branded Data > AnalyticsIQ > Demographics > Household Composition
Branded Data > AnalyticsIQ > Demographics > Household Composition > Age of Children in Household
Branded Data > AnalyticsIQ > Demographics > Household Composition > Age of Children in Household > 6-10
Branded Data > AnalyticsIQ > Demographics > Household Composition > Caregiver in HH
Branded Data > AnalyticsIQ > Demographics > Household Composition > Children Present in Household
Branded Data > AnalyticsIQ > Demographics > Household Composition > Cohabitation
Branded Data > AnalyticsIQ > Demographics > Household Composition > Has Grandchildren
Branded Data > AnalyticsIQ > Demographics > Household Composition > Number of Children in Household
Branded Data > AnalyticsIQ > Demographics > Household Composition > Number of Children in Household > 0
Branded Data > AnalyticsIQ > Demographics > Household Composition > Number of Children in Household > 1
Branded Data > AnalyticsIQ > Demographics > Household Composition > Parents
Branded Data > AnalyticsIQ > Demographics > Household Composition > Parents > Dads
Branded Data > AnalyticsIQ > Demographics > Household Composition > Parents > Moms
Branded Data > AnalyticsIQ > Demographics > Household Composition > Parents > Working Parents
Branded Data > AnalyticsIQ > Demographics > Household Composition > Pet Owners
Branded Data > AnalyticsIQ > Demographics > Household Composition > Pet Owners > Cat Owners
Branded Data > AnalyticsIQ > Demographics > Household Composition > Pet Owners > Dog Owners
Branded Data > AnalyticsIQ > Demographics > Household Composition > Pet Owners > Pet Owner (Cat or Dog)
Branded Data > AnalyticsIQ > Demographics > Household Composition > Senior Adult in Household
Branded Data > AnalyticsIQ > Demographics > Household Composition > Veteran in Household
Branded Data > AnalyticsIQ > Demographics > Household Composition > Working Women
Branded Data > AnalyticsIQ > Demographics > Housing Attributes
Branded Data > AnalyticsIQ > Demographics > Housing Attributes > Dwelling Type
Branded Data > AnalyticsIQ > Demographics > Housing Attributes > Dwelling Type > Multi-Unit Residential Home
Branded Data > AnalyticsIQ > Demographics > Housing Attributes > Dwelling Type > Single-Family Home
Branded Data > AnalyticsIQ > Demographics > Housing Attributes > Has Small Office
Branded Data > AnalyticsIQ > Demographics > Housing Attributes > Length of Residence



Segment Detail View

Branded Data > AnalyticsIQ > Demographics > Housing Attributes > Length of Residence > 15+ Years
Branded Data > AnalyticsIQ > Demographics > Housing Attributes > Length of Residence > 3 Years
Branded Data > AnalyticsIQ > Demographics > Housing Attributes > Ownership
Branded Data > AnalyticsIQ > Demographics > Housing Attributes > Ownership > Homeowners
Branded Data > AnalyticsIQ > Demographics > Housing Attributes > Ownership > Renters
Branded Data > AnalyticsIQ > Demographics > Housing Attributes > PreMovers
Branded Data > AnalyticsIQ > Demographics > Housing Attributes > PreMovers > Furnishings Big Spenders
Branded Data > AnalyticsIQ > Demographics > Housing Attributes > PreMovers > Renters
Branded Data > AnalyticsIQ > Demographics > Marital Status
Branded Data > AnalyticsIQ > Demographics > Marital Status > Married
Branded Data > AnalyticsIQ > Demographics > Marital Status > Single
Branded Data > AnalyticsIQ > Demographics > Occupation
Branded Data > AnalyticsIQ > Demographics > Occupation > Insurance/Agent
Branded Data > AnalyticsIQ > Finance
Branded Data > AnalyticsIQ > Finance > Affluence Segments
Branded Data > AnalyticsIQ > Finance > Affluence Segments > Climbers
Branded Data > AnalyticsIQ > Finance > Affluence Segments > Millionaire Next Door
Branded Data > AnalyticsIQ > Finance > Credit Cards
Branded Data > AnalyticsIQ > Finance > Credit Cards > Bank Credit Card
Branded Data > AnalyticsIQ > Finance > Credit Cards > Upscale Retail Credit Card
Branded Data > AnalyticsIQ > Finance > Credit Cards > Visa (Regular)
Branded Data > AnalyticsIQ > Finance > Estimated Net Worth
Branded Data > AnalyticsIQ > Finance > Estimated Net Worth > \$150,000 to \$249,999
Branded Data > AnalyticsIQ > Finance > Estimated Net Worth > \$750,000 to \$999,999
Branded Data > AnalyticsIQ > Finance > FinTech
Branded Data > AnalyticsIQ > Finance > FinTech > Mobile Investing
Branded Data > AnalyticsIQ > Finance > FinTech > Mobile Wallets
Branded Data > AnalyticsIQ > Finance > Financial Motivations
Branded Data > AnalyticsIQ > Finance > Financial Motivations > Engaged Financial Planners
Branded Data > AnalyticsIQ > Finance > Household Income
Branded Data > AnalyticsIQ > Finance > Household Income > \$60,000 - \$74,999
Branded Data > AnalyticsIQ > Finance > Household Income > \$75,000 - \$99,999
Branded Data > AnalyticsIQ > Finance > Investing



Segment Detail View

Branded Data > AnalyticsIQ > Finance > Investing > Overall Investable Assets
Branded Data > AnalyticsIQ > Finance > Investing > Overall Investable Assets > Top 6 - 10%
Branded Data > AnalyticsIQ > Finance > Investing > Presence of Annuities
Branded Data > AnalyticsIQ > Finance > Investing > Presence of Bonds
Branded Data > AnalyticsIQ > Finance > Investing > Presence of Checking Account
Branded Data > AnalyticsIQ > Finance > Investing > Presence of Life Insurance
Branded Data > AnalyticsIQ > Finance > Investing > Presence of Savings Account
Branded Data > AnalyticsIQ > Finance > Investing > Presence of a Mortgage
Branded Data > AnalyticsIQ > Health & Wellness
Branded Data > AnalyticsIQ > Health & Wellness > Diet
Branded Data > AnalyticsIQ > Health & Wellness > Exercise
Branded Data > AnalyticsIQ > Health & Wellness > Exercise > Avid Exerciser
Branded Data > AnalyticsIQ > Health & Wellness > Exercise > Moderate Exerciser
Branded Data > AnalyticsIQ > Health & Wellness > Exercise > Weight Lifting
Branded Data > AnalyticsIQ > Health & Wellness > Health Lifestyle
Branded Data > AnalyticsIQ > Health & Wellness > Interests
Branded Data > AnalyticsIQ > Health & Wellness > Interests > Acupuncture
Branded Data > AnalyticsIQ > Health & Wellness > Interests > Herbal Remedies
Branded Data > AnalyticsIQ > Health & Wellness > Interests > Meditation
Branded Data > AnalyticsIQ > Health & Wellness > Interests > Vitamin & Nutrition Supplement Buyers
Branded Data > AnalyticsIQ > Health & Wellness > Medical Utilization
Branded Data > AnalyticsIQ > Health & Wellness > Medical Utilization > WebMD
Branded Data > AnalyticsIQ > In Market
Branded Data > AnalyticsIQ > In Market > Annual Discretionary Spending
Branded Data > AnalyticsIQ > In Market > Annual Discretionary Spending > Personal Care
Branded Data > AnalyticsIQ > In Market > Annual Discretionary Spending > Personal Care > \$850 to \$999
Branded Data > AnalyticsIQ > In Market > Coupon Users
Branded Data > AnalyticsIQ > In Market > Coupon Users > Avid Couponer
Branded Data > AnalyticsIQ > In Market > Dining Out
Branded Data > AnalyticsIQ > In Market > Dining Out > Casual Restaurant Enthusiasts
Branded Data > AnalyticsIQ > In Market > Discount Designer Shoppers
Branded Data > AnalyticsIQ > In Market > Food Delivery Services Users
Branded Data > AnalyticsIQ > In Market > Google Products



Segment Detail View

Branded Data > AnalyticsIQ > In Market > Online Shoppers
Branded Data > AnalyticsIQ > In Market > Online Shoppers > Likely to Purchase Vitamins Online
Branded Data > AnalyticsIQ > In Market > Online Shoppers > Shops for Clothing Primarily Online
Branded Data > AnalyticsIQ > In Market > Sam's Club Shoppers
Branded Data > AnalyticsIQ > In Market > Subscription Boxes
Branded Data > AnalyticsIQ > In Market > Subscription Boxes > Cooking & Meal Delivery Lovers
Branded Data > AnalyticsIQ > In Market > Subscription Boxes > Pet Subscription Box Lovers
Branded Data > AnalyticsIQ > In Market > Subscription Boxes > Style & Fashion Subscription Box Lovers
Branded Data > AnalyticsIQ > In Market > Subscription Boxes > Vitamin & Nutrition Supplement Subscription Box Lovers
Branded Data > AnalyticsIQ > Interest
Branded Data > AnalyticsIQ > Interest > Aerobic Exercise
Branded Data > AnalyticsIQ > Interest > Arts & Crafts
Branded Data > AnalyticsIQ > Interest > Auto Work
Branded Data > AnalyticsIQ > Interest > Avid Music Listener
Branded Data > AnalyticsIQ > Interest > Board Games/Puzzles
Branded Data > AnalyticsIQ > Interest > Camping / Hiking
Branded Data > AnalyticsIQ > Interest > Collecting Antiques
Branded Data > AnalyticsIQ > Interest > Computer Owners
Branded Data > AnalyticsIQ > Interest > Consumer Electronics
Branded Data > AnalyticsIQ > Interest > Cooking & Food
Branded Data > AnalyticsIQ > Interest > DIY Living
Branded Data > AnalyticsIQ > Interest > Dieting & Weight Loss
Branded Data > AnalyticsIQ > Interest > Electronics & Computers
Branded Data > AnalyticsIQ > Interest > Exercise Of Walking
Branded Data > AnalyticsIQ > Interest > Gardening
Branded Data > AnalyticsIQ > Interest > Health or The Medical Field
Branded Data > AnalyticsIQ > Interest > Home Furnishings/Decorating
Branded Data > AnalyticsIQ > Interest > Home Improvement
Branded Data > AnalyticsIQ > Interest > Music or Collecting Movies
Branded Data > AnalyticsIQ > Interest > Outdoor Activity Enthusiasts
Branded Data > AnalyticsIQ > Interest > Performing / Performing Arts
Branded Data > AnalyticsIQ > Interest > Photography
Branded Data > AnalyticsIQ > Interest > Reading



Segment Detail View

Branded Data > AnalyticsIQ > Interest > Reading > Religious/Inspirational Items
Branded Data > AnalyticsIQ > Interest > Science/Space
Branded Data > AnalyticsIQ > Interest > Sewing/Knitting/Needlework
Branded Data > AnalyticsIQ > Interest > Sports
Branded Data > AnalyticsIQ > Interest > Sports > Baseball Enthusiasts
Branded Data > AnalyticsIQ > Interest > Sports > Female Sports Fanatics
Branded Data > AnalyticsIQ > Interest > Sports > Football Enthusiasts
Branded Data > AnalyticsIQ > Interest > Sports > Golf Lovers
Branded Data > AnalyticsIQ > Interest > Sports > Hockey Enthusiasts
Branded Data > AnalyticsIQ > Interest > Sweepstakes
Branded Data > AnalyticsIQ > Interest > Travel
Branded Data > AnalyticsIQ > Interest > Travel > Cruise Travel Interest
Branded Data > AnalyticsIQ > Interest > Travel > Domestic Travel Interest
Branded Data > AnalyticsIQ > Interest > Video Games
Branded Data > AnalyticsIQ > Interest > Video Games > Dedication Spectrum
Branded Data > AnalyticsIQ > Interest > Video Games > Dedication Spectrum > Casual Female Gamers
Branded Data > AnalyticsIQ > Interest > Video Games > Preferred Gaming Platforms
Branded Data > AnalyticsIQ > Interest > Video Games > Preferred Gaming Platforms > Console & Mobile Video Game Players
Branded Data > AnalyticsIQ > Interest > Woodworking
Branded Data > AnalyticsIQ > Interest > Yoga Enthusiasts
Branded Data > AnalyticsIQ > Past Purchases
Branded Data > AnalyticsIQ > Past Purchases > Auto Parts or Accessories Recently
Branded Data > AnalyticsIQ > Past Purchases > Books Recently
Branded Data > AnalyticsIQ > Past Purchases > Children's Items
Branded Data > AnalyticsIQ > Past Purchases > Children's Learning Toys
Branded Data > AnalyticsIQ > Past Purchases > Crafts & Hobbies Products
Branded Data > AnalyticsIQ > Past Purchases > Gardening or Farming Products
Branded Data > AnalyticsIQ > Past Purchases > Jewelry
Branded Data > AnalyticsIQ > Past Purchases > Men's Apparel
Branded Data > AnalyticsIQ > Past Purchases > Women's Apparel
Branded Data > AnalyticsIQ > Persona
Branded Data > AnalyticsIQ > Persona > Deal Seekers
Branded Data > AnalyticsIQ > Persona > Environmentally Conscious



Segment Detail View

Branded Data > AnalyticsIQ > Persona > Green-Conscious Consumers
Branded Data > AnalyticsIQ > Persona > Loyal Customers
Branded Data > AnalyticsIQ > Persona > Luxury Brand Buyers
Branded Data > AnalyticsIQ > Persona > Open to Diversity
Branded Data > AnalyticsIQ > Persona > Spontaneous Buyers
Branded Data > AnalyticsIQ > Persona > Sustainable Living Spenders
Branded Data > AnalyticsIQ > Persona > Technology Laggard
Branded Data > AnalyticsIQ > Regulation B (Reg B) Friendly Audiences
Branded Data > AnalyticsIQ > Regulation B (Reg B) Friendly Audiences > Charitable Contributors
Branded Data > AnalyticsIQ > Regulation B (Reg B) Friendly Audiences > Charitable Contributors > Annual Discretionary Donations
Branded Data > AnalyticsIQ > Regulation B (Reg B) Friendly Audiences > Charitable Contributors > Annual Discretionary Donations > \$2,500 - \$3,499
Branded Data > AnalyticsIQ > Regulation B (Reg B) Friendly Audiences > Charitable Contributors > Annual Discretionary Donations > \$3,500 - \$6,249
Branded Data > AnalyticsIQ > Regulation B (Reg B) Friendly Audiences > Finance
Branded Data > AnalyticsIQ > Regulation B (Reg B) Friendly Audiences > Finance > Estimated Net Worth
Branded Data > AnalyticsIQ > Regulation B (Reg B) Friendly Audiences > Finance > Estimated Net Worth > \$100,000 - \$149,999
Branded Data > AnalyticsIQ > Regulation B (Reg B) Friendly Audiences > Finance > Estimated Net Worth > \$250,000 - \$374,999
Branded Data > AnalyticsIQ > Regulation B (Reg B) Friendly Audiences > Finance > Estimated Net Worth > \$375,000 - \$499,999
Branded Data > AnalyticsIQ > Regulation B (Reg B) Friendly Audiences > Finance > Household Income
Branded Data > AnalyticsIQ > Regulation B (Reg B) Friendly Audiences > Finance > Household Income > \$75,000 - \$99,999
Branded Data > AnalyticsIQ > Regulation B (Reg B) Friendly Audiences > Finance > Investing
Branded Data > AnalyticsIQ > Regulation B (Reg B) Friendly Audiences > Finance > Investing > Presence of a Checking Account
Branded Data > AnalyticsIQ > Regulation B (Reg B) Friendly Audiences > Finance > Investing > Presence of a Savings Account
Branded Data > AnalyticsIQ > Regulation B (Reg B) Friendly Audiences > Finance > Mortgages & Loans
Branded Data > AnalyticsIQ > Regulation B (Reg B) Friendly Audiences > Finance > Mortgages & Loans > Account Holders
Branded Data > AnalyticsIQ > Regulation B (Reg B) Friendly Audiences > Finance > Mortgages & Loans > Account Holders > Mortgage Account Holders
Branded Data > AnalyticsIQ > Regulation B (Reg B) Friendly Audiences > Finance > Mortgages & Loans > Home Equity
Branded Data > AnalyticsIQ > Regulation B (Reg B) Friendly Audiences > Finance > Mortgages & Loans > Home Equity > High Home Equity Value
Branded Data > AnalyticsIQ > Regulation B (Reg B) Friendly Audiences > Finance > Mortgages & Loans > Home Equity > Low Home Equity Value
Branded Data > AnalyticsIQ > Regulation B (Reg B) Friendly Audiences > Finance > Mortgages & Loans > Home Equity Percentage
Branded Data > AnalyticsIQ > Regulation B (Reg B) Friendly Audiences > Finance > Mortgages & Loans > Home Equity Percentage > 1% to 25%
Branded Data > AnalyticsIQ > Regulation B (Reg B) Friendly Audiences > Finance > Mortgages & Loans > Home Equity Percentage > 26% to 75%
Branded Data > AnalyticsIQ > Regulation B (Reg B) Friendly Audiences > Finance > Mortgages & Loans > Home Value
Branded Data > AnalyticsIQ > Regulation B (Reg B) Friendly Audiences > Finance > Mortgages & Loans > Home Value > \$200,001 to \$400,000



Segment Detail View

Branded Data > AnalyticsIQ > Regulation B (Reg B) Friendly Audiences > Finance > Mortgages & Loans > Length Since Last Home Loan (Months)

Branded Data > AnalyticsIQ > Regulation B (Reg B) Friendly Audiences > Finance > Mortgages & Loans > Length Since Last Home Loan (Months) > 30 to 59 months

Branded Data > AnalyticsIQ > Regulation B (Reg B) Friendly Audiences > Finance > Mortgages & Loans > Length Since Last Home Loan (Months) > 60 to 89 months

Branded Data > AnalyticsIQ > Regulation B (Reg B) Friendly Audiences > Finance > Mortgages & Loans > Length of Residence (Months)

Branded Data > AnalyticsIQ > Regulation B (Reg B) Friendly Audiences > Finance > Mortgages & Loans > Length of Residence (Months) > 150+ months

Branded Data > AnalyticsIQ > Regulation B (Reg B) Friendly Audiences > Finance > Mortgages & Loans > Length of Residence (Months) > 30 to 59 months

Branded Data > AnalyticsIQ > Regulation B (Reg B) Friendly Audiences > In Market

Branded Data > AnalyticsIQ > Regulation B (Reg B) Friendly Audiences > In Market > Annual Discretionary Spending

Branded Data > AnalyticsIQ > Regulation B (Reg B) Friendly Audiences > In Market > Annual Discretionary Spending > \$25,000 - \$42,999

Branded Data > AnalyticsIQ > Regulation B (Reg B) Friendly Audiences > In Market > Annual Discretionary Spending > 20,000 - \$24,999

Branded Data > AnalyticsIQ > Regulation B (Reg B) Friendly Audiences > In Market > Annual Discretionary Spending > Dining Out

Branded Data > AnalyticsIQ > Regulation B (Reg B) Friendly Audiences > In Market > Annual Discretionary Spending > Dining Out > \$4,000 - \$4,999

Branded Data > AnalyticsIQ > Regulation B (Reg B) Friendly Audiences > In Market > Annual Discretionary Spending > Dining Out > \$5,000 - \$7,499

Branded Data > AnalyticsIQ > Regulation B (Reg B) Friendly Audiences > In Market > Annual Discretionary Spending > Education

Branded Data > AnalyticsIQ > Regulation B (Reg B) Friendly Audiences > In Market > Annual Discretionary Spending > Education > \$2,500 - \$5,499

Branded Data > AnalyticsIQ > Regulation B (Reg B) Friendly Audiences > In Market > Annual Discretionary Spending > Home Furnishings

Branded Data > AnalyticsIQ > Regulation B (Reg B) Friendly Audiences > In Market > Annual Discretionary Spending > Home Furnishings > \$2,500 - \$2,999

Branded Data > AnalyticsIQ > Regulation B (Reg B) Friendly Audiences > In Market > Annual Discretionary Spending > Home Furnishings > \$3,000 - \$4,999

Branded Data > AnalyticsIQ > Seasonal

Branded Data > AnalyticsIQ > Seasonal > Back to School

Branded Data > AnalyticsIQ > Seasonal > Back to School > Elementary

Branded Data > AnalyticsIQ > Seasonal > Holiday

Branded Data > AnalyticsIQ > Seasonal > Holiday > Holiday Shoppers

Branded Data > AnalyticsIQ > Seasonal > Holiday > Holiday Shoppers > Kid Gifts

Branded Data > AnalyticsIQ > Technology

Branded Data > AnalyticsIQ > Technology > Cell Phones & Mobile Devices

Branded Data > AnalyticsIQ > Technology > Cell Phones & Mobile Devices > Switching Carriers

Branded Data > AnalyticsIQ > Technology > Cell Phones & Mobile Devices > Switching Carriers > Likely Interested in Switching

Branded Data > AnalyticsIQ > Technology > Cell Phones & Mobile Devices > Switching Carriers > Reason to Switch

Branded Data > AnalyticsIQ > Technology > Cell Phones & Mobile Devices > Switching Carriers > Reason to Switch > Network Quality

Branded Data > AnalyticsIQ > Television (TV) Viewership

Branded Data > AnalyticsIQ > Television (TV) Viewership > Likely Device or Viewing Method

Branded Data > AnalyticsIQ > Television (TV) Viewership > Likely Device or Viewing Method > Likely to Use DVR



Segment Detail View

Branded Data > AnalyticsIQ > Television (TV) Viewership > Likely Device or Viewing Method > Likely to View TV content on a Television

Branded Data > AnalyticsIQ > Television (TV) Viewership > Likely Programming and Content Preferences

Branded Data > AnalyticsIQ > Television (TV) Viewership > Likely Programming and Content Preferences > Likely to Enjoy Watching Documentaries

Branded Data > AnalyticsIQ > Television (TV) Viewership > Likely Programming and Content Preferences > Likely to Enjoy Watching Home Improvement Shows

Branded Data > AnalyticsIQ > Television (TV) Viewership > Likely Programming and Content Preferences > Likely to Enjoy Watching Reality Shows

Branded Data > AnalyticsIQ > Television (TV) Viewership > Likely Programming and Content Preferences > Likely to Watch CNN

Branded Data > AnalyticsIQ > Television (TV) Viewership > Likely Programming and Content Preferences > Likely to Watch Fox News

Branded Data > AnalyticsIQ > Television (TV) Viewership > Likely TV Provider

Branded Data > AnalyticsIQ > Television (TV) Viewership > Likely TV Provider > Multiple On-Demand Streaming Service Subscriptions

Branded Data > AnalyticsIQ > Television (TV) Viewership > TV Dayparts

Branded Data > AnalyticsIQ > Television (TV) Viewership > TV Dayparts > Likely Early Fringe Viewers

Branded Data > AnalyticsIQ > Television (TV) Viewership > TV Dayparts > Likely Primetime Viewers

Branded Data > AnalyticsIQ > Television (TV) Viewership > Viewer Profile

Branded Data > AnalyticsIQ > Television (TV) Viewership > Viewer Profile > Children Under 11 Watching TV in Household

Branded Data > AnalyticsIQ > Travel Intenders

Branded Data > AnalyticsIQ > Travel Intenders > Pandemic Travel Plans

Branded Data > AnalyticsIQ > Travel Intenders > Pandemic Travel Plans > Likely More Willing to Buy Travel Insurance

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



Segment Detail View

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
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



Segment Detail View

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



Segment Detail View

Branded Data > Audiences by Ziff Davis > Interests > Technology > Brands > Sony
Branded Data > Audiences by Ziff Davis > Interests > Technology > Brands > TP-Link
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 > Components, Accessories & Peripherals
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



Segment Detail View

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
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



Segment Detail View

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

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



Segment Detail View

Branded Data > Bombora
Branded Data > Bombora > B2B
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)



Segment Detail View

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

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



Segment Detail View

Branded Data > BusinessWatch & ConsumerWatch Network

Branded Data > BusinessWatch & ConsumerWatch Network > ConsumerWatch Network Consumer Audiences

Branded Data > BusinessWatch & ConsumerWatch Network > ConsumerWatch Network Consumer Audiences > Credit Cards

Branded Data > BusinessWatch & ConsumerWatch Network > ConsumerWatch Network Consumer Audiences > Credit Cards > Bank Card

Branded Data > BusinessWatch & ConsumerWatch Network > ConsumerWatch Network Consumer Audiences > Demographics

Branded Data > BusinessWatch & ConsumerWatch Network > ConsumerWatch Network Consumer Audiences > Demographics > Age Range

Branded Data > BusinessWatch & ConsumerWatch Network > ConsumerWatch Network Consumer Audiences > Demographics > Age Range > 45-54

Branded Data > BusinessWatch & ConsumerWatch Network > ConsumerWatch Network Consumer Audiences > Demographics > Age Range > 55-64

Branded Data > BusinessWatch & ConsumerWatch Network > ConsumerWatch Network Consumer Audiences > Demographics > Children in Household

Branded Data > BusinessWatch & ConsumerWatch Network > ConsumerWatch Network Consumer Audiences > Demographics > Children in Household > Age of Children in Household

Branded Data > BusinessWatch & ConsumerWatch Network > ConsumerWatch Network Consumer Audiences > Demographics > Children in Household > Age of Children in Household > 4-6

Branded Data > BusinessWatch & ConsumerWatch Network > ConsumerWatch Network Consumer Audiences > Demographics > Children in Household > Presence of Children

Branded Data > BusinessWatch & ConsumerWatch Network > ConsumerWatch Network Consumer Audiences > Demographics > Children in Household > Presence of Children > Yes

Branded Data > BusinessWatch & ConsumerWatch Network > ConsumerWatch Network Consumer Audiences > Demographics > Education Level

Branded Data > BusinessWatch & ConsumerWatch Network > ConsumerWatch Network Consumer Audiences > Demographics > Education Level > Completed College

Branded Data > BusinessWatch & ConsumerWatch Network > ConsumerWatch Network Consumer Audiences > Demographics > Education Level > Some College

Branded Data > BusinessWatch & ConsumerWatch Network > ConsumerWatch Network Consumer Audiences > Demographics > Gender

Branded Data > BusinessWatch & ConsumerWatch Network > ConsumerWatch Network Consumer Audiences > Demographics > Gender > Female

Branded Data > BusinessWatch & ConsumerWatch Network > ConsumerWatch Network Consumer Audiences > Demographics > Gender > Male

Branded Data > BusinessWatch & ConsumerWatch Network > ConsumerWatch Network Consumer Audiences > Demographics > Generations

Branded Data > BusinessWatch & ConsumerWatch Network > ConsumerWatch Network Consumer Audiences > Demographics > Generations > Generation X (1961-1981)

Branded Data > BusinessWatch & ConsumerWatch Network > ConsumerWatch Network Consumer Audiences > Demographics > Language

Branded Data > BusinessWatch & ConsumerWatch Network > ConsumerWatch Network Consumer Audiences > Demographics > Language > English

Branded Data > BusinessWatch & ConsumerWatch Network > ConsumerWatch Network Consumer Audiences > Demographics > Marital Status

Branded Data > BusinessWatch & ConsumerWatch Network > ConsumerWatch Network Consumer Audiences > Demographics > Marital Status > Married

Branded Data > BusinessWatch & ConsumerWatch Network > ConsumerWatch Network Consumer Audiences > Demographics > Marital Status > Single

Branded Data > BusinessWatch & ConsumerWatch Network > ConsumerWatch Network Consumer Audiences > Demographics > Net Worth

Branded Data > BusinessWatch & ConsumerWatch Network > ConsumerWatch Network Consumer Audiences > Demographics > Net Worth > \$100,000 - \$149,999

Branded Data > BusinessWatch & ConsumerWatch Network > ConsumerWatch Network Consumer Audiences > Demographics > Net Worth > \$50,000 - \$99,999

Branded Data > BusinessWatch & ConsumerWatch Network > ConsumerWatch Network Consumer Audiences > Demographics > Pets

Branded Data > BusinessWatch & ConsumerWatch Network > ConsumerWatch Network Consumer Audiences > Demographics > Pets > Pet Lover

Branded Data > BusinessWatch & ConsumerWatch Network > ConsumerWatch Network Consumer Audiences > Home Attributes

Branded Data > BusinessWatch & ConsumerWatch Network > ConsumerWatch Network Consumer Audiences > Home Attributes > Dwelling Type



Segment Detail View

Branded Data > BusinessWatch & ConsumerWatch Network > ConsumerWatch Network Consumer Audiences > Home Attributes > Dwelling Type > Single Family

Branded Data > BusinessWatch & ConsumerWatch Network > ConsumerWatch Network Consumer Audiences > Home Attributes > Home Ownership

Branded Data > BusinessWatch & ConsumerWatch Network > ConsumerWatch Network Consumer Audiences > Home Attributes > Home Ownership > Home Owner

Branded Data > BusinessWatch & ConsumerWatch Network > ConsumerWatch Network Consumer Audiences > Home Attributes > Home Purchased Years Ago

Branded Data > BusinessWatch & ConsumerWatch Network > ConsumerWatch Network Consumer Audiences > Home Attributes > Home Purchased Years Ago > 13+ Years

Branded Data > BusinessWatch & ConsumerWatch Network > ConsumerWatch Network Consumer Audiences > Home Attributes > Home Value Range

Branded Data > BusinessWatch & ConsumerWatch Network > ConsumerWatch Network Consumer Audiences > Home Attributes > Home Value Range > \$200 - \$250k

Branded Data > BusinessWatch & ConsumerWatch Network > ConsumerWatch Network Consumer Audiences > Home Attributes > Length of Residence

Branded Data > BusinessWatch & ConsumerWatch Network > ConsumerWatch Network Consumer Audiences > Home Attributes > Length of Residence > 15+ Years

Branded Data > BusinessWatch & ConsumerWatch Network > ConsumerWatch Network Consumer Audiences > Home Attributes > Length of Residence > 15-24 Years

Branded Data > BusinessWatch & ConsumerWatch Network > ConsumerWatch Network Consumer Audiences > Home Attributes > Mortgage

Branded Data > BusinessWatch & ConsumerWatch Network > ConsumerWatch Network Consumer Audiences > Home Attributes > Mortgage > Loan Type

Branded Data > BusinessWatch & ConsumerWatch Network > ConsumerWatch Network Consumer Audiences > Home Attributes > Mortgage > Refinance Type

Branded Data > BusinessWatch & ConsumerWatch Network > ConsumerWatch Network Consumer Audiences > Home Attributes > Mortgage > Refinance Type > Adjustable

Branded Data > BusinessWatch & ConsumerWatch Network > ConsumerWatch Network Consumer Audiences > Interests

Branded Data > BusinessWatch & ConsumerWatch Network > ConsumerWatch Network Consumer Audiences > Interests > Antiques

Branded Data > BusinessWatch & ConsumerWatch Network > ConsumerWatch Network Consumer Audiences > Interests > Antiques Collectibles

Branded Data > BusinessWatch & ConsumerWatch Network > ConsumerWatch Network Consumer Audiences > Interests > Arts Crafts

Branded Data > BusinessWatch & ConsumerWatch Network > ConsumerWatch Network Consumer Audiences > Interests > Arts and Crafts

Branded Data > BusinessWatch & ConsumerWatch Network > ConsumerWatch Network Consumer Audiences > Interests > Books

Branded Data > BusinessWatch & ConsumerWatch Network > ConsumerWatch Network Consumer Audiences > Interests > Cars Interest

Branded Data > BusinessWatch & ConsumerWatch Network > ConsumerWatch Network Consumer Audiences > Interests > Children Family Interests

Branded Data > BusinessWatch & ConsumerWatch Network > ConsumerWatch Network Consumer Audiences > Interests > Childrens Products

Branded Data > BusinessWatch & ConsumerWatch Network > ConsumerWatch Network Consumer Audiences > Interests > Clothing

Branded Data > BusinessWatch & ConsumerWatch Network > ConsumerWatch Network Consumer Audiences > Interests > Cooking

Branded Data > BusinessWatch & ConsumerWatch Network > ConsumerWatch Network Consumer Audiences > Interests > Cosmetics

Branded Data > BusinessWatch & ConsumerWatch Network > ConsumerWatch Network Consumer Audiences > Interests > Country Living

Branded Data > BusinessWatch & ConsumerWatch Network > ConsumerWatch Network Consumer Audiences > Interests > Credit Card

Branded Data > BusinessWatch & ConsumerWatch Network > ConsumerWatch Network Consumer Audiences > Interests > Elite Sports Participation

Branded Data > BusinessWatch & ConsumerWatch Network > ConsumerWatch Network Consumer Audiences > Interests > Health Beauty Products

Branded Data > BusinessWatch & ConsumerWatch Network > ConsumerWatch Network Consumer Audiences > Interests > Healthy Living

Branded Data > BusinessWatch & ConsumerWatch Network > ConsumerWatch Network Consumer Audiences > Interests > Home Decor

Branded Data > BusinessWatch & ConsumerWatch Network > ConsumerWatch Network Consumer Audiences > Interests > Home Furnishing



Segment Detail View

Branded Data > BusinessWatch & ConsumerWatch Network > ConsumerWatch Network Consumer Audiences > Interests > Home Furnishing Decorating

Branded Data > BusinessWatch & ConsumerWatch Network > ConsumerWatch Network Consumer Audiences > Interests > Home Improvement

Branded Data > BusinessWatch & ConsumerWatch Network > ConsumerWatch Network Consumer Audiences > Interests > Investing

Branded Data > BusinessWatch & ConsumerWatch Network > ConsumerWatch Network Consumer Audiences > Interests > Luxury Fashion

Branded Data > BusinessWatch & ConsumerWatch Network > ConsumerWatch Network Consumer Audiences > Interests > Magazine Subscriber

Branded Data > BusinessWatch & ConsumerWatch Network > ConsumerWatch Network Consumer Audiences > Interests > Movies

Branded Data > BusinessWatch & ConsumerWatch Network > ConsumerWatch Network Consumer Audiences > Interests > Music

Branded Data > BusinessWatch & ConsumerWatch Network > ConsumerWatch Network Consumer Audiences > Interests > Philanthropic Donor

Branded Data > BusinessWatch & ConsumerWatch Network > ConsumerWatch Network Consumer Audiences > Interests > Reading

Branded Data > BusinessWatch & ConsumerWatch Network > ConsumerWatch Network Consumer Audiences > Interests > Reading > Avid Reader

Branded Data > BusinessWatch & ConsumerWatch Network > ConsumerWatch Network Consumer Audiences > Interests > Reading > Childrens

Branded Data > BusinessWatch & ConsumerWatch Network > ConsumerWatch Network Consumer Audiences > Interests > Reading > Magazines

Branded Data > BusinessWatch & ConsumerWatch Network > ConsumerWatch Network Consumer Audiences > Interests > Reading > Sports

Branded Data > BusinessWatch & ConsumerWatch Network > ConsumerWatch Network Consumer Audiences > Interests > Sports Fan

Branded Data > BusinessWatch & ConsumerWatch Network > ConsumerWatch Network Consumer Audiences > Interests > Truck Owner

Branded Data > BusinessWatch & ConsumerWatch Network > ConsumerWatch Network Consumer Audiences > Occupation

Branded Data > BusinessWatch & ConsumerWatch Network > ConsumerWatch Network Consumer Audiences > Occupation > White Collar

Branded Data > BusinessWatch & ConsumerWatch Network > ConsumerWatch Network Consumer Audiences > Travel

Branded Data > Equifax / IXI

Branded Data > Equifax / IXI > Ability to Pay

Branded Data > Equifax / IXI > Ability to Pay > Highest Ability to Pay - Top 20%

Branded Data > Equifax / IXI > Auto, Cars and Trucks

Branded Data > Equifax / IXI > Auto, Cars and Trucks > In Market

Branded Data > Equifax / IXI > Auto, Cars and Trucks > In Market > Auto Loan - Very Likely In Market

Branded Data > Equifax / IXI > Auto, Cars and Trucks > In Market > Auto Loan - Very Likely In Market with Good Credit

Branded Data > Equifax / IXI > Auto, Cars and Trucks > In Market > Car Buyer - Likely In Market

Branded Data > Equifax / IXI > Auto, Cars and Trucks > In Market > Car Buyer - Very Likely In Market

Branded Data > Equifax / IXI > Auto, Cars and Trucks > Vehicle Owners

Branded Data > Equifax / IXI > Auto, Cars and Trucks > Vehicle Owners > Recently Purchased Automobile

Branded Data > Equifax / IXI > Credit Cards

Branded Data > Equifax / IXI > Credit Cards > Likely to Respond

Branded Data > Equifax / IXI > Credit Cards > Low APR

Branded Data > Equifax / IXI > Credit Cards > Open to New Credit Card Offer



Segment Detail View

Branded Data > Equifax / IXI > Credit Cards > Optimum
Branded Data > Equifax / IXI > Credit Cards > Standard
Branded Data > Equifax / IXI > Demographics and Segmentation
Branded Data > Equifax / IXI > Demographics and Segmentation > Economic Cohorts
Branded Data > Equifax / IXI > Demographics and Segmentation > Economic Cohorts > \$100-\$200K Income, Age - Pre-Retirement (55-64), Planners and Savers - Suburban Couples - K57
Branded Data > Equifax / IXI > Demographics and Segmentation > Economic Spectrum
Branded Data > Equifax / IXI > Demographics and Segmentation > Economic Spectrum > Affluent - Power Spenders
Branded Data > Equifax / IXI > Discretionary Spending
Branded Data > Equifax / IXI > Discretionary Spending > \$40,000 - \$49,999
Branded Data > Equifax / IXI > Financial Mobility
Branded Data > Equifax / IXI > Financial Mobility > Future Income Range \$100,000 - \$149,999
Branded Data > Equifax / IXI > Household Income (HHI)
Branded Data > Equifax / IXI > Household Income (HHI) > Income 360
Branded Data > Equifax / IXI > Household Income (HHI) > Income 360 > Income Range \$150,000 - \$249,999
Branded Data > Equifax / IXI > Household Income (HHI) > Income 360 > Total Income \$150,000 - \$249,999
Branded Data > Equifax / IXI > Insurance Segments
Branded Data > Equifax / IXI > Insurance Segments > Auto Insurance Target
Branded Data > Equifax / IXI > Insurance Segments > Life stage changes leading to new auto insurance
Branded Data > Equifax / IXI > Insurance Segments > Life stage changes leading to new home insurance
Branded Data > Equifax / IXI > Insurance Segments > Likely to Respond to Auto Insurance Offer
Branded Data > Equifax / IXI > Insurance Segments > Likely to Respond to Home Insurance Offer
Branded Data > Equifax / IXI > Insurance Segments > Multiple Policy Prospects
Branded Data > Equifax / IXI > Insurance Segments > Optimum Auto Insurance Target
Branded Data > Equifax / IXI > Insurance Segments > Optimum Insurance Target
Branded Data > Equifax / IXI > Mortgage Segments
Branded Data > Equifax / IXI > Mortgage Segments > Extremely Likely Mortgage Customers
Branded Data > Equifax / IXI > Mortgage Segments > Highly Likely First Time Mortgage Customers
Branded Data > Equifax / IXI > Mortgage Segments > Highly Likely HELOC Customers
Branded Data > Equifax / IXI > Mortgage Segments > Highly Likely New Mortgage Customer
Branded Data > Equifax / IXI > Mortgage Segments > Likely Conventional Loan Holders
Branded Data > Equifax / IXI > Mortgage Segments > Likely First Time Mortgage Customers
Branded Data > Equifax / IXI > Mortgage Segments > Likely to Refinance
Branded Data > Equifax / IXI > Mortgage Segments > Reliable Mortgage Payers



Segment Detail View

Branded Data > Equifax / IXI > Retail

Branded Data > Equifax / IXI > Retail > Apparel Shoppers

Branded Data > Equifax / IXI > Retail > Gift Buyers

Branded Data > Equifax / IXI > Spending Propensities

Branded Data > Equifax / IXI > Spending Propensities > Annual Credit Card Retail Spending

Branded Data > Equifax / IXI > Spending Propensities > Annual Credit Card Retail Spending > \$1,500 - \$2,000

Branded Data > Equifax / IXI > Spending Propensities > Annual Credit Card Spending on Travel, Entertainment and Dining

Branded Data > Equifax / IXI > Spending Propensities > Annual Credit Card Spending on Travel, Entertainment and Dining > \$1,000 - \$1,500

Branded Data > Equifax / IXI > Sports

Branded Data > Equifax / IXI > Sports > Alpine Skiing Fans

Branded Data > Equifax / IXI > Sports > College Football Fans

Branded Data > Equifax / IXI > Sports > College Men's Basketball Fans

Branded Data > Equifax / IXI > Sports > Golf Fans

Branded Data > Equifax / IXI > Sports > Professional Hockey Fans

Branded Data > Equifax / IXI > Sports > Professional Soccer Fans

Branded Data > Equifax / IXI > Sports > Summer Olympics Games Fans

Branded Data > Equifax / IXI > Sports > Winter Olympics Games Fans

Branded Data > Experian

Branded Data > Experian > Auto > In Market - Body Styles

Branded Data > Experian > Auto > In Market - Body Styles > Full-Size SUV

Branded Data > Experian > Auto > In Market - Body Styles > Luxury Car

Branded Data > Experian > Auto > In Market - Make and Models

Branded Data > Experian > Auto > In Market - Make and Models > Nissan

Branded Data > Experian > Auto > In Market - Make and Models > Toyota

Branded Data > Experian > Auto > In Market - Switch to

Branded Data > Experian > Auto > In Market - Switch to > Nissan

Branded Data > Experian > Auto > Ownership - Body Styles

Branded Data > Experian > Auto > Ownership - Body Styles > Full-Size SUV

Branded Data > Experian > Auto > Ownership - Make and Models

Branded Data > Experian > Auto > Ownership - Make and Models > Mercedes-Benz

Branded Data > Experian > Auto > Ownership - Vehicle Age

Branded Data > Experian > Auto > Ownership - Vehicle Age > Purchased in Last 0-6 Months

Branded Data > Experian > Auto > Ownership - Vehicle Age > Purchased in Last 13-24 Months



Segment Detail View

Branded Data > Experian > Auto > Ownership - Vehicle Age > Purchased in Last 25-36 Months
Branded Data > Experian > Auto > Ownership - Vehicle Age > Purchased in Last 37-48 Months
Branded Data > Experian > Auto > Ownership - Vehicle Age > Vehicle Age is 0-5 Years
Branded Data > Experian > Auto > Ownership - Vehicle Age > Vehicle Age is 11 Plus Years
Branded Data > Experian > Auto > Ownership - Vehicle Age > Vehicle Age is 6-10 Years
Branded Data > Experian > Business Executives
Branded Data > Experian > Business Executives > Executive Title
Branded Data > Experian > Business Executives > Executive Title > Other Business Exec
Branded Data > Experian > Consumer Behavior > At-Home: Single Adults
Branded Data > Experian > Consumer Behavior > Emerging Consumers
Branded Data > Experian > Consumer Behavior > Generational Segments: Generation Z
Branded Data > Experian > Consumer Behavior > Generational Segments: Millennials
Branded Data > Experian > Consumer Behavior > Grocery Pick-Up and Delivery
Branded Data > Experian > Consumer Behavior > Influenced Areas
Branded Data > Experian > Consumer Behavior > Necessity Consumers
Branded Data > Experian > Consumer Behavior > Occupation: Healthcare / Social Services
Branded Data > Experian > Consumer Behavior > Occupation: QSR/Restaurant Workers
Branded Data > Experian > Consumer Behavior > Workout from Home
Branded Data > Experian > Consumer Financial Insights > ConsumerSpend Clothing
Branded Data > Experian > Consumer Financial Insights > ConsumerSpend Clothing > \$1,000-\$1,999
Branded Data > Experian > Consumer Financial Insights > ConsumerSpend Clothing > \$1-\$499
Branded Data > Experian > Consumer Financial Insights > ConsumerSpend Clothing > \$2,000-\$4,999
Branded Data > Experian > Consumer Financial Insights > ConsumerSpend Clothing > \$5,000+
Branded Data > Experian > Consumer Financial Insights > ConsumerSpend Clothing > \$500-\$999
Branded Data > Experian > Consumer Financial Insights > ConsumerSpend Combined
Branded Data > Experian > Consumer Financial Insights > ConsumerSpend Combined > \$25,000-\$49,999
Branded Data > Experian > Consumer Financial Insights > ConsumerSpend Combined > \$50,000+
Branded Data > Experian > Consumer Financial Insights > ConsumerSpend Dining Out
Branded Data > Experian > Consumer Financial Insights > ConsumerSpend Dining Out > \$1,000-\$1,999
Branded Data > Experian > Consumer Financial Insights > ConsumerSpend Dining Out > \$2,000-\$4,999
Branded Data > Experian > Consumer Financial Insights > ConsumerSpend Dining Out > \$5,000+
Branded Data > Experian > Consumer Financial Insights > ConsumerSpend Donations
Branded Data > Experian > Consumer Financial Insights > ConsumerSpend Donations > \$2,000-\$4,999



Segment Detail View

Branded Data > Experian > Consumer Financial Insights > ConsumerSpend Donations > \$200-\$999
Branded Data > Experian > Consumer Financial Insights > ConsumerSpend Education
Branded Data > Experian > Consumer Financial Insights > ConsumerSpend Education > \$1,000-\$4,999
Branded Data > Experian > Consumer Financial Insights > ConsumerSpend Education > \$100-\$999
Branded Data > Experian > Consumer Financial Insights > ConsumerSpend Education > \$5,000-\$9,999
Branded Data > Experian > Consumer Financial Insights > ConsumerSpend Electronics
Branded Data > Experian > Consumer Financial Insights > ConsumerSpend Electronics > \$100-\$499
Branded Data > Experian > Consumer Financial Insights > ConsumerSpend Electronics > \$2,500+
Branded Data > Experian > Consumer Financial Insights > ConsumerSpend Electronics > \$500-\$999
Branded Data > Experian > Consumer Financial Insights > ConsumerSpend Entertainment
Branded Data > Experian > Consumer Financial Insights > ConsumerSpend Entertainment > \$1-\$499
Branded Data > Experian > Consumer Financial Insights > ConsumerSpend Entertainment > \$2,000-\$4,999
Branded Data > Experian > Consumer Financial Insights > ConsumerSpend Entertainment > \$5,000+
Branded Data > Experian > Consumer Financial Insights > ConsumerSpend Entertainment > \$500-\$999
Branded Data > Experian > Consumer Financial Insights > ConsumerSpend Home Furnishings
Branded Data > Experian > Consumer Financial Insights > ConsumerSpend Home Furnishings > \$1-\$199
Branded Data > Experian > Consumer Financial Insights > ConsumerSpend Home Furnishings > \$2,500+
Branded Data > Experian > Consumer Financial Insights > ConsumerSpend Jewelry
Branded Data > Experian > Consumer Financial Insights > ConsumerSpend Jewelry > \$1,000-\$1,999
Branded Data > Experian > Consumer Financial Insights > ConsumerSpend Jewelry > \$100-\$999
Branded Data > Experian > Consumer Financial Insights > ConsumerSpend Jewelry > \$2,000+
Branded Data > Experian > Consumer Financial Insights > ConsumerSpend Travel
Branded Data > Experian > Consumer Financial Insights > ConsumerSpend Travel > \$2,000-\$4,999
Branded Data > Experian > Consumer Financial Insights > ConsumerSpend Travel > \$5,000-\$9,999
Branded Data > Experian > Consumer Financial Insights > ConsumerSpend Travel > \$500-\$1,999
Branded Data > Experian > Consumer Financial Insights > Household Deposits
Branded Data > Experian > Consumer Financial Insights > Household Deposits > Tier 4
Branded Data > Experian > Consumer Financial Insights > Household Deposits > Tier 5
Branded Data > Experian > Consumer Financial Insights > Household Deposits > Tier 6 (Lowest)
Branded Data > Experian > Consumer Financial Insights > Investable Assets
Branded Data > Experian > Consumer Financial Insights > Investable Assets > Tier 6
Branded Data > Experian > Consumer Financial Insights > Investable Assets > Tier 7 (Lowest)
Branded Data > Experian > Consumer Financial Insights > Investment Balances



Segment Detail View

Branded Data > Experian > Consumer Financial Insights > Investment Balances > Tier 5
Branded Data > Experian > Consumer Financial Insights > Investment Balances > Tier 6 (Lowest)
Branded Data > Experian > Consumer Financial Insights > Mortgage Refinance
Branded Data > Experian > Consumer Financial Insights > Mortgage Refinance > 07 Very unlikely to refinance
Branded Data > Experian > Consumer Financial Insights > Net Assets Score
Branded Data > Experian > Consumer Financial Insights > Net Assets Score > \$100,000-\$249,999
Branded Data > Experian > Consumer Financial Insights > Net Assets Score > Less than \$25,000
Branded Data > Experian > Demographics > Age
Branded Data > Experian > Demographics > Age > 19-29
Branded Data > Experian > Demographics > Age > 25+
Branded Data > Experian > Demographics > Age > 25-29
Branded Data > Experian > Demographics > Age > 25-54
Branded Data > Experian > Demographics > Age > 30-39
Branded Data > Experian > Demographics > Age > 40-44
Branded Data > Experian > Demographics > Age and Gender Combined
Branded Data > Experian > Demographics > Age and Gender Combined > Female Age 25+
Branded Data > Experian > Demographics > Age and Gender Combined > Female Age 25-54
Branded Data > Experian > Demographics > Education
Branded Data > Experian > Demographics > Education > High School Diploma
Branded Data > Experian > Demographics > Education > Some College
Branded Data > Experian > Demographics > Gender
Branded Data > Experian > Demographics > Gender > Female
Branded Data > Experian > Demographics > Homeowner/Renter
Branded Data > Experian > Demographics > Homeowner/Renter > Homeowner
Branded Data > Experian > Demographics > Homeowner/Renter > Renter
Branded Data > Experian > Demographics > Household Income
Branded Data > Experian > Demographics > Household Income > \$1,000-\$14,999
Branded Data > Experian > Demographics > Household Income > \$1,000-\$24,999
Branded Data > Experian > Demographics > Household Income > \$1,000-\$49,999
Branded Data > Experian > Demographics > Household Income > \$25,000-\$49,999
Branded Data > Experian > Demographics > Household Income > \$40,000-\$49,999
Branded Data > Experian > Demographics > Household Income > \$50,000-\$59,999
Branded Data > Experian > Demographics > Household Income > \$50,000-\$74,999



Segment Detail View

Branded Data > Experian > Demographics > Household Income > \$60,000-\$74,999
Branded Data > Experian > Demographics > Length of Residence
Branded Data > Experian > Demographics > Length of Residence > Years: 02-04
Branded Data > Experian > Demographics > Length of Residence > Years: 05-09
Branded Data > Experian > Demographics > Marital status
Branded Data > Experian > Demographics > Marital status > Married
Branded Data > Experian > Demographics > Occupation
Branded Data > Experian > Demographics > Occupation > Blue Collar
Branded Data > Experian > Demographics > Occupation > Management/Business and Financial Operations
Branded Data > Experian > Demographics > Occupation > Sales
Branded Data > Experian > Demographics > Presence of Child
Branded Data > Experian > Demographics > Presence of Child > Age: 0-18
Branded Data > Experian > Financial
Branded Data > Experian > Financial > Average Bank Card Balance 12 Months
Branded Data > Experian > Financial > Average Bank Card Balance 12 Months > \$2,000-\$2999
Branded Data > Experian > Financial > Average Bank Card Balance 12 Months > \$4,000-\$4,999
Branded Data > Experian > Financial > Average Bank Card Balance 12 Months > \$5,000-\$5,999
Branded Data > Experian > Financial > Average Bank Card Balance Transfer Amount
Branded Data > Experian > Financial > Average Bank Card Balance Transfer Amount > \$2,500-\$2,999
Branded Data > Experian > Financial > Average Bank Card Balance Transfer Amount > \$3,000-\$3,249
Branded Data > Experian > Financial > Average Bank Card Balance Transfer Amount > \$3,250-\$3,499
Branded Data > Experian > Financial > Average Bank Card Balance Transfer Amount > \$3,500-\$3,999
Branded Data > Experian > Financial > Bank Card Opened Last 6 Mos
Branded Data > Experian > Financial > Deposits Increasing
Branded Data > Experian > Financial > In Market Auto Loan
Branded Data > Experian > Financial > In Market Bank Card Revolving
Branded Data > Experian > Financial > In Market Credit Card
Branded Data > Experian > Financial > In Market Credit Union Loan
Branded Data > Experian > Financial > In Market First Mortgage
Branded Data > Experian > Financial > In Market Home Equity
Branded Data > Experian > Financial > In Market New Mortgage
Branded Data > Experian > Financial > In Market Personal Installment Loan
Branded Data > Experian > Financial > In Market Personal Unsecured Loan



Segment Detail View

Branded Data > Experian > Financial > In Market Second Mortgage
Branded Data > Experian > Financial > In Market Student New Loan
Branded Data > Experian > Financial Personalities > Credit Card Financial Personality
Branded Data > Experian > Financial Personalities > Credit Card Financial Personality > Reluctant User, High Credit Card Balance
Branded Data > Experian > Financial Personalities > Deposits Financial Personality
Branded Data > Experian > Financial Personalities > Deposits Financial Personality > Hesitant Borrower, Low Deposit Balance
Branded Data > Experian > Financial Personalities > Deposits Financial Personality > Uninterested, Average Deposit Balance
Branded Data > Experian > Financial Personalities > Home Equity Financial Personality
Branded Data > Experian > Financial Personalities > Home Equity Financial Personality > Hesitant Borrower, Low Home Equity Balance
Branded Data > Experian > Financial Personalities > Home Equity Financial Personality > Home Equity Averse Skeptic, Very Low Home Equity Balance
Branded Data > Experian > Financial Personalities > Home Equity Financial Personality > Uninterested, Low Home Equity Balance
Branded Data > Experian > Financial Personalities > Insurance Financial Personality
Branded Data > Experian > Financial Personalities > Insurance Financial Personality > Engaged Advice Seeker, Average Insurance Policy Face Value
Branded Data > Experian > Financial Personalities > Insurance Financial Personality > Reluctant Insurance Skeptic, Below Average Insurance Policy Face Value
Branded Data > Experian > Financial Personalities > Investments Financial Personality
Branded Data > Experian > Financial Personalities > Investments Financial Personality > Cautious Investing Novice, Low Investable Assets
Branded Data > Experian > Financial Personalities > Investments Financial Personality > Price Sensitive, Self-Directed Investor, Very High Investable Assets
Branded Data > Experian > Financial Propensity Models > Auto
Branded Data > Experian > Financial Propensity Models > Auto > Auto Lease 36 Months+
Branded Data > Experian > Housing Attributes > Current Home Value
Branded Data > Experian > Housing Attributes > Current Home Value > \$350,000-\$499,999
Branded Data > Experian > Housing Attributes > Dwelling Type
Branded Data > Experian > Housing Attributes > Dwelling Type > Multi-family w/o Apt #
Branded Data > Experian > Housing Attributes > Dwelling Type > Single Family
Branded Data > Experian > Housing Attributes > Dwelling Unit Size
Branded Data > Experian > Housing Attributes > Dwelling Unit Size > 1 Unit
Branded Data > Experian > Housing Attributes > Dwelling Unit Size > 101+ Units
Branded Data > Experian > Life Event > First time Homebuyer
Branded Data > Experian > Lifestyle and Interests > Activities and Entertainment
Branded Data > Experian > Lifestyle and Interests > Activities and Entertainment > Amusement Park Visitors
Branded Data > Experian > Lifestyle and Interests > Activities and Entertainment > Attends Education Programs
Branded Data > Experian > Lifestyle and Interests > Activities and Entertainment > Boating
Branded Data > Experian > Lifestyle and Interests > Activities and Entertainment > Canoeing/Kayaking



Segment Detail View

Branded Data > Experian > Lifestyle and Interests > Activities and Entertainment > Coffee Connoisseurs
Branded Data > Experian > Lifestyle and Interests > Activities and Entertainment > Cultural Arts
Branded Data > Experian > Lifestyle and Interests > Activities and Entertainment > Digital Magazine/Newspapers Buyers
Branded Data > Experian > Lifestyle and Interests > Activities and Entertainment > Do-it-yourselfers
Branded Data > Experian > Lifestyle and Interests > Activities and Entertainment > Eats Family Restaurant
Branded Data > Experian > Lifestyle and Interests > Activities and Entertainment > Eats Fast Food
Branded Data > Experian > Lifestyle and Interests > Activities and Entertainment > Home Improvement Spenders
Branded Data > Experian > Lifestyle and Interests > Activities and Entertainment > NHL Enthusiasts
Branded Data > Experian > Lifestyle and Interests > Activities and Entertainment > Online Watches TV and Movies
Branded Data > Experian > Lifestyle and Interests > Activities and Entertainment > Play Golf
Branded Data > Experian > Lifestyle and Interests > Activities and Entertainment > Video Gamer
Branded Data > Experian > Lifestyle and Interests > Activities and Entertainment > Zoo Visitors
Branded Data > Experian > Lifestyle and Interests > Books
Branded Data > Experian > Lifestyle and Interests > Books > Audio Book Listener
Branded Data > Experian > Lifestyle and Interests > Books > Book Reader
Branded Data > Experian > Lifestyle and Interests > Books > E-Book Reader
Branded Data > Experian > Lifestyle and Interests > Buyer
Branded Data > Experian > Lifestyle and Interests > Buyer > Prestige Makeup User
Branded Data > Experian > Lifestyle and Interests > Buyer Behavior
Branded Data > Experian > Lifestyle and Interests > Buyer Behavior > Coupon Users
Branded Data > Experian > Lifestyle and Interests > Buyer Behavior > Laptop Owners
Branded Data > Experian > Lifestyle and Interests > Buyer Behavior > Loyalty Card User
Branded Data > Experian > Lifestyle and Interests > Buyer Behavior > Luxury Home Good Buyer Behavior
Branded Data > Experian > Lifestyle and Interests > Buyer Behavior > Luxury Store Buyers
Branded Data > Experian > Lifestyle and Interests > Buyer Behavior > Non-Prestige Cosmetics
Branded Data > Experian > Lifestyle and Interests > Buyer Behavior > Prepaid Phone & Calling Card users
Branded Data > Experian > Lifestyle and Interests > Buyer Behavior > Security System Owners
Branded Data > Experian > Lifestyle and Interests > Buyer Behavior > Supercenter Buyers
Branded Data > Experian > Lifestyle and Interests > Buyer Behavior > Tablet Owners
Branded Data > Experian > Lifestyle and Interests > Buyer Behavior > Teeth Whitening Product User
Branded Data > Experian > Lifestyle and Interests > Buyer Behavior > Warehouse Club Members
Branded Data > Experian > Lifestyle and Interests > Buyer Behavior > Young Adult Clothing Buyers
Branded Data > Experian > Lifestyle and Interests > Donor



Segment Detail View

Branded Data > Experian > Lifestyle and Interests > Donor > Contributes by Volunteering
Branded Data > Experian > Lifestyle and Interests > Donor > Contributes to Private Foundations
Branded Data > Experian > Lifestyle and Interests > Financial
Branded Data > Experian > Lifestyle and Interests > Financial > Corporate Credit Card User
Branded Data > Experian > Lifestyle and Interests > Financial > Credit Card User
Branded Data > Experian > Lifestyle and Interests > Financial > Debit Card User
Branded Data > Experian > Lifestyle and Interests > Financial > Premium Credit Card User
Branded Data > Experian > Lifestyle and Interests > Financial > Store Credit Card User
Branded Data > Experian > Lifestyle and Interests > Financial Behavior
Branded Data > Experian > Lifestyle and Interests > Financial Behavior > Life Insurance Policy Holders
Branded Data > Experian > Lifestyle and Interests > Financial Behavior > Medical Insurance Policy Holders
Branded Data > Experian > Lifestyle and Interests > Financial Behavior > Offline Tax Software user
Branded Data > Experian > Lifestyle and Interests > Financial Behavior > Online Active Frequent Shoppers
Branded Data > Experian > Lifestyle and Interests > Financial Behavior > Online Banking Audience
Branded Data > Experian > Lifestyle and Interests > Financial Behavior > Online Tax Software user
Branded Data > Experian > Lifestyle and Interests > Financial Behavior > Tax Return - Self prepare user
Branded Data > Experian > Lifestyle and Interests > Health
Branded Data > Experian > Lifestyle and Interests > Health > Avid Runners
Branded Data > Experian > Lifestyle and Interests > Health > Fitness Enthusiast
Branded Data > Experian > Lifestyle and Interests > Health > Healthy Living
Branded Data > Experian > Lifestyle and Interests > Health > On a Diet
Branded Data > Experian > Lifestyle and Interests > Interests
Branded Data > Experian > Lifestyle and Interests > Interests > Arts and Crafts
Branded Data > Experian > Lifestyle and Interests > Interests > Fishing
Branded Data > Experian > Lifestyle and Interests > Interests > Gardening
Branded Data > Experian > Lifestyle and Interests > Interests > Gourmet Cooking
Branded Data > Experian > Lifestyle and Interests > Interests > Photography
Branded Data > Experian > Lifestyle and Interests > Interests > Scrapbooking
Branded Data > Experian > Lifestyle and Interests > Invest
Branded Data > Experian > Lifestyle and Interests > Invest > Invest: Online Trading
Branded Data > Experian > Lifestyle and Interests > Invest > Invest: Retirement Plan
Branded Data > Experian > Lifestyle and Interests > Invest > Mutual Fund Investor
Branded Data > Experian > Lifestyle and Interests > Lifestyles



Segment Detail View

Branded Data > Experian > Lifestyle and Interests > Lifestyles > Digital Moms
Branded Data > Experian > Lifestyle and Interests > Lifestyles > Family Office
Branded Data > Experian > Lifestyle and Interests > Lifestyles > Frequent Flyer Program Member
Branded Data > Experian > Lifestyle and Interests > Lifestyles > High Frequency Business Traveler
Branded Data > Experian > Lifestyle and Interests > Lifestyles > High Frequency Cruise Enthusiast
Branded Data > Experian > Lifestyle and Interests > Lifestyles > High Frequency Domestic Vacationer
Branded Data > Experian > Lifestyle and Interests > Lifestyles > High Frequency Foreign Vacationer
Branded Data > Experian > Lifestyle and Interests > Lifestyles > Hotel Guest Loyalty Program
Branded Data > Experian > Lifestyle and Interests > Lifestyles > Int in Religion
Branded Data > Experian > Lifestyle and Interests > Lifestyles > Military - Active
Branded Data > Experian > Lifestyle and Interests > Moms
Branded Data > Experian > Lifestyle and Interests > Moms > Couponing Mothers
Branded Data > Experian > Lifestyle and Interests > Moms > Fitness Mothers
Branded Data > Experian > Lifestyle and Interests > Moms > Gardening Mothers
Branded Data > Experian > Lifestyle and Interests > Moms > Married Mothers
Branded Data > Experian > Lifestyle and Interests > Moms > Moms Age 25+
Branded Data > Experian > Lifestyle and Interests > Moms > Moms Age 25-54
Branded Data > Experian > Lifestyle and Interests > Moms > Mothers with only 1 child
Branded Data > Experian > Lifestyle and Interests > Moms > Mothers with tweener child(ren)(7-12 yrs old)
Branded Data > Experian > Lifestyle and Interests > Moms > Stay at Home Mothers
Branded Data > Experian > Lifestyle and Interests > Movies
Branded Data > Experian > Lifestyle and Interests > Movies > Action/ Adventure Movie Lovers
Branded Data > Experian > Lifestyle and Interests > Movies > Comedy & Romantic Comedy Movie Lovers Model
Branded Data > Experian > Lifestyle and Interests > Movies > Drama Movie Buff
Branded Data > Experian > Lifestyle and Interests > Movies > Family Film Buff Model
Branded Data > Experian > Lifestyle and Interests > Movies > Frequent Movie Attendee Model
Branded Data > Experian > Lifestyle and Interests > Movies > Horror Movie Buff
Branded Data > Experian > Lifestyle and Interests > Movies > Movies: Thriller Movie Buffs
Branded Data > Experian > Lifestyle and Interests > Movies > Opening Weekend Movie Goers
Branded Data > Experian > Lifestyle and Interests > Music
Branded Data > Experian > Lifestyle and Interests > Music > 80's Music
Branded Data > Experian > Lifestyle and Interests > Music > Alternative Music
Branded Data > Experian > Lifestyle and Interests > Music > Classical Music



Segment Detail View

Branded Data > Experian > Lifestyle and Interests > Music > Country Music
Branded Data > Experian > Lifestyle and Interests > Music > Hip Hop Music
Branded Data > Experian > Lifestyle and Interests > Music > Music
Branded Data > Experian > Lifestyle and Interests > Music > Music Download
Branded Data > Experian > Lifestyle and Interests > Music > Music Streaming
Branded Data > Experian > Lifestyle and Interests > Music > Pop Music
Branded Data > Experian > Lifestyle and Interests > Music > Rock Music
Branded Data > Experian > Lifestyle and Interests > Online Buyer
Branded Data > Experian > Lifestyle and Interests > Online Buyer > Heavy Online Shopper Model
Branded Data > Experian > Lifestyle and Interests > Outdoors
Branded Data > Experian > Lifestyle and Interests > Outdoors > Outdoor Enthusiast
Branded Data > Experian > Lifestyle and Interests > Pets
Branded Data > Experian > Lifestyle and Interests > Pets > Cat Owners
Branded Data > Experian > Lifestyle and Interests > Pets > Dog Owners
Branded Data > Experian > Lifestyle and Interests > Pets > Pet Enthusiast
Branded Data > Experian > Lifestyle and Interests > Pets > Wet Dog Food Model
Branded Data > Experian > Lifestyle and Interests > Plays Sports
Branded Data > Experian > Lifestyle and Interests > Plays Sports > Plays Hockey
Branded Data > Experian > Lifestyle and Interests > Plays Sports > Plays Soccer
Branded Data > Experian > Lifestyle and Interests > Plays Sports > Plays Tennis
Branded Data > Experian > Lifestyle and Interests > Plays Sports > Snow Sports
Branded Data > Experian > Lifestyle and Interests > Technology
Branded Data > Experian > Lifestyle and Interests > Technology > Apple Ipod/Iphone Owner Model
Branded Data > Experian > Lifestyle and Interests > Technology > Apple Mac Purchaser Model
Branded Data > Experian > Lifestyle and Interests > Technology > Couch Potatoes - Fanboy Model
Branded Data > Experian > Lifestyle and Interests > Technology > Dell Computer Model
Branded Data > Experian > Lifestyle and Interests > Technology > Highly Active Online Users
Branded Data > Experian > Lifestyle and Interests > Technology > Home Telco Subscribers - Bundle Buyer: VOIP, Cable, & Internet
Branded Data > Experian > Lifestyle and Interests > Technology > Online Researcher - Highly dependent on internet research
Branded Data > Experian > Lifestyle and Interests > Television
Branded Data > Experian > Lifestyle and Interests > Television > Comedy Television Watchers
Branded Data > Experian > Lifestyle and Interests > Television > Couch Potatoes - Female Focus Model
Branded Data > Experian > Lifestyle and Interests > Television > Grammy Watcher



Segment Detail View

Branded Data > Experian > Lifestyle and Interests > Television > HBO Watchers Model
Branded Data > Experian > Lifestyle and Interests > Television > Oprah Fan
Branded Data > Experian > Lifestyle and Interests > Television > Reality TV Show Viewer
Branded Data > Experian > Lifestyle and Interests > Television > TV Animation Show Fans
Branded Data > Experian > Lifestyle and Interests > Television > TV History Show Fans
Branded Data > Experian > Lifestyle and Interests > Television > TV Movie Fans
Branded Data > Experian > Lifestyle and Interests > Television > Top Chef-- TV Viewers
Branded Data > Experian > Mobile Location Models
Branded Data > Experian > Mobile Location Models > Visits
Branded Data > Experian > Mobile Location Models > Visits > Auto Dealerships
Branded Data > Experian > Mobile Location Models > Visits > Baby Registry Shoppers
Branded Data > Experian > Mobile Location Models > Visits > Big Box Shoppers
Branded Data > Experian > Mobile Location Models > Visits > Black Friday Shoppers
Branded Data > Experian > Mobile Location Models > Visits > Coffee Shop Visitors
Branded Data > Experian > Mobile Location Models > Visits > College Sport Venues
Branded Data > Experian > Mobile Location Models > Visits > Concert Venues Visitors
Branded Data > Experian > Mobile Location Models > Visits > Electronics Stores
Branded Data > Experian > Mobile Location Models > Visits > Financial Service Visitors
Branded Data > Experian > Mobile Location Models > Visits > Frequent Gym Goers
Branded Data > Experian > Mobile Location Models > Visits > Hardwood Floor Retail Stores
Branded Data > Experian > Mobile Location Models > Visits > High End Furniture Shoppers
Branded Data > Experian > Mobile Location Models > Visits > Holiday Deal Shoppers
Branded Data > Experian > Mobile Location Models > Visits > Jewelry Retail Stores
Branded Data > Experian > Mobile Location Models > Visits > July 4th Shoppers
Branded Data > Experian > Mobile Location Models > Visits > July 4th Travelers
Branded Data > Experian > Mobile Location Models > Visits > Lux Womens Retail Shoppers
Branded Data > Experian > Mobile Location Models > Visits > Mall Shoppers
Branded Data > Experian > Mobile Location Models > Visits > Mattress Store Shoppers
Branded Data > Experian > Mobile Location Models > Visits > Memorial Day Shoppers
Branded Data > Experian > Mobile Location Models > Visits > Mid Low Furniture Shoppers
Branded Data > Experian > Mobile Location Models > Visits > Movie Theater Visitors
Branded Data > Experian > Mobile Location Models > Visits > Outdoor Retail Shoppers
Branded Data > Experian > Mobile Location Models > Visits > Outlet Malls Shoppers



Segment Detail View

Branded Data > Experian > Mobile Location Models > Visits > Quick Service Restaurants (QSR)
Branded Data > Experian > Mobile Location Models > Visits > Shoe Shoppers
Branded Data > Experian > Mobile Location Models > Visits > Sporting Goods Shoppers
Branded Data > Experian > Mobile Location Models > Visits > Summer Break Travelers
Branded Data > Experian > Mobile Location Models > Visits > Theme Parks Visitors
Branded Data > Experian > Mobile Location Models > Visits > Wedding Registry Shoppers
Branded Data > Experian > Mobile Location Models > Visits > Womens Retail Shoppers
Branded Data > Experian > Mobile Location Models > Visits > Young Womens Retail Shoppers
Branded Data > Experian > Mosaic > Group O: Singles and Starters
Branded Data > Experian > Mosaic > Group O: Singles and Starters > O51 - Digitally Savvy
Branded Data > Experian > Online Behaviors > Art & Entertainment
Branded Data > Experian > Online Behaviors > Automotive
Branded Data > Experian > Online Behaviors > Business & Industrial
Branded Data > Experian > Online Behaviors > Cord Cutters
Branded Data > Experian > Online Behaviors > Education
Branded Data > Experian > Online Behaviors > Family & Parenting
Branded Data > Experian > Online Behaviors > Food & Drink
Branded Data > Experian > Online Behaviors > Health & Fitness
Branded Data > Experian > Online Behaviors > Hobbies & Interests
Branded Data > Experian > Online Behaviors > In-Market
Branded Data > Experian > Online Behaviors > In-Market > Active Lifestyle
Branded Data > Experian > Online Behaviors > In-Market > Baby Registry
Branded Data > Experian > Online Behaviors > In-Market > Meal Products
Branded Data > Experian > Online Behaviors > In-Market > Video Games
Branded Data > Experian > Online Behaviors > Pets
Branded Data > Experian > Online Behaviors > Pets > Dogs
Branded Data > Experian > Online Behaviors > Science
Branded Data > Experian > Online Behaviors > Science > Weather
Branded Data > Experian > Online Behaviors > Sports
Branded Data > Experian > Online Behaviors > Sports > Football
Branded Data > Experian > Online Behaviors > Sports > Pro Basketball
Branded Data > Experian > Online Behaviors > Style & Fashion
Branded Data > Experian > Online Behaviors > Technology & Computing



Segment Detail View

Branded Data > Experian > Online Behaviors > Technology & Computing > Cell Phones
Branded Data > Experian > Online Behaviors > Technology & Computing > Databases
Branded Data > Experian > Psychographic/Attitudes > Financial Behavior
Branded Data > Experian > Psychographic/Attitudes > Financial Behavior > Smart Investors
Branded Data > Experian > Psychographic/Attitudes > GreenAware
Branded Data > Experian > Psychographic/Attitudes > GreenAware > Potential Greens
Branded Data > Experian > Psychographic/Attitudes > GreenAware > Think Greens
Branded Data > Experian > Psychographic/Attitudes > Health and Diet Attitudes
Branded Data > Experian > Psychographic/Attitudes > Health and Diet Attitudes > Image Leader
Branded Data > Experian > Psychographic/Attitudes > Health and Well Being
Branded Data > Experian > Psychographic/Attitudes > Health and Well Being > Image Shapers
Branded Data > Experian > Psychographic/Attitudes > Health and Well Being > Trusting Patients
Branded Data > Experian > Psychographic/Attitudes > Media Involvement
Branded Data > Experian > Psychographic/Attitudes > Media Involvement > Ad Negativity
Branded Data > Experian > Psychographic/Attitudes > Media Involvement > Advertising Receptive
Branded Data > Experian > Psychographic/Attitudes > Media Involvement > Magazine Involvement
Branded Data > Experian > Psychographic/Attitudes > Media Involvement > Radio Involvement
Branded Data > Experian > Psychographic/Attitudes > Media Involvement > TV Involvement
Branded Data > Experian > Psychographic/Attitudes > Mobile Behaviors
Branded Data > Experian > Psychographic/Attitudes > Mobile Behaviors > Feature Focus
Branded Data > Experian > Psychographic/Attitudes > Mobile Behaviors > Switching Behavior
Branded Data > Experian > Psychographic/Attitudes > Mobile Users
Branded Data > Experian > Psychographic/Attitudes > Mobile Users > Mobile Professionals
Branded Data > Experian > Psychographic/Attitudes > Mobile Users > Social Connectors
Branded Data > Experian > Psychographic/Attitudes > Personal Views
Branded Data > Experian > Psychographic/Attitudes > Personal Views > Family Centered
Branded Data > Experian > Psychographic/Attitudes > Personal Views > Social Isolation
Branded Data > Experian > Psychographic/Attitudes > Retail Shopper
Branded Data > Experian > Psychographic/Attitudes > Retail Shopper > Status Strivers
Branded Data > Experian > Psychographic/Attitudes > Retail Shopper > Virtual Shoppers
Branded Data > Experian > Psychographic/Attitudes > Self Concept
Branded Data > Experian > Psychographic/Attitudes > Self Concept > Affectionate/ passionate
Branded Data > Experian > Psychographic/Attitudes > Self Concept > Brave/courageous



Segment Detail View

Branded Data > Experian > Psychographic/Attitudes > Self Concept > Efficient/organized
Branded Data > Experian > Psychographic/Attitudes > Self Concept > Refined/gracious
Branded Data > Experian > Psychographic/Attitudes > Shopping Behavior
Branded Data > Experian > Psychographic/Attitudes > Shopping Behavior > Approval Seeking
Branded Data > Experian > Psychographic/Attitudes > Shopping Behavior > Child Influenced
Branded Data > Experian > Psychographic/Attitudes > Shopping Behavior > Informed Consumer
Branded Data > Experian > Psychographic/Attitudes > Shopping Behavior > Smart Greens
Branded Data > Experian > Psychographic/Attitudes > Technology Adoption
Branded Data > Experian > Psychographic/Attitudes > Technology Adoption > Technology Journeymen
Branded Data > Experian > Psychographic/Attitudes > Technology Adoption > Technology Wizards
Branded Data > Experian > Retail Shoppers: Purchase Based > In Store Shoppers
Branded Data > Experian > Retail Shoppers: Purchase Based > In Store Shoppers > Active Outdoors - Soft Goods
Branded Data > Experian > Retail Shoppers: Purchase Based > In Store Shoppers > Home Maintenance
Branded Data > Experian > Retail Shoppers: Purchase Based > In Store Shoppers > Home Office
Branded Data > Experian > Retail Shoppers: Purchase Based > In Store Shoppers > Tools and Automotive
Branded Data > Experian > Retail Shoppers: Purchase Based > Online Shoppers
Branded Data > Experian > Retail Shoppers: Purchase Based > Online Shoppers > Accessories
Branded Data > Experian > Retail Shoppers: Purchase Based > Online Shoppers > Active Outdoors - Hard Goods
Branded Data > Experian > Retail Shoppers: Purchase Based > Online Shoppers > Active Outdoors - Soft Goods
Branded Data > Experian > Retail Shoppers: Purchase Based > Online Shoppers > Electronics and Gadgets
Branded Data > Experian > Retail Shoppers: Purchase Based > Online Shoppers > Pets
Branded Data > Experian > Retail Shoppers: Purchase Based > Online Shoppers > Tools and Automotive
Branded Data > Experian > Retail Shoppers: Purchase Based > Online Shoppers > Travel
Branded Data > Experian > Retail Shoppers: Purchase Based > Shoppers All Channels
Branded Data > Experian > Retail Shoppers: Purchase Based > Shoppers All Channels > Accessories
Branded Data > Experian > Retail Shoppers: Purchase Based > Shoppers All Channels > Computers
Branded Data > Experian > Retail Shoppers: Purchase Based > Shoppers All Channels > Electron/Gadget
Branded Data > Experian > Retail Shoppers: Purchase Based > Shoppers All Channels > Food/Bev
Branded Data > Experian > Retail Shoppers: Purchase Based > Shoppers All Channels > Furniture
Branded Data > Experian > Retail Shoppers: Purchase Based > Shoppers All Channels > General/Misc
Branded Data > Experian > Retail Shoppers: Purchase Based > Shoppers All Channels > Hobbies/Entertainment
Branded Data > Experian > Retail Shoppers: Purchase Based > Shoppers All Channels > Home Decor
Branded Data > Experian > Retail Shoppers: Purchase Based > Shoppers All Channels > Home Office



Segment Detail View

Branded Data > Experian > Retail Shoppers: Purchase Based > Shoppers All Channels > Kitchen
Branded Data > Experian > Retail Shoppers: Purchase Based > Shoppers All Channels > Lawn/Garden
Branded Data > Experian > Retail Shoppers: Purchase Based > Shoppers All Channels > Outdoor Living
Branded Data > Experian > Retail Shoppers: Purchase Based > Shoppers All Channels > Personal Health
Branded Data > Experian > Retail Shoppers: Purchase Based > Shoppers All Channels > Pets
Branded Data > Experian > Retail Shoppers: Purchase Based > Shoppers All Channels > Seasonal Products
Branded Data > Experian > Retail Shoppers: Purchase Based > Shoppers All Channels > Shoes
Branded Data > Experian > Retail Shoppers: Purchase Based > Shoppers All Channels > Tabletop/Dining
Branded Data > Experian > Retail Shoppers: Purchase Based > Shoppers All Channels > Tools/Auto
Branded Data > Experian > Retail Shoppers: Purchase Based > Shoppers All Channels > Toys
Branded Data > Experian > Retail Transactions > Health
Branded Data > Experian > Retail Transactions > Health > Dollars Spent: Mid-Level Spender
Branded Data > Experian > Retail Transactions > Health > Power Spender
Branded Data > Experian > Retail Transactions > Home Office
Branded Data > Experian > Retail Transactions > Home Office > Dollars Spent: Mid-Level Spender
Branded Data > Experian > Retail Transactions > Home Office > Power Spender
Branded Data > Experian > Retail Transactions > Jewelry/Accessories
Branded Data > Experian > Retail Transactions > Jewelry/Accessories > Dollars Spent: Heavy Spender
Branded Data > Experian > Retail Transactions > Jewelry/Accessories > Power Spender
Branded Data > Experian > Retail Transactions > Men's Casual Apparel
Branded Data > Experian > Retail Transactions > Men's Casual Apparel > Dollars Spent: Mid-Level Spender
Branded Data > Experian > Retail Transactions > Men's Casual Apparel > Power Spender
Branded Data > Experian > Travel Propensity > Hotel Preference
Branded Data > Experian > Travel Propensity > Hotel Preference > Best Western
Branded Data > Experian > Travel Propensity > Hotel Preference > Choice hotels
Branded Data > Experian > Travel Propensity > Hotel Preference > Intercontinental Hotel Group hotels
Branded Data > Experian > Travel Propensity > Likelihood to Visit
Branded Data > Experian > Travel Propensity > Likelihood to Visit > Amusement Park
Branded Data > Experian > Travel Propensity > Likelihood to Visit > Historic Sites
Branded Data > Experian > Travel Propensity > Likelihood to Visit > Museums
Branded Data > Experian > Travel Propensity > Likelihood to Visit > Parks
Branded Data > Experian > Travel Propensity > Likelihood to Visit > WildLife
Branded Data > Experian > Travel Propensity > Likelihood to Visit > Zoo



Segment Detail View

Branded Data > Experian > Travel Propensity > Travel Activities
Branded Data > Experian > Travel Propensity > Travel Activities > Boating
Branded Data > Experian > Travel Propensity > Travel Activities > Culinary Experience
Branded Data > Experian > Travel Propensity > Travel Activities > Nightlife
Branded Data > Experian > Travel Propensity > Travel Activities > Shopping
Branded Data > Experian > Travel Propensity > Travel Activities > Touring Sightseeing
Branded Data > Experian > Travel Propensity > Travel Activities > Volunteerism Activities
Branded Data > Experian > Travel Propensity > Travel Preference
Branded Data > Experian > Travel Propensity > Travel Preference > Beach / Waterfront
Branded Data > Experian > Travel Propensity > Travel Preference > TimeShare
Branded Data > Experian > TrueTouch > Conversion Channels
Branded Data > Experian > TrueTouch > Conversion Channels > Discount Supercenter
Branded Data > Experian > TrueTouch > Conversion Channels > EBid Sites
Branded Data > Experian > TrueTouch > Conversion Channels > Etail Only
Branded Data > Experian > TrueTouch > Conversion Channels > Mid-High End Store
Branded Data > Experian > TrueTouch > Conversion Channels > Online Deal Voucher
Branded Data > Experian > TrueTouch > Conversion Channels > Specialty Department Store
Branded Data > Experian > TrueTouch > Conversion Channels > Specialty or Boutique
Branded Data > Experian > TrueTouch > Conversion Channels > Wholesale
Branded Data > Experian > TrueTouch > Decision Making Styles
Branded Data > Experian > TrueTouch > Decision Making Styles > In the Moment Shoppers
Branded Data > Experian > TrueTouch > Decision Making Styles > Mainstream Adopters
Branded Data > Experian > TrueTouch > Decision Making Styles > Novelty Seekers
Branded Data > Experian > TrueTouch > Decision Making Styles > Organic and Natural
Branded Data > Experian > TrueTouch > Decision Making Styles > Quality Matters
Branded Data > Experian > TrueTouch > Decision Making Styles > Recreational Shoppers
Branded Data > Experian > TrueTouch > Decision Making Styles > Savvy Researchers
Branded Data > Experian > TrueTouch > Decision Making Styles > Trendsetters
Branded Data > Experian > TrueTouch > Engagement Channels
Branded Data > Experian > TrueTouch > Engagement Channels > Digital Display
Branded Data > Experian > TrueTouch > Engagement Channels > Digital Newspaper
Branded Data > Experian > TrueTouch > Engagement Channels > Digital Video
Branded Data > Experian > TrueTouch > Engagement Channels > Direct Mail



Segment Detail View

Branded Data > Experian > TrueTouch > Engagement Channels > Email Engagement
Branded Data > Experian > TrueTouch > Engagement Channels > Mobile SMS MMS
Branded Data > Experian > TrueTouch > Engagement Channels > Radio
Branded Data > Experian > TrueTouch > Engagement Channels > Streaming TV
Branded Data > Lotame
Branded Data > Lotame > Advanced Demographics > Declared Parents
Branded Data > Lotame > Advanced Demographics > Declared Parents > Parents of Toddlers
Branded Data > Lotame > Advanced Demographics > Declared Parents > Parents of Young Children
Branded Data > Lotame > Advanced Demographics > Home Ownership > Home Type > Apartment
Branded Data > Lotame > Advanced Demographics > Home Ownership > Home Type > Single-Family Home
Branded Data > Lotame > Advanced Demographics > Home Ownership > Ownership Status > Owns Primary Residence
Branded Data > Lotame > Advanced Demographics > Home Value > \$200,000- \$399,999
Branded Data > Lotame > Advanced Demographics > Household Income > \$100,000 - \$149,000
Branded Data > Lotame > Advanced Demographics > Household Income > \$150,000 - \$249,999
Branded Data > Lotame > Advanced Demographics > Household Income > \$60,000 - \$74,000
Branded Data > Lotame > Advanced Demographics > Household Income > \$75,000 - \$99,000
Branded Data > Lotame > Advanced Demographics > Job Seekers
Branded Data > Lotame > Advanced Demographics > Level of Education
Branded Data > Lotame > Advanced Demographics > Level of Education > College Degree
Branded Data > Lotame > Advanced Demographics > Level of Education > Some College
Branded Data > Lotame > Advanced Demographics > Pet Owners
Branded Data > Lotame > Advanced Demographics > Relationship Status > Married
Branded Data > Lotame > Advanced Demographics > Relationship Status > Single
Branded Data > Lotame > Advanced Demographics > Religious or Spiritual
Branded Data > Lotame > Arts & Culture
Branded Data > Lotame > Arts & Culture > Art
Branded Data > Lotame > Arts & Culture > Books & Magazines
Branded Data > Lotame > Arts & Culture > Crafts and Hobbies
Branded Data > Lotame > Arts & Culture > Photography
Branded Data > Lotame > Arts & Culture > Reading
Branded Data > Lotame > Automobiles
Branded Data > Lotame > Automobiles > Automobile Types > Compact-sized Cars
Branded Data > Lotame > Automobiles > Automobile Types > Full-sized Cars



Segment Detail View

Branded Data > Lotame > Automobiles > Automobile Types > Hybrid Cars
Branded Data > Lotame > Automobiles > Automobile Types > Luxury Cars
Branded Data > Lotame > Automobiles > Automobile Types > Vans & Minivans
Branded Data > Lotame > Automobiles > Makes and Models > Cadillac
Branded Data > Lotame > Automobiles > Makes and Models > Cadillac > Cadillac ATS
Branded Data > Lotame > Automobiles > Makes and Models > Ford
Branded Data > Lotame > Automobiles > Makes and Models > Ford > Flex
Branded Data > Lotame > Automobiles > Makes and Models > Ford > Focus
Branded Data > Lotame > Automobiles > Makes and Models > Ford > Taurus
Branded Data > Lotame > B2B
Branded Data > Lotame > B2B > Industry > Construction
Branded Data > Lotame > Business
Branded Data > Lotame > Business > Career & Employment
Branded Data > Lotame > Charitable Donors
Branded Data > Lotame > Demographics > Age > 45-54
Branded Data > Lotame > Demographics > Age > 45-54 > 50-54
Branded Data > Lotame > Entertainment
Branded Data > Lotame > Entertainment > CD & DVD Purchasers
Branded Data > Lotame > Entertainment > Movies
Branded Data > Lotame > Entertainment > Movies > Sci-Fi Movies
Branded Data > Lotame > Entertainment > Movies > Summer Blockbusters
Branded Data > Lotame > Entertainment > Music
Branded Data > Lotame > Entertainment > Music > Music Festivals
Branded Data > Lotame > Entertainment > Pop Culture & Celebrity Gossip
Branded Data > Lotame > Entertainment > Sports & Recreation
Branded Data > Lotame > Entertainment > Sports & Recreation > Baseball
Branded Data > Lotame > Entertainment > Sports & Recreation > Basketball
Branded Data > Lotame > Entertainment > Sports & Recreation > College Sports
Branded Data > Lotame > Entertainment > Sports & Recreation > Football
Branded Data > Lotame > Entertainment > Sports & Recreation > Golf
Branded Data > Lotame > Entertainment > Sports & Recreation > Hockey
Branded Data > Lotame > Entertainment > Sports & Recreation > Motor Sports
Branded Data > Lotame > Entertainment > Sports & Recreation > Skiing



Segment Detail View

Branded Data > Lotame > Entertainment > Sports & Recreation > Soccer

Branded Data > Lotame > Entertainment > Television

Branded Data > Lotame > Entertainment > Television > Animation & Cartoon TV

Branded Data > Lotame > Entertainment > Television > Comedy TV

Branded Data > Lotame > Entertainment > Television > Drama TV

Branded Data > Lotame > Entertainment > Video Games

Branded Data > Lotame > Entertainment > Video Games > Console Games

Branded Data > Lotame > Entertainment > Video Games > Online Games

Branded Data > Lotame > Food & Restaurants

Branded Data > Lotame > Food & Restaurants > Cooking & Recipes

Branded Data > Lotame > Food & Restaurants > Food & Beverages

Branded Data > Lotame > Food & Restaurants > Holiday Bakers

Branded Data > Lotame > Food & Restaurants > Restaurants & Dining

Branded Data > Lotame > Healthy Living

Branded Data > Lotame > Healthy Living > Dieting & Weight Loss

Branded Data > Lotame > Healthy Living > Health & Fitness

Branded Data > Lotame > Holidays & Special Events

Branded Data > Lotame > Holidays & Special Events > Holidays

Branded Data > Lotame > Holidays & Special Events > Holidays > Cinco de Mayo

Branded Data > Lotame > Holidays & Special Events > Holidays > Earth Day

Branded Data > Lotame > Holidays & Special Events > Holidays > Father's Day

Branded Data > Lotame > Holidays & Special Events > Holidays > Halloween

Branded Data > Lotame > Holidays & Special Events > Holidays > Memorial Day

Branded Data > Lotame > Holidays & Special Events > Holidays > Mother's Day

Branded Data > Lotame > Holidays & Special Events > Holidays > St Patrick's Day

Branded Data > Lotame > Holidays & Special Events > Holidays > Valentine's Day

Branded Data > Lotame > Holidays & Special Events > Special Events

Branded Data > Lotame > Holidays & Special Events > Special Events > Academy Awards (Oscars)

Branded Data > Lotame > Holidays & Special Events > Special Events > Back to School

Branded Data > Lotame > Holidays & Special Events > Special Events > Billboard Latin Music Awards

Branded Data > Lotame > Holidays & Special Events > Special Events > Black Friday and Cyber Monday

Branded Data > Lotame > Holidays & Special Events > Special Events > FIFA World Cup

Branded Data > Lotame > Holidays & Special Events > Special Events > MLB All Star Game



Segment Detail View

Branded Data > Lotame > Holidays & Special Events > Special Events > March College Basketball
Branded Data > Lotame > Holidays & Special Events > Special Events > NBA Finals
Branded Data > Lotame > Holidays & Special Events > Special Events > NFL Draft
Branded Data > Lotame > Holidays & Special Events > Special Events > Olympic Sports
Branded Data > Lotame > Holidays & Special Events > Special Events > Olympic Sports > Winter Olympic Sports
Branded Data > Lotame > Holidays & Special Events > Special Events > Olympic Sports > Winter Olympic Sports > Olympic Skiing
Branded Data > Lotame > Holidays & Special Events > Special Events > PGA Championship
Branded Data > Lotame > Holidays & Special Events > Special Events > Stanley Cup Finals
Branded Data > Lotame > Holidays & Special Events > Special Events > Super Bowl
Branded Data > Lotame > Holidays & Special Events > Special Events > The Open Championship (Golf)
Branded Data > Lotame > Home & Family
Branded Data > Lotame > Home & Family > Affluent Households
Branded Data > Lotame > Home & Family > Animal Lovers
Branded Data > Lotame > Home & Family > Cat Lovers
Branded Data > Lotame > Home & Family > Do It Yourself (DIY)
Branded Data > Lotame > Home & Family > Dog Lovers
Branded Data > Lotame > Home & Family > Green Living
Branded Data > Lotame > Home & Family > Home Decorating
Branded Data > Lotame > Home & Family > Home Improvement
Branded Data > Lotame > Home & Family > New Years Resolution Makers
Branded Data > Lotame > Home & Family > Outdoor Enthusiasts
Branded Data > Lotame > Home & Family > Parenting
Branded Data > Lotame > Home & Family > School & Education
Branded Data > Lotame > Home & Family > School & Education > Science & Mathematics
Branded Data > Lotame > News & Politics
Branded Data > Lotame > Offline CPG Purchasers
Branded Data > Lotame > Offline CPG Purchasers > Baby Product Buyer
Branded Data > Lotame > Offline CPG Purchasers > Brand Segment
Branded Data > Lotame > Offline CPG Purchasers > Brand Segment > Clorox
Branded Data > Lotame > Offline CPG Purchasers > Brand Segment > Clorox > Clorox
Branded Data > Lotame > Offline CPG Purchasers > Brand Segment > Clorox > Glad
Branded Data > Lotame > Offline CPG Purchasers > Brand Segment > Coke
Branded Data > Lotame > Offline CPG Purchasers > Brand Segment > Coke > Powerade



Segment Detail View

Branded Data > Lotame > Offline CPG Purchasers > Brand Segment > J&J
Branded Data > Lotame > Offline CPG Purchasers > Brand Segment > J&J > Neutrogena
Branded Data > Lotame > Offline CPG Purchasers > Brand Segment > Kraft
Branded Data > Lotame > Offline CPG Purchasers > Brand Segment > Kraft > Dr Pepper
Branded Data > Lotame > Offline CPG Purchasers > Brand Segment > Proctor & Gamble
Branded Data > Lotame > Offline CPG Purchasers > Brand Segment > Proctor & Gamble > Old Spice
Branded Data > Lotame > Offline CPG Purchasers > Brand Segment > Proctor & Gamble > Secret
Branded Data > Lotame > Offline CPG Purchasers > Pet Product Buyer
Branded Data > Lotame > Offline CPG Purchasers > Product Segment
Branded Data > Lotame > Offline CPG Purchasers > Product Segment > Baby
Branded Data > Lotame > Offline CPG Purchasers > Product Segment > Baby > Baby Care
Branded Data > Lotame > Offline CPG Purchasers > Product Segment > Baby > Disposable Diapers
Branded Data > Lotame > Offline CPG Purchasers > Product Segment > Beverages
Branded Data > Lotame > Offline CPG Purchasers > Product Segment > Beverages > Coffee
Branded Data > Lotame > Offline CPG Purchasers > Product Segment > Cookies / Snacks / Candy
Branded Data > Lotame > Offline CPG Purchasers > Product Segment > Cookies / Snacks / Candy > Candy
Branded Data > Lotame > Offline CPG Purchasers > Product Segment > Cookies / Snacks / Candy > Candy > Chocolate
Branded Data > Lotame > Offline CPG Purchasers > Product Segment > Cookies / Snacks / Candy > Candy > Non-Chocolate
Branded Data > Lotame > Offline CPG Purchasers > Product Segment > Electronics, Records & Tapes
Branded Data > Lotame > Offline CPG Purchasers > Product Segment > Floral / Gardening
Branded Data > Lotame > Offline CPG Purchasers > Product Segment > Frozen Foods
Branded Data > Lotame > Offline CPG Purchasers > Product Segment > Frozen Foods > Frozen Pizza, Snacks & Hors D'oeuvres
Branded Data > Lotame > Offline CPG Purchasers > Product Segment > Health / Beauty
Branded Data > Lotame > Offline CPG Purchasers > Product Segment > Health / Beauty > Cosmetics
Branded Data > Lotame > Offline CPG Purchasers > Product Segment > Health / Beauty > Eye Care
Branded Data > Lotame > Offline CPG Purchasers > Product Segment > Health / Beauty > Hair Care
Branded Data > Lotame > Offline CPG Purchasers > Product Segment > Health / Beauty > Hosiery & Socks
Branded Data > Lotame > Offline CPG Purchasers > Product Segment > Health / Beauty > Shaving
Branded Data > Lotame > Offline CPG Purchasers > Product Segment > Health / Beauty > Shaving > Razors & Blades
Branded Data > Lotame > Offline CPG Purchasers > Product Segment > Home Supplies
Branded Data > Lotame > Offline CPG Purchasers > Product Segment > Home Supplies > Home Tools
Branded Data > Lotame > Offline CPG Purchasers > Product Segment > Home Supplies > Home Tools > Tools & Hardware
Branded Data > Lotame > Offline CPG Purchasers > Product Segment > Home Supplies > Kitchen Supplies



Segment Detail View

Branded Data > Lotame > Offline CPG Purchasers > Product Segment > Home Supplies > Kitchen Supplies > Cookware
Branded Data > Lotame > Offline CPG Purchasers > Product Segment > Home Supplies > Kitchen Supplies > Kitchen Gadgets
Branded Data > Lotame > Offline CPG Purchasers > Product Segment > Pet Care
Branded Data > Lotame > Offline CPG Purchasers > Product Segment > Pet Care > Cat Food
Branded Data > Lotame > Offline CPG Purchasers > Product Segment > Pet Care > Dog & Cat Treats
Branded Data > Lotame > Offline CPG Purchasers > Product Segment > Pet Care > Dog Food
Branded Data > Lotame > Offline CPG Purchasers > Product Segment > Pet Care > Grooming Aids
Branded Data > Lotame > Offline CPG Purchasers > Product Segment > Pet Care > Pet Food (Not Cat or Dog)
Branded Data > Lotame > Offline CPG Purchasers > Product Segment > School Supplies
Branded Data > Lotame > Offline CPG Purchasers > Product Segment > Toys / Party Supplies
Branded Data > Lotame > Offline CPG Purchasers > Product Segment > Toys / Party Supplies > Greeting Cards, Party Needs & Novelties
Branded Data > Lotame > Offline CPG Purchasers > Product Segment > Toys / Party Supplies > Toys & Sporting Goods
Branded Data > Lotame > Offline CPG Purchasers > Product Segment > Weight Control & Diet Aids
Branded Data > Lotame > Online Shoppers
Branded Data > Lotame > Online Shoppers > Online Shoppers
Branded Data > Lotame > Online Shoppers > Online Shoppers Luxury
Branded Data > Lotame > Personal Finance
Branded Data > Lotame > Personal Finance > Auto Insurance
Branded Data > Lotame > Personal Finance > Homeowners Insurance
Branded Data > Lotame > Personal Finance > Online Banking
Branded Data > Lotame > Personal Finance > Real Estate
Branded Data > Lotame > Personal Finance > Stocks
Branded Data > Lotame > Social Media
Branded Data > Lotame > Social Media > Online Dating
Branded Data > Lotame > Social Media > Social Media Users
Branded Data > Lotame > Style, Fashion & Clothing
Branded Data > Lotame > Style, Fashion & Clothing > Children's Clothing Shoppers
Branded Data > Lotame > Style, Fashion & Clothing > Clothing Shoppers
Branded Data > Lotame > Style, Fashion & Clothing > Cosmetics Luxury Shoppers
Branded Data > Lotame > Style, Fashion & Clothing > Cosmetics Shoppers
Branded Data > Lotame > Style, Fashion & Clothing > Jewelry, Watches & Fashion Accessories
Branded Data > Lotame > Style, Fashion & Clothing > Men's Clothing Luxury Shoppers
Branded Data > Lotame > Style, Fashion & Clothing > Men's Clothing Shoppers



Segment Detail View

Branded Data > Lotame > Style, Fashion & Clothing > Style & Fashion
Branded Data > Lotame > Style, Fashion & Clothing > Trendsetters
Branded Data > Lotame > Style, Fashion & Clothing > Women's Clothing Luxury Shoppers
Branded Data > Lotame > Style, Fashion & Clothing > Women's Clothing Shoppers
Branded Data > Lotame > Technology
Branded Data > Lotame > Technology > Computers & Software
Branded Data > Lotame > Technology > Electronics & Gadgets
Branded Data > Lotame > Technology > Home Audio & Video
Branded Data > Lotame > Technology > Mobile Phones
Branded Data > Lotame > Travel
Branded Data > Lotame > Travel > Cruise Travel
Branded Data > Lotame > Travel > Domestic Travel
Branded Data > Lotame > Travel > Frequent Travel
Branded Data > Lotame > Travel > International Travel
Branded Data > Lotame > Travel > Summer Travel
Branded Data > Lotame > Travel > Vacation Travel
Branded Data > Media Source
Branded Data > Media Source > Browser Activity
Branded Data > Media Source > Browser Activity > Big Tech
Branded Data > Media Source > Browser Activity > Big Tech > Google
Branded Data > Media Source > Browser Activity > Big Tech > Microsoft
Branded Data > Media Source > Browser Activity > Demographics
Branded Data > Media Source > Browser Activity > Demographics > Females
Branded Data > Media Source > Browser Activity > Demographics > Households with Teenagers Ages 13 to 17
Branded Data > Media Source > Browser Activity > Demographics > Households with Young Children Ages 5 to 12
Branded Data > Media Source > Browser Activity > Demographics > Males
Branded Data > Media Source > Browser Activity > Demographics > Self-Reported Excellent Credit
Branded Data > Media Source > Browser Activity > Entertainment
Branded Data > Media Source > Browser Activity > Entertainment > ABC
Branded Data > Media Source > Browser Activity > Entertainment > CBS
Branded Data > Media Source > Browser Activity > Entertainment > Celebrities Pop Culture
Branded Data > Media Source > Browser Activity > Entertainment > Comedy
Branded Data > Media Source > Browser Activity > Entertainment > Comic Books



Segment Detail View

Branded Data > Media Source > Browser Activity > Entertainment > Disney
Branded Data > Media Source > Browser Activity > Entertainment > FX
Branded Data > Media Source > Browser Activity > Entertainment > Football
Branded Data > Media Source > Browser Activity > Entertainment > Livestream Gaming
Branded Data > Media Source > Browser Activity > Entertainment > Nerdy Pop Culture
Branded Data > Media Source > Browser Activity > Entertainment > Netflix
Branded Data > Media Source > Browser Activity > Entertainment > Reality TV
Branded Data > Media Source > Browser Activity > Entertainment > Showtime
Branded Data > Media Source > Browser Activity > Entertainment > Social Media Users
Branded Data > Media Source > Browser Activity > Entertainment > Starz
Branded Data > Media Source > Browser Activity > Entertainment > Streaming Live TV
Branded Data > Media Source > Browser Activity > Entertainment > Streaming Multi Player Gaming
Branded Data > Media Source > Browser Activity > Entertainment > Streaming Music
Branded Data > Media Source > Browser Activity > Entertainment > Streaming Services
Branded Data > Media Source > Browser Activity > Entertainment > Streaming Video
Branded Data > Media Source > Browser Activity > Entertainment > YouTube
Branded Data > Media Source > Browser Activity > Food and Dining
Branded Data > Media Source > Browser Activity > Food and Dining > Casual Restaurant
Branded Data > Media Source > Browser Activity > Food and Dining > Fast Food Breakfast
Branded Data > Media Source > Browser Activity > Food and Dining > Fast Food Dinner
Branded Data > Media Source > Browser Activity > Food and Dining > Fast Food Lunch
Branded Data > Media Source > Browser Activity > Food and Dining > Grocery Delivery
Branded Data > Media Source > Browser Activity > Food and Dining > Meal Kit Delivery
Branded Data > Media Source > Browser Activity > Food and Dining > Specialty Coffee Connoisseurs
Branded Data > Media Source > Browser Activity > Health and Wellness
Branded Data > Media Source > Browser Activity > Health and Wellness > 5+ Hour Walkers
Branded Data > Media Source > Browser Activity > Health and Wellness > Healthcare Issues
Branded Data > Media Source > Browser Activity > Health and Wellness > Online Fitness Subscribers
Branded Data > Media Source > Browser Activity > Health and Wellness > Online Healthcare Service Users
Branded Data > Media Source > Browser Activity > Health and Wellness > Prescription Medications
Branded Data > Media Source > Browser Activity > News
Branded Data > Media Source > Browser Activity > News > CNN
Branded Data > Media Source > Browser Activity > News > Local



Segment Detail View

Branded Data > Media Source > Browser Activity > News > National
Branded Data > Media Source > Browser Activity > News > Newspapers
Branded Data > Media Source > Browser Activity > Recent Purchases
Branded Data > Media Source > Browser Activity > Recent Purchases > Computer Accessory
Branded Data > Media Source > Browser Activity > Recent Purchases > Digital Streaming Device
Branded Data > Media Source > Browser Activity > Recent Purchases > Laptop
Branded Data > Media Source > Browser Activity > Recent Purchases > Smart Doorbell
Branded Data > Media Source > Browser Activity > Recent Purchases > Smart Home Security Camera
Branded Data > Media Source > Browser Activity > Recent Purchases > Smart TV
Branded Data > Media Source > Browser Activity > Recent Purchases > Smartphone
Branded Data > Media Source > Browser Activity > Recent Purchases > Smartwatch
Branded Data > Media Source > Browser Activity > Recent Purchases > Video Game Console
Branded Data > Media Source > Browser Activity > Recent Purchases > Virtual Reality Headset
Branded Data > Media Source > Browser Activity > Recent Purchases > Wearable Fitness Tracker
Branded Data > Media Source > Browser Activity > Recent Purchases > Wireless Audio
Branded Data > Media Source > Browser Activity > Recent Purchases > iPad
Branded Data > Media Source > Browser Activity > Shoppers
Branded Data > Media Source > Browser Activity > Shoppers > Camping and Sporting Good Equipment
Branded Data > Media Source > Browser Activity > Shoppers > Discount Stores
Branded Data > Media Source > Browser Activity > Shoppers > Online Shopping
Branded Data > Media Source > Browser Activity > Social Media
Branded Data > Media Source > Browser Activity > Social Media > Facebook
Branded Data > Media Source > Browser Activity > Social Media > Instagram
Branded Data > Media Source > Browser Activity > Social Media > Photo Sharing
Branded Data > Media Source > Browser Activity > Social Media > Social Networking
Branded Data > Media Source > Browser Activity > Social Media > Streaming Media Video Downloads
Branded Data > Media Source > Browser Activity > Social Media > Twitter
Branded Data > Media Source > Browser Activity > Travel
Branded Data > Media Source > Browser Activity > Travel > Planning a Cruise Vacation
Branded Data > Media Source > Browser Activity > Travel > Planning to Visit a Disney Theme Park
Branded Data > Media Source > Demographic > Children in Household > Yes
Branded Data > Media Source > Demographic > Children in Household > Yes > Age > 3-5 Years
Branded Data > Media Source > Demographic > Family Composition > Marital Status > Married



Segment Detail View

Branded Data > Media Source > Demographic > Gender > Female
Branded Data > Media Source > Demographic > Gender > Male
Branded Data > Media Source > Demographic > Housing Attributes > Ownership > Owner
Branded Data > Media Source > Demographic > Housing Attributes > Ownership > Renter
Branded Data > Media Source > Financial Attributes > Household Income
Branded Data > Media Source > Financial Attributes > Household Income > \$75,000-\$99,999
Branded Data > Media Source > Interests > Arts & Entertainment
Branded Data > Media Source > Interests > Arts & Entertainment > Books & Magazines
Branded Data > Media Source > Interests > Arts & Entertainment > Books & Magazines > Magazines
Branded Data > Media Source > Interests > Arts & Entertainment > Books & Magazines > Religious & Inspirational
Branded Data > Media Source > Interests > Arts & Entertainment > Hobbies
Branded Data > Media Source > Interests > Arts & Entertainment > Hobbies > Auto Work
Branded Data > Media Source > Interests > Arts & Entertainment > Hobbies > Collecting
Branded Data > Media Source > Interests > Arts & Entertainment > Hobbies > Collecting > Antiques
Branded Data > Media Source > Interests > Arts & Entertainment > Hobbies > Collecting > Movies
Branded Data > Media Source > Interests > Arts & Entertainment > Hobbies > Crafts
Branded Data > Media Source > Interests > Arts & Entertainment > Movies & Music
Branded Data > Media Source > Interests > Electronics & Gadgets
Branded Data > Media Source > Interests > Fashion
Branded Data > Media Source > Interests > Home & Family
Branded Data > Media Source > Interests > Home & Family > Decorating
Branded Data > Media Source > Interests > Home & Family > Food
Branded Data > Media Source > Interests > Home & Family > Food > Cooking
Branded Data > Media Source > Interests > Home & Family > Home Improvement
Branded Data > Media Source > Interests > Lifestyles > DIY
Branded Data > Media Source > Interests > Personal Development
Branded Data > Media Source > Interests > Personal Development > Online Education
Branded Data > Media Source > Interests > Sports & Fitness
Branded Data > Media Source > LBDigital
Branded Data > Media Source > LBDigital > Browser Activity
Branded Data > Media Source > LBDigital > Browser Activity > B2B Digital Advertising
Branded Data > Media Source > LBDigital > Open For Business B2B
Branded Data > Media Source > LBDigital > Open For Business B2B > Occupation > Insurance/Agent



Segment Detail View

Branded Data > Media Source > Purchases > Active Outdoors
Branded Data > Media Source > Purchases > Apparel
Branded Data > Media Source > Purchases > Apparel > Womens Athletic
Branded Data > Media Source > Purchases > Electronics & Gadgets
Branded Data > Media Source > Purchases > Food & Beverage
Branded Data > Media Source > Purchases > Food/Snacks
Branded Data > Media Source > Purchases > General
Branded Data > Media Source > Purchases > Home Decor
Branded Data > Media Source > Purchases > Kitchen
Branded Data > Media Source > Purchases > Personal Computers
Branded Data > Specialists Marketing Services
Branded Data > Specialists Marketing Services > Customer Modeled
Branded Data > Specialists Marketing Services > Customer Modeled > Arts
Branded Data > Specialists Marketing Services > Customer Modeled > Children's Products
Branded Data > Specialists Marketing Services > Customer Modeled > Music
Branded Data > Specialists Marketing Services > Customer Modeled > Science
Branded Data > Specialists Marketing Services > Demographic
Branded Data > Specialists Marketing Services > Demographic > Children in Household
Branded Data > Specialists Marketing Services > Demographic > Children in Household > 5
Branded Data > Specialists Marketing Services > Demographic > Education Level
Branded Data > Specialists Marketing Services > Demographic > Education Level > Completed High School
Branded Data > Specialists Marketing Services > Demographic > Education Level Census
Branded Data > Specialists Marketing Services > Demographic > Education Level Census > Some College
Branded Data > Specialists Marketing Services > Demographic > Family Attributes
Branded Data > Specialists Marketing Services > Demographic > Family Attributes > Head of Household
Branded Data > Specialists Marketing Services > Demographic > Gender
Branded Data > Specialists Marketing Services > Demographic > Gender > Female
Branded Data > Specialists Marketing Services > Demographic > Gender > Male
Branded Data > Specialists Marketing Services > Demographic > Housing Attributes
Branded Data > Specialists Marketing Services > Demographic > Housing Attributes > Home Market Value
Branded Data > Specialists Marketing Services > Demographic > Housing Attributes > Home Market Value > \$225,000 - \$249,999
Branded Data > Specialists Marketing Services > Demographic > Housing Attributes > Home Owner
Branded Data > Specialists Marketing Services > Demographic > Housing Attributes > Length Of Residence



Segment Detail View

Branded Data > Specialists Marketing Services > Demographic > Housing Attributes > Length Of Residence > 15 Years +
Branded Data > Specialists Marketing Services > Demographic > Housing Attributes > Residence Type
Branded Data > Specialists Marketing Services > Demographic > Housing Attributes > Residence Type > Single-Family
Branded Data > Specialists Marketing Services > Demographic > Language
Branded Data > Specialists Marketing Services > Demographic > Language > English
Branded Data > Specialists Marketing Services > Demographic > Marital Status
Branded Data > Specialists Marketing Services > Demographic > Marital Status > Married
Branded Data > Specialists Marketing Services > Demographic > Occupation
Branded Data > Specialists Marketing Services > Demographic > Occupation > Insurance/Agent
Branded Data > Specialists Marketing Services > Financial Attributes
Branded Data > Specialists Marketing Services > Financial Attributes > Credit Card Holder
Branded Data > Specialists Marketing Services > Financial Attributes > Credit Card Holder > Bank Card
Branded Data > Specialists Marketing Services > Financial Attributes > Credit Card Holder > Gas/Department/Retail Store Card
Branded Data > Specialists Marketing Services > Financial Attributes > Credit Card Holder > Visa
Branded Data > Specialists Marketing Services > Financial Attributes > Estimated Household Income
Branded Data > Specialists Marketing Services > Financial Attributes > Estimated Household Income > \$100,000 - \$149,999
Branded Data > Specialists Marketing Services > Financial Attributes > Estimated Net Worth
Branded Data > Specialists Marketing Services > Financial Attributes > Estimated Net Worth > Less than \$1
Branded Data > Specialists Marketing Services > Purchase Behaviors
Branded Data > Specialists Marketing Services > Purchase Behaviors > Apparel
Branded Data > Specialists Marketing Services > Purchase Behaviors > Apparel > Women's
Branded Data > Specialists Marketing Services > Purchase Behaviors > Automotive
Branded Data > Specialists Marketing Services > Purchase Behaviors > Books & Magazines
Branded Data > Specialists Marketing Services > Purchase Behaviors > Books & Magazines > Magazines
Branded Data > Specialists Marketing Services > Purchase Behaviors > Children's Products
Branded Data > Specialists Marketing Services > Purchase Behaviors > Collectibles
Branded Data > Specialists Marketing Services > Purchase Behaviors > Cooking & Food
Branded Data > Specialists Marketing Services > Purchase Behaviors > Crafts & Hobbies
Branded Data > Specialists Marketing Services > Purchase Behaviors > Electronics & Computers
Branded Data > Specialists Marketing Services > Purchase Behaviors > Electronics & Computers > Computers
Branded Data > Specialists Marketing Services > Purchase Behaviors > Entertainment
Branded Data > Specialists Marketing Services > Purchase Behaviors > Entertainment > Movie Collectors
Branded Data > Specialists Marketing Services > Purchase Behaviors > Health & Wellness



Segment Detail View

Branded Data > Specialists Marketing Services > Purchase Behaviors > Home & Garden
Branded Data > Specialists Marketing Services > Purchase Behaviors > Home & Garden > Home Improvement
Branded Data > Specialists Marketing Services > Purchase Behaviors > Online Education
Branded Data > Specialists Marketing Services > Purchase Behaviors > Religious
Branded Data > Specialists Marketing Services > Purchase Behaviors > Spectator Sports
Branded Data > Specialists Marketing Services > Purchase Behaviors > Sports & Leisure
Branded Data > Specialists Marketing Services > Purchase Behaviors > Travel
Custom Categories - Private > DataXu
Custom Categories - Private > DataXu > Autos
Custom Categories - Private > DataXu > Autos > In-Market
Custom Categories - Private > DataXu > Autos > In-Market > Body Styles > Luxury Cars
Custom Categories - Private > DataXu > Autos > In-Market > Body Styles > Mid-Size Cars
Custom Categories - Private > DataXu > Autos > In-Market > Body Styles > SUVs
Custom Categories - Private > DataXu > Autos > In-Market > Makes
Custom Categories - Private > DataXu > Autos > In-Market > Makes > Nissan
Custom Categories - Private > DataXu > Autos > In-Market > Makes > Toyota
Custom Categories - Private > DataXu > Autos > Interest
Custom Categories - Private > DataXu > Autos > Interest > Auto Enthusiasts
Custom Categories - Private > DataXu > Autos > Interest > Auto Enthusiasts > DIY Repair & Maintenance
Custom Categories - Private > DataXu > Autos > Interest > Body Styles
Custom Categories - Private > DataXu > Autos > Interest > Body Styles > Compacts & Subcompacts
Custom Categories - Private > DataXu > Autos > Interest > Body Styles > Luxury Cars
Custom Categories - Private > DataXu > Autos > Interest > Makes
Custom Categories - Private > DataXu > Autos > Interest > Makes > Cadillac
Custom Categories - Private > DataXu > Autos > Interest > Makes > Honda
Custom Categories - Private > DataXu > Autos > Interest > Makes > Nissan
Custom Categories - Private > DataXu > Autos > Interest > Makes > Toyota
Custom Categories - Private > DataXu > Autos > Interest > Makes > Volkswagen
Custom Categories - Private > DataXu > Autos > Owners
Custom Categories - Private > DataXu > Autos > Owners > Body Styles
Custom Categories - Private > DataXu > Autos > Owners > Body Styles > Full-Size Cars
Custom Categories - Private > DataXu > Autos > Owners > Body Styles > SUVs
Custom Categories - Private > DataXu > Consumer Packaged Goods (CPG)



Segment Detail View

Custom Categories - Private > DataXu > Consumer Packaged Goods (CPG) > Interest

Custom Categories - Private > DataXu > Consumer Packaged Goods (CPG) > Interest > Product Categories > Beverages

Custom Categories - Private > DataXu > Consumer Packaged Goods (CPG) > Interest > Product Categories > Beverages > Coffee

Custom Categories - Private > DataXu > Consumer Packaged Goods (CPG) > Interest > Product Categories > Health & Beauty Products

Custom Categories - Private > DataXu > Consumer Packaged Goods (CPG) > Interest > Product Categories > Health & Beauty Products > Oral Care

Custom Categories - Private > DataXu > Consumer Packaged Goods (CPG) > Interest > Product Categories > Pet Care

Custom Categories - Private > DataXu > Consumer Packaged Goods (CPG) > Interest > Product Categories > Pet Care > Dog Food & Supplies

Custom Categories - Private > DataXu > Consumer Technology

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

Custom Categories - Private > DataXu > Demographic

Custom Categories - Private > DataXu > Demographic > Education > High School Diploma

Custom Categories - Private > DataXu > Demographic > Education > Undergraduate Degree

Custom Categories - Private > DataXu > Demographic > Employment Status > Employed

Custom Categories - Private > DataXu > Demographic > Employment Status > Employed > Part-Time

Custom Categories - Private > DataXu > Demographic > Financial Attributes > Estimated Net Worth (USD)

Custom Categories - Private > DataXu > Demographic > Financial Attributes > Estimated Net Worth (USD) > \$100,000 - \$249,999

Custom Categories - Private > DataXu > Demographic > Financial Attributes > Estimated Net Worth (USD) > \$250,000 - \$499,999

Custom Categories - Private > DataXu > Demographic > Financial Attributes > Estimated Net Worth (USD) > \$500,000 - \$999,999

Custom Categories - Private > DataXu > Demographic > Generations > Baby Boomers

Custom Categories - Private > DataXu > Demographic > Generations > Millennials

Custom Categories - Private > DataXu > Demographic > Household Composition > Age of Children in Household (Kids) > Parents of Children (6-10)

Custom Categories - Private > DataXu > Demographic > Household Composition > Children in Household (Kids)

Custom Categories - Private > DataXu > Demographic > Household Composition > Children in Household (Kids) > Parents with Children in Household (Kids)

Custom Categories - Private > DataXu > Demographic > Housing Attributes

Custom Categories - Private > DataXu > Demographic > Housing Attributes > Ownership

Custom Categories - Private > DataXu > Demographic > Housing Attributes > Ownership > Home Owners

Custom Categories - Private > DataXu > Demographic > Housing Attributes > Ownership > Renters

Custom Categories - Private > DataXu > Demographic > Housing Attributes > Property Type > Multiple Family

Custom Categories - Private > DataXu > Demographic > Housing Attributes > Property Type > Single Family

Custom Categories - Private > DataXu > Demographic > Marital Status > Married

Custom Categories - Private > DataXu > Demographic > Marital Status > Single

Custom Categories - Private > DataXu > Life Stages & Events

Custom Categories - Private > DataXu > Life Stages & Events > Moving



Segment Detail View

Custom Categories - Private > DataXu > Life Stages & Events > Moving > Pre Movers

Custom Categories - Private > Disney EMEA > Enjoy Child-Free Activities

Custom Categories - Private > Euro Disney

Custom Categories - Private > Euro Disney > No Children in Household

Custom Categories - Private > MediaMath

Custom Categories - Private > MediaMath > Demographic

Custom Categories - Private > MediaMath > Demographic > Education

Custom Categories - Private > MediaMath > Demographic > Education > High School Diploma

Custom Categories - Private > MediaMath > Demographic > Education > Some College

Custom Categories - Private > MediaMath > Demographic > Education > Undergraduate Degree

Custom Categories - Private > MediaMath > Demographic > Employment Status

Custom Categories - Private > MediaMath > Demographic > Employment Status > Employed

Custom Categories - Private > MediaMath > Demographic > Employment Status > Employed > Part-Time

Custom Categories - Private > MediaMath > Demographic > Financial Attributes

Custom Categories - Private > MediaMath > Demographic > Financial Attributes > Estimated Net Worth (USD)

Custom Categories - Private > MediaMath > Demographic > Financial Attributes > Estimated Net Worth (USD) > Less than \$25,000

Custom Categories - Private > MediaMath > Demographic > Generations

Custom Categories - Private > MediaMath > Demographic > Generations > Baby Boomers

Custom Categories - Private > MediaMath > Demographic > Generations > GenX'ers

Custom Categories - Private > MediaMath > Demographic > Generations > Millennials

Custom Categories - Private > MediaMath > Demographic > Household Composition

Custom Categories - Private > MediaMath > Demographic > Household Composition > Age of Children in Household (Kids)

Custom Categories - Private > MediaMath > Demographic > Household Composition > Age of Children in Household (Kids) > Parents of Children (6-10)

Custom Categories - Private > MediaMath > Demographic > Household Composition > Children in Household (Kids)

Custom Categories - Private > MediaMath > Demographic > Household Composition > Children in Household (Kids) > Parents with Children in Household (Kids)

Custom Categories - Private > MediaMath > Demographic > Household Composition > Elderly Parent in Household

Custom Categories - Private > MediaMath > Demographic > Household Composition > Family Member Age

Custom Categories - Private > MediaMath > Demographic > Household Composition > Family Member Age > 20-29

Custom Categories - Private > MediaMath > Demographic > Household Composition > Family Member Age > 30-39

Custom Categories - Private > MediaMath > Demographic > Household Composition > Military Status

Custom Categories - Private > MediaMath > Demographic > Household Composition > Military Status > Veteran in Household

Custom Categories - Private > MediaMath > Demographic > Household Composition > Number of Adults

Custom Categories - Private > MediaMath > Demographic > Household Composition > Number of Adults > 1 Adult



Segment Detail View

Custom Categories - Private > MediaMath > Demographic > Household Composition > Number of Children in Household (Kids)

Custom Categories - Private > MediaMath > Demographic > Household Composition > Number of Children in Household (Kids) > Parents of 1 Child (Kids)

Custom Categories - Private > MediaMath > Demographic > Housing Attributes

Custom Categories - Private > MediaMath > Demographic > Housing Attributes > Estimated Home Value (USD)

Custom Categories - Private > MediaMath > Demographic > Housing Attributes > Estimated Home Value (USD) > Less than \$100,000

Custom Categories - Private > MediaMath > Demographic > Housing Attributes > Length of Residence

Custom Categories - Private > MediaMath > Demographic > Housing Attributes > Length of Residence > 5-10 Years

Custom Categories - Private > MediaMath > Demographic > Housing Attributes > Ownership

Custom Categories - Private > MediaMath > Demographic > Housing Attributes > Ownership > Home Owners

Custom Categories - Private > MediaMath > Demographic > Housing Attributes > Property Type

Custom Categories - Private > MediaMath > Demographic > Housing Attributes > Property Type > Single Family

Custom Categories - Private > MediaMath > Demographic > Marital Status

Custom Categories - Private > MediaMath > Demographic > Marital Status > Married

Custom Categories - Private > MediaMath > Demographic > Validated Demographic

Custom Categories - Private > MediaMath > Demographic > Validated Demographic > Income

Custom Categories - Private > MediaMath > Demographic > Validated Demographic > Income > \$100,000+

Custom Categories - Private > Special Demographic > Total Reach > Broad Age > 50-64

Custom Categories - Private > Special Demographic > Total Reach > Gender > Male

Custom Categories - Private > Special Demographic > Total Reach > Narrow Age > 55-64

Custom Categories - Private > Teads TV > Demographics

Custom Categories - Private > Teads TV > Demographics > Education

Custom Categories - Private > Teads TV > Demographics > Education > High School Diploma

Custom Categories - Private > Teads TV > Demographics > Education > Some College

Custom Categories - Private > Teads TV > Demographics > Education > Undergraduate Degree

Custom Categories - Private > Teads TV > Demographics > Family Composition (Household)

Custom Categories - Private > Teads TV > Demographics > Family Composition (Household) > Age of Children in Household (Kids)

Custom Categories - Private > Teads TV > Demographics > Family Composition (Household) > Age of Children in Household (Kids) > Parents of Children (6-10)

Custom Categories - Private > Teads TV > Demographics > Family Composition (Household) > Children in Household (Kids)

Custom Categories - Private > Teads TV > Demographics > Family Composition (Household) > Children in Household (Kids) > Parents with Children in Household (Kids)

Custom Categories - Private > Teads TV > Demographics > Family Composition (Household) > Elderly Parent in Household

Custom Categories - Private > Teads TV > Demographics > Family Composition (Household) > Family Member Age

Custom Categories - Private > Teads TV > Demographics > Family Composition (Household) > Family Member Age > Ages 20-29

Custom Categories - Private > Teads TV > Demographics > Family Composition (Household) > Family Member Age > Ages 30-39



Segment Detail View

Custom Categories - Private > Teads TV > Demographics > Family Composition (Household) > Military Status
Custom Categories - Private > Teads TV > Demographics > Family Composition (Household) > Military Status > Veteran in Household
Custom Categories - Private > Teads TV > Demographics > Family Composition (Household) > Number of Adults
Custom Categories - Private > Teads TV > Demographics > Family Composition (Household) > Number of Adults > 1 Adult
Custom Categories - Private > Teads TV > Demographics > Family Composition (Household) > Number of Children in Household (Kids)
Custom Categories - Private > Teads TV > Demographics > Family Composition (Household) > Number of Children in Household (Kids) > Parents of 1 Child (Kids)
Custom Categories - Private > Teads TV > Demographics > Financial Attributes
Custom Categories - Private > Teads TV > Demographics > Financial Attributes > Estimated Net Worth (USD)
Custom Categories - Private > Teads TV > Demographics > Financial Attributes > Estimated Net Worth (USD) > Less than \$25,000
Custom Categories - Private > Teads TV > Demographics > Generations
Custom Categories - Private > Teads TV > Demographics > Generations > Baby Boomers
Custom Categories - Private > Teads TV > Demographics > Generations > GenX'ers
Custom Categories - Private > Teads TV > Demographics > Generations > Millennials
Custom Categories - Private > Teads TV > Demographics > Home Attributes
Custom Categories - Private > Teads TV > Demographics > Home Attributes > Length of Residence
Custom Categories - Private > Teads TV > Demographics > Home Attributes > Length of Residence > 5-10 Years
Custom Categories - Private > Teads TV > Demographics > Home Attributes > Ownership
Custom Categories - Private > Teads TV > Demographics > Home Attributes > Ownership > Home Owners
Custom Categories - Private > Teads TV > Demographics > Home Attributes > Property Type
Custom Categories - Private > Teads TV > Demographics > Home Attributes > Property Type > Single Family
Custom Categories - Private > Teads TV > Demographics > Job Status (Employment)
Custom Categories - Private > Teads TV > Demographics > Job Status (Employment) > Employed
Custom Categories - Private > Teads TV > Demographics > Job Status (Employment) > Employed > Part-Time
Custom Categories - Private > Teads TV > Demographics > Marital Status (Relationship)
Custom Categories - Private > Teads TV > Demographics > Marital Status (Relationship) > Married
Custom Categories - Private > Teads TV > Demographics > Validated Demographics
Custom Categories - Private > Teads TV > Demographics > Validated Demographics > Household Income
Custom Categories - Private > Teads TV > Demographics > Validated Demographics > Household Income > HHI: \$100,000+
Custom Categories - Private > The Trade Desk > APAC Demographic
Custom Categories Internal - Private > Non-Mutex Logically Exclusive
Custom Categories Internal - Private > Non-Mutex Logically Exclusive > Oracle
Custom Categories Internal - Private > Non-Mutex Logically Exclusive > Oracle > Age Broad > 50-64
Custom Categories Internal - Private > Non-Mutex Logically Exclusive > Oracle > Age Narrow > 50-54



Segment Detail View

Custom Categories Internal - Private > Signal Data > Source Categories

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

Custom Categories Internal - Private > Signal Data > Source Categories > Business (B2B) > Employee Attributes > Management Level

Custom Categories Internal - Private > Signal Data > Source Categories > Business (B2B) > Employee Attributes > Management Level > Executives

Custom Categories Internal - Private > Signal Data > Source Categories > Business (B2B) > Employee Attributes > Management Level > Executives > C-Level Executives

Custom Categories Internal - Private > Signal Data > Source Categories > Business (B2B) > Employee Attributes > Occupations and Job Functions

Custom Categories Internal - Private > Signal Data > Source Categories > Business (B2B) > Employee Attributes > Occupations and Job Functions > Administration and Support

Custom Categories Internal - Private > Signal Data > Source Categories > Business (B2B) > Employee Attributes > Occupations and Job Functions > Agents and Brokers

Custom Categories Internal - Private > Signal Data > Source Categories > Business (B2B) > Employee Attributes > Occupations and Job Functions > Contracting and Tradesmen

Custom Categories Internal - Private > Signal Data > Source Categories > Business (B2B) > Employee Attributes > Occupations and Job Functions > Engineering and R&D

Custom Categories Internal - Private > Signal Data > Source Categories > Business (B2B) > Employee Attributes > Occupations and Job Functions > Finance

Custom Categories Internal - Private > Signal Data > Source Categories > Business (B2B) > Employee Attributes > Occupations and Job Functions > IT and Technology

Custom Categories Internal - Private > Signal Data > Source Categories > Business (B2B) > Employee Attributes > Occupations and Job Functions > Operations

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 > Arts, Entertainment and Recreation

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

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

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 Industry > Hospitality and Food Service

Custom Categories Internal - Private > Signal Data > Source Categories > Business (B2B) > Firmographics (Company Attributes) > Company Industry > Hospitality and Food Service > Accommodation

Custom Categories Internal - Private > Signal Data > Source Categories > Business (B2B) > Firmographics (Company Attributes) > Company Industry > Hospitality and Food Service > Restaurants

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

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

Custom Categories Internal - Private > Signal Data > Source Categories > Business (B2B) > Firmographics (Company Attributes) > Company Industry > Mining, Oil and Gas

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

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

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

Custom Categories Internal - Private > Signal Data > Source Categories > Business (B2B) > Firmographics (Company Attributes) > Company Industry > Transportation and Storage > Postal and Courier AC

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

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

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



Segment Detail View

Custom Categories Internal - Private > Signal Data > Source Categories > Business (B2B) > Firmographics (Company Attributes) > Company Size > 1,000-5,000 Employees

Custom Categories Internal - Private > Signal Data > Source Categories > Business (B2B) > Firmographics (Company Attributes) > Company Size > 10-50 Employees

Custom Categories Internal - Private > Signal Data > Source Categories > Business (B2B) > Firmographics (Company Attributes) > Company Size > 100-500 Employees

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 > Business (B2B) > Firmographics (Company Attributes) > Company Size > 50-100 Employees

Custom Categories Internal - Private > Signal Data > Source Categories > Business (B2B) > Firmographics (Company Attributes) > Company Size > 500-1,000 Employees

Custom Categories Internal - Private > Signal Data > Source Categories > Business (B2B) > Firmographics (Company Attributes) > Company Size > Under 10 Employees

Custom Categories Internal - Private > Signal Data > Source Categories > Demographics > Age Broad > Ages 50-64

Custom Categories Internal - Private > Signal Data > Source Categories > Demographics > Age Narrow > Ages 50-54

Custom Categories Internal - Private > Signal Data > Source Categories > Demographics > Education > High School Diploma

Custom Categories Internal - Private > Signal Data > Source Categories > Demographics > Education > Some College

Custom Categories Internal - Private > Signal Data > Source Categories > Demographics > Education > Undergraduate Degree

Custom Categories Internal - Private > Signal Data > Source Categories > Demographics > Family Composition (Household) > Age of Children in Household (Kids) > Parents of Children (6-10)

Custom Categories Internal - Private > Signal Data > Source Categories > Demographics > Family Composition (Household) > Age of Children in Household (Kids) > Parents of Preschoolers (3-5)

Custom Categories Internal - Private > Signal Data > Source Categories > Demographics > Family Composition (Household) > Elderly Parent in Household

Custom Categories Internal - Private > Signal Data > Source Categories > Demographics > Family Composition (Household) > Family Member Age > Ages 20-29

Custom Categories Internal - Private > Signal Data > Source Categories > Demographics > Family Composition (Household) > Family Member Age > Ages 30-39

Custom Categories Internal - Private > Signal Data > Source Categories > Demographics > Family Composition (Household) > Family Position > Female Head of Household

Custom Categories Internal - Private > Signal Data > Source Categories > Demographics > Family Composition (Household) > Military Status > Veteran in Household

Custom Categories Internal - Private > Signal Data > Source Categories > Demographics > Family Composition (Household) > Number of Children in Household (Kids) > Parents of 1 Child (Kids)

Custom Categories Internal - Private > Signal Data > Source Categories > Demographics > Family Composition (Household) > Number of Children in Household (Kids) > Parents of 3+ Children (Kids)

Custom Categories Internal - Private > Signal Data > Source Categories > Demographics > Family Composition (Household) > Parents with Children in Household (Kids)

Custom Categories Internal - Private > Signal Data > Source Categories > Demographics > Financial Attributes > Estimated Household Income (USD) > HHI: \$100,000 - \$149,999

Custom Categories Internal - Private > Signal Data > Source Categories > Demographics > Financial Attributes > Estimated Household Income (USD) > HHI: \$150,000 - \$249,999

Custom Categories Internal - Private > Signal Data > Source Categories > Demographics > Financial Attributes > Estimated Household Income (USD) > HHI: \$50,000 - \$74,999

Custom Categories Internal - Private > Signal Data > Source Categories > Demographics > Financial Attributes > Estimated Household Income (USD) > HHI: \$75,000 - \$99,999

Custom Categories Internal - Private > Signal Data > Source Categories > Demographics > Financial Attributes > Estimated Net Worth (USD) > \$100,000 - \$249,999

Custom Categories Internal - Private > Signal Data > Source Categories > Demographics > Financial Attributes > Estimated Net Worth (USD) > Less than \$25,000

Custom Categories Internal - Private > Signal Data > Source Categories > Demographics > Generations > Baby Boomers

Custom Categories Internal - Private > Signal Data > Source Categories > Demographics > Generations > Gen X

Custom Categories Internal - Private > Signal Data > Source Categories > Demographics > Generations > Millennials

Custom Categories Internal - Private > Signal Data > Source Categories > Demographics > Job Status (Employment) > Employed

Custom Categories Internal - Private > Signal Data > Source Categories > Demographics > Job Status (Employment) > Employed > Part-Time



Segment Detail View

Custom Categories Internal - Private > Signal Data > Source Categories > Demographics > Marital Status > Married
Custom Categories Internal - Private > Signal Data > Source Categories > Demographics > Marital Status > Single
Custom Categories Internal - Private > Signal Data > Source Categories > Real Estate and Home Property Services > Real Estate Attributes > Estimated Home Value (USD)
Custom Categories Internal - Private > Signal Data > Source Categories > Real Estate and Home Property Services > Real Estate Attributes > Estimated Home Value (USD) > \$300,000 - \$499,999
Custom Categories Internal - Private > Signal Data > Source Categories > Real Estate and Home Property Services > Real Estate Attributes > Estimated Home Value (USD) > Less than \$100,000
Custom Categories Internal - Private > Signal Data > Source Categories > Real Estate and Home Property Services > Real Estate Attributes > Length of Residence
Custom Categories Internal - Private > Signal Data > Source Categories > Real Estate and Home Property Services > Real Estate Attributes > Length of Residence > 11+ Years
Custom Categories Internal - Private > Signal Data > Source Categories > Real Estate and Home Property Services > Real Estate Attributes > Length of Residence > 3-4 Years
Custom Categories Internal - Private > Signal Data > Source Categories > Real Estate and Home Property Services > Real Estate Attributes > Length of Residence > 5-10 Years
Custom Categories Internal - Private > Signal Data > Source Categories > Real Estate and Home Property Services > Real Estate Attributes > Ownership
Custom Categories Internal - Private > Signal Data > Source Categories > Real Estate and Home Property Services > Real Estate Attributes > Ownership > Home Owners
Custom Categories Internal - Private > Signal Data > Source Categories > Real Estate and Home Property Services > Real Estate Attributes > Ownership > Renters
Custom Categories Internal - Private > Signal Data > Source Categories > Real Estate and Home Property Services > Real Estate Attributes > Property Type
Custom Categories Internal - Private > Signal Data > Source Categories > Real Estate and Home Property Services > Real Estate Attributes > Property Type > Multiple Family
Custom Categories Internal - Private > Signal Data > Source Categories > Real Estate and Home Property Services > Real Estate Attributes > Property Type > Single Family
Datalogix - Private > Internal
Datalogix - Private > Internal > All Users
Device Data
Device Data > Browser > Firefox
Device Data > Type > Computer
Equifax / IXI - Private
Equifax / IXI - Private > General > AFS Buckets
Equifax / IXI - Private > General > AFS Buckets > 8
Equifax / IXI - Private > General > AFS Products
Equifax / IXI - Private > General > AFS Products > Autos
Equifax / IXI - Private > General > AFS Products > Credit Cards
Equifax / IXI - Private > General > AFS Products > High
Equifax / IXI - Private > General > AFS Products > Mortgage
Equifax / IXI - Private > General > Credit Cards
Equifax / IXI - Private > General > Credit Cards > Reliable with Good Credit
Equifax / IXI - Private > General > Credit Cards > Revolving Card Balance Candidate
Equifax / IXI - Private > Network Products > Banking Propensity Segments
Equifax / IXI - Private > Network Products > Banking Propensity Segments > High Deposits



Segment Detail View

Equifax / IXI - Private > Network Products > Banking Propensity Segments > MMDA Investors
Equifax / IXI - Private > Network Products > Banking Propensity Segments > Mass Affluent
Equifax / IXI - Private > Network Products > Banking Propensity Segments > Mass Market and Mass Affluent Checking
Equifax / IXI - Private > Network Products > Financial Cohorts
Equifax / IXI - Private > Network Products > Financial Cohorts > Less Than \$100K+ Assets, Small City - Moderate Income - Beginning to Invest - M47
Equifax / IXI - Private > Network Products > Investment Target Segments
Equifax / IXI - Private > Network Products > Investment Target Segments > Advice-Oriented
Equifax / IXI - Private > Network Products > Investment Target Segments > IRA Investors
Equifax / IXI - Private > Network Products > Investment Target Segments > Individual Stocks
Equifax / IXI - Private > Network Products > Investment Target Segments > Mutual Funds
Equifax / IXI - Private > Network Products > WealthComplete Deposits
Equifax / IXI - Private > Network Products > WealthComplete Deposits > Deposit Range \$50,000 - \$99,999
Equifax / IXI - Private > Network Products > WealthComplete Total Investable Assets
Equifax / IXI - Private > Network Products > WealthComplete Total Investable Assets > Asset Range \$25,000 - \$49,999
Equifax / IXI - Private > Network Products > WealthComplete® HD Total Investable Assets
Equifax / IXI - Private > Network Products > WealthComplete® HD Total Investable Assets > Asset Range \$250,000 - \$499,999
Experian - Private
Experian - Private > Auto
Experian - Private > Auto > In Market - New/Used
Experian - Private > Auto > In Market - New/Used > Buyer Used
Experian - Private > Auto > In Market - New/Used > Used car 0-5 years
Experian - Private > Auto > In Market - Vehicle Price
Experian - Private > Auto > In Market - Vehicle Price > 30K+
Experian - Private > Auto > In Market - Vehicle Price > 50K-75K
Experian - Private > Custom
Experian - Private > Custom > BBVA
Experian - Private > Custom > BBVA > BBVA Good Profitability
Experian - Private > Financial
Experian - Private > Financial - Analytics IQ
Experian - Private > Financial - Analytics IQ > Discretionary Spend
Experian - Private > Financial - Analytics IQ > Discretionary Spend > All Categories \$10,931-15,179
Experian - Private > Financial - Analytics IQ > Discretionary Spend > All Categories \$7,901-\$10,930
Experian - Private > Financial - Analytics IQ > Discretionary Spend > All Categories: \$0-\$7,900



Segment Detail View

Experian - Private > Financial - Analytics IQ > Discretionary Spend > Apparel: \$0-\$1,458
Experian - Private > Financial - Analytics IQ > Discretionary Spend > Apparel: \$1,459-\$2,817
Experian - Private > Financial - Analytics IQ > Discretionary Spend > Dine Out: \$0-\$2,083
Experian - Private > Financial - Analytics IQ > Discretionary Spend > Dine Out: \$2,084-\$4,301
Experian - Private > Financial - Analytics IQ > Discretionary Spend > Donation: \$0-\$1,264
Experian - Private > Financial - Analytics IQ > Discretionary Spend > Donation: \$1,265-\$2,567
Experian - Private > Financial - Analytics IQ > Discretionary Spend > Education: \$512-\$1,227
Experian - Private > Financial - Analytics IQ > Discretionary Spend > Entertainment Audio Visual: \$0-\$951
Experian - Private > Financial - Analytics IQ > Discretionary Spend > Entertainment Fees/Admissions: \$0-\$325
Experian - Private > Financial - Analytics IQ > Discretionary Spend > Entertainment Other: \$0-\$910
Experian - Private > Financial - Analytics IQ > Discretionary Spend > Entertainment: \$0-\$2,229
Experian - Private > Financial - Analytics IQ > Discretionary Spend > Furnishings: \$0-\$1,271
Experian - Private > Financial - Analytics IQ > Discretionary Spend > Furnishings: \$1,272-\$2,601
Experian - Private > Financial - Analytics IQ > Discretionary Spend > Personal: \$0-\$524
Experian - Private > Financial - Analytics IQ > Discretionary Spend > Personal: \$525-\$992
Experian - Private > Financial - Analytics IQ > Discretionary Spend > Reading: \$0-\$101
Experian - Private > Financial - Analytics IQ > Discretionary Spend > Reading: \$102-\$192
Experian - Private > Financial - Analytics IQ > Discretionary Spend > Travel: \$1,365-\$99,999
Experian - Private > Financial - Analytics IQ > Discretionary Spend > Travel: \$682-\$1,364
Experian - Private > Financial - Analytics IQ > Investor IQ
Experian - Private > Financial - Analytics IQ > Investor IQ > Invested Assets: \$25,000-\$36,000
Experian - Private > Financial - Analytics IQ > Investor IQ > Invested Assets: \$37,000-\$54,000
Experian - Private > Financial - Analytics IQ > Wealth IQ
Experian - Private > Financial - Analytics IQ > Wealth IQ > Net Assets: \$114,000-\$361,000
Experian - Private > Financial > ChoiceScore
Experian - Private > Financial > Profitability
Experian - Private > Financial > Profitability > Fair profitability - Tier 6
Experian - Private > Financial > Profitability > Good profitability - Tier 4
Experian - Private > Geography
Experian - Private > Geography > State
Experian - Private > Geography > State > UT
Experian - Private > Lifestyle and Interests
Experian - Private > Lifestyle and Interests > Financial Behavior



Segment Detail View

Experian - Private > Lifestyle and Interests > Financial Behavior > Credit Card Revolver Model (Pay Min)

Experian - Private > Lifestyle and Interests > Memberships

Experian - Private > Lifestyle and Interests > Memberships > Memberships: Union Members

Experian - Private > Lifestyle and Interests > Music

Experian - Private > Lifestyle and Interests > Music > Christian Music

Experian - Private > Mosaic

Experian - Private > Mosaic > Group F: Promising Families

Experian - Private > Mosaic > Group F: Promising Families > F22 - Fast Track Couples

Experian - Private > Mosaic > Group O: Singles and Starters

Experian - Private > Mosaic > Group O: Singles and Starters > O55 - Family Troopers

Experian - Private > Online Behaviors

Experian - Private > Online Behaviors > Art & Entertainment

Experian - Private > Online Behaviors > Art & Entertainment > Celebrity Fan Or Gossip

Experian - Private > Online Behaviors > Art & Entertainment > Humor

Experian - Private > Online Behaviors > Art & Entertainment > Music

Experian - Private > Online Behaviors > Art & Entertainment > Television

Experian - Private > Online Behaviors > Art & Entertainment > Visual Art & Design

Experian - Private > Online Behaviors > Society

Experian - Private > Online Behaviors > Travel

Experian - Private > Retail Transactions

Experian - Private > Retail Transactions > All Categories Frequency

Experian - Private > Retail Transactions > All Categories Frequency > Number of Credit Purchases Total: 3-15

Experian - Private > Retail Transactions > All Categories Frequency > Number of Purchases Last 24 Months: 1-3

Experian - Private > Retail Transactions > All Categories Frequency > Number of Purchases Last 24 Months: 7+

Experian - Private > Retail Transactions > All Categories Frequency > Number of Purchases Last 3 Months: 5+

Experian - Private > Retail Transactions > All Categories Frequency > Number of Purchases Total: 1-4

Experian - Private > Retail Transactions > All Categories Frequency > Number of Purchases Total: 5-25

Experian - Private > Retail Transactions > All Categories Recency

Experian - Private > Retail Transactions > All Categories Recency > Ordered in Last 0-3 Months

Experian - Private > Retail Transactions > All Categories Recency > Ordered in Last 4-6 Months

Experian - Private > Retail Transactions > All Categories Recency > Total Dollars 0-3 Months: \$352+

Experian - Private > Retail Transactions > All Categories Recency > Total Dollars 0-3 Months: Dollars Spent: \$51-\$351

Experian - Private > Retail Transactions > All Categories Recency > Total Dollars Last 19-24 Months: \$39-\$268



Segment Detail View

Experian - Private > Retail Transactions > All Categories Recency > Total Dollars Last 4-6 Months: \$44-\$270
Experian - Private > Retail Transactions > All Categories Spend
Experian - Private > Retail Transactions > All Categories Spend > Average per Order Last 24 Months: \$1-\$199
Experian - Private > Retail Transactions > All Categories Spend > Average per Order Total: \$30-\$69
Experian - Private > Retail Transactions > All Categories Spend > Average per Order Total: \$70+
Experian - Private > Retail Transactions > All Categories Spend > Total Dollars Last 24 Months: \$1-\$199
Experian - Private > Retail Transactions > All Categories Spend > Total Dollars Last 24 Months: \$500+
Experian - Private > Retail Transactions > All Categories Spend > Total Dollars: \$1,435+
Experian - Private > Retail Transactions > All Categories Spend > Total Dollars: \$1-\$179
Experian - Private > Retail Transactions > All Categories Spend > Total Dollars: \$180-\$1,434
Experian - Private > Retail Transactions > Children Merchandise
Experian - Private > Retail Transactions > Children Merchandise > Dollars Spent: Mid-Level Spender
Experian - Private > Retail Transactions > Children Merchandise > Power Spender
Experian - Private > Retail Transactions > Collectibles
Experian - Private > Retail Transactions > Collectibles > Dollars Spent: Mid-Level Spender
Experian - Private > Retail Transactions > Collectibles > Number of Purchases: 5+
Experian - Private > Retail Transactions > Collectibles > Power Spender
Experian - Private > Retail Transactions > Continuity/Subscriptions
Experian - Private > Retail Transactions > Continuity/Subscriptions > Dollars Spent: Heavy Spender
Experian - Private > Retail Transactions > Continuity/Subscriptions > Number of Purchases: 5+
Experian - Private > Retail Transactions > Continuity/Subscriptions > Power Spender
Experian - Private > Retail Transactions > Cosmetics/Perfume
Experian - Private > Retail Transactions > Cosmetics/Perfume > Dollars Spent: Mid-Level Spender
Experian - Private > Retail Transactions > Cosmetics/Perfume > Power Spender
Experian - Private > Retail Transactions > Home Goods: Kitchen
Experian - Private > Retail Transactions > Home Goods: Kitchen > Dollars Spent: Mid-Level Spender
Experian - Private > Retail Transactions > Home Goods: Kitchen > Power Spender
Experian - Private > Retail Transactions > Women's Athletic Apparel
Experian - Private > Retail Transactions > Women's Athletic Apparel > Dollars Spent: Heavy Spender
Experian - Private > Retail Transactions > Women's Athletic Apparel > Power Spender
Experian - Private > Retail Transactions > Women's Mid-Price Apparel
Experian - Private > Retail Transactions > Women's Mid-Price Apparel > Dollars Spent: Mid-Level Spender
Experian - Private > Retail Transactions > Women's Mid-Price Apparel > Power Spender



Segment Detail View

Geographic
Geographic > IP based > United States
Geographic > IP based > United States > Washington
Geographic > IP based > United States > Washington > Seattle-Tacoma-Bellevue
Lotame - Private
Lotame - Private > COVID
Lotame - Private > COVID > Beauty/Skincare - Female
Lotame - Private > COVID > Beauty/Skincare - Male
Lotame - Private > COVID > CPG - Groceries + Meals
Lotame - Private > COVID > CPG - Pet Owners
Lotame - Private > COVID > Consumption - Keep Your Spirits High
Lotame - Private > COVID > Consumption - Top Chef
Lotame - Private > COVID > DIY - Green Thumb
Lotame - Private > COVID > DIY - HGTV Wannabes
Lotame - Private > COVID > Entertainment - Devices Needs
Lotame - Private > COVID > Parenting + Young Children
Lotame - Private > COVID > WFH - Home Office Needs
NCS - Private
NCS - Private > J&J
NCS - Private > J&J > Aveeno
NCS - Private > J&J > Aveeno > NCS+AVO-170+3P_Aveeno_Positively Radiant_2021_TA-In Category_795610_CP_ACQ_GM_BE-AB_CE-AB_T-R52W -PD795610
NCS - Private > J&J > Aveeno > NCS+AVO-171+3P_Aveeno_Daily Moisturizing Lotion_2021_TA-In Category_795607_CP_ACQ_GM_BE-AB_CE-AB_T-R52W -PD795607
NCS - Private > J&J > Aveeno > NCS+AVO-172+3P_Aveeno_Restorative Therapy_2021_TA-In Category_795612_CP_ACQ_GM_BE-AB_CE-AB_T-R52W -PD795612
NCS - Private > J&J > Lactaid
NCS - Private > J&J > Lactaid > NCS+LAC-023+3P_Lactaid_Milk_2020_TA-In Category_603484_CP_ACQ_GM_BE-AB_CE-AB_T-R52W -PD603484
NCS - Private > J&J > N/A
NCS - Private > J&J > N/A > NCS+NTG-113+3P_Neutrogena_Cleansing_2020_TA-In Category_558983_CP_ACQ_GM_BE-AB_CE-AB_T-R52W -PD558983
NCS - Private > J&J > N/A > NCS+NTG-115+3P_Neutrogena_All Other Beauty SubBrand_2020_TA-In Category_558988_CP_ACQ_GM_BE-AB_CE-AB_T-R52W -PD558988
NCS - Private > J&J > N/A > NCS+TYL-044+3P_Tylenol_Tylenol Rapid Release Gels_2020_TA-In Category_558999_CP_ACQ_GM_BE-AB_CE-AB_T-R52W -PD558999
NCS - Private > J&J > N/A > NCS+ZYR-027+3P_Zyrtec_Zyrtec Allergy_2020_TA-In Category_558995_CP_ACQ_GM_BE-AB_CE-AB_T-R52W -PD558995
NCS - Private > J&J > Neutrogena
NCS - Private > J&J > Neutrogena > HB FMT or Cleansing Buyers -PD777213
NCS - Private > J&J > Neutrogena > NCS+NTG-114+3P_Neutrogena_Facial Moisture & Treatment_2020_TA-In Category_603444_CP_ACQ_GM_BE-AB_CE-AB_T-R52W -PD603444



Segment Detail View

NCS - Private > J&J > Neutrogena > NCS+NTG-255+3P_Neutrogena_Skin Balancing_2021_TA-In Category_795663_CP_ACQ_GM_BE-AB_CE-AB_T-R52W -PD795663

NCS - Private > J&J > Neutrogena > NCS+NTG-293+3P_Neutrogena_Rapid Tone Repair_2021_TA-In Category_795640_CP_ACQ_GM_BE-AB_CE-AB_T-R52W -PD795640

NCS - Private > J&J > Tylenol RRG 2021 Category Buyer -PD776971

NCS - Private > J&J > Zyrtec Base 2021 Brand Buyer -PD776979

NCS - Private > Reynolds Custom

NCS - Private > Reynolds Custom > Paper Plate Category Buyers L52W -PD743647

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 > 1,000-5,000 Employees

Oracle BlueKai > Business (B2B) > Company Size > 10-50 Employees

Oracle BlueKai > Business (B2B) > Company Size > 100-500 Employees

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

Oracle BlueKai > Business (B2B) > Company Size > 50-100 Employees

Oracle BlueKai > Business (B2B) > Company Size > 500-1,000 Employees

Oracle BlueKai > Business (B2B) > Company Size > Under 10 Employees

Oracle BlueKai > Business (B2B) > Employment Status > Employed

Oracle BlueKai > Business (B2B) > Industries & Occupations > Agriculture & Natural Resources

Oracle BlueKai > Business (B2B) > Industries & Occupations > Agriculture & Natural Resources > Mining, Oil & Gas

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

Oracle BlueKai > Business (B2B) > Industries & Occupations > Computer & Mathematical

Oracle BlueKai > Business (B2B) > Industries & Occupations > Computer & Mathematical > Information Technology & Computing

Oracle BlueKai > Business (B2B) > Industries & Occupations > Construction & Architecture

Oracle BlueKai > Business (B2B) > Industries & Occupations > Construction & Architecture > Contracting & Trade

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

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

Oracle BlueKai > Business (B2B) > Industries & Occupations > Hospitality & Food Services

Oracle BlueKai > Business (B2B) > Industries & Occupations > Hospitality & Food Services > Restaurants & Catering

Oracle BlueKai > Business (B2B) > Industries & Occupations > Personal & Consumer Services

Oracle BlueKai > Business (B2B) > Industries & Occupations > Production & Manufacturing

Oracle BlueKai > Business (B2B) > Industries & Occupations > Production & Manufacturing > Food & Beverages

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



Segment Detail View

Oracle BlueKai > Business (B2B) > Industries & Occupations > Sales > Real Estate
Oracle BlueKai > Business (B2B) > Industries & Occupations > Sales > Retail
Oracle BlueKai > Business (B2B) > Industries & Occupations > Science & Engineering
Oracle BlueKai > Business (B2B) > Industries & Occupations > Transportation & Logistics
Oracle BlueKai > Business (B2B) > Roles > Managers
Oracle BlueKai > Business (B2B) > Roles > Managers > Executives
Oracle BlueKai > Business (B2B) > Roles > Managers > Executives > C-Level
Oracle BlueKai > Business (B2B) > Sales Volume > \$5,000,000-\$10,000,000
Oracle BlueKai > Business (B2B) > Sales Volume > \$50,000,000-\$100,000,000
Oracle BlueKai > Business (B2B) > Sales Volume > \$500,000,000+
Oracle BlueKai > Custom Categories
Oracle BlueKai > Custom Categories > Baseball Buyers
Oracle BlueKai > Custom Categories > Coupon Enthusiasts
Oracle BlueKai > Custom Categories > Earth Day Enthusiasts
Oracle BlueKai > Custom Categories > Halloween Buyers
Oracle BlueKai > Custom Categories > Holiday Shoppers
Oracle BlueKai > Custom Categories > NCAA March Madness
Oracle BlueKai > Custom Categories > NFL Enthusiast
Oracle BlueKai > Custom Categories > New Year's Resolution
Oracle BlueKai > Custom Categories > Summer Olympics Enthusiast
Oracle BlueKai > Custom Categories > Super Bowl
Oracle BlueKai > Custom Categories > Tax Preparation
Oracle BlueKai > Custom Categories > The Academy Awards
Oracle BlueKai > Custom Categories > Winter Olympics Enthusiast
Oracle BlueKai > Custom Categories > World Cup Enthusiast
Oracle BlueKai > Demographics
Oracle BlueKai > Demographics > Age > Lifestages > Baby Boomers
Oracle BlueKai > Demographics > Age > Lifestages > Gen X
Oracle BlueKai > Demographics > Age > Lifestages > Gen Y / Millennials
Oracle BlueKai > Demographics > Education > High School Diploma
Oracle BlueKai > Demographics > Education > Some College
Oracle BlueKai > Demographics > Education > Undergraduate Degree
Oracle BlueKai > Demographics > Family Composition (Household) > Children in Household (Kids) > Yes



Segment Detail View

Oracle BlueKai > Demographics > Family Composition (Household) > Children in Household (Kids) > Yes > Age of Children in Household (Kids) > Parents of Children (Ages 6-10)

Oracle BlueKai > Demographics > Family Composition (Household) > Children in Household (Kids) > Yes > Number of Children in Household (Kids) > Parents of 1 Child (Kids)

Oracle BlueKai > Demographics > Family Composition (Household) > Elderly Parent in Household

Oracle BlueKai > Demographics > Financial Attributes > Credit and Debt > Credit Card Holder

Oracle BlueKai > Demographics > Financial Attributes > Credit and Debt > Mortgage

Oracle BlueKai > Demographics > Financial Attributes > Estimated Household Income (USD) > HHI: \$60,000-\$74,999

Oracle BlueKai > Demographics > Financial Attributes > Estimated Household Income (USD) > HHI: Greater than \$100,000

Oracle BlueKai > Demographics > Financial Attributes > Estimated Household Income (USD) > HHI: Greater than \$100,000 > HHI: Greater than \$125,000

Oracle BlueKai > Demographics > Financial Attributes > Estimated Household Income (USD) > HHI: Greater than \$100,000 > HHI: Greater than \$125,000 > HHI: \$150,000-\$199,999

Oracle BlueKai > Demographics > Financial Attributes > Investments

Oracle BlueKai > Demographics > Home Attributes > Home Owners

Oracle BlueKai > Demographics > Home Attributes > Length of Residence > 1-3 Years

Oracle BlueKai > Demographics > Home Attributes > Length of Residence > 1-3 Years > 3 years

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

Oracle BlueKai > Demographics > Home Attributes > Median Home Value > \$0-\$99,999

Oracle BlueKai > Demographics > Home Attributes > Pre-Movers

Oracle BlueKai > Demographics > Home Attributes > Property Type > Multiple Family

Oracle BlueKai > Demographics > Home Attributes > Property Type > Multiple Family > Apartment

Oracle BlueKai > Demographics > Home Attributes > Property Type > Single Family

Oracle BlueKai > Demographics > Home Attributes > Renters

Oracle BlueKai > Demographics > Marital Status (Relationship) > Married

Oracle BlueKai > Demographics > Military Status > Veteran in Household

Oracle BlueKai > In-Market

Oracle BlueKai > In-Market > Auto, Cars and Trucks

Oracle BlueKai > In-Market > Auto, Cars and Trucks > Classes > Cars

Oracle BlueKai > In-Market > Auto, Cars and Trucks > Classes > Cars > Luxury Cars

Oracle BlueKai > In-Market > Auto, Cars and Trucks > Classes > Cars > Midsize Cars

Oracle BlueKai > In-Market > Auto, Cars and Trucks > Classes > SUVs and Crossovers

Oracle BlueKai > In-Market > Auto, Cars and Trucks > Classes > SUVs and Crossovers > SUVs

Oracle BlueKai > In-Market > Auto, Cars and Trucks > Makes and Models > Nissan

Oracle BlueKai > In-Market > Auto, Cars and Trucks > Makes and Models > Toyota

Oracle BlueKai > In-Market > Auto, Cars and Trucks > Makes and Models > Volkswagen

Oracle BlueKai > In-Market > Auto, Cars and Trucks > Makes and Models > Volkswagen > Volkswagen Passat



Segment Detail View

Oracle BlueKai > In-Market > Financial Products and Services
Oracle BlueKai > In-Market > Financial Products and Services > Credit Cards
Oracle BlueKai > In-Market > Financial Products and Services > Loans
Oracle BlueKai > In-Market > Financial Products and Services > Loans > Auto Loans
Oracle BlueKai > In-Market > Financial Products and Services > Loans > Mortgages
Oracle BlueKai > In-Market > Real Estate (Home and Commercial)
Oracle BlueKai > In-Market > Retail
Oracle BlueKai > In-Market > Retail > Electronics
Oracle BlueKai > Interest
Oracle BlueKai > Interest > Animals
Oracle BlueKai > Interest > Animals > Pets
Oracle BlueKai > Interest > Animals > Pets > Cats
Oracle BlueKai > Interest > Animals > Pets > Dogs
Oracle BlueKai > Interest > Arts and Entertainment
Oracle BlueKai > Interest > Arts and Entertainment > Events and Attractions
Oracle BlueKai > Interest > Arts and Entertainment > Events and Attractions > Theme and Amusement Parks
Oracle BlueKai > Interest > Arts and Entertainment > Film and Television
Oracle BlueKai > Interest > Arts and Entertainment > Film and Television > Animation
Oracle BlueKai > Interest > Arts and Entertainment > Film and Television > Movies
Oracle BlueKai > Interest > Arts and Entertainment > Film and Television > TV
Oracle BlueKai > Interest > Arts and Entertainment > Film and Television > TV > Comedy
Oracle BlueKai > Interest > Arts and Entertainment > Film and Television > TV > Reality
Oracle BlueKai > Interest > Arts and Entertainment > Music
Oracle BlueKai > Interest > Arts and Entertainment > Music > Alternative/Punk/Metal
Oracle BlueKai > Interest > Arts and Entertainment > Music > Classical
Oracle BlueKai > Interest > Arts and Entertainment > Music > Country and Folk
Oracle BlueKai > Interest > Arts and Entertainment > Music > Rap and Hip-Hop
Oracle BlueKai > Interest > Arts and Entertainment > Music > Rock and Pop
Oracle BlueKai > Interest > Arts and Entertainment > Pop Culture
Oracle BlueKai > Interest > Arts and Entertainment > Pop Culture > Celebrities and Gossip
Oracle BlueKai > Interest > Arts and Entertainment > Reading
Oracle BlueKai > Interest > Arts and Entertainment > Reading > Formats > Audiobooks
Oracle BlueKai > Interest > Arts and Entertainment > Reading > Formats > Magazines



Segment Detail View

Oracle BlueKai > Interest > Arts and Entertainment > Reading > Religion and Inspirational Books
Oracle BlueKai > Interest > Arts and Entertainment > Visual Arts and Galleries
Oracle BlueKai > Interest > Auto, Cars and Trucks
Oracle BlueKai > Interest > Auto, Cars and Trucks > Auto Enthusiasts
Oracle BlueKai > Interest > Auto, Cars and Trucks > Auto Enthusiasts > DIY Auto Repair and Maintenance
Oracle BlueKai > Interest > Auto, Cars and Trucks > Classes > Cars
Oracle BlueKai > Interest > Auto, Cars and Trucks > Classes > Cars > Compact and Sub-Compact Cars
Oracle BlueKai > Interest > Auto, Cars and Trucks > Classes > Cars > Full-Size Cars
Oracle BlueKai > Interest > Auto, Cars and Trucks > Classes > Cars > Luxury Cars
Oracle BlueKai > Interest > Auto, Cars and Trucks > Classes > Cars > Midsize Cars
Oracle BlueKai > Interest > Auto, Cars and Trucks > Classes > Cars > Sedans
Oracle BlueKai > Interest > Auto, Cars and Trucks > Classes > SUVs and Crossovers
Oracle BlueKai > Interest > Auto, Cars and Trucks > Classes > SUVs and Crossovers > SUVs
Oracle BlueKai > Interest > Auto, Cars and Trucks > Makes and Models > Cadillac
Oracle BlueKai > Interest > Auto, Cars and Trucks > Makes and Models > Ford
Oracle BlueKai > Interest > Auto, Cars and Trucks > Makes and Models > Ford > Ford Focus
Oracle BlueKai > Interest > Auto, Cars and Trucks > Makes and Models > Ford > Ford Taurus
Oracle BlueKai > Interest > Auto, Cars and Trucks > Makes and Models > Honda
Oracle BlueKai > Interest > Auto, Cars and Trucks > Makes and Models > Nissan
Oracle BlueKai > Interest > Auto, Cars and Trucks > Makes and Models > Toyota
Oracle BlueKai > Interest > Auto, Cars and Trucks > Makes and Models > Volkswagen
Oracle BlueKai > Interest > Business and Finance
Oracle BlueKai > Interest > Business and Finance > Small Business
Oracle BlueKai > Interest > Education
Oracle BlueKai > Interest > Education > Online 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 > Recipes and Cooking
Oracle BlueKai > Interest > Food and Drink > Recipes and Cooking > Desserts and Baking
Oracle BlueKai > Interest > Food and Drink > Restaurants
Oracle BlueKai > Interest > Food and Drink > Restaurants > Fast Food
Oracle BlueKai > Interest > Health, Beauty and Style



Segment Detail View

Oracle BlueKai > Interest > Health, Beauty and Style > Dieting and Weight Loss
Oracle BlueKai > Interest > Health, Beauty and Style > Fashion
Oracle BlueKai > Interest > Health, Beauty and Style > Health
Oracle BlueKai > Interest > Health, Beauty and Style > Health > Alternative Medicine
Oracle BlueKai > Interest > Health, Beauty and Style > Personal Care
Oracle BlueKai > Interest > Health, Beauty and Style > Personal Care > Makeup and Skincare
Oracle BlueKai > Interest > Health, Beauty and Style > Wellness
Oracle BlueKai > Interest > Hobbies, Games and Toys
Oracle BlueKai > Interest > Hobbies, Games and Toys > Arts and Crafts
Oracle BlueKai > Interest > Hobbies, Games and Toys > Arts and Crafts > Scrapbooking and Papercrafts
Oracle BlueKai > Interest > Hobbies, Games and Toys > Arts and Crafts > Sewing and Needlework
Oracle BlueKai > Interest > Hobbies, Games and Toys > Collecting
Oracle BlueKai > Interest > Hobbies, Games and Toys > Games
Oracle BlueKai > Interest > Hobbies, Games and Toys > Photography
Oracle BlueKai > Interest > Hobbies, Games and Toys > Woodworking
Oracle BlueKai > Interest > Home and Garden
Oracle BlueKai > Interest > Home and Garden > Gardening, Lawn and Yard Care
Oracle BlueKai > Interest > Home and Garden > Home Decorating
Oracle BlueKai > Interest > Home and Garden > Home Improvement (DIY)
Oracle BlueKai > Interest > Home and Garden > Housewares and Furnishings
Oracle BlueKai > Interest > Internet and Online Activities
Oracle BlueKai > Interest > Internet and Online Activities > Heavy Internet Users
Oracle BlueKai > Interest > Internet and Online Activities > Online Dating
Oracle BlueKai > Interest > Internet and Online Activities > Streaming Media and Downloads
Oracle BlueKai > Interest > Internet and Online Activities > Streaming Media and Downloads > Music
Oracle BlueKai > Interest > Internet and Online Activities > Streaming Media and Downloads > Video
Oracle BlueKai > Interest > Lifestyles
Oracle BlueKai > Interest > Lifestyles > Do It Yourselfers (DIY)
Oracle BlueKai > Interest > Lifestyles > Gift Giving
Oracle BlueKai > Interest > Lifestyles > Green Living
Oracle BlueKai > Interest > Lifestyles > Healthy Living
Oracle BlueKai > Interest > Lifestyles > Holidays and Seasonal Events
Oracle BlueKai > Interest > Lifestyles > Luxury Pursuits



Segment Detail View

Oracle BlueKai > Interest > News and Current Events
Oracle BlueKai > Interest > Parenting and Family
Oracle BlueKai > Interest > Parenting and Family > Grandparenting
Oracle BlueKai > Interest > Personal Finance
Oracle BlueKai > Interest > Personal Finance > Credit Products and Services
Oracle BlueKai > Interest > Personal Finance > Credit Products and Services > Credit Cards
Oracle BlueKai > Interest > Personal Finance > Financial Planning
Oracle BlueKai > Interest > Personal Finance > Insurance
Oracle BlueKai > Interest > Personal Finance > Insurance > Auto Insurance
Oracle BlueKai > Interest > Personal Finance > Insurance > Health Insurance
Oracle BlueKai > Interest > Personal Finance > Insurance > Home and Property Insurance
Oracle BlueKai > Interest > Personal Finance > Insurance > Life Insurance
Oracle BlueKai > Interest > Personal Finance > Loans
Oracle BlueKai > Interest > Personal Finance > Loans > Auto Loans
Oracle BlueKai > Interest > Personal Finance > Loans > Mortgages
Oracle BlueKai > Interest > Personal Finance > Online Banking
Oracle BlueKai > Interest > Personal Finance > Personal Savings and Investments
Oracle BlueKai > Interest > Personal Finance > Personal Savings and Investments > Retirement Savings
Oracle BlueKai > Interest > Personal Finance > Personal Savings and Investments > Stocks and Bonds
Oracle BlueKai > Interest > Personal Finance > Real Estate (Home and Commercial)
Oracle BlueKai > Interest > Personal Finance > Tax Planning
Oracle BlueKai > Interest > Public Interest
Oracle BlueKai > Interest > Public Interest > Charities and Non-Profits
Oracle BlueKai > Interest > Public Interest > Charities and Non-Profits > Children
Oracle BlueKai > Interest > Public Interest > Charities and Non-Profits > Public Broadcasting
Oracle BlueKai > Interest > Public Interest > Charities and Non-Profits > Religious
Oracle BlueKai > Interest > Science and Humanities
Oracle BlueKai > Interest > Shopping
Oracle BlueKai > Interest > Shopping > Apparel and Accessories
Oracle BlueKai > Interest > Shopping > Apparel and Accessories > Jewelry
Oracle BlueKai > Interest > Shopping > Apparel and Accessories > Men's
Oracle BlueKai > Interest > Shopping > Apparel and Accessories > Women's
Oracle BlueKai > Interest > Shopping > Bargain Hunting Shoppers



Segment Detail View

Oracle BlueKai > Interest > Shopping > Coupon Shoppers
Oracle BlueKai > Interest > Shopping > Luxury Buyers
Oracle BlueKai > Interest > Shopping > Online Shoppers
Oracle BlueKai > Interest > Shopping > Sweepstakes and Contests
Oracle BlueKai > Interest > Shopping > Women's Product Shoppers
Oracle BlueKai > Interest > Sports and Recreation
Oracle BlueKai > Interest > Sports and Recreation > Fitness
Oracle BlueKai > Interest > Sports and Recreation > Fitness > Aerobics
Oracle BlueKai > Interest > Sports and Recreation > Fitness > Strength Training
Oracle BlueKai > Interest > Sports and Recreation > Fitness > Yoga and Pilates
Oracle BlueKai > Interest > Sports and Recreation > Outdoor Activities
Oracle BlueKai > Interest > Sports and Recreation > Outdoor Activities > Fishing
Oracle BlueKai > Interest > Sports and Recreation > Outdoor Activities > Running and Jogging
Oracle BlueKai > Interest > Sports and Recreation > Outdoor Activities > Walking
Oracle BlueKai > Interest > Sports and Recreation > Sports
Oracle BlueKai > Interest > Sports and Recreation > Sports > Golf
Oracle BlueKai > Interest > Sports and Recreation > Sports > Olympics and International Competitions
Oracle BlueKai > Interest > Sports and Recreation > Sports > Team Sports
Oracle BlueKai > Interest > Sports and Recreation > Sports > Team Sports > Baseball
Oracle BlueKai > Interest > Sports and Recreation > Sports > Team Sports > Basketball
Oracle BlueKai > Interest > Sports and Recreation > Sports > Team Sports > Football
Oracle BlueKai > Interest > Sports and Recreation > Sports > Team Sports > Hockey
Oracle BlueKai > Interest > Sports and Recreation > Sports > Team Sports > Soccer
Oracle BlueKai > Interest > Sports and Recreation > Sports > Tennis and Racquet Sports
Oracle BlueKai > Interest > Sports and Recreation > Sports > Water Sports
Oracle BlueKai > Interest > Sports and Recreation > Sports > Water Sports > Boating and Sailing
Oracle BlueKai > Interest > Sports and Recreation > Sports > Winter Sports
Oracle BlueKai > Interest > Sports and Recreation > Sports > Winter Sports > Skiing
Oracle BlueKai > Interest > Technology and Computers
Oracle BlueKai > Interest > Technology and Computers > Audio and Visual
Oracle BlueKai > Interest > Technology and Computers > Brands > Apple
Oracle BlueKai > Interest > Technology and Computers > Brands > Dell
Oracle BlueKai > Interest > Technology and Computers > Brands > Google (including Android)



Segment Detail View

Oracle BlueKai > Interest > Technology and Computers > Brands > LG
Oracle BlueKai > Interest > Technology and Computers > Brands > Microsoft
Oracle BlueKai > Interest > Technology and Computers > Brands > Samsung
Oracle BlueKai > Interest > Technology and Computers > Brands > Sony
Oracle BlueKai > Interest > Technology and Computers > Cameras and Camcorders
Oracle BlueKai > Interest > Technology and Computers > Cell Phones and Plans
Oracle BlueKai > Interest > Technology and Computers > Cell Phones and Plans > Providers
Oracle BlueKai > Interest > Technology and Computers > Cell Phones and Plans > Providers > AT&T
Oracle BlueKai > Interest > Technology and Computers > Cell Phones and Plans > Providers > Sprint
Oracle BlueKai > Interest > Technology and Computers > Cell Phones and Plans > Providers > T-Mobile
Oracle BlueKai > Interest > Technology and Computers > Cell Phones and Plans > Providers > Verizon
Oracle BlueKai > Interest > Technology and Computers > Computers
Oracle BlueKai > Interest > Technology and Computers > Computers > Handheld Devices
Oracle BlueKai > Interest > Technology and Computers > Computers > Networking and Wireless
Oracle BlueKai > Interest > Technology and Computers > Enthusiasts
Oracle BlueKai > Interest > Technology and Computers > Enthusiasts > Programming Languages
Oracle BlueKai > Interest > Technology and Computers > Gadgets and Tech Toys
Oracle BlueKai > Interest > Technology and Computers > Smart Home
Oracle BlueKai > Interest > Travel and Tourism
Oracle BlueKai > Interest > Travel and Tourism > Destination Locations > International
Oracle BlueKai > Interest > Travel and Tourism > Products > Cruises
Oracle BlueKai > Interest > Travel and Tourism > Types > Business
Oracle BlueKai > Interest > Travel and Tourism > Types > Leisure and Vacation
Oracle BlueKai > Interest > Video Games
Oracle BlueKai > Interest > Video Games > Gamers
Oracle BlueKai > Interest > Video Games > Genres > Casual
Oracle BlueKai > Interest > Video Games > Platforms > Sony
Oracle BlueKai > Interest > Video Games > Platforms > Sony > PlayStation
Oracle BlueKai > Past Purchases
Oracle BlueKai > Past Purchases > Consumer Packaged Goods (CPG)
Oracle BlueKai > Past Purchases > Consumer Packaged Goods (CPG) > Baby Care
Oracle BlueKai > Past Purchases > Consumer Packaged Goods (CPG) > Baby Care > Diapering
Oracle BlueKai > Past Purchases > Consumer Packaged Goods (CPG) > Baby Care > Diapering > Diapers



Segment Detail View

Oracle BlueKai > Past Purchases > Consumer Packaged Goods (CPG) > Brands

Oracle BlueKai > Past Purchases > Consumer Packaged Goods (CPG) > Brands > Health & Beauty

Oracle BlueKai > Past Purchases > Consumer Packaged Goods (CPG) > Brands > Health & Beauty > Neutrogena

Oracle BlueKai > Past Purchases > Consumer Packaged Goods (CPG) > Brands > Household Supplies

Oracle BlueKai > Past Purchases > Consumer Packaged Goods (CPG) > Food & Beverages

Oracle BlueKai > Past Purchases > Consumer Packaged Goods (CPG) > Food & Beverages > Beverages

Oracle BlueKai > Past Purchases > Consumer Packaged Goods (CPG) > Food & Beverages > Beverages > Coffee, Tea & Cocoa

Oracle BlueKai > Past Purchases > Consumer Packaged Goods (CPG) > Food & Beverages > Beverages > Coffee, Tea & Cocoa > Coffee

Oracle BlueKai > Past Purchases > Consumer Packaged Goods (CPG) > Food & Beverages > Beverages > Energy & Sports Drinks

Oracle BlueKai > Past Purchases > Consumer Packaged Goods (CPG) > Food & Beverages > Frozen Foods

Oracle BlueKai > Past Purchases > Consumer Packaged Goods (CPG) > Food & Beverages > Snacks, Cookies & Candy

Oracle BlueKai > Past Purchases > Consumer Packaged Goods (CPG) > Food & Beverages > Snacks, Cookies & Candy > Candy

Oracle BlueKai > Past Purchases > Consumer Packaged Goods (CPG) > Food & Beverages > Snacks, Cookies & Candy > Chocolate

Oracle BlueKai > Past Purchases > Consumer Packaged Goods (CPG) > Gifts

Oracle BlueKai > Past Purchases > Consumer Packaged Goods (CPG) > Health & Beauty

Oracle BlueKai > Past Purchases > Consumer Packaged Goods (CPG) > Health & Beauty > Beauty

Oracle BlueKai > Past Purchases > Consumer Packaged Goods (CPG) > Health & Beauty > Beauty > Cosmetics

Oracle BlueKai > Past Purchases > Consumer Packaged Goods (CPG) > Health & Beauty > Beauty > Hair Care

Oracle BlueKai > Past Purchases > Consumer Packaged Goods (CPG) > Health & Beauty > Health

Oracle BlueKai > Past Purchases > Consumer Packaged Goods (CPG) > Health & Beauty > Health > Weight Management

Oracle BlueKai > Past Purchases > Consumer Packaged Goods (CPG) > Health & Beauty > Personal Care

Oracle BlueKai > Past Purchases > Consumer Packaged Goods (CPG) > Health & Beauty > Personal Care > Eye Care

Oracle BlueKai > Past Purchases > Consumer Packaged Goods (CPG) > Health & Beauty > Personal Care > Shaving

Oracle BlueKai > Past Purchases > Consumer Packaged Goods (CPG) > Health & Beauty > Personal Care > Shaving > Razors & Blades

Oracle BlueKai > Past Purchases > Consumer Packaged Goods (CPG) > Pet Supplies

Oracle BlueKai > Past Purchases > Consumer Packaged Goods (CPG) > Pet Supplies > Cat Food & Supplies

Oracle BlueKai > Past Purchases > Consumer Packaged Goods (CPG) > Pet Supplies > Dog Food & Supplies

Oracle BlueKai > Past Purchases > Financial Products & Services

Oracle BlueKai > Past Purchases > Financial Products & Services > Credit Cards

Oracle BlueKai > Past Purchases > Financial Products & Services > Insurance

Oracle BlueKai > Past Purchases > Financial Products & Services > Insurance > Health Insurance

Oracle BlueKai > Past Purchases > Financial Products & Services > Loans

Oracle BlueKai > Past Purchases > Financial Products & Services > Loans > Mortgages



Segment Detail View

Oracle BlueKai > Past Purchases > Financial Products & Services > Retirement & Investing
Oracle BlueKai > Past Purchases > Financial Products & Services > Retirement & Investing > Stocks & Bonds
Oracle BlueKai > Past Purchases > Retail
Oracle BlueKai > Past Purchases > Retail > Automotive Parts & Accessories
Oracle BlueKai > Past Purchases > Retail > Babies & Kids
Oracle BlueKai > Past Purchases > Retail > Babies & Kids > Apparel
Oracle BlueKai > Past Purchases > Retail > Babies & Kids > Babies & Toddlers
Oracle BlueKai > Past Purchases > Retail > Babies & Kids > Babies & Toddlers > Toys
Oracle BlueKai > Past Purchases > Retail > Babies & Kids > Babies & Toddlers > Toys > Learning
Oracle BlueKai > Past Purchases > Retail > Clothing, Shoes & Accessories
Oracle BlueKai > Past Purchases > Retail > Clothing, Shoes & Accessories > Clothing
Oracle BlueKai > Past Purchases > Retail > Clothing, Shoes & Accessories > Clothing > Styles
Oracle BlueKai > Past Purchases > Retail > Clothing, Shoes & Accessories > Clothing > Styles > Luxury
Oracle BlueKai > Past Purchases > Retail > Clothing, Shoes & Accessories > Clothing > Type
Oracle BlueKai > Past Purchases > Retail > Clothing, Shoes & Accessories > Clothing > Type > Men's
Oracle BlueKai > Past Purchases > Retail > Clothing, Shoes & Accessories > Clothing > Type > Women's
Oracle BlueKai > Past Purchases > Retail > Clothing, Shoes & Accessories > Footwear
Oracle BlueKai > Past Purchases > Retail > Clothing, Shoes & Accessories > Jewelry & Watches
Oracle BlueKai > Past Purchases > Retail > Computers
Oracle BlueKai > Past Purchases > Retail > Computers > Desktops & Laptops
Oracle BlueKai > Past Purchases > Retail > Entertainment
Oracle BlueKai > Past Purchases > Retail > Entertainment > Activity & Event Tickets
Oracle BlueKai > Past Purchases > Retail > Entertainment > Activity & Event Tickets > Sporting Events
Oracle BlueKai > Past Purchases > Retail > Entertainment > Books & Magazines
Oracle BlueKai > Past Purchases > Retail > Entertainment > Books & Magazines > Books
Oracle BlueKai > Past Purchases > Retail > Entertainment > Books & Magazines > Magazines & Newspapers
Oracle BlueKai > Past Purchases > Retail > Entertainment > Movies, Television & Video
Oracle BlueKai > Past Purchases > Retail > Hobbies, Games & Toys
Oracle BlueKai > Past Purchases > Retail > Hobbies, Games & Toys > Arts & Crafts
Oracle BlueKai > Past Purchases > Retail > Home & Garden
Oracle BlueKai > Past Purchases > Retail > Home & Garden > Home Improvement
Oracle BlueKai > Past Purchases > Retail > Home & Garden > Home Improvement > Tools
Oracle BlueKai > Past Purchases > Retail > Home & Garden > Indoors



Segment Detail View

Oracle BlueKai > Past Purchases > Retail > Home & Garden > Indoors > Kitchen
Oracle BlueKai > Past Purchases > Retail > Home & Garden > Outdoors
Oracle BlueKai > Past Purchases > Retail > Home & Garden > Outdoors > Gardening & Landscaping
Oracle BlueKai > Past Purchases > Services
Oracle BlueKai > Past Purchases > Services > Restaurants
Oracle BlueKai > Past Purchases > Services > Restaurants > Family Restaurants
Oracle BlueKai > Television
Oracle BlueKai > Television > Viewership
Oracle BlueKai > Television > Viewership > Genres
Oracle BlueKai > Television > Viewership > Genres > Awards Shows
Oracle BlueKai > Television > Viewership > Genres > Awards Shows > Grammy Awards
Oracle BlueKai > Television > Viewership > Genres > Comedy
Oracle BlueKai > Television > Viewership > Genres > Food & Cooking
Oracle BlueKai > Television > Viewership > Genres > Reality TV
Oracle BlueKai > Television > Viewership > Shows
Oracle BlueKai > Television > Viewership > Shows > HBO
Oracle Data Cloud Models - Private
Oracle Data Cloud Models - Private > Validated Demographic
Oracle Data Cloud Models - Private > Validated Demographic > Exclusive
Oracle Data Cloud Models - Private > Validated Demographic > Exclusive > Income
Oracle Data Cloud Models - Private > Validated Demographic > Exclusive > Income > Max Scale
Oracle Data Cloud Models - Private > Validated Demographic > Exclusive > Income > Max Scale > \$100,000+
Oracle Data Cloud Models - Private > Validated Demographic > Non-Exclusive
Oracle Data Cloud Models - Private > Validated Demographic > Non-Exclusive > Income
Oracle Data Cloud Models - Private > Validated Demographic > Non-Exclusive > Income > Max Scale
Oracle Data Cloud Models - Private > Validated Demographic > Non-Exclusive > Income > Max Scale > \$100,000+
Oracle Limited - Private > Automotive
Oracle Limited - Private > Automotive > In-Market
Oracle Limited - Private > Automotive > In-Market > Body Styles
Oracle Limited - Private > Automotive > In-Market > Body Styles > Cars
Oracle Limited - Private > Automotive > In-Market > Body Styles > Cars > Luxury Cars
Oracle Limited - Private > Automotive > In-Market > Buy or Lease
Oracle Limited - Private > Automotive > In-Market > Buy or Lease > Buy



Segment Detail View

Oracle Limited - Private > Automotive > In-Market > Makes and Models
Oracle Limited - Private > Automotive > In-Market > Makes and Models > Nissan
Oracle Limited - Private > Automotive > In-Market > Makes and Models > Toyota
Oracle Limited - Private > Automotive > In-Market > Makes and Models > Volkswagen (VW)
Oracle Limited - Private > Automotive > In-Market > Makes and Models > Volkswagen (VW) > Volkswagen Passat
Oracle Limited - Private > Automotive > Interest (Affinity)
Oracle Limited - Private > Automotive > Interest (Affinity) > Auto Enthusiasts
Oracle Limited - Private > Automotive > Interest (Affinity) > Auto Enthusiasts > DIY Auto Repair and Maintenance
Oracle Limited - Private > Automotive > Interest (Affinity) > Makes and Models
Oracle Limited - Private > Automotive > Interest (Affinity) > Makes and Models > Cadillac
Oracle Limited - Private > Automotive > Interest (Affinity) > Makes and Models > Honda
Oracle Limited - Private > Automotive > Vehicle Owners
Oracle Limited - Private > Automotive > Vehicle Owners > Makes
Oracle Limited - Private > Automotive > Vehicle Owners > Makes > Cadillac
Oracle Limited - Private > Automotive > Vehicle Owners > Makes > Chrysler
Oracle Limited - Private > Automotive > Vehicle Owners > Makes > Honda
Oracle Limited - Private > Automotive > Vehicle Owners > Makes > Subaru
Oracle Limited - Private > Automotive > Vehicle Owners > Recent Buyers
Oracle Limited - Private > Automotive > Vehicle Owners > Recent Buyers > Recent Car and Truck Buyers (New Owners)
Oracle Limited - Private > Consumer Packaged Goods (CPG) Plus
Oracle Limited - Private > Consumer Packaged Goods (CPG) Plus > Interest (Affinity)
Oracle Limited - Private > Consumer Packaged Goods (CPG) Plus > Interest (Affinity) > Product Categories
Oracle Limited - Private > Consumer Packaged Goods (CPG) Plus > Interest (Affinity) > Product Categories > Beverages (Drinks)
Oracle Limited - Private > Consumer Packaged Goods (CPG) Plus > Interest (Affinity) > Product Categories > Beverages (Drinks) > Coffee
Oracle Limited - Private > Consumer Packaged Goods (CPG) Plus > Interest (Affinity) > Product Categories > Health and Beauty Products
Oracle Limited - Private > Consumer Packaged Goods (CPG) Plus > Interest (Affinity) > Product Categories > Health and Beauty Products > Oral Care
Oracle Limited - Private > Consumer Packaged Goods (CPG) Plus > Interest (Affinity) > Product Categories > Pet Care
Oracle Limited - Private > Consumer Packaged Goods (CPG) Plus > Interest (Affinity) > Product Categories > Pet Care > Dog Food and Supplies
Oracle Limited - Private > Consumer Packaged Goods (CPG) Plus > Interest (Affinity) > Recipes and Cooking
Oracle Limited - Private > Demographics
Oracle Limited - Private > Demographics > Family Composition (Household)
Oracle Limited - Private > Demographics > Family Composition (Household) > Family Member Age
Oracle Limited - Private > Demographics > Family Composition (Household) > Family Member Age > Ages 20-29



Segment Detail View

Oracle Limited - Private > Demographics > Family Composition (Household) > Family Member Age > Ages 30-39
Oracle Limited - Private > Demographics > Family Composition (Household) > Parents with Children in Household (Kids)
Oracle Limited - Private > Demographics > Financial Attributes
Oracle Limited - Private > Demographics > Financial Attributes > Estimated Net Worth (USD)
Oracle Limited - Private > Demographics > Financial Attributes > Estimated Net Worth (USD) > \$100,000 - \$249,999
Oracle Limited - Private > Demographics > Financial Attributes > Estimated Net Worth (USD) > Less than \$25,000
Oracle Limited - Private > Demographics > Real Estate Attributes
Oracle Limited - Private > Demographics > Real Estate Attributes > Estimated Home Value (USD)
Oracle Limited - Private > Demographics > Real Estate Attributes > Estimated Home Value (USD) > \$300,000 - \$499,000
Oracle Limited - Private > Demographics > Real Estate Attributes > Ownership
Oracle Limited - Private > Demographics > Real Estate Attributes > Ownership > Home Owners
Oracle Limited - Private > Demographics > Real Estate Attributes > Ownership > Renters
Oracle Limited - Private > Demographics > Real Estate Attributes > Property Type
Oracle Limited - Private > Demographics > Real Estate Attributes > Property Type > Multiple Family
Oracle Limited - Private > Demographics > Real Estate Attributes > Property Type > Single Family
Oracle Limited - Private > Financial Services
Oracle Limited - Private > Financial Services > Banking
Oracle Limited - Private > Financial Services > Banking > Interest (Affinity)
Oracle Limited - Private > Financial Services > Credit Cards
Oracle Limited - Private > Financial Services > Credit Cards > Interest (Affinity)
Oracle Limited - Private > Financial Services > Financial Planning
Oracle Limited - Private > Financial Services > Financial Planning > Tax Planning and Preparation
Oracle Limited - Private > Financial Services > Insurance
Oracle Limited - Private > Financial Services > Insurance > Interest (Affinity)
Oracle Limited - Private > Financial Services > Insurance > Interest (Affinity) > Health Insurance
Oracle Limited - Private > Financial Services > Insurance > Interest (Affinity) > Life Insurance
Oracle Limited - Private > Financial Services > Investing and Trading
Oracle Limited - Private > Financial Services > Investing and Trading > Interest (Affinity)
Oracle Limited - Private > Financial Services > Investing and Trading > Interest (Affinity) > Retirement
Oracle Limited - Private > Financial Services > Investing and Trading > Interest (Affinity) > Stocks and Bonds
Oracle Limited - Private > Financial Services > Loans
Oracle Limited - Private > Financial Services > Loans > Interest (Affinity)
Oracle Limited - Private > Financial Services > Loans > Interest (Affinity) > Refinancing



Segment Detail View

Oracle Limited - Private > Hobbies and Interests (Affinity)

Oracle Limited - Private > Hobbies and Interests (Affinity) > Beauty and Style

Oracle Limited - Private > Hobbies and Interests (Affinity) > Beauty and Style > Fashion and Accessories

Oracle Limited - Private > Hobbies and Interests (Affinity) > Beauty and Style > Fashion and Accessories > Jewelry

Oracle Limited - Private > Hobbies and Interests (Affinity) > Beauty and Style > Fashion and Accessories > Men's

Oracle Limited - Private > Hobbies and Interests (Affinity) > Beauty and Style > Personal Care

Oracle Limited - Private > Hobbies and Interests (Affinity) > Beauty and Style > Personal Care > Makeup and Skincare

Oracle Limited - Private > Hobbies and Interests (Affinity) > Education and Career

Oracle Limited - Private > Hobbies and Interests (Affinity) > Health and Fitness

Oracle Limited - Private > Hobbies and Interests (Affinity) > Health and Fitness > Exercise

Oracle Limited - Private > Hobbies and Interests (Affinity) > Health and Fitness > Exercise > Running and Jogging

Oracle Limited - Private > Hobbies and Interests (Affinity) > Health and Fitness > Wellness

Oracle Limited - Private > Hobbies and Interests (Affinity) > Health and Fitness > Wellness > Dieting and Weight Loss

Oracle Limited - Private > Hobbies and Interests (Affinity) > Hobbies

Oracle Limited - Private > Hobbies and Interests (Affinity) > Hobbies > Arts and Crafts

Oracle Limited - Private > Hobbies and Interests (Affinity) > Hobbies > Arts and Crafts > Scrapbooking and Papercraft

Oracle Limited - Private > Hobbies and Interests (Affinity) > Hobbies > Photography

Oracle Limited - Private > Hobbies and Interests (Affinity) > Hobbies > Reading

Oracle Limited - Private > Hobbies and Interests (Affinity) > Hobbies > Reading > Magazines

Oracle Limited - Private > Hobbies and Interests (Affinity) > Home and Garden

Oracle Limited - Private > Hobbies and Interests (Affinity) > Home and Garden > Gardening, Lawn and Yard Care

Oracle Limited - Private > Hobbies and Interests (Affinity) > Home and Garden > Home Decorating

Oracle Limited - Private > Hobbies and Interests (Affinity) > Home and Garden > Home Improvement (DIY)

Oracle Limited - Private > Hobbies and Interests (Affinity) > Home and Garden > Housewares and Furnishings

Oracle Limited - Private > Hobbies and Interests (Affinity) > Internet and Online Activities

Oracle Limited - Private > Hobbies and Interests (Affinity) > Internet and Online Activities > Heavy Internet Users

Oracle Limited - Private > Hobbies and Interests (Affinity) > Outdoor Activities

Oracle Limited - Private > Hobbies and Interests (Affinity) > Outdoor Activities > Fishing

Oracle Limited - Private > Hobbies and Interests (Affinity) > Outdoor Activities > Water Sports

Oracle Limited - Private > Hobbies and Interests (Affinity) > Outdoor Activities > Water Sports > Boating and Sailing

Oracle Limited - Private > Hobbies and Interests (Affinity) > Outdoor Activities > Winter Sports

Oracle Limited - Private > Hobbies and Interests (Affinity) > Parenting and Family

Oracle Limited - Private > Hobbies and Interests (Affinity) > Pets



Segment Detail View

Oracle Limited - Private > Hobbies and Interests (Affinity) > Pets > Cats
Oracle Limited - Private > Hobbies and Interests (Affinity) > Pets > Dogs
Oracle Limited - Private > Hobbies and Interests (Affinity) > Public Interest
Oracle Limited - Private > Hobbies and Interests (Affinity) > Public Interest > Charity (Philanthropy)
Oracle Limited - Private > Hobbies and Interests (Affinity) > Public Interest > Charity (Philanthropy) > Causes
Oracle Limited - Private > Hobbies and Interests (Affinity) > Public Interest > Charity (Philanthropy) > Causes > Religion
Oracle Limited - Private > Hobbies and Interests (Affinity) > Shopping
Oracle Limited - Private > Hobbies and Interests (Affinity) > Shopping > Children's Product Shoppers
Oracle Limited - Private > Hobbies and Interests (Affinity) > Shopping > Coupon Shoppers
Oracle Limited - Private > Hobbies and Interests (Affinity) > Shopping > Luxury Buyers
Oracle Limited - Private > Lifestyles + Life Stages
Oracle Limited - Private > Lifestyles + Life Stages > Life Stages and Events
Oracle Limited - Private > Lifestyles + Life Stages > Life Stages and Events > Moving
Oracle Limited - Private > Lifestyles + Life Stages > Life Stages and Events > Moving > First Time Home Buyers
Oracle Limited - Private > Tech + M&E
Oracle Limited - Private > Tech + M&E > Consumer Technology
Oracle Limited - Private > Tech + M&E > Consumer Technology > Deviceographics (Device Ownership)
Oracle Limited - Private > Tech + M&E > Consumer Technology > Deviceographics (Device Ownership) > Computers
Oracle Limited - Private > Tech + M&E > Consumer Technology > Deviceographics (Device Ownership) > Computers > Dell
Oracle Limited - Private > Tech + M&E > Consumer Technology > Interest (Affinity)
Oracle Limited - Private > Tech + M&E > Consumer Technology > Interest (Affinity) > Brand Affinity
Oracle Limited - Private > Tech + M&E > Consumer Technology > Interest (Affinity) > Brand Affinity > Apple
Oracle Limited - Private > Tech + M&E > Consumer Technology > Interest (Affinity) > Brand Affinity > Dell
Oracle Limited - Private > Tech + M&E > Consumer Technology > Interest (Affinity) > Computers
Oracle Limited - Private > Tech + M&E > Consumer Technology > Interest (Affinity) > Mobile Phones (Cell Phones)
Oracle Limited - Private > Tech + M&E > Consumer Technology > Interest (Affinity) > Tablets and e-Readers
Oracle Limited - Private > Tech + M&E > Media and Entertainment
Oracle Limited - Private > Tech + M&E > Media and Entertainment > Audio and Video Streaming
Oracle Limited - Private > Tech + M&E > Media and Entertainment > Audio and Video Streaming > Streaming Audio
Oracle Limited - Private > Tech + M&E > Media and Entertainment > Audio and Video Streaming > Streaming Audio > Interest (Affinity)
Oracle Limited - Private > Tech + M&E > Media and Entertainment > Audio and Video Streaming > Streaming Audio > Interest (Affinity) > Type
Oracle Limited - Private > Tech + M&E > Media and Entertainment > Audio and Video Streaming > Streaming Audio > Interest (Affinity) > Type > Music
Oracle Limited - Private > Tech + M&E > Media and Entertainment > Audio and Video Streaming > Streaming Audio > Listeners



Segment Detail View

Oracle Limited - Private > Tech + M&E > Media and Entertainment > Audio and Video Streaming > Streaming Audio > Listeners > Music

Oracle Limited - Private > Tech + M&E > Media and Entertainment > Audio and Video Streaming > Streaming Audio > Listeners > Music > Genres

Oracle Limited - Private > Tech + M&E > Media and Entertainment > Audio and Video Streaming > Streaming Audio > Listeners > Music > Genres > Classical Music

Oracle Limited - Private > Tech + M&E > Media and Entertainment > Audio and Video Streaming > Streaming Audio > Listeners > Music > Genres > Country Music

Oracle Limited - Private > Tech + M&E > Media and Entertainment > Audio and Video Streaming > Streaming Audio > Listeners > Music > Genres > Electronic and Dance Music (EDM)

Oracle Limited - Private > Tech + M&E > Media and Entertainment > Audio and Video Streaming > Streaming Audio > Listeners > Music > Genres > Jazz and Blues Music

Oracle Limited - Private > Tech + M&E > Media and Entertainment > Events and Attractions

Oracle Limited - Private > Tech + M&E > Media and Entertainment > Events and Attractions > Theme and Amusement Parks

Oracle Limited - Private > Tech + M&E > Media and Entertainment > Gaming

Oracle Limited - Private > Tech + M&E > Media and Entertainment > Movies

Oracle Limited - Private > Tech + M&E > Media and Entertainment > Movies > Enthusiasts

Oracle Limited - Private > Tech + M&E > Media and Entertainment > Movies > Genres

Oracle Limited - Private > Tech + M&E > Media and Entertainment > Movies > Genres > Action and Adventure

Oracle Limited - Private > Tech + M&E > Media and Entertainment > Movies > Genres > Children and Family

Oracle Limited - Private > Tech + M&E > Media and Entertainment > Movies > Genres > Drama

Oracle Limited - Private > Tech + M&E > Media and Entertainment > Movies > Genres > Horror and Thriller

Oracle Limited - Private > Tech + M&E > Media and Entertainment > Music

Oracle Limited - Private > Tech + M&E > Media and Entertainment > Music > Genres

Oracle Limited - Private > Tech + M&E > Media and Entertainment > Music > Genres > Alternative, Punk and Metal

Oracle Limited - Private > Tech + M&E > Media and Entertainment > Music > Genres > Classical

Oracle Limited - Private > Tech + M&E > Media and Entertainment > Music > Genres > Country and Folk

Oracle Limited - Private > Tech + M&E > Media and Entertainment > Music > Genres > Rap and Hip-Hop

Oracle Limited - Private > Tech + M&E > Media and Entertainment > Music > Genres > Rock and Pop

Oracle Limited - Private > Tech + M&E > Media and Entertainment > News and Current Events

Oracle Limited - Private > Tech + M&E > Media and Entertainment > News and Current Events > Celebrities and Gossip

Oracle Limited - Private > Tech + M&E > Media and Entertainment > Sports and Recreational Activities

Oracle Limited - Private > Tech + M&E > Media and Entertainment > Sports and Recreational Activities > Interest (Affinity)

Oracle Limited - Private > Tech + M&E > Media and Entertainment > Sports and Recreational Activities > Interest (Affinity) > Individual Sports

Oracle Limited - Private > Tech + M&E > Media and Entertainment > Sports and Recreational Activities > Interest (Affinity) > Individual Sports > Golf

Oracle Limited - Private > Tech + M&E > Media and Entertainment > Sports and Recreational Activities > Interest (Affinity) > Individual Sports > Tennis and Racquet Sports

Oracle Limited - Private > Tech + M&E > Media and Entertainment > Sports and Recreational Activities > Interest (Affinity) > Team Sports

Oracle Limited - Private > Tech + M&E > Media and Entertainment > Sports and Recreational Activities > Interest (Affinity) > Team Sports > Basketball

Oracle Limited - Private > Tech + M&E > Media and Entertainment > Sports and Recreational Activities > Interest (Affinity) > Team Sports > Basketball > Professional Basketball (NBA)



Segment Detail View

Oracle Limited - Private > Tech + M&E > Media and Entertainment > Sports and Recreational Activities > Interest (Affinity) > Team Sports > Football (American)

Oracle Limited - Private > Tech + M&E > Media and Entertainment > Sports and Recreational Activities > Interest (Affinity) > Team Sports > Hockey

Oracle Limited - Private > Tech + M&E > Media and Entertainment > Sports and Recreational Activities > Interest (Affinity) > Team Sports > Hockey > National Hockey League (NHL)

Oracle Limited - Private > Tech + M&E > Media and Entertainment > Sports and Recreational Activities > Interest (Affinity) > Team Sports > Soccer (Football)

Oracle Limited - Private > Tech + M&E > Media and Entertainment > Television (TV)

Oracle Limited - Private > Tech + M&E > Media and Entertainment > Television (TV) > Interest

Oracle Limited - Private > Tech + M&E > Media and Entertainment > Television (TV) > Interest > Genres

Oracle Limited - Private > Tech + M&E > Media and Entertainment > Television (TV) > Interest > Genres > Awards Shows

Oracle Limited - Private > Tech + M&E > Media and Entertainment > Television (TV) > Interest > Genres > Awards Shows > Grammy Awards

Oracle Limited - Private > Tech + M&E > Media and Entertainment > Television (TV) > Interest > Genres > Comedy

Oracle Limited - Private > Tech + M&E > Media and Entertainment > Television (TV) > Interest > Genres > Food and Cooking

Oracle Limited - Private > Tech + M&E > Media and Entertainment > Television (TV) > Interest > Genres > History

Oracle Limited - Private > Tech + M&E > Media and Entertainment > Television (TV) > Interest > Genres > Reality TV

Oracle Limited - Private > Tech + M&E > Media and Entertainment > Television (TV) > Interest > Networks

Oracle Limited - Private > Tech + M&E > Media and Entertainment > Television (TV) > Interest > Networks > HBO

Oracle Limited - Private > Travel and Tourism

Oracle Limited - Private > Travel and Tourism > Interest (Affinity)

Oracle Limited - Private > Travel and Tourism > Interest (Affinity) > Products

Oracle Limited - Private > Travel and Tourism > Interest (Affinity) > Products > Cruises

Oracle Limited - Private > Travel and Tourism > Travelers

Oracle Limited - Private > Travel and Tourism > Travelers > Booking Preference

Oracle Limited - Private > Travel and Tourism > Travelers > Booking Preference > Channel

Oracle Limited - Private > Travel and Tourism > Travelers > Booking Preference > Channel > Online Booking (Web)

Oracle Limited - Private > Travel and Tourism > Travelers > Loyalty

Oracle Limited - Private > Travel and Tourism > Travelers > Loyalty > Airlines

Oracle Limited - Private > Travel and Tourism > Travelers > Loyalty > Hotels and Lodging

Oracle Limited - Private > Travel and Tourism > Travelers > Personas

Oracle Limited - Private > Travel and Tourism > Travelers > Personas > Business Travelers

Oracle Limited - Private > Travel and Tourism > Travelers > Personas > Leisure and Vacation Travelers

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%



Segment Detail View

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

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



Segment Detail View

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
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 > Interests > Technology > Custom Pokemon Sword/Shield Purchase
Ziff Davis - ODC Seat - Private > Interests > Technology > Cute Animal
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



Segment Detail View

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
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

