



# ORACLE DATA CLOUD SEGMENT SUMMARY

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## Oracle Advertising Segment Summary

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

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

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

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

**Oracle Advertising Privacy Policy.**

## Oracle and Partner Segments

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

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

Example of an interest segment created by Oracle:

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

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

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

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

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



## Segment Detail View

A/B Test Groups > Group 02

Applied Research - Private

Applied Research - Private > Weighted Voting Test

Applied Research - Private > Weighted Voting Test > Estimated Household Income (USD)

Applied Research - Private > Weighted Voting Test > Estimated Household Income (USD) > HHI: Less than \$20,000

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 > Makes and Models > Kia

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 > Luxury Cars

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 > Kia

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

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

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

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 > Volkswagen (VW)

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

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 > Kia

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

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

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

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 > Volkswagen (VW)

Audiences by Oracle > Business (B2B)

Audiences by Oracle > Business (B2B) > Employee Attributes > High Income

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



## Segment Detail View

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

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

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

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

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

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

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

Audiences by Oracle > 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) > 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 > 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) > Age of Children in Household (Kids) > Parents of Tweens / Teenagers (11-18)

Audiences by Oracle > Demographics > Family Composition (Household) > Family Member Age > Ages 60-64

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 Household Income (USD) > HHI: Less than \$20,000

Audiences by Oracle > Demographics > Financial Attributes > Estimated Net Worth (USD) > \$50,000 - \$99,999

Audiences by Oracle > Demographics > Generations > Baby Boomers

Audiences by Oracle > Demographics > Generations > Gen X

Audiences by Oracle > Demographics > Generations > Gen Z

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



## Segment Detail View

Audiences by Oracle > Demographics > Validated Demographics > Household Income > HHI: \$50,000-\$59,999

Audiences by Oracle > Education

Audiences by Oracle > Education > Interest (Affinity)

Audiences by Oracle > Education > Interest (Affinity) > Distance and Online Education

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 > Types > Store Cards

Audiences by Oracle > Financial Services > Credit Cards > Interest (Affinity)

Audiences by Oracle > Financial Services > FinTech (Financial Technology)

Audiences by Oracle > Financial Services > FinTech (Financial Technology) > Mobile Investing

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 > In-Market

Audiences by Oracle > Financial Services > Insurance > In-Market > Life 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) > Life Insurance

Audiences by Oracle > Financial Services > Insurance > Policy Holders > Health Insurance

Audiences by Oracle > Financial Services > Insurance > Policy Holders > Health Insurance > Humana 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 > Stocks

Audiences by Oracle > Financial Services > Investing and Trading > Interest (Affinity)

Audiences by Oracle > Financial Services > Loans

Audiences by Oracle > Financial Services > Loans > Account Holders > Mortgages

Audiences by Oracle > Financial Services > Loans > Interest (Affinity)

Audiences by Oracle > Financial Services > Loans > Interest (Affinity) > Mortgages





## Segment Detail View

Audiences by Oracle > Hobbies and Interests (Affinity)

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 > Plus Size

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 > Fashion and Accessories > Young 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) > Education and Career > Career Improvement and Advice

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

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



## Segment Detail View

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)

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 > Online Dating

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

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

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) > 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 > Health and Well-Being

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

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 > Sweepstakes and Contests

Audiences by Oracle > Life Stages and Events

Audiences by Oracle > Life Stages and Events > Education and Career > Households With Prospective College Students

Audiences by Oracle > Life Stages and Events > Moving

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

Audiences by Oracle > Media and Entertainment





## Segment Detail View

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 > 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 > Country 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 > Jazz and Blues

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

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

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

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

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

Audiences by Oracle > Media and Entertainment > Connected TV and Over-the-Top (CTV and OTT) > Streaming Television and Film Viewership > OTT Exclusive Content Viewers

Audiences by Oracle > Media and Entertainment > Connected TV and Over-the-Top (CTV and OTT) > Streaming Television and Film Viewership > OTT Exclusive Content Viewers > Disney Plus (Disney+)

Audiences by Oracle > Media and Entertainment > Connected TV and Over-the-Top (CTV and OTT) > Streaming Television and Film Viewership > OTT Movie Viewers

Audiences by Oracle > Media and Entertainment > Connected TV and Over-the-Top (CTV and OTT) > Streaming Television and Film Viewership > OTT Movie Viewers > Studios > Walt Disney Pictures Studios

Audiences by Oracle > Media and Entertainment > Connected TV and Over-the-Top (CTV and OTT) > Streaming Television and Film Viewership > OTT Personas > OTT Originals Enthusiasts

Audiences by Oracle > Media and Entertainment > Connected TV and Over-the-Top (CTV and OTT) > Streaming Television and Film Viewership > OTT Viewing Frequency > Low Streaming Frequency

Audiences by Oracle > Media and Entertainment > Connected TV and Over-the-Top (CTV and OTT) > Streaming Video Services > Disney Plus (Disney+)

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 Desktop and Laptop Computers (PC)

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



## Segment Detail View

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

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

Audiences by Oracle > Media and Entertainment > Movies

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

Audiences by Oracle > Media and Entertainment > Music

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

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 > 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) > Combat Sports

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 > 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) > 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) > Professional Football (NFL)

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 > DIY

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

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

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



## Segment Detail View

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

Audiences by Oracle > Real Estate and Home Property Services

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) > \$200,000 - \$299,999

Audiences by Oracle > Real Estate and Home Property Services > Real Estate Attributes > Length of Residence > Less than 1 Year

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

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

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

Audiences by Oracle > Retail > Purchase-Based > Categories > Health and Fitness 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 > Shopping Styles > Purchase Channel > Online 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 > 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 > Amazon

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

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

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



## Segment Detail View

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

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

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

Audiences by Oracle > Technology and Computing > Interest (Affinity) > Consumer Segments > Early Adopters

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 > In-Market

Audiences by Oracle > Telecommunications and Mobile Tech > Mobile Devices and Connected Technology > In-Market > Mobile Phones (Cell Phones)

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 > Smart Home

Audiences by Oracle > Travel and Tourism

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

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

Audiences by Oracle > Travel and Tourism > Interest (Affinity) > Destinations > Europe > Italy (incl. Rome)

Audiences by Oracle > Travel and Tourism > Interest (Affinity) > Destinations > North America

Audiences by Oracle > Travel and Tourism > Interest (Affinity) > Destinations > North America > United States

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 > 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)





## Segment Detail View

BlueKai Internal - Private > Overlap > Pool: 2981 (Google P623) - All  
BlueKai Internal - Private > Overlap > Pool: 2981 (Google P623) - All > Pool: 2981 (Google P623) - Add  
BlueKai Internal - Private > Overlap > Pool: 3085 (AppNexus P608)  
BlueKai Internal - Private > Overlap > Pool: 35244(Beeswax P3931)  
BlueKai Internal - Private > Overlap > Pool: 4413 (TubeMogul P920)  
BlueKai Internal - Private > Overlap > Pool: 4448 (MediaMath P922)  
BlueKai Internal - Private > Overlap > Pool: 4499 (ATT - Turn P932)  
BlueKai Internal - Private > Overlap > Pool: 4722 (RocketFuel P894)  
BlueKai Internal - Private > Overlap > Pool: 5386 (The Trade Desk P1090)  
BlueKai Internal - Private > User Type > Desktop Cookie  
Branded Data  
Branded Data > AcquireWeb - Claritas  
Branded Data > AcquireWeb - Claritas > Business  
Branded Data > AcquireWeb - Claritas > Business > Educational Services (NAICS Code: 61)  
Branded Data > AcquireWeb - Claritas > Business > Location Employees 20-49  
Branded Data > AcquireWeb - Claritas > Business > Location Type Stand Alone  
Branded Data > AdAdvisor by Neustar  
Branded Data > AdAdvisor by Neustar > Demographics > Average Household Income > Less Than \$20000  
Branded Data > AdAdvisor by Neustar > Demographics > Generations > Baby Boomers  
Branded Data > AdAdvisor by Neustar > Elements > ElementOne Segment 157 - Up and Coming Suburban Older Home Owners Without Children  
Branded Data > AdAdvisor by Neustar > Grocery  
Branded Data > AdAdvisor by Neustar > Grocery > Brands  
Branded Data > AdAdvisor by Neustar > Grocery > Brands > Campbell's Healthy Request  
Branded Data > AdAdvisor by Neustar > Grocery > Brands > Healthy Choice  
Branded Data > AdAdvisor by Neustar > Grocery > Frozen Dinner  
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 1 Adult Female  
Branded Data > AdAdvisor by Neustar > Household Demographics > Household Income Range  
Branded Data > AdAdvisor by Neustar > Household Demographics > Household Income Range > \$1,000-\$14,999  
Branded Data > AdAdvisor by Neustar > Household Demographics > Household Income Range > \$15,000-\$19,999  
Branded Data > AdAdvisor by Neustar > Household Demographics > Household Property





## Segment Detail View

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 > Less than \$100,000 total home value  
Branded Data > AdAdvisor by Neustar > Household Demographics > Household Property > Length of Residence  
Branded Data > AdAdvisor by Neustar > Household Demographics > Household Property > Length of Residence > 20-24 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 > 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 > 1  
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 > 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 > Property Type  
Branded Data > AdAdvisor by Neustar > Household Demographics > Property Type > Single Family Dwelling Unit  
Branded Data > AdAdvisor by Neustar > Personal Finance  
Branded Data > AdAdvisor by Neustar > Personal Finance > Health Insurance  
Branded Data > AdAdvisor by Neustar > Personal Finance > Health Insurance > Humana  
Branded Data > AdAdvisor by Neustar > Pets  
Branded Data > AdAdvisor by Neustar > Pets > Symphony IRI: Heavy Cat Food Buyers  
Branded Data > AdAdvisor by Neustar > Shopping  
Branded Data > AdAdvisor by Neustar > Shopping > Brands  
Branded Data > AdAdvisor by Neustar > Shopping > Brands > Ace Hardware  
Branded Data > AdAdvisor by Neustar > Shopping > Department/Discount/Warehouse  
Branded Data > AdAdvisor by Neustar > Shopping > Home Improvement



## Segment Detail View

Branded Data > Alliant  
Branded Data > Alliant > Auto  
Branded Data > Alliant > Auto > Automotive Owners  
Branded Data > Alliant > Auto > Automotive Owners > Own a Chevrolet  
Branded Data > Alliant > Auto > Automotive Owners > Own a Ford  
Branded Data > Alliant > Auto > Automotive Owners > Own a Ford > Own a Ford Truck  
Branded Data > Alliant > Auto > In-Market Segments  
Branded Data > Alliant > Auto > In-Market Segments > In-Market for New Economy Car  
Branded Data > Alliant > Auto > In-Market Segments > In-Market for New Sedan  
Branded Data > Alliant > Auto > In-Market Segments > New Vehicle  
Branded Data > Alliant > Auto > In-Market Segments > Parts & Service  
Branded Data > Alliant > Auto > In-Market Segments > Used Vehicle  
Branded Data > Alliant > Brand Propensities  
Branded Data > Alliant > Brand Propensities > Apparel  
Branded Data > Alliant > Brand Propensities > Apparel > ALDO Buyer Propensity  
Branded Data > Alliant > Brand Propensities > Apparel > Anthropologie Buyer Propensity  
Branded Data > Alliant > Brand Propensities > Apparel > Ashley Stewart Buyer Propensity  
Branded Data > Alliant > Brand Propensities > Apparel > Banana Republic Buyer Propensity  
Branded Data > Alliant > Brand Propensities > Apparel > Bare Necessities Buyer Propensity  
Branded Data > Alliant > Brand Propensities > Apparel > Belk Buyer Propensity  
Branded Data > Alliant > Brand Propensities > Apparel > Bergdorf Goodman Buyer Propensity  
Branded Data > Alliant > Brand Propensities > Apparel > Bloomingdale's Buyer Propensity  
Branded Data > Alliant > Brand Propensities > Apparel > Blue Nile Buyer Propensity  
Branded Data > Alliant > Brand Propensities > Apparel > Boot Barn Buyer Propensity  
Branded Data > Alliant > Brand Propensities > Apparel > Brooks Brothers Buyer Propensity  
Branded Data > Alliant > Brand Propensities > Apparel > Carters Buyer Propensity  
Branded Data > Alliant > Brand Propensities > Apparel > Chicos 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 > Crocs 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



## Segment Detail View

Branded Data > Alliant > Brand Propensities > Apparel > Express 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 > H & M Buyer Propensity  
Branded Data > Alliant > Brand Propensities > Apparel > Hanes Buyer Propensity  
Branded Data > Alliant > Brand Propensities > Apparel > J.Crew Buyer Propensity  
Branded Data > Alliant > Brand Propensities > Apparel > J.JILL Buyer Propensity  
Branded Data > Alliant > Brand Propensities > Apparel > JCPenney Buyer Propensity  
Branded Data > Alliant > Brand Propensities > Apparel > Jordan Buyer Propensity  
Branded Data > Alliant > Brand Propensities > Apparel > Kate Spade Buyer Propensity  
Branded Data > Alliant > Brand Propensities > Apparel > Lady Foot Locker Buyer Propensity  
Branded Data > Alliant > Brand Propensities > Apparel > Lane Bryant Buyer Propensity  
Branded Data > Alliant > Brand Propensities > Apparel > Levi's Buyer Propensity  
Branded Data > Alliant > Brand Propensities > Apparel > Lids Buyer Propensity  
Branded Data > Alliant > Brand Propensities > Apparel > Lord & Taylor Buyer Propensity  
Branded Data > Alliant > Brand Propensities > Apparel > Lululemon Athletica Buyer Propensity  
Branded Data > Alliant > Brand Propensities > Apparel > Macy's Buyer Propensity  
Branded Data > Alliant > Brand Propensities > Apparel > Michael Kors Buyer Propensity  
Branded Data > Alliant > Brand Propensities > Apparel > Neiman Marcus Buyer Propensity  
Branded Data > Alliant > Brand Propensities > Apparel > New Balance Buyer Propensity  
Branded Data > Alliant > Brand Propensities > Apparel > New York & Company 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 > Old Navy Buyer Propensity  
Branded Data > Alliant > Brand Propensities > Apparel > Pandora Jewelry Buyer Propensity  
Branded Data > Alliant > Brand Propensities > Apparel > Ralph Lauren Buyer Propensity  
Branded Data > Alliant > Brand Propensities > Apparel > Saks Fifth Avenue 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 > TOMS Buyer Propensity  
Branded Data > Alliant > Brand Propensities > Apparel > Talbots Buyer Propensity



## Segment Detail View

Branded Data > Alliant > Brand Propensities > Apparel > The Men's Wearhouse Buyer Propensity  
Branded Data > Alliant > Brand Propensities > Apparel > The North Face 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 > 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 > asos Buyer Propensity  
Branded Data > Alliant > Brand Propensities > Automotive  
Branded Data > Alliant > Brand Propensities > Automotive > Advance Auto Parts Buyer Propensity  
Branded Data > Alliant > Brand Propensities > Automotive > AutoNation Buyer Propensity  
Branded Data > Alliant > Brand Propensities > Automotive > AutoZone Buyer Propensity  
Branded Data > Alliant > Brand Propensities > Automotive > Ford Credit Buyer Propensity  
Branded Data > Alliant > Brand Propensities > Automotive > Harley-Davidson Buyer Propensity  
Branded Data > Alliant > Brand Propensities > Automotive > RockAuto Buyer Propensity  
Branded Data > Alliant > Brand Propensities > Automotive > Tirerack.com Buyer Propensity  
Branded Data > Alliant > Brand Propensities > Big Box Retail  
Branded Data > Alliant > Brand Propensities > Big Box Retail > Dollar General Buyer Propensity  
Branded Data > Alliant > Brand Propensities > Big Box Retail > Kmart Buyer Propensity  
Branded Data > Alliant > Brand Propensities > Big Box Retail > Kohl's Buyer Propensity  
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 > Walmart Buyer Propensity  
Branded Data > Alliant > Brand Propensities > CPG  
Branded Data > Alliant > Brand Propensities > CPG > Crest Buyer Propensity  
Branded Data > Alliant > Brand Propensities > CPG > Kraft Buyer Propensity  
Branded Data > Alliant > Brand Propensities > CPG > L'oreal 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 > Amazon.com Buyer Propensity  
Branded Data > Alliant > Brand Propensities > Ecommerce > Ebay Buyer Propensity  
Branded Data > Alliant > Brand Propensities > Ecommerce > Etsy.com Buyer Propensity  
Branded Data > Alliant > Brand Propensities > Ecommerce > Go Daddy Buyer Propensity



## Segment Detail View

Branded Data > Alliant > Brand Propensities > Ecommerce > Google Wallet 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 > Zulily Buyer Propensity  
Branded Data > Alliant > Brand Propensities > Ecommerce > delivery.com 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 > Bose 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  
Branded Data > Alliant > Brand Propensities > Electronics > Garmin Buyer Propensity  
Branded Data > Alliant > Brand Propensities > Electronics > Geek Squad Buyer Propensity  
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 > Motorola Buyer Propensity  
Branded Data > Alliant > Brand Propensities > Electronics > Norton Buyer Propensity  
Branded Data > Alliant > Brand Propensities > Electronics > P.C. Richard & Son Buyer Propensity  
Branded Data > Alliant > Brand Propensities > Electronics > RadioShack Buyer Propensity  
Branded Data > Alliant > Brand Propensities > Electronics > Roku Buyer Propensity  
Branded Data > Alliant > Brand Propensities > Electronics > Samsung Buyer Propensity  
Branded Data > Alliant > Brand Propensities > Electronics > Skype Buyer Propensity





## Segment Detail View

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 > H&R Block Buyer Propensity  
Branded Data > Alliant > Brand Propensities > Financial > Intuit Buyer Propensity  
Branded Data > Alliant > Brand Propensities > Financial > PayPal Buyer Propensity  
Branded Data > Alliant > Brand Propensities > Financial > Western Union Buyer Propensity  
Branded Data > Alliant > Brand Propensities > Financial > Xoom Buyer Propensity  
Branded Data > Alliant > Brand Propensities > Food & Drugstore  
Branded Data > Alliant > Brand Propensities > Food & Drugstore > Caviar Buyer Propensity  
Branded Data > Alliant > Brand Propensities > Food & Drugstore > DoorDash Buyer Propensity  
Branded Data > Alliant > Brand Propensities > Food & Drugstore > Fresh Direct Buyer Propensity  
Branded Data > Alliant > Brand Propensities > Food & Drugstore > Godiva Buyer Propensity  
Branded Data > Alliant > Brand Propensities > Food & Drugstore > Harry & David Buyer Propensity  
Branded Data > Alliant > Brand Propensities > Food & Drugstore > Instacart Buyer Propensity  
Branded Data > Alliant > Brand Propensities > Food & Drugstore > Nespresso 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 > Walgreens Buyer Propensity  
Branded Data > Alliant > Brand Propensities > Food & Drugstore > Weight Watchers International Buyer Propensity  
Branded Data > Alliant > Brand Propensities > Food & Drugstore > Whole Foods Market Buyer Propensity  
Branded Data > Alliant > Brand Propensities > Health / Beauty & Cosmetics  
Branded Data > Alliant > Brand Propensities > Health / Beauty & Cosmetics > AVON Buyer Propensity  
Branded Data > Alliant > Brand Propensities > Health / Beauty & Cosmetics > Bare Escentuals Buyer Propensity  
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 > Birchbox Buyer Propensity  
Branded Data > Alliant > Brand Propensities > Health / Beauty & Cosmetics > Bodybuilding.com Buyer Propensity



## Segment Detail View

Branded Data > Alliant > Brand Propensities > Health / Beauty & Cosmetics > Clinique Buyer Propensity  
Branded Data > Alliant > Brand Propensities > Health / Beauty & Cosmetics > Dollar Shave Club Buyer Propensity  
Branded Data > Alliant > Brand Propensities > Health / Beauty & Cosmetics > Fitbit Buyer Propensity  
Branded Data > Alliant > Brand Propensities > Health / Beauty & Cosmetics > Gillette Buyer Propensity  
Branded Data > Alliant > Brand Propensities > Health / Beauty & Cosmetics > Harry's Buyer Propensity  
Branded Data > Alliant > Brand Propensities > Health / Beauty & Cosmetics > Heartland Dental Buyer Propensity  
Branded Data > Alliant > Brand Propensities > Health / Beauty & Cosmetics > KIEHLS Buyer Propensity  
Branded Data > Alliant > Brand Propensities > Health / Beauty & Cosmetics > Lancome 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 > 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 > SkinCareRx Buyer Propensity  
Branded Data > Alliant > Brand Propensities > Health / Beauty & Cosmetics > The Body Shop Buyer Propensity  
Branded Data > Alliant > Brand Propensities > Health / Beauty & Cosmetics > The Honest Company Buyer Propensity  
Branded Data > Alliant > Brand Propensities > Health / Beauty & Cosmetics > ULTA 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  
Branded Data > Alliant > Brand Propensities > Home & Household Goods > Bath & Body Works Buyer Propensity  
Branded Data > Alliant > Brand Propensities > Home & Household Goods > Bed Bath & Beyond Buyer Propensity  
Branded Data > Alliant > Brand Propensities > Home & Household Goods > BrylaneHome Buyer Propensity  
Branded Data > Alliant > Brand Propensities > Home & Household Goods > Build.com Buyer Propensity  
Branded Data > Alliant > Brand Propensities > Home & Household Goods > Crate & Barrel Buyer Propensity  
Branded Data > Alliant > Brand Propensities > Home & Household Goods > Cuisinart Buyer Propensity  
Branded Data > Alliant > Brand Propensities > Home & Household Goods > Dewalt Buyer Propensity  
Branded Data > Alliant > Brand Propensities > Home & Household Goods > GE Buyer Propensity  
Branded Data > Alliant > Brand Propensities > Home & Household Goods > Home Depot Buyer Propensity  
Branded Data > Alliant > Brand Propensities > Home & Household Goods > Keurig Buyer Propensity  
Branded Data > Alliant > Brand Propensities > Home & Household Goods > Kitchenaid Buyer Propensity



## Segment Detail View

Branded Data > Alliant > Brand Propensities > Home & Household Goods > Lowe's Buyer Propensity  
Branded Data > Alliant > Brand Propensities > Home & Household Goods > Menard Buyer Propensity  
Branded Data > Alliant > Brand Propensities > Home & Household Goods > Pottery Barn Kids Buyer Propensity  
Branded Data > Alliant > Brand Propensities > Home & Household Goods > Rent-A-Center Buyer Propensity  
Branded Data > Alliant > Brand Propensities > Home & Household Goods > Restoration Hardware Buyer Propensity  
Branded Data > Alliant > Brand Propensities > Home & Household Goods > Serta Buyer Propensity  
Branded Data > Alliant > Brand Propensities > Home & Household Goods > Wayfair Buyer Propensity  
Branded Data > Alliant > Brand Propensities > Home & Household Goods > West Elm Buyer Propensity  
Branded Data > Alliant > Brand Propensities > Home & Household Goods > Williams-Sonoma Buyer Propensity  
Branded Data > Alliant > Brand Propensities > Home & Household Goods > Yankee Candle Buyer Propensity  
Branded Data > Alliant > Brand Propensities > Insurance  
Branded Data > Alliant > Brand Propensities > Insurance > Allstate Insurance Buyer Propensity  
Branded Data > Alliant > Brand Propensities > Insurance > Progressive Casualty Insurance Company Buyer Propensity  
Branded Data > Alliant > Brand Propensities > Jewelry  
Branded Data > Alliant > Brand Propensities > Jewelry > Jared 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 > Fisher-Price Buyer Propensity  
Branded Data > Alliant > Brand Propensities > Kids Products > Gerber Buyer Propensity  
Branded Data > Alliant > Brand Propensities > Kids Products > LEGO Buyer Propensity  
Branded Data > Alliant > Brand Propensities > Kids Products > Little Passport 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  
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 > DraftKings Buyer Propensity  
Branded Data > Alliant > Brand Propensities > Media & Entertainment > Eventbrite Buyer Propensity  
Branded Data > Alliant > Brand Propensities > Media & Entertainment > Fandango Buyer Propensity



## Segment Detail View

Branded Data > Alliant > Brand Propensities > Media & Entertainment > Gamestop Buyer Propensity  
Branded Data > Alliant > Brand Propensities > Media & Entertainment > Google Play Buyer Propensity  
Branded Data > Alliant > Brand Propensities > Media & Entertainment > Hulu 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 > Pandora Buyer Propensity  
Branded Data > Alliant > Brand Propensities > Media & Entertainment > Redbox Buyer Propensity  
Branded Data > Alliant > Brand Propensities > Media & Entertainment > Regal Cinemas 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 > Sony Network Entertainment International Buyer Propensity  
Branded Data > Alliant > Brand Propensities > Media & Entertainment > Spotify 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 > Ticketfly 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 > Active & Tech-Savvy  
Branded Data > Alliant > Brand Propensities > Personas > Big Chain Shoppers  
Branded Data > Alliant > Brand Propensities > Personas > Black Friday Buyer Propensity  
Branded Data > Alliant > Brand Propensities > Personas > Connected Techies  
Branded Data > Alliant > Brand Propensities > Personas > DRTV Home Shoppers  
Branded Data > Alliant > Brand Propensities > Personas > Digital Checkout Buyers  
Branded Data > Alliant > Brand Propensities > Personas > Fashionistas  
Branded Data > Alliant > Brand Propensities > Personas > Kitchen & Homebodies  
Branded Data > Alliant > Brand Propensities > Personas > Suburban Home  
Branded Data > Alliant > Brand Propensities > Personas > Urban Commuters  
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





## Segment Detail View

Branded Data > Alliant > Brand Propensities > Pets > Petco Buyer Propensity  
Branded Data > Alliant > Brand Propensities > Pets > Purina Buyer Propensity  
Branded Data > Alliant > Brand Propensities > Restaurants & Dining  
Branded Data > Alliant > Brand Propensities > Restaurants & Dining > Chipotle Buyer Propensity  
Branded Data > Alliant > Brand Propensities > Restaurants & Dining > Domino's 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 > 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 > KFC Buyer Propensity  
Branded Data > Alliant > Brand Propensities > Restaurants & Dining > Red Lobster Buyer Propensity  
Branded Data > Alliant > Brand Propensities > Restaurants & Dining > Waitr Buyer Propensity  
Branded Data > Alliant > Brand Propensities > Sporting Goods  
Branded Data > Alliant > Brand Propensities > Sporting Goods > Academy Sports Outdoors Buyer Propensity  
Branded Data > Alliant > Brand Propensities > Sporting Goods > Athleta Buyer Propensity  
Branded Data > Alliant > Brand Propensities > Sporting Goods > Backcountry.com Buyer Propensity  
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 > Telecom & Service Providers  
Branded Data > Alliant > Brand Propensities > Telecom & Service Providers > AT&T 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 > Charter Buyer Propensity  
Branded Data > Alliant > Brand Propensities > Telecom & Service Providers > Comcast Buyer Propensity  
Branded Data > Alliant > Brand Propensities > Telecom & Service Providers > DIRECTV Buyer Propensity  
Branded Data > Alliant > Brand Propensities > Telecom & Service Providers > Net10 Buyer Propensity  
Branded Data > Alliant > Brand Propensities > Telecom & Service Providers > Rebtel Buyer Propensity  
Branded Data > Alliant > Brand Propensities > Telecom & Service Providers > Republic Wireless Buyer Propensity  
Branded Data > Alliant > Brand Propensities > Telecom & Service Providers > Spectrum Buyer Propensity  
Branded Data > Alliant > Brand Propensities > Telecom & Service Providers > Sprint Buyer Propensity





## Segment Detail View

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 > U.S. Cellular Buyer Propensity  
Branded Data > Alliant > Brand Propensities > Telecom & Service Providers > Verizon Buyer Propensity  
Branded Data > Alliant > Brand Propensities > Telecom & Service Providers > Virgin Mobile Buyer Propensity  
Branded Data > Alliant > Brand Propensities > Travel  
Branded Data > Alliant > Brand Propensities > Travel > Agoda Buyer Propensity  
Branded Data > Alliant > Brand Propensities > Travel > Alamo Buyer Propensity  
Branded Data > Alliant > Brand Propensities > Travel > American Airlines Buyer Propensity  
Branded Data > Alliant > Brand Propensities > Travel > Amtrak 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 > Choice Hotels Buyer Propensity  
Branded Data > Alliant > Brand Propensities > Travel > Delta Buyer Propensity  
Branded Data > Alliant > Brand Propensities > Travel > Dollar Rent A Car 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 > 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 > Hotels.com 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 > Lyft 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 > Orbitz Buyer Propensity  
Branded Data > Alliant > Brand Propensities > Travel > Priceline Buyer Propensity



## Segment Detail View

Branded Data > Alliant > Brand Propensities > Travel > Residence Inn Buyer Propensity  
Branded Data > Alliant > Brand Propensities > Travel > Sandals Resorts Buyer Propensity  
Branded Data > Alliant > Brand Propensities > Travel > Six Flags Buyer Propensity  
Branded Data > Alliant > Brand Propensities > Travel > Southwest Airlines Buyer Propensity  
Branded Data > Alliant > Brand Propensities > Travel > Spirit Airlines Buyer Propensity  
Branded Data > Alliant > Brand Propensities > Travel > Thrifty Car Rental Buyer Propensity  
Branded Data > Alliant > Brand Propensities > Travel > Travelocity Buyer Propensity  
Branded Data > Alliant > Brand Propensities > Travel > Uber 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 > Brand Propensities > Video Games  
Branded Data > Alliant > Brand Propensities > Video Games > Nintendo Buyer Propensity  
Branded Data > Alliant > CPG  
Branded Data > Alliant > CPG > Household Goods  
Branded Data > Alliant > Composite Segments (Audience Clusters)  
Branded Data > Alliant > Composite Segments (Audience Clusters) > Active Hobbyists  
Branded Data > Alliant > Composite Segments (Audience Clusters) > Cosmetic & Beauty Lovers  
Branded Data > Alliant > Composite Segments (Audience Clusters) > Digital Purchasing Parents  
Branded Data > Alliant > Composite Segments (Audience Clusters) > Home Improvement Masters  
Branded Data > Alliant > Composite Segments (Audience Clusters) > Literature & Music Lovers  
Branded Data > Alliant > Composite Segments (Audience Clusters) > News Hounds  
Branded Data > Alliant > Composite Segments (Audience Clusters) > Personal Care Multi-Buyers  
Branded Data > Alliant > Composite Segments (Audience Clusters) > Purchasing Parents  
Branded Data > Alliant > Composite Segments (Audience Clusters) > Shopaholic Hotline  
Branded Data > Alliant > Composite Segments (Audience Clusters) > Women Born to Shop  
Branded Data > Alliant > Demographics  
Branded Data > Alliant > Demographics > Age 50-59  
Branded Data > Alliant > Demographics > Age 50-59 > Age 55-59 years  
Branded Data > Alliant > Demographics > Education - Bachelors Degree  
Branded Data > Alliant > Demographics > Family - Female Head of Household  
Branded Data > Alliant > Demographics > Family - Households with 2 Adults  
Branded Data > Alliant > Demographics > Family - Husbands



## Segment Detail View

Branded Data > Alliant > Demographics > Family - Male Head of Household  
Branded Data > Alliant > Demographics > Family - Married  
Branded Data > Alliant > Demographics > Family - Single  
Branded Data > Alliant > Demographics > Family - Wives  
Branded Data > Alliant > Demographics > Home Value \$100-199k  
Branded Data > Alliant > Demographics > Homeowner  
Branded Data > Alliant > Demographics > Household Estimated Wealth \$1,000,000 Plus  
Branded Data > Alliant > Demographics > Household Income \$41,000 - \$50,000  
Branded Data > Alliant > Demographics > Late Baby Boomers  
Branded Data > Alliant > Demographics > Length of Residence 10+ years  
Branded Data > Alliant > Demographics > Work at Home  
Branded Data > Alliant > Education  
Branded Data > Alliant > Education > Education/Teacher  
Branded Data > Alliant > Entertainment & Pastimes  
Branded Data > Alliant > Entertainment & Pastimes > Book Fanatics  
Branded Data > Alliant > Entertainment & Pastimes > Hobbyists & Collectors  
Branded Data > Alliant > Entertainment & Pastimes > Media & Entertainment Products  
Branded Data > Alliant > Family Interests  
Branded Data > Alliant > Family Interests > Apparel Product Buyers  
Branded Data > Alliant > Family Interests > Children's Products  
Branded Data > Alliant > Finance & Money  
Branded Data > Alliant > Finance & Money > Business Product Buyer  
Branded Data > Alliant > Financially in Charge  
Branded Data > Alliant > Financially in Charge > Big Spenders  
Branded Data > Alliant > Gender  
Branded Data > Alliant > Gender > Female  
Branded Data > Alliant > Gender > Male  
Branded Data > Alliant > Health & Wellbeing  
Branded Data > Alliant > Health & Wellbeing > Health, Wellness & Fitness  
Branded Data > Alliant > Home & Garden Interests  
Branded Data > Alliant > Home & Garden Interests > Arts & Crafts  
Branded Data > Alliant > Home & Garden Interests > Cooking/Food Enthusiasts  
Branded Data > Alliant > Home & Garden Interests > Home Decor



## Segment Detail View

Branded Data > Alliant > Home & Garden Interests > House & Garden Merchandise Buyers

Branded Data > Alliant > Home & Garden Interests > Lawn & Garden Enthusiasts

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 > UFC

Branded Data > Alliant > Interest Propensities > Brands

Branded Data > Alliant > Interest Propensities > Brands > Audible

Branded Data > Alliant > Interest Propensities > Brands > Behr Paint

Branded Data > Alliant > Interest Propensities > Brands > Benjamin Moore

Branded Data > Alliant > Interest Propensities > Brands > General Electric

Branded Data > Alliant > Interest Propensities > Brands > John Deere

Branded Data > Alliant > Interest Propensities > Brands > Kenmore

Branded Data > Alliant > Interest Propensities > Brands > LG Electronics

Branded Data > Alliant > Interest Propensities > Brands > La-Z-Boy

Branded Data > Alliant > Interest Propensities > Brands > Panasonic

Branded Data > Alliant > Interest Propensities > Brands > Podcasts

Branded Data > Alliant > Interest Propensities > Brands > Sherwin Williams

Branded Data > Alliant > Interest Propensities > Brands > Whirlpool

Branded Data > Alliant > Interest Propensities > CPG

Branded Data > Alliant > Interest Propensities > CPG > Colgate

Branded Data > Alliant > Interest Propensities > CPG > Crest

Branded Data > Alliant > Interest Propensities > CPG > Doritos

Branded Data > Alliant > Interest Propensities > CPG > Downy

Branded Data > Alliant > Interest Propensities > CPG > Fancy Feast

Branded Data > Alliant > Interest Propensities > CPG > Febreze

Branded Data > Alliant > Interest Propensities > CPG > Friskies

Branded Data > Alliant > Interest Propensities > CPG > Frito - Lay snacks

Branded Data > Alliant > Interest Propensities > CPG > Gatorade

Branded Data > Alliant > Interest Propensities > CPG > Gerber Baby Foods

Branded Data > Alliant > Interest Propensities > CPG > Goya

Branded Data > Alliant > Interest Propensities > CPG > Heinz Ketchup



## Segment Detail View

Branded Data > Alliant > Interest Propensities > CPG > Kool Aid  
Branded Data > Alliant > Interest Propensities > CPG > L'oreal  
Branded Data > Alliant > Interest Propensities > CPG > Mountain Dew  
Branded Data > Alliant > Interest Propensities > CPG > Mr. Clean  
Branded Data > Alliant > Interest Propensities > CPG > Nestle Candy  
Branded Data > Alliant > Interest Propensities > CPG > Nestle Pure Life  
Branded Data > Alliant > Interest Propensities > CPG > Poland Spring  
Branded Data > Alliant > Interest Propensities > CPG > Purina  
Branded Data > Alliant > Interest Propensities > CPG > Swiffer  
Branded Data > Alliant > Interest Propensities > CPG > Tide  
Branded Data > Alliant > Interest Propensities > Celebrities  
Branded Data > Alliant > Interest Propensities > Celebrities > Beyonce  
Branded Data > Alliant > Interest Propensities > Celebrities > Britney Spears  
Branded Data > Alliant > Interest Propensities > Celebrities > Bruno Mars  
Branded Data > Alliant > Interest Propensities > Celebrities > Dwayne Johnson (The Rock)  
Branded Data > Alliant > Interest Propensities > Celebrities > John Cena  
Branded Data > Alliant > Interest Propensities > Celebrities > John Hamm  
Branded Data > Alliant > Interest Propensities > Celebrities > Lady Gaga  
Branded Data > Alliant > Interest Propensities > Celebrities > Michael Jordan  
Branded Data > Alliant > Interest Propensities > Celebrities > Pink  
Branded Data > Alliant > Interest Propensities > Celebrities > Prince William  
Branded Data > Alliant > Interest Propensities > Celebrities > Rihanna  
Branded Data > Alliant > Interest Propensities > College Teams  
Branded Data > Alliant > Interest Propensities > College Teams > Arizona State Athletics  
Branded Data > Alliant > Interest Propensities > College Teams > Clemson Tigers  
Branded Data > Alliant > Interest Propensities > College Teams > Louisiana State University Tigers  
Branded Data > Alliant > Interest Propensities > College Teams > Wisconsin Badgers  
Branded Data > Alliant > Interest Propensities > Events/Shows  
Branded Data > Alliant > Interest Propensities > Events/Shows > Anime  
Branded Data > Alliant > Interest Propensities > Events/Shows > International Builders' Show (NAHB)  
Branded Data > Alliant > Interest Propensities > Events/Shows > Magic Las Vegas  
Branded Data > Alliant > Interest Propensities > Holiday  
Branded Data > Alliant > Interest Propensities > Holiday > Last Minute Holiday Shoppers





## Segment Detail View

Branded Data > Alliant > Interest Propensities > Holiday > St Patricks Day  
Branded Data > Alliant > Interest Propensities > MLB Teams  
Branded Data > Alliant > Interest Propensities > MLB Teams > Kansas City Royals  
Branded Data > Alliant > Interest Propensities > MLB Teams > Minnesota Twins  
Branded Data > Alliant > Interest Propensities > MLB Teams > St. Louis Cardinals  
Branded Data > Alliant > Interest Propensities > Movies  
Branded Data > Alliant > Interest Propensities > Movies > Cars  
Branded Data > Alliant > Interest Propensities > Movies > Fantastic Four  
Branded Data > Alliant > Interest Propensities > Movies > Frozen  
Branded Data > Alliant > Interest Propensities > Movies > Godzilla  
Branded Data > Alliant > Interest Propensities > Movies > Marvel Comic Series  
Branded Data > Alliant > Interest Propensities > Movies > Pirates of the Caribbean  
Branded Data > Alliant > Interest Propensities > Movies > Star Trek  
Branded Data > Alliant > Interest Propensities > Movies > The LEGO Movie  
Branded Data > Alliant > Interest Propensities > Movies > Toy Story  
Branded Data > Alliant > Interest Propensities > Movies > X-Men  
Branded Data > Alliant > Interest Propensities > NFL  
Branded Data > Alliant > Interest Propensities > NFL > Arizona Cardinals  
Branded Data > Alliant > Interest Propensities > NFL > Atlanta Falcons  
Branded Data > Alliant > Interest Propensities > NFL > Baltimore Ravens  
Branded Data > Alliant > Interest Propensities > NFL > Chicago Bears  
Branded Data > Alliant > Interest Propensities > NFL > Green Bay Packers  
Branded Data > Alliant > Interest Propensities > NFL > Indianapolis Colts  
Branded Data > Alliant > Interest Propensities > NFL > Kansas City Chiefs  
Branded Data > Alliant > Interest Propensities > NFL > Los Angeles Rams  
Branded Data > Alliant > Interest Propensities > NFL > Miami Dolphins  
Branded Data > Alliant > Interest Propensities > NFL > Minnesota Vikings  
Branded Data > Alliant > Interest Propensities > NFL > New Orlean Saints  
Branded Data > Alliant > Interest Propensities > NFL > New York Jets  
Branded Data > Alliant > Interest Propensities > NFL > Philadelphia Eagles  
Branded Data > Alliant > Interest Propensities > NFL > Pittsburgh Steelers  
Branded Data > Alliant > Interest Propensities > NFL > Tennessee Titans  
Branded Data > Alliant > Interest Propensities > NHL Teams



## Segment Detail View

Branded Data > Alliant > Interest Propensities > NHL Teams > Florida Panthers  
Branded Data > Alliant > Interest Propensities > NHL Teams > Minnesota Wild  
Branded Data > Alliant > Interest Propensities > NHL Teams > New York Islanders  
Branded Data > Alliant > Interest Propensities > NHL Teams > Philadelphia Flyers  
Branded Data > Alliant > Interest Propensities > NHL Teams > St. Louis Blues  
Branded Data > Alliant > Interest Propensities > NHL Teams > Tampa Bay Lightning  
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 > Chicago Tribune  
Branded Data > Alliant > Interest Propensities > Publications > Los Angeles Times  
Branded Data > Alliant > Interest Propensities > Publications > New York Post  
Branded Data > Alliant > Interest Propensities > Publications > New York Times  
Branded Data > Alliant > Interest Propensities > Publications > USA Today  
Branded Data > Alliant > Interest Propensities > Publications > Wall Street Journal  
Branded Data > Alliant > Interest Propensities > Publications > Washington Post  
Branded Data > Alliant > Interest Propensities > Quick Service Restaurants (QSRs)  
Branded Data > Alliant > Interest Propensities > Quick Service Restaurants (QSRs) > Arby's  
Branded Data > Alliant > Interest Propensities > Quick Service Restaurants (QSRs) > Hardee's  
Branded Data > Alliant > Interest Propensities > Quick Service Restaurants (QSRs) > Jack In the Box  
Branded Data > Alliant > Interest Propensities > Quick Service Restaurants (QSRs) > Kentucky Fried Chicken  
Branded Data > Alliant > Interest Propensities > Quick Service Restaurants (QSRs) > Sonic  
Branded Data > Alliant > Interest Propensities > Quick Service Restaurants (QSRs) > Taco Bell  
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 > TV Shows > The Walking Dead  
Branded Data > Alliant > Interest Propensities > Video Games  
Branded Data > Alliant > Interest Propensities > Video Games > Big Fish Games



## Segment Detail View

Branded Data > Alliant > Interest Propensities > Video Games > Candy Crush  
Branded Data > Alliant > Interest Propensities > Video Games > Dota 2  
Branded Data > Alliant > Interest Propensities > Video Games > ESL formerly Electronic Sports League  
Branded Data > Alliant > Interest Propensities > Video Games > FIFA  
Branded Data > Alliant > Interest Propensities > Video Games > Fallout  
Branded Data > Alliant > Interest Propensities > Video Games > Final Fantasy  
Branded Data > Alliant > Interest Propensities > Video Games > Fortnite  
Branded Data > Alliant > Interest Propensities > Video Games > Free to Play games  
Branded Data > Alliant > Interest Propensities > Video Games > Hearthstone  
Branded Data > Alliant > Interest Propensities > Video Games > League of Legends  
Branded Data > Alliant > Interest Propensities > Video Games > Legend of Zelda  
Branded Data > Alliant > Interest Propensities > Video Games > Madden  
Branded Data > Alliant > Interest Propensities > Video Games > Minecraft  
Branded Data > Alliant > Interest Propensities > Video Games > Mobile Games  
Branded Data > Alliant > Interest Propensities > Video Games > NBA 2K  
Branded Data > Alliant > Interest Propensities > Video Games > Ninja Celebrity  
Branded Data > Alliant > Interest Propensities > Video Games > Nintendo Switch  
Branded Data > Alliant > Interest Propensities > Video Games > PS4  
Branded Data > Alliant > Interest Propensities > Video Games > Role Playing Games  
Branded Data > Alliant > Interest Propensities > Video Games > Steam  
Branded Data > Alliant > Interest Propensities > Video Games > Super Mario  
Branded Data > Alliant > Interest Propensities > Video Games > Twitch com  
Branded Data > Alliant > Interest Propensities > Video Games > Xbox One  
Branded Data > Alliant > Men's Interests  
Branded Data > Alliant > Men's Interests > Men's Products  
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 Cash or Check  
Branded Data > Alliant > Multibuyer Behaviors > Paid with Credit Card  
Branded Data > Alliant > Multibuyer Behaviors > Shopaholics  
Branded Data > Alliant > Product Propensities  
Branded Data > Alliant > Product Propensities > Baby & Toddler



## Segment Detail View

Branded Data > Alliant > Product Propensities > Baby & Toddler > Baby & Toddler Furniture  
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 > Costume Accessories  
Branded Data > Alliant > Product Propensities > Casual Wear > Denim  
Branded Data > Alliant > Product Propensities > Casual Wear > Handbags, Wallets & Cases  
Branded Data > Alliant > Product Propensities > Casual Wear > Jeans  
Branded Data > Alliant > Product Propensities > Casual Wear > Pants  
Branded Data > Alliant > Product Propensities > Casual Wear > Polo Shirt  
Branded Data > Alliant > Product Propensities > Casual Wear > Sweat Shirt  
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 > Camera & Optic Accessories  
Branded Data > Alliant > Product Propensities > Computer & Electronics > Cameras  
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 > 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 > Dress  
Branded Data > Alliant > Product Propensities > Dress Wear > Shoes  
Branded Data > Alliant > Product Propensities > Fitness Wear  
Branded Data > Alliant > Product Propensities > Fitness Wear > Jogger Pants



## Segment Detail View

Branded Data > Alliant > Product Propensities > Health Supplements  
Branded Data > Alliant > Product Propensities > Health Supplements > Probiotic  
Branded Data > Alliant > Product Propensities > Health Supplements > Supplement  
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  
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 > Lighting  
Branded Data > Alliant > Product Propensities > Home > Linens & Bedding  
Branded Data > Alliant > Product Propensities > Home > Mattress Pad  
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 > Quilt Set  
Branded Data > Alliant > Product Propensities > Home > Sheet Set  
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 > Jewelry Cleaning & Care  
Branded Data > Alliant > Product Propensities > Jewelry > Necklace  
Branded Data > Alliant > Product Propensities > Jewelry > Ring  
Branded Data > Alliant > Product Propensities > Jewelry > Watch  
Branded Data > Alliant > Product Propensities > Outerwear





## Segment Detail View

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  
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 Cat Food  
Branded Data > Alliant > Product Propensities > Pets > Wet Dog Food  
Branded Data > Alliant > Product Propensities > Sleepwear  
Branded Data > Alliant > Product Propensities > Sleepwear > Nightgown  
Branded Data > Alliant > Product Propensities > Sleepwear > Pajamas  
Branded Data > Alliant > Product Propensities > Sleepwear > Robe  
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



## Segment Detail View

Branded Data > Alliant > Product Propensities > Underwear > Underwear

Branded Data > Alliant > Products & Services Propensities

Branded Data > Alliant > Products & Services Propensities > Coupon Users - Propensity

Branded Data > Alliant > Products & Services Propensities > Economy Hotel Visitors - 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 > NASCAR Fans - Propensity

Branded Data > Alliant > Response Performance

Branded Data > Alliant > Response Performance > Box / Product Subscribers

Branded Data > Alliant > Response Performance > Direct Marketing Purchasers

Branded Data > Alliant > Response Performance > Direct Marketing Responders

Branded Data > Alliant > Response Performance > Online Content Subscribers

Branded Data > Alliant > Response Performance > Online Service Subscribers

Branded Data > Alliant > Vacation & Travel Products

Branded Data > Alliant > Women's Interests

Branded Data > Alliant > Women's Interests > Cosmetics/Beauty

Branded Data > Alliant > Women's Interests > Jewelry/Accessories

Branded Data > Alliant > Women's Interests > Women's Products

Branded Data > AmeriLINK

Branded Data > AmeriLINK > AmeriLINK CPG Categories

Branded Data > AmeriLINK > AmeriLINK CPG Categories > Bakery Products

Branded Data > AmeriLINK > AmeriLINK CPG Categories > Bakery Products > Doughnuts, Muffins and Pastries Purchasers

Branded Data > AmeriLINK > AmeriLINK CPG Categories > Beverages

Branded Data > AmeriLINK > AmeriLINK CPG Categories > Beverages > Carbonated Drinks Purchasers

Branded Data > AmeriLINK > AmeriLINK CPG Categories > Beverages > Milk, Creams and Alternatives Purchasers

Branded Data > AmeriLINK > AmeriLINK CPG Categories > Beverages > Water Purchasers

Branded Data > AmeriLINK > AmeriLINK CPG Categories > Breakfast Items

Branded Data > AmeriLINK > AmeriLINK CPG Categories > Breakfast Items > Ready To Eat Cereals Purchasers

Branded Data > AmeriLINK > AmeriLINK CPG Categories > Candies and Gums

Branded Data > AmeriLINK > AmeriLINK CPG Categories > Candies and Gums > Chocolate Candy Purchasers

Branded Data > AmeriLINK > AmeriLINK CPG Categories > Candies and Gums > Non Chocolate Candy Purchasers

Branded Data > AmeriLINK > AmeriLINK CPG Categories > Condiments



## Segment Detail View

Branded Data > AmeriLINK > AmeriLINK CPG Categories > Condiments > All Other Condiments Purchasers

Branded Data > AmeriLINK > AmeriLINK CPG Categories > Cooking and Specialty Oils

Branded Data > AmeriLINK > AmeriLINK CPG Categories > Cooking and Specialty Oils > Olive Oils Purchasers

Branded Data > AmeriLINK > AmeriLINK CPG Categories > Dairy and Alternatives

Branded Data > AmeriLINK > AmeriLINK CPG Categories > Dairy and Alternatives > Butter, Margarine and Spreads Purchasers

Branded Data > AmeriLINK > AmeriLINK CPG Categories > Dairy and Alternatives > Eggs and Alternatives Purchasers

Branded Data > AmeriLINK > AmeriLINK CPG Categories > Dressings, Dips and Salsas

Branded Data > AmeriLINK > AmeriLINK CPG Categories > Dressings, Dips and Salsas > Salad Dressings Purchasers

Branded Data > AmeriLINK > AmeriLINK CPG Categories > Fruits

Branded Data > AmeriLINK > AmeriLINK CPG Categories > Fruits > Canned and Dried Fruits Purchasers

Branded Data > AmeriLINK > AmeriLINK CPG Categories > General Merchandise

Branded Data > AmeriLINK > AmeriLINK CPG Categories > General Merchandise > Floral and Garden Purchasers

Branded Data > AmeriLINK > AmeriLINK CPG Categories > Health and Wellness

Branded Data > AmeriLINK > AmeriLINK CPG Categories > Health and Wellness > Allergy and Sinus Care Purchasers

Branded Data > AmeriLINK > AmeriLINK CPG Categories > Health and Wellness > Ear, Nose and Eye Care Purchasers

Branded Data > AmeriLINK > AmeriLINK CPG Categories > Household Care Products

Branded Data > AmeriLINK > AmeriLINK CPG Categories > Household Care Products > Household Cleaners Purchasers

Branded Data > AmeriLINK > AmeriLINK CPG Categories > Household Care Products > Laundry Fabric Softeners Purchasers

Branded Data > AmeriLINK > AmeriLINK CPG Categories > Household Care Products > Other Laundry Fabric Care Purchasers

Branded Data > AmeriLINK > AmeriLINK CPG Categories > Meats, Seafood and Alternatives

Branded Data > AmeriLINK > AmeriLINK CPG Categories > Meats, Seafood and Alternatives > Meats Purchasers

Branded Data > AmeriLINK > AmeriLINK CPG Categories > Paper, Plastic and Storage

Branded Data > AmeriLINK > AmeriLINK CPG Categories > Paper, Plastic and Storage > Facial Tissues Purchasers

Branded Data > AmeriLINK > AmeriLINK CPG Categories > Pasta, Noodles and Grains

Branded Data > AmeriLINK > AmeriLINK CPG Categories > Pasta, Noodles and Grains > Pasta and Noodles Purchasers

Branded Data > AmeriLINK > AmeriLINK CPG Categories > Personal Care and Beauty Products

Branded Data > AmeriLINK > AmeriLINK CPG Categories > Personal Care and Beauty Products > Hair Care Purchasers

Branded Data > AmeriLINK > AmeriLINK CPG Categories > Personal Care and Beauty Products > Skin Care Purchasers

Branded Data > AmeriLINK > AmeriLINK CPG Categories > Prepared Foods, Deli and Meal Mixes

Branded Data > AmeriLINK > AmeriLINK CPG Categories > Prepared Foods, Deli and Meal Mixes > Prepared Meals Side Dishes and Meal Mixes Purchasers

Branded Data > AmeriLINK > AmeriLINK CPG Categories > Snacks, Nuts and Bars

Branded Data > AmeriLINK > AmeriLINK CPG Categories > Snacks, Nuts and Bars > All Other Snacks Purchasers

Branded Data > AmeriLINK > AmeriLINK CPG Categories > Sugars, Syrups and Alternatives



## Segment Detail View

Branded Data > AmeriLINK > AmeriLINK CPG Categories > Sugars, Syrups and Alternatives > Sugars and Sugar Alternatives Purchasers

Branded Data > AmeriLINK > AmeriLINK CPG Categories > Sugars, Syrups and Alternatives > Syrups, Honey and Molasses Purchasers

Branded Data > AmeriLINK > AmeriLINK CPG Categories > Vegetables

Branded Data > AmeriLINK > AmeriLINK CPG Categories > Vegetables > Fresh Vegetables Purchasers

Branded Data > AmeriLINK > AmeriLINK Consumer Buying Behavior

Branded Data > AmeriLINK > AmeriLINK Consumer Buying Behavior > Credit Card Users

Branded Data > AmeriLINK > AmeriLINK Consumer Buying Behavior > Credit Card Users > Card Type

Branded Data > AmeriLINK > AmeriLINK Consumer Buying Behavior > Credit Card Users > Card Type > Bank Card

Branded Data > AmeriLINK > AmeriLINK Consumer Buying Behavior > Demographics

Branded Data > AmeriLINK > AmeriLINK Consumer Buying Behavior > Demographics > Age

Branded Data > AmeriLINK > AmeriLINK Consumer Buying Behavior > Demographics > Age > 18 - 24

Branded Data > AmeriLINK > AmeriLINK Consumer Buying Behavior > Demographics > Age > 55 - 59

Branded Data > AmeriLINK > AmeriLINK Consumer Buying Behavior > Demographics > Gender

Branded Data > AmeriLINK > AmeriLINK Consumer Buying Behavior > Demographics > Gender > Male

Branded Data > AmeriLINK > AmeriLINK Consumer Buying Behavior > Retail Store Buyers

Branded Data > AmeriLINK > AmeriLINK Consumer Buying Behavior > Retail Store Buyers > Active - 24 Months

Branded Data > AmeriLINK > AmeriLINK Consumer Buying Behavior > Retail Store Buyers > Active - 24 Months > Home Improvement

Branded Data > AmeriLINK > AmeriLINK Consumer Buying Behavior > Seasonal Audiences

Branded Data > AmeriLINK > AmeriLINK Consumer Buying Behavior > Seasonal Audiences > Black Friday

Branded Data > AmeriLINK > AmeriLINK Consumer Buying Behavior > Seasonal Audiences > Black Friday > Black Friday Shoppers

Branded Data > AmeriLINK > AmeriLINK Consumer Buying Behavior > Seasonal Audiences > Cyber Monday

Branded Data > AmeriLINK > AmeriLINK Consumer Buying Behavior > Seasonal Audiences > Cyber Monday > Cyber Monday Shoppers – Shopping for Home Electronics

Branded Data > AmeriLINK > AmeriLINK Consumer Buying Behavior > Seasonal Audiences > Holiday/Christmas Shoppers

Branded Data > AmeriLINK > AmeriLINK Consumer Buying Behavior > Seasonal Audiences > Tax Season

Branded Data > AmeriLINK > AmeriLINK Consumer Database

Branded Data > AmeriLINK > AmeriLINK Consumer Database > Demographics & Segmentation

Branded Data > AmeriLINK > AmeriLINK Consumer Database > Demographics & Segmentation > Age

Branded Data > AmeriLINK > AmeriLINK Consumer Database > Demographics & Segmentation > Age > 18 - 24

Branded Data > AmeriLINK > AmeriLINK Consumer Database > Demographics & Segmentation > Age > 55 - 59

Branded Data > AmeriLINK > AmeriLINK Consumer Database > Demographics & Segmentation > Census Education

Branded Data > AmeriLINK > AmeriLINK Consumer Database > Demographics & Segmentation > Census Education > Some College

Branded Data > AmeriLINK > AmeriLINK Consumer Database > Demographics & Segmentation > Dwelling Type

Branded Data > AmeriLINK > AmeriLINK Consumer Database > Demographics & Segmentation > Dwelling Type > Single Family





## Segment Detail View

Branded Data > AmeriLINK > AmeriLINK Consumer Database > Demographics & Segmentation > Estimated Discretionary Income Percent  
Branded Data > AmeriLINK > AmeriLINK Consumer Database > Demographics & Segmentation > Estimated Discretionary Income Percent > Less than 10 %  
Branded Data > AmeriLINK > AmeriLINK Consumer Database > Demographics & Segmentation > Estimated Household Income  
Branded Data > AmeriLINK > AmeriLINK Consumer Database > Demographics & Segmentation > Estimated Household Income > \$150K-\$199.9K  
Branded Data > AmeriLINK > AmeriLINK Consumer Database > Demographics & Segmentation > Estimated Household Investable Assets  
Branded Data > AmeriLINK > AmeriLINK Consumer Database > Demographics & Segmentation > Estimated Household Investable Assets > \$750,000 - \$999,999  
Branded Data > AmeriLINK > AmeriLINK Consumer Database > Demographics & Segmentation > Family Position  
Branded Data > AmeriLINK > AmeriLINK Consumer Database > Demographics & Segmentation > Family Position > Male HOH  
Branded Data > AmeriLINK > AmeriLINK Consumer Database > Demographics & Segmentation > Gender  
Branded Data > AmeriLINK > AmeriLINK Consumer Database > Demographics & Segmentation > Gender > Male  
Branded Data > AmeriLINK > AmeriLINK Consumer Database > Demographics & Segmentation > Home Value  
Branded Data > AmeriLINK > AmeriLINK Consumer Database > Demographics & Segmentation > Home Value > \$401K-\$500K  
Branded Data > AmeriLINK > AmeriLINK Consumer Database > Demographics & Segmentation > Homeownership  
Branded Data > AmeriLINK > AmeriLINK Consumer Database > Demographics & Segmentation > Homeownership > Homeowner  
Branded Data > AmeriLINK > AmeriLINK Consumer Database > Demographics & Segmentation > Length of Residence  
Branded Data > AmeriLINK > AmeriLINK Consumer Database > Demographics & Segmentation > Length of Residence > 15+ Years  
Branded Data > AmeriLINK > AmeriLINK Consumer Database > Demographics & Segmentation > Net Worth  
Branded Data > AmeriLINK > AmeriLINK Consumer Database > Demographics & Segmentation > Net Worth > \$750K - \$999.9K  
Branded Data > AmeriLINK > AmeriLINK Consumer Database > Demographics & Segmentation > Number of Adults in Household  
Branded Data > AmeriLINK > AmeriLINK Consumer Database > Demographics & Segmentation > Number of Adults in Household > 3+  
Branded Data > AmeriLINK > AmeriLINK Consumer Database > Demographics & Segmentation > Number of Children in Household  
Branded Data > AmeriLINK > AmeriLINK Consumer Database > Demographics & Segmentation > Number of Children in Household > 0  
Branded Data > AmeriLINK > AmeriLINK Health  
Branded Data > AmeriLINK > AmeriLINK Health > Behaviors  
Branded Data > AmeriLINK > AmeriLINK Health > Behaviors > Adherence  
Branded Data > AmeriLINK > AmeriLINK Health > Behaviors > Adherence > Brand Preference  
Branded Data > AmeriLINK > AmeriLINK Health > Behaviors > Health & Wellness Shopping  
Branded Data > AmeriLINK > AmeriLINK Health > Behaviors > Health & Wellness Shopping > Front of Store Spenders  
Branded Data > AmeriLINK > AmeriLINK Health > Behaviors > Health Personality Segments  
Branded Data > AmeriLINK > AmeriLINK Health > Behaviors > Health Personality Segments > Willful Endurer  
Branded Data > AmeriLINK > AmeriLINK Health > Health Ranks  
Branded Data > AmeriLINK > AmeriLINK Health > Health Ranks > Health Choices / Lifestyle  
Branded Data > AmeriLINK > AmeriLINK Health > Health Ranks > Health Choices / Lifestyle > Diet Behaviors





## Segment Detail View

Branded Data > AmeriLINK > AmeriLINK Health > Health Ranks > Healthy Behavior Change Index

Branded Data > AmeriLINK > AmeriLINK Health > Health Ranks > Healthy Behavior Change Index > Healthy Behavior Change - Likely

Branded Data > AmeriLINK > AmeriLINK Health > Insurance/Financial Behaviors

Branded Data > AmeriLINK > AmeriLINK Health > Insurance/Financial Behaviors > Communication Channel Preference

Branded Data > AmeriLINK > AmeriLINK Health > Insurance/Financial Behaviors > Communication Channel Preference > Email

Branded Data > AmeriLINK > AmeriLINK Health > Insurance/Financial Behaviors > Communication Channel Preference > Web

Branded Data > AmeriLINK > AmeriLINK Health > Insurance/Financial Behaviors > Eye & Vision

Branded Data > AmeriLINK > AmeriLINK Health > Insurance/Financial Behaviors > Eye & Vision > Vision

Branded Data > AmeriLINK > AmeriLINK Health > Insurance/Financial Behaviors > Health Index

Branded Data > AmeriLINK > AmeriLINK Health > Insurance/Financial Behaviors > Health Index > Manage the Business Side of Health

Branded Data > AmeriLINK > AmeriLINK Health > Insurance/Financial Behaviors > Health Index > Proactive Health Management

Branded Data > AmeriLINK > AmeriLINK Health > Insurance/Financial Behaviors > Health Index > Wearable Device to Manage Health

Branded Data > AmeriLINK > AmeriLINK Health > Insurance/Financial Behaviors > Health Insurance Direct Pay Index

Branded Data > AmeriLINK > AmeriLINK Health > Insurance/Financial Behaviors > Health Insurance Direct Pay Index > Private Insurance - Direct

Branded Data > AmeriLINK > AmeriLINK Health > Insurance/Financial Behaviors > Healthcare Treatment Preference

Branded Data > AmeriLINK > AmeriLINK Health > Insurance/Financial Behaviors > Healthcare Treatment Preference > Personal Doctor or Personal Care Physician

Branded Data > AmeriLINK > AmeriLINK Health > Insurance/Financial Behaviors > Insurance Responder Index

Branded Data > AmeriLINK > AmeriLINK Health > Insurance/Financial Behaviors > Insurance Responder Index > Long Term Care Insurance Responder - Likely

Branded Data > AmeriLINK > AmeriLINK Health > Personas for Health

Branded Data > AmeriLINK > AmeriLINK Health > Personas for Health > Learning the System - Engraved Invitation

Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data

Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Accounting & Auditing

Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Accounting & Auditing > Billing & Invoicing

Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Air Travel

Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Air Travel > Airport Parking & Transportation

Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Banking

Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Banking > ATMs & Branch Locations

Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Banking > Debit & Checking Services

Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Banking > Money Transfer & Wire Services

Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Beauty & Fitness

Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Body Art

Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Bus & Rail

Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Car Rental & Taxi Services



## Segment Detail View

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 > Age > Age 18-44

Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Demographics > Age > Age 18-54

Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Demographics > Age > Age 18-64

Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Demographics > Age > Age 25+

Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Demographics > Age > Age 25-44

Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Demographics > Age > Age 25-54

Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Demographics > Age > Age 25-64

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

Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Demographics > Gender > Male

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

Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Demographics > Gender and Age > Males 18-34

Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Demographics > Gender and Age > Males 18-44

Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Demographics > Gender and Age > Males 18-54

Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Demographics > Gender and Age > Males 18-64

Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Demographics > Gender and Age > Males 25+

Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Demographics > Gender and Age > Males 25-34

Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Demographics > Gender and Age > Males 25-44

Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Demographics > Gender and Age > Males 25-54

Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Demographics > Gender and Age > Males 25-64

Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Demographics > Gender and Age > Males 45-54

Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Demographics > Gender and Age > Males 55-64

Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Demographics > Gender and Age > Males 65+

Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Events & Listings

Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Events & Listings > Bars, Clubs & Nightlife

Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Events & Listings > Concerts & Music Festivals



## Segment Detail View

Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Events & Listings > Event Ticket Sales  
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Events & Listings > Expos & Conventions  
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Events & Listings > Live Sporting Events  
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Events & Listings > Movie Listings & Theater Showtimes  
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Face & Body Care  
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Face & Body Care > Hygiene & Toiletries  
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Face & Body Care > Make-Up & Cosmetics  
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Face & Body Care > 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 > Fitness  
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Fitness > Bodybuilding  
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Fitness > Fitness Equipment & Accessories  
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Fitness > Fitness Instruction & Personal Training  
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Fitness > Gyms & Health Clubs  
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Fitness > Yoga & Pilates  
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Grants Scholarships & Financial Aid  
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > 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  
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



## Segment Detail View

Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Investing > Stocks & Bonds  
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Luggage & Travel Accessories  
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Spas & Beauty Services  
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Spas & Beauty Services > Massage Therapy  
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Specialty Travel  
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Specialty Travel > Adventure Travel  
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Specialty Travel > Ecotourism  
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 > Regional Parks & Gardens  
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Tourist Destinations > Theme Parks  
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Tourist Destinations > Zoos, Aquariums & Preserves  
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Travel  
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Travel Agencies & Services  
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Water Sports  
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Water Sports > Surfing  
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Weight Loss  
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Winter Sports  
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Winter Sports > 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 > AnalyticsIQ  
Branded Data > AnalyticsIQ > Automotive





## Segment Detail View

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 > 2 Cars Owned  
Branded Data > AnalyticsIQ > Automotive > In Garage > Vehicle Age  
Branded Data > AnalyticsIQ > Automotive > In Garage > Vehicle Age > 2 or Less Year Old Car  
Branded Data > AnalyticsIQ > Automotive > In Garage > Vehicle Age > 3 to 5 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 > Coupe Owners  
Branded Data > AnalyticsIQ > Automotive > In Garage > Vehicle Use  
Branded Data > AnalyticsIQ > Automotive > In Garage > Vehicle Use > Vehicle Used for Carpooling  
Branded Data > AnalyticsIQ > Automotive > In Market  
Branded Data > AnalyticsIQ > Automotive > In Market > Buyer Type  
Branded Data > AnalyticsIQ > Automotive > In Market > Buyer Type > Budget Driven 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 Kia  
Branded Data > AnalyticsIQ > Automotive > In Market > Vehicle Make > In Market for a Lincoln  
Branded Data > AnalyticsIQ > Automotive > In Market > Vehicle Make > In Market for a Mazda  
Branded Data > AnalyticsIQ > Automotive > In Market > Vehicle Make > In Market for a Mitsubishi  
Branded Data > AnalyticsIQ > Automotive > In Market > Vehicle Make > In Market for a Nissan  
Branded Data > AnalyticsIQ > Automotive > In Market > Vehicle Make > In Market for a Smart Car  
Branded Data > AnalyticsIQ > Automotive > In Market > Vehicle Make > In Market for a Volkswagen  
Branded Data > AnalyticsIQ > Automotive > In Market > Vehicle Type  
Branded Data > AnalyticsIQ > Automotive > In Market > Vehicle Type > In Market for a Family Vehicle  
Branded Data > AnalyticsIQ > B2B  
Branded Data > AnalyticsIQ > B2B > Employee Attributes  
Branded Data > AnalyticsIQ > B2B > Employee Attributes > Business Decision Makers  
Branded Data > AnalyticsIQ > B2B > Employee Attributes > Business Decision Makers > Decision Drivers & Behavior Motivations  
Branded Data > AnalyticsIQ > B2B > Employee Attributes > Business Decision Makers > Decision Drivers & Behavior Motivations > Decision Makers Interested in Cryptocurrency  
Branded Data > AnalyticsIQ > B2B > Employee Attributes > Working From Home





## Segment Detail View

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

Branded Data > AnalyticsIQ > B2B > Employee Attributes > Working From Home > Remote Workers Interested in Career Improvement

Branded Data > AnalyticsIQ > B2B > Employee Attributes > Working From Home > Remote Workers Likely to Enjoy Subscription Boxes

Branded Data > AnalyticsIQ > B2B > Employee Attributes > Working From Home > Remote Workers Likely to Exercise Regularly

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 Pet

Branded Data > AnalyticsIQ > B2B > Employee Attributes > Working From Home > Remote Workers Likely to Order Food Delivery Services Regularly

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 > Podcasts

Branded Data > AnalyticsIQ > Channel > Podcasts > Daily Podcast Listeners

Branded Data > AnalyticsIQ > Channel > Social Networks

Branded Data > AnalyticsIQ > Channel > Social Networks > Active Users

Branded Data > AnalyticsIQ > Channel > Social Networks > Instagram Influencer

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

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

Branded Data > AnalyticsIQ > Channel > Social Networks > Super Passionate Influencers

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

Branded Data > AnalyticsIQ > Charitable Contributors

Branded Data > AnalyticsIQ > Charitable Contributors > Annual Discretionary Spending on Donation

Branded Data > AnalyticsIQ > Charitable Contributors > Annual Discretionary Spending on Donation > \$3,500 to \$6,249

Branded Data > AnalyticsIQ > Charitable Contributors > Donation Motivations

Branded Data > AnalyticsIQ > Charitable Contributors > Donation Motivations > Extrinsic Donors

Branded Data > AnalyticsIQ > Charitable Contributors > Donation Motivations > Intrinsic Donors

Branded Data > AnalyticsIQ > Charitable Contributors > Likely Donors

Branded Data > AnalyticsIQ > Charitable Contributors > Likely Donors > Health Causes

Branded Data > AnalyticsIQ > Charitable Contributors > Likely Donors > LGBTQ Cause Donors

Branded Data > AnalyticsIQ > Demographics

Branded Data > AnalyticsIQ > Demographics > Age



## Segment Detail View

Branded Data > AnalyticsIQ > Demographics > Age > Narrow Age Range  
Branded Data > AnalyticsIQ > Demographics > Age > Narrow Age Range > 20-24  
Branded Data > AnalyticsIQ > Demographics > Age > Narrow Age Range > 45-49  
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 > 60-64  
Branded Data > AnalyticsIQ > Demographics > Age > Staggered Age Range  
Branded Data > AnalyticsIQ > Demographics > Age > Staggered Age Range > 18-24  
Branded Data > AnalyticsIQ > Demographics > Age > Staggered Age Range > 45-54  
Branded Data > AnalyticsIQ > Demographics > Age > Staggered Age Range > 55-64  
Branded Data > AnalyticsIQ > Demographics > Education  
Branded Data > AnalyticsIQ > Demographics > Education > Bachelor Degree  
Branded Data > AnalyticsIQ > Demographics > Education > High School Degree  
Branded Data > AnalyticsIQ > Demographics > Employment  
Branded Data > AnalyticsIQ > Demographics > Employment > Actively Seeking New Job  
Branded Data > AnalyticsIQ > Demographics > Employment > Blue Collar  
Branded Data > AnalyticsIQ > Demographics > Employment > Full-time  
Branded Data > AnalyticsIQ > Demographics > Employment > High Income Professionals  
Branded Data > AnalyticsIQ > Demographics > Employment > Homemaker  
Branded Data > AnalyticsIQ > Demographics > Employment > Open to Changing Jobs  
Branded Data > AnalyticsIQ > Demographics > Employment > Other Medical  
Branded Data > AnalyticsIQ > Demographics > Employment > Part-time  
Branded Data > AnalyticsIQ > Demographics > Employment > Sales  
Branded Data > AnalyticsIQ > Demographics > Gender  
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 > Generation Z  
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 > 11-15



## Segment Detail View

Branded Data > AnalyticsIQ > Demographics > Household Composition > Age of Children in Household > 6-10  
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 > Pet 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 > Working Women  
Branded Data > AnalyticsIQ > Demographics > Household Composition > Young Adult in Household  
Branded Data > AnalyticsIQ > Demographics > Housing Attributes  
Branded Data > AnalyticsIQ > Demographics > Housing Attributes > Dwelling Type  
Branded Data > AnalyticsIQ > Demographics > Housing Attributes > Dwelling Type > Single-Family Home  
Branded Data > AnalyticsIQ > Demographics > Housing Attributes > Length of Residence  
Branded Data > AnalyticsIQ > Demographics > Housing Attributes > Length of Residence > 10-14 Years  
Branded Data > AnalyticsIQ > Demographics > Housing Attributes > Length of Residence > 15+ Years  
Branded Data > AnalyticsIQ > Demographics > Housing Attributes > Length of Residence > 7-9 Years  
Branded Data > AnalyticsIQ > Demographics > Housing Attributes > Length of Residence > Less than 1 Year  
Branded Data > AnalyticsIQ > Demographics > Housing Attributes > Ownership  
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 > 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 > Homemaker  
Branded Data > AnalyticsIQ > Finance



## Segment Detail View

Branded Data > AnalyticsIQ > Finance > Estimated Net Worth

Branded Data > AnalyticsIQ > Finance > Estimated Net Worth > \$100,000 to \$149,999

Branded Data > AnalyticsIQ > Finance > Estimated Net Worth > \$150,000 to \$249,999

Branded Data > AnalyticsIQ > Finance > Estimated Net Worth > \$250,000 to \$374,999

Branded Data > AnalyticsIQ > Finance > Estimated Net Worth > \$75,000 to \$99,999

Branded Data > AnalyticsIQ > Finance > FinTech

Branded Data > AnalyticsIQ > Finance > FinTech > Mobile Investing

Branded Data > AnalyticsIQ > Finance > FinTech > Mobile Wallets

Branded Data > AnalyticsIQ > Finance > Household Income

Branded Data > AnalyticsIQ > Finance > Household Income > \$125,000 - \$149,999

Branded Data > AnalyticsIQ > Finance > Household Income > \$150,000 - \$199,999

Branded Data > AnalyticsIQ > Finance > Household Income > \$60,000 - \$74,999

Branded Data > AnalyticsIQ > Finance > Investing

Branded Data > AnalyticsIQ > Finance > Investing > Accredited Investors

Branded Data > AnalyticsIQ > Finance > Investing > Presence of Checking Account

Branded Data > AnalyticsIQ > Finance > Investing > Presence of Savings Account

Branded Data > AnalyticsIQ > Finance > Investing > Presence of a Mortgage

Branded Data > AnalyticsIQ > Finance > Loan Account Holders

Branded Data > AnalyticsIQ > Finance > Loan Account Holders > Active Federal or Private Student Loans

Branded Data > AnalyticsIQ > Health & Wellness

Branded Data > AnalyticsIQ > Health & Wellness > Exercise

Branded Data > AnalyticsIQ > Health & Wellness > Exercise > Avid Exerciser

Branded Data > AnalyticsIQ > Health & Wellness > Exercise > Interval Training

Branded Data > AnalyticsIQ > Health & Wellness > Exercise > Moderate Exerciser

Branded Data > AnalyticsIQ > Health & Wellness > Exercise > Weight Lifting

Branded Data > AnalyticsIQ > Health & Wellness > Exercise > Yoga & Pilates Enthusiast

Branded Data > AnalyticsIQ > Health & Wellness > Health Lifestyle

Branded Data > AnalyticsIQ > Health & Wellness > Intensity

Branded Data > AnalyticsIQ > Health & Wellness > Intensity > High Intensity Consumers

Branded Data > AnalyticsIQ > Health & Wellness > Interests

Branded Data > AnalyticsIQ > Health & Wellness > Interests > Herbal Remedies

Branded Data > AnalyticsIQ > Health & Wellness > Interests > Meditation

Branded Data > AnalyticsIQ > Health & Wellness > Interests > Mental Cognition & Stimulation



## Segment Detail View

Branded Data > AnalyticsIQ > Health & Wellness > Interests > Vitamin & Nutrition Supplement Buyers

Branded Data > AnalyticsIQ > Health & Wellness > Medical Utilization

Branded Data > AnalyticsIQ > Health & Wellness > Medical Utilization > Likely to Need and Wear Contact Lenses

Branded Data > AnalyticsIQ > Health & Wellness > Medical Utilization > Telemedicine

Branded Data > AnalyticsIQ > Health & Wellness > Medical Utilization > WebMD

Branded Data > AnalyticsIQ > Health & Wellness > Sleep

Branded Data > AnalyticsIQ > Health & Wellness > Sleep > Poor Sleep Quality

Branded Data > AnalyticsIQ > In Market

Branded Data > AnalyticsIQ > In Market > Aldi Shoppers

Branded Data > AnalyticsIQ > In Market > Amazon Shoppers

Branded Data > AnalyticsIQ > In Market > Annual Discretionary Spending

Branded Data > AnalyticsIQ > In Market > Annual Discretionary Spending > Apparel

Branded Data > AnalyticsIQ > In Market > Annual Discretionary Spending > Apparel > \$3,000 to \$4,999

Branded Data > AnalyticsIQ > In Market > Annual Discretionary Spending > Dining

Branded Data > AnalyticsIQ > In Market > Annual Discretionary Spending > Dining > \$5,000 to \$7,499

Branded Data > AnalyticsIQ > In Market > Annual Discretionary Spending > Dining > Greater than \$7,500

Branded Data > AnalyticsIQ > In Market > Annual Discretionary Spending > Education

Branded Data > AnalyticsIQ > In Market > Annual Discretionary Spending > Education > \$2,500 to \$5,499

Branded Data > AnalyticsIQ > In Market > Annual Discretionary Spending > Entertainment

Branded Data > AnalyticsIQ > In Market > Annual Discretionary Spending > Entertainment > \$2,250 to \$3,499

Branded Data > AnalyticsIQ > In Market > Annual Discretionary Spending > Home Furnishings

Branded Data > AnalyticsIQ > In Market > Annual Discretionary Spending > Home Furnishings > \$3,000 to \$4,999

Branded Data > AnalyticsIQ > In Market > Annual Discretionary Spending > Personal Care

Branded Data > AnalyticsIQ > In Market > Annual Discretionary Spending > Personal Care > \$1,000 to \$1,499

Branded Data > AnalyticsIQ > In Market > Annual Discretionary Spending > Personal Care > \$850 to \$999

Branded Data > AnalyticsIQ > In Market > Annual Discretionary Spending > Personal Care > Greater than \$1,500

Branded Data > AnalyticsIQ > In Market > Annual Discretionary Spending > Total

Branded Data > AnalyticsIQ > In Market > Annual Discretionary Spending > Total > \$25,000 to \$42,999

Branded Data > AnalyticsIQ > In Market > Apple Products

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





## Segment Detail View

Branded Data > AnalyticsIQ > In Market > Dining Out > Upscale Restaurant Enthusiasts  
Branded Data > AnalyticsIQ > In Market > Discount Designer Shoppers  
Branded Data > AnalyticsIQ > In Market > Farmer's Market Shoppers  
Branded Data > AnalyticsIQ > In Market > Food Delivery Services Users  
Branded Data > AnalyticsIQ > In Market > Google Products  
Branded Data > AnalyticsIQ > In Market > Kroger Shoppers  
Branded Data > AnalyticsIQ > In Market > Online Dating  
Branded Data > AnalyticsIQ > In Market > Online Education  
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 > Online Grocery Shoppers  
Branded Data > AnalyticsIQ > In Market > Online Shoppers > Online Grocery Shoppers > In Market for Cold Grocery Items, InstantCart, Shipt, Amazon Fresh  
Branded Data > AnalyticsIQ > In Market > Online Shoppers > Shops for Beauty Products Primarily Online  
Branded Data > AnalyticsIQ > In Market > Online Shoppers > Shops for Clothing Primarily Online  
Branded Data > AnalyticsIQ > In Market > Online Shoppers > Shops for Furniture Primarily Online  
Branded Data > AnalyticsIQ > In Market > Online Shoppers > Shops for Housewares Primarily Online  
Branded Data > AnalyticsIQ > In Market > Online Streaming Shoppers  
Branded Data > AnalyticsIQ > In Market > Pet Insurance  
Branded Data > AnalyticsIQ > In Market > Sam's Club Shoppers  
Branded Data > AnalyticsIQ > In Market > Sprouts Shoppers  
Branded Data > AnalyticsIQ > In Market > Subscription Boxes  
Branded Data > AnalyticsIQ > In Market > Subscription Boxes > Food & Beverage Subscription Box Lovers  
Branded Data > AnalyticsIQ > In Market > Subscription Boxes > Makeup & Beauty Subscription Box 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 > Subscription Box Lovers  
Branded Data > AnalyticsIQ > In Market > Subscription Boxes > Vitamin & Nutrition Supplement Subscription Box Lovers  
Branded Data > AnalyticsIQ > In Market > Term Life Insurance  
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



## Segment Detail View

Branded Data > AnalyticsIQ > Interest > Board Games/Puzzles  
Branded Data > AnalyticsIQ > Interest > Camping / Hiking  
Branded Data > AnalyticsIQ > Interest > Career Improvement  
Branded Data > AnalyticsIQ > Interest > Career Oriented  
Branded Data > AnalyticsIQ > Interest > Collecting Movies  
Branded Data > AnalyticsIQ > Interest > Collecting Music  
Branded Data > AnalyticsIQ > Interest > Computer Owners  
Branded Data > AnalyticsIQ > Interest > Cooking & Food  
Branded Data > AnalyticsIQ > Interest > Cooking & Food > Gourmet Cooking Enthusiasts  
Branded Data > AnalyticsIQ > Interest > DIY Living  
Branded Data > AnalyticsIQ > Interest > Dance Enthusiasts  
Branded Data > AnalyticsIQ > Interest > Dieting & Weight Loss  
Branded Data > AnalyticsIQ > Interest > Electronics & Computers  
Branded Data > AnalyticsIQ > Interest > Exercise Of Running / Jogging  
Branded Data > AnalyticsIQ > Interest > Exercise Of Walking  
Branded Data > AnalyticsIQ > Interest > Fishing Enthusiasts  
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 > Lottery Gaming  
Branded Data > AnalyticsIQ > Interest > Military History  
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 > Professional Living  
Branded Data > AnalyticsIQ > Interest > Reading  
Branded Data > AnalyticsIQ > Interest > Reading > Religious Magazines  
Branded Data > AnalyticsIQ > Interest > Reading > Religious/Inspirational Items  
Branded Data > AnalyticsIQ > Interest > Self Improvement  
Branded Data > AnalyticsIQ > Interest > Sewing/Knitting/Needlework  
Branded Data > AnalyticsIQ > Interest > Sports  
Branded Data > AnalyticsIQ > Interest > Sports > Basketball Enthusiasts  
Branded Data > AnalyticsIQ > Interest > Sports > Female Sports Fanatics



## Segment Detail View

Branded Data > AnalyticsIQ > Interest > Sports > Football Enthusiasts  
Branded Data > AnalyticsIQ > Interest > Sports > Golf Lovers  
Branded Data > AnalyticsIQ > Interest > Sports > Water Sports  
Branded Data > AnalyticsIQ > Interest > Sweepstakes  
Branded Data > AnalyticsIQ > Interest > Transportation  
Branded Data > AnalyticsIQ > Interest > Transportation > Frequent Uber or Lyft Users  
Branded Data > AnalyticsIQ > Interest > Travel  
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 > Interest in Console Video Games  
Branded Data > AnalyticsIQ > Interest > Video Games > Interest in Handheld Video Games  
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 > Video Games > Preferred Gaming Platforms > Mobile Only Video Game Players  
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 General Baby Care Items  
Branded Data > AnalyticsIQ > Past Purchases > Children's Items  
Branded Data > AnalyticsIQ > Past Purchases > Children's Learning Toys  
Branded Data > AnalyticsIQ > Past Purchases > Computer Games  
Branded Data > AnalyticsIQ > Past Purchases > Crafts & Hobbies Products  
Branded Data > AnalyticsIQ > Past Purchases > DVDs or Videos Recently  
Branded Data > AnalyticsIQ > Past Purchases > Infant & Toddler Apparel  
Branded Data > AnalyticsIQ > Past Purchases > Men's Apparel  
Branded Data > AnalyticsIQ > Past Purchases > Online Educational Courses  
Branded Data > AnalyticsIQ > Past Purchases > Online Purchaser  
Branded Data > AnalyticsIQ > Past Purchases > Photography or Video Equipment  
Branded Data > AnalyticsIQ > Past Purchases > Women's Apparel  
Branded Data > AnalyticsIQ > Past Purchases > Young Women's Apparel  
Branded Data > AnalyticsIQ > Persona



## Segment Detail View

Branded Data > AnalyticsIQ > Persona > Creative Consumers  
Branded Data > AnalyticsIQ > Persona > Environmentally Conscious  
Branded Data > AnalyticsIQ > Persona > Loyal Customers  
Branded Data > AnalyticsIQ > Persona > Luxury Brand Buyers  
Branded Data > AnalyticsIQ > Persona > Recreationally Adventurous  
Branded Data > AnalyticsIQ > Persona > Religious Devotion  
Branded Data > AnalyticsIQ > Persona > Socially Bold  
Branded Data > AnalyticsIQ > Persona > Spontaneous Buyers  
Branded Data > AnalyticsIQ > Persona > Sustainable Living Spenders  
Branded Data > AnalyticsIQ > Persona > Technology Adopter  
Branded Data > AnalyticsIQ > Regulation B (Reg B) Friendly Audiences  
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 > \$150,000 - \$249,999  
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 > FinTech  
Branded Data > AnalyticsIQ > Regulation B (Reg B) Friendly Audiences > Finance > FinTech > Mobile Investing  
Branded Data > AnalyticsIQ > Regulation B (Reg B) Friendly Audiences > Finance > Household Income  
Branded Data > AnalyticsIQ > Regulation B (Reg B) Friendly Audiences > Finance > Household Income > \$100,000 - \$124,999  
Branded Data > AnalyticsIQ > Regulation B (Reg B) Friendly Audiences > Finance > Household Income > \$60,000 - \$74,999  
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 > Medium Home Equity Value  
Branded Data > AnalyticsIQ > Regulation B (Reg B) Friendly Audiences > Finance > Mortgages & Loans > Home Equity Percentage



## Segment Detail View

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

Branded Data > AnalyticsIQ > Regulation B (Reg B) Friendly Audiences > Finance > Mortgages & Loans > Home Value > \$400,001 to \$600,000

Branded Data > AnalyticsIQ > Regulation B (Reg B) Friendly Audiences > Finance > Mortgages & Loans > In Market for a Mortgage Broker

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) > 120 to 149 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) > 7 to 29 months

Branded Data > AnalyticsIQ > Regulation B (Reg B) Friendly Audiences > Finance > Mortgages & Loans > Length of Residence (Months) > 90 to 119 months

Branded Data > AnalyticsIQ > Regulation B (Reg B) Friendly Audiences > Insurance

Branded Data > AnalyticsIQ > Regulation B (Reg B) Friendly Audiences > Insurance > Account Holders

Branded Data > AnalyticsIQ > Seasonal

Branded Data > AnalyticsIQ > Seasonal > Back to School

Branded Data > AnalyticsIQ > Seasonal > Back to School > College Students

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

Branded Data > AnalyticsIQ > Seasonal > Holiday

Branded Data > AnalyticsIQ > Seasonal > Holiday > Holiday Shoppers

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

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

Branded Data > AnalyticsIQ > Seasonal > Holiday > In Home Holiday Party Hosts

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 TV Streamers

Branded Data > AnalyticsIQ > Television (TV) Viewership > Likely Device or Viewing Method > Likely to Own 4+ TVs

Branded Data > AnalyticsIQ > Television (TV) Viewership > Likely Device or Viewing Method > Likely to Own a Smart TV

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

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

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 Children's Shows

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

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





## Segment Detail View

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 TV Provider

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

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

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

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 Late Night 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 Between 12 and 17 Watching TV in Household

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 > Annual Discretionary Spending

Branded Data > AnalyticsIQ > Travel Intenders > Annual Discretionary Spending > Cruise Travel

Branded Data > AnalyticsIQ > Travel Intenders > Annual Discretionary Spending > Cruise Travel > \$1,100 to \$1,999

Branded Data > AnalyticsIQ > Travel Intenders > Annual Discretionary Spending > Cruise Travel > \$800 to \$1,099

Branded Data > AnalyticsIQ > Travel Intenders > Annual Discretionary Spending > Domestic Travel

Branded Data > AnalyticsIQ > Travel Intenders > Annual Discretionary Spending > Domestic Travel > \$2,250 to \$2,749

Branded Data > AnalyticsIQ > Travel Intenders > Annual Discretionary Spending > International Travel

Branded Data > AnalyticsIQ > Travel Intenders > Annual Discretionary Spending > International Travel > \$2,000 to \$2,999

Branded Data > AnalyticsIQ > Travel Intenders > Annual Discretionary Spending > International Travel > Greater than \$3,000

Branded Data > AnalyticsIQ > Travel Intenders > Annual Discretionary Spending > Travel

Branded Data > AnalyticsIQ > Travel Intenders > Annual Discretionary Spending > Travel > \$5,000 to \$7,999

Branded Data > AnalyticsIQ > Travel Intenders > Pandemic Travel Plans

Branded Data > AnalyticsIQ > Travel Intenders > Pandemic Travel Plans > Likely to Travel Because of New Robust Insurance Policies

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



## Segment Detail View

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 > Batman  
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 > Call of Duty  
Branded Data > Audiences by Ziff Davis > IGN > Interests > Gaming & Video Games > Franchises > Dead Redemption  
Branded Data > Audiences by Ziff Davis > IGN > Interests > Gaming & Video Games > Franchises > Destiny  
Branded Data > Audiences by Ziff Davis > IGN > Interests > Gaming & Video Games > Franchises > Diablo  
Branded Data > Audiences by Ziff Davis > IGN > Interests > Gaming & Video Games > Franchises > Doom  
Branded Data > Audiences by Ziff Davis > IGN > Interests > Gaming & Video Games > Franchises > Dying Light  
Branded Data > Audiences by Ziff Davis > IGN > Interests > Gaming & Video Games > Franchises > FIFA  
Branded Data > Audiences by Ziff Davis > IGN > Interests > Gaming & Video Games > Franchises > Fallout  
Branded Data > Audiences by Ziff Davis > IGN > Interests > Gaming & Video Games > Franchises > Forza  
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 > Starwars  
Branded Data > Audiences by Ziff Davis > IGN > Interests > Gaming & Video Games > Franchises > The Legend of Zelda  
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



## Segment Detail View

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 > Mobile App Based Gaming  
Branded Data > Audiences by Ziff Davis > IGN > Interests > Gaming & Video Games > Platforms & Consoles > Nintendo 3DS  
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 > PC Computers  
Branded Data > Audiences by Ziff Davis > IGN > Interests > Gaming & Video Games > Platforms & Consoles > Sony PlayStation 3 (PS3)  
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 > Platforms & Consoles > Sony PlayStation Vita  
Branded Data > Audiences by Ziff Davis > IGN > Interests > Gaming & Video Games > Virtual Reality  
Branded Data > Audiences by Ziff Davis > IGN > Interests > Gaming & Video Games > Virtual Reality > Oculus Quest  
Branded Data > Audiences by Ziff Davis > Interests  
Branded Data > Audiences by Ziff Davis > Interests > Automotive  
Branded Data > Audiences by Ziff Davis > Interests > Automotive > Automotive Technology  
Branded Data > Audiences by Ziff Davis > Interests > Automotive > Autonomous Driving & Autonomous Vehicles  
Branded Data > Audiences by Ziff Davis > Interests > Automotive > Luxury Cars  
Branded Data > Audiences by Ziff Davis > Interests > Entertainment  
Branded Data > Audiences by Ziff Davis > Interests > Entertainment > Genres  
Branded Data > Audiences by Ziff Davis > Interests > Entertainment > Genres > Animation  
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



## Segment Detail View

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 > Alienware

Branded Data > Audiences by Ziff Davis > Interests > Technology > Brands > Amazon

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 > 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 > HBO

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 > Intel

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 > Netflix

Branded Data > Audiences by Ziff Davis > Interests > Technology > Brands > Nintendo

Branded Data > Audiences by Ziff Davis > Interests > Technology > Brands > Qualcomm

Branded Data > Audiences by Ziff Davis > Interests > Technology > Brands > Showtime

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





## Segment Detail View

Branded Data > Audiences by Ziff Davis > Interests > Technology > Brands > iPhone

Branded Data > Audiences by Ziff Davis > Interests > Technology > DNA Testing

Branded Data > Audiences by Ziff Davis > Mashable

Branded Data > Audiences by Ziff Davis > Mashable > Interests

Branded Data > Audiences by Ziff Davis > Mashable > Interests > Culture & Lifestyle

Branded Data > Audiences by Ziff Davis > Mashable > Interests > Culture & Lifestyle > Home Decor

Branded Data > Audiences by Ziff Davis > Mashable > Interests > Culture & Lifestyle > Parenting

Branded Data > Audiences by Ziff Davis > Mashable > Interests > Culture & Lifestyle > Shopping

Branded Data > Audiences by Ziff Davis > Mashable > Interests > Culture & Lifestyle > Web Culture

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

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

Branded Data > Audiences by Ziff Davis > Mashable > Interests > Entertainment > Genres > Sci Fi

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

Branded Data > Audiences by Ziff Davis > Mashable > Interests > Entertainment > Streaming

Branded Data > Audiences by Ziff Davis > Mashable > Interests > Entertainment > Streaming > Video on Demand

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

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

Branded Data > Audiences by Ziff Davis > Mashable > Interests > Gaming & Video Games > Platforms & Consoles > Nintendo Switch

Branded Data > Audiences by Ziff Davis > Mashable > Interests > Science

Branded Data > Audiences by Ziff Davis > Mashable > Interests > Science > Climate & Environment

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

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

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

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

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

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

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

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

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





## Segment Detail View

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 > Desktops

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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



## Segment Detail View

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 > 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 > 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)



## Segment Detail View

Branded Data > Bombora > B2B > Install Data > Communications Technologies

Branded Data > Bombora > B2B > Install Data > Communications Technologies > Telephony

Branded Data > Bombora > B2B > Install Data > Customer Relationship Management

Branded Data > Bombora > B2B > Install Data > Customer Relationship Management > Contact Center Management

Branded Data > Bombora > B2B > Install Data > Customer Relationship Management > Customer Relationship Management (CRM)

Branded Data > Bombora > B2B > Install Data > Customer Relationship Management > Help Desk Management

Branded Data > Bombora > B2B > Install Data > Data Center Solutions

Branded Data > Bombora > B2B > Install Data > Data Center Solutions > Data Archiving Back-Up & Recovery

Branded Data > Bombora > B2B > Install Data > Data Center Solutions > Database Management Software

Branded Data > Bombora > B2B > Install Data > Data Center Solutions > Disaster Recovery (DR)

Branded Data > Bombora > B2B > Install Data > Data Center Solutions > IT Infrastructure & Operations Management

Branded Data > Bombora > B2B > Install Data > Data Center Solutions > Security Information and Event Management (SIEM)

Branded Data > Bombora > B2B > Install Data > Data Center Solutions > System Analytics & Monitoring

Branded Data > Bombora > B2B > Install Data > Data Center Solutions > System Security Services

Branded Data > Bombora > B2B > Install Data > Enterprise Applications

Branded Data > Bombora > B2B > Install Data > Enterprise Applications > Business Process Management (BPM)

Branded Data > Bombora > B2B > Install Data > Enterprise Applications > Enterprise Business Solutions (EBS)

Branded Data > Bombora > B2B > Install Data > Enterprise Applications > Enterprise Performance Management (EPM)

Branded Data > Bombora > B2B > Install Data > Enterprise Applications > Enterprise Resource Planning (ERP)

Branded Data > Bombora > B2B > Install Data > Enterprise Applications > HR Management Systems (HRMS)/Human Capital Management (HCM)

Branded Data > Bombora > B2B > Install Data > Enterprise Applications > Procurement

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



## Segment Detail View

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

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 > Credit Cards > Premium 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 > 55-64

Branded Data > BusinessWatch & ConsumerWatch Network > ConsumerWatch Network Consumer Audiences > Demographics > Age Range > 65-74

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 > 13-18

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 High School





## Segment Detail View

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 > Baby Boomers (1943-1960)

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 > 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 > Less than \$25,000

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 > Demographics > Pets > Pet Owner

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

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

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

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 Value Range

Branded Data > BusinessWatch & ConsumerWatch Network > ConsumerWatch Network Consumer Audiences > Home Attributes > Home Value Range > \$100 - \$150k

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 > 1 Year

Branded Data > BusinessWatch & ConsumerWatch Network > ConsumerWatch Network Consumer Audiences > Home Attributes > Length of Residence > 11-14 Years

Branded Data > BusinessWatch & ConsumerWatch Network > ConsumerWatch Network Consumer Audiences > Home Attributes > Length of Residence > 8-10 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 > Interests

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





## Segment Detail View

Branded Data > BusinessWatch & ConsumerWatch Network > ConsumerWatch Network Consumer Audiences > Interests > Bird watching  
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 > Charity  
Branded Data > BusinessWatch & ConsumerWatch Network > ConsumerWatch Network Consumer Audiences > Interests > Children Family Interests  
Branded Data > BusinessWatch & ConsumerWatch Network > ConsumerWatch Network Consumer Audiences > Interests > Cooking  
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 > Dieting  
Branded Data > BusinessWatch & ConsumerWatch Network > ConsumerWatch Network Consumer Audiences > Interests > Fitness  
Branded Data > BusinessWatch & ConsumerWatch Network > ConsumerWatch Network Consumer Audiences > Interests > Food Culinary Wine  
Branded Data > BusinessWatch & ConsumerWatch Network > ConsumerWatch Network Consumer Audiences > Interests > Gardening / Landscaping  
Branded Data > BusinessWatch & ConsumerWatch Network > ConsumerWatch Network Consumer Audiences > Interests > Gifts  
Branded Data > BusinessWatch & ConsumerWatch Network > ConsumerWatch Network Consumer Audiences > Interests > Green Living  
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  
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 > Investments  
Branded Data > BusinessWatch & ConsumerWatch Network > ConsumerWatch Network Consumer Audiences > Interests > Knitting / Quilting / Sewing  
Branded Data > BusinessWatch & ConsumerWatch Network > ConsumerWatch Network Consumer Audiences > Interests > Luxury Fashion  
Branded Data > BusinessWatch & ConsumerWatch Network > ConsumerWatch Network Consumer Audiences > Interests > Music  
Branded Data > BusinessWatch & ConsumerWatch Network > ConsumerWatch Network Consumer Audiences > Interests > Music > Music Buyer Enthusiast  
Branded Data > BusinessWatch & ConsumerWatch Network > ConsumerWatch Network Consumer Audiences > Interests > Outdoors  
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 > Computer IT  
Branded Data > BusinessWatch & ConsumerWatch Network > ConsumerWatch Network Consumer Audiences > Interests > Reading > Health Remedies  
Branded Data > BusinessWatch & ConsumerWatch Network > ConsumerWatch Network Consumer Audiences > Interests > Reading > Magazines  
Branded Data > BusinessWatch & ConsumerWatch Network > ConsumerWatch Network Consumer Audiences > Interests > Reading > Medical Health



## Segment Detail View

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

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

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

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

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

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

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

Branded Data > Comscore

Branded Data > Comscore > Digital

Branded Data > Comscore > Digital > Demos (US)

Branded Data > Comscore > Digital > Demos (US) > Age & Gender

Branded Data > Comscore > Digital > Demos (US) > Age & Gender > Males: 18+

Branded Data > Comscore > Digital > Demos (US) > Age & Gender > Males: 18-44

Branded Data > Comscore > Digital > Demos (US) > Age & Gender > Males: 18-49

Branded Data > Comscore > Digital > Demos (US) > Age & Gender > Males: 18-54

Branded Data > Comscore > Digital > Demos (US) > Age & Gender > Males: 21+

Branded Data > Comscore > Digital > Demos (US) > Age & Gender > Males: 25+

Branded Data > Comscore > Digital > Demos (US) > Age & Gender > Males: 25-44

Branded Data > Comscore > Digital > Demos (US) > Age & Gender > Males: 25-49

Branded Data > Comscore > Digital > Demos (US) > Age & Gender > Males: 25-54

Branded Data > Comscore > Digital > Demos (US) > Age & Gender > Males: 35+

Branded Data > Comscore > Digital > Demos (US) > Age & Gender > Males: 35-54

Branded Data > Comscore > Digital > Demos (US) > Age & Gender > Persons: 18+

Branded Data > Comscore > Digital > Demos (US) > Age & Gender > Persons: 18-44

Branded Data > Comscore > Digital > Demos (US) > Age & Gender > Persons: 18-49

Branded Data > Comscore > Digital > Demos (US) > Age & Gender > Persons: 18-54

Branded Data > Comscore > Digital > Demos (US) > Age & Gender > Persons: 21+

Branded Data > Comscore > Digital > Demos (US) > Age & Gender > Persons: 25+

Branded Data > Comscore > Digital > Demos (US) > Age & Gender > Persons: 25-44

Branded Data > Comscore > Digital > Demos (US) > Age & Gender > Persons: 25-49

Branded Data > Comscore > Digital > Demos (US) > Age & Gender > Persons: 25-54

Branded Data > Comscore > Digital > Demos (US) > Age & Gender > Persons: 35+

Branded Data > Comscore > Digital > Demos (US) > Age & Gender > Persons: 35-54



## Segment Detail View

Branded Data > Dataline  
Branded Data > Dataline > Automotive  
Branded Data > Dataline > Automotive > Domestic Car Owners  
Branded Data > Dataline > Buyers  
Branded Data > Dataline > Buyers > Big Spenders  
Branded Data > Dataline > Buyers > Costume Jewelry  
Branded Data > Dataline > Buyers > Frequent Offline Shoppers (November/December)  
Branded Data > Dataline > Buyers > Frequent Online Shoppers (November/December)  
Branded Data > Dataline > Buyers > Full-Figured Merchandise  
Branded Data > Dataline > Buyers > Indoor Home Decor Products  
Branded Data > Dataline > Buyers > Merchandise & Sweepstakes  
Branded Data > Dataline > Demographics > Age > 55-64  
Branded Data > Dataline > Demographics > Age > 55-64 > Age 60  
Branded Data > Dataline > Demographics > Gender > Female  
Branded Data > Dataline > Demographics > Gender > Male  
Branded Data > Dataline > Demographics > Income > \$40,000-\$44,999  
Branded Data > Dataline > Demographics > Income > \$50,000-\$54,999  
Branded Data > Dataline > Demographics > Married  
Branded Data > Dataline > In-Market for Credit Cards  
Branded Data > Dataline > In-Market for Credit Cards > Premium Credit Card  
Branded Data > Dataline > Intenders  
Branded Data > Dataline > Intenders > Books Better Living Advice  
Branded Data > Dataline > Intenders > Cosmetics  
Branded Data > Dataline > Intenders > Costume Jewelry as a Gift  
Branded Data > Dataline > Intenders > Gifts for Someone Else  
Branded Data > Dataline > Intenders > Insurance Products  
Branded Data > Dataline > Intenders > Online Purchases  
Branded Data > Dataline > Intenders > Outdoor Related Products  
Branded Data > Dataline > Intenders > Personal Computer Upgrades  
Branded Data > Dataline > Intenders > Plus Size Female Apparel  
Branded Data > Dataline > Intenders > Reading Materials  
Branded Data > Dataline > Intenders > Respond to Marketing Offers  
Branded Data > Dataline > Intenders > Retirement Products



## Segment Detail View

Branded Data > Dataline > Intenders > Sign Up for a Contest  
Branded Data > Dataline > Intenders > Sign Up for a Travel Sweepstakes  
Branded Data > Dataline > Intenders > Small Appliances  
Branded Data > Dataline > Intenders > Sports Equipment & Apparel  
Branded Data > Dataline > Intenders > Sweepstakes Products  
Branded Data > Dataline > Intenders > Use a Credit Card  
Branded Data > Dataline > Known Drivers  
Branded Data > Dataline > Pay Method  
Branded Data > Dataline > Pay Method > Discover Card  
Branded Data > Dataline > Pay Method > Mastercard  
Branded Data > Dataline > Pay Method > Pay by Cash  
Branded Data > Dataline > Pay Method > Pay by Instore House Charge  
Branded Data > Dataline > Pay Method > Visa  
Branded Data > Dataline > Working Women  
Branded Data > Equifax / IXI  
Branded Data > Equifax / IXI > Ability to Pay  
Branded Data > Equifax / IXI > Ability to Pay > Moderate Ability to Pay  
Branded Data > Equifax / IXI > Credit Cards  
Branded Data > Equifax / IXI > Credit Cards > Optimum  
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 > \$50K-\$100K Income, Age - Young (<35), Getting Ahead - Young City Families - E26  
Branded Data > Equifax / IXI > Demographics and Segmentation > Economic Spectrum  
Branded Data > Equifax / IXI > Demographics and Segmentation > Economic Spectrum > Less Than \$55K Income - Sparing Spenders  
Branded Data > Equifax / IXI > Discretionary Spending  
Branded Data > Equifax / IXI > Discretionary Spending > \$20,000 - \$29,999  
Branded Data > Equifax / IXI > Equifax B2B  
Branded Data > Equifax / IXI > Equifax B2B > Company Employees  
Branded Data > Equifax / IXI > Equifax B2B > Company Employees > Micro (1 - 4)  
Branded Data > Equifax / IXI > Equifax B2B > Company Employees > Micro (5 - 10)  
Branded Data > Equifax / IXI > Equifax B2B > Company Sales  
Branded Data > Equifax / IXI > Equifax B2B > Company Sales > Micro (Less Than \$200K)  
Branded Data > Equifax / IXI > Equifax B2B > Company Sales > Small (\$500K - \$1M)



## Segment Detail View

Branded Data > Equifax / IXI > Equifax B2B > Company Tenure  
Branded Data > Equifax / IXI > Equifax B2B > Company Tenure > 16 Years or Greater  
Branded Data > Equifax / IXI > Equifax B2B > Company Tenure > 6 to 15 Years  
Branded Data > Equifax / IXI > Equifax B2B > Decision Makers  
Branded Data > Equifax / IXI > Equifax B2B > Decision Makers > Small Business Enterprise Decision Makers  
Branded Data > Equifax / IXI > Equifax B2B > Industry  
Branded Data > Equifax / IXI > Equifax B2B > Industry > Construction  
Branded Data > Equifax / IXI > Equifax B2B > Industry > Construction > Construction - special trade contractors  
Branded Data > Equifax / IXI > Equifax B2B > Industry > Finance, Insurance, Real Estate  
Branded Data > Equifax / IXI > Equifax B2B > Industry > Finance, Insurance, Real Estate > Real Estate  
Branded Data > Equifax / IXI > Equifax B2B > Industry > Manufacturing  
Branded Data > Equifax / IXI > Equifax B2B > Industry > Manufacturing > Measuring, Analyzing, and Controlling Instruments  
Branded Data > Equifax / IXI > Equifax B2B > Industry > Services  
Branded Data > Equifax / IXI > Equifax B2B > Industry > Services > Business Services  
Branded Data > Equifax / IXI > Equifax B2B > Industry > Services > Miscellaneous Services  
Branded Data > Equifax / IXI > Equifax B2B > Job Function  
Branded Data > Equifax / IXI > Equifax B2B > Job Function > C-Suite  
Branded Data > Equifax / IXI > Equifax B2B > Job Role  
Branded Data > Equifax / IXI > Equifax B2B > Job Role > Corporate Secretary  
Branded Data > Equifax / IXI > Equifax B2B > Job Role > Officer  
Branded Data > Equifax / IXI > Equifax B2B > Job Role > Owner  
Branded Data > Equifax / IXI > Equifax B2B > Small Business Enterprise  
Branded Data > Equifax / IXI > Financial Mobility  
Branded Data > Equifax / IXI > Financial Mobility > Future Income Range \$50,000 - \$99,999  
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 \$50,000 - \$59,999  
Branded Data > Equifax / IXI > Household Income (HHI) > Income 360 > Total Income \$50,000 - \$59,999  
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 > Optimum Auto Insurance Target  
Branded Data > Equifax / IXI > Restaurants and Dining





## Segment Detail View

Branded Data > Equifax / IXI > Restaurants and Dining > Fast Food Restaurant Diners  
Branded Data > Equifax / IXI > Restaurants and Dining > Quick Serve Restaurant Diners  
Branded Data > Equifax / IXI > Retail  
Branded Data > Equifax / IXI > Retail > Apparel Shoppers  
Branded Data > Equifax / IXI > Retail > Gift Buyers  
Branded Data > Equifax / IXI > Retail > Jewelry Buyers  
Branded Data > Equifax / IXI > Retail > Mass Market & Discount Store Shoppers  
Branded Data > Equifax / IXI > Retail > Shop for Children  
Branded Data > Equifax / IXI > Sports  
Branded Data > Equifax / IXI > Sports > Professional Basketball Fans  
Branded Data > Equifax / IXI > Sports > Wrestling Fans  
Branded Data > Equifax / IXI > Telecommunications / Wireless & Cable / Satellite (Voice, Video & Data)  
Branded Data > Equifax / IXI > Telecommunications / Wireless & Cable / Satellite (Voice, Video & Data) > Avid Online Gamers  
Branded Data > Equifax / IXI > Travel  
Branded Data > Equifax / IXI > Travel > Amusement Park Visitors  
Branded Data > Experian  
Branded Data > Experian > Auto > In Market - Make and Models  
Branded Data > Experian > Auto > In Market - Make and Models > KIA  
Branded Data > Experian > Auto > Ownership - Make and Models  
Branded Data > Experian > Auto > Ownership - Make and Models > KIA  
Branded Data > Experian > Auto > Ownership - Vehicle Age  
Branded Data > Experian > Auto > Ownership - Vehicle Age > Purchased in Last 48 Plus Months  
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 > Back-to-Norm Consumers  
Branded Data > Experian > Consumer Behavior > Generational Segments: Baby Boomers  
Branded Data > Experian > Consumer Behavior > Occupation: Education  
Branded Data > Experian > Consumer Behavior > Occupation: Essential Workers  
Branded Data > Experian > Consumer Behavior > Occupation: Healthcare / Social Services  
Branded Data > Experian > Consumer Behavior > Occupation: Travel & Hospitality  
Branded Data > Experian > Consumer Financial Insights > ConsumerSpend Clothing  
Branded Data > Experian > Consumer Financial Insights > ConsumerSpend Clothing > \$2,000-\$4,999



## Segment Detail View

Branded Data > Experian > Consumer Financial Insights > ConsumerSpend Combined  
Branded Data > Experian > Consumer Financial Insights > ConsumerSpend Combined > \$10,000-\$24,999  
Branded Data > Experian > Consumer Financial Insights > ConsumerSpend Dining Out  
Branded Data > Experian > Consumer Financial Insights > ConsumerSpend Dining Out > \$2,000-\$4,999  
Branded Data > Experian > Consumer Financial Insights > ConsumerSpend Donations  
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 Electronics  
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 > \$500-\$999  
Branded Data > Experian > Consumer Financial Insights > ConsumerSpend Home Furnishings  
Branded Data > Experian > Consumer Financial Insights > ConsumerSpend Home Furnishings > \$100-\$499  
Branded Data > Experian > Consumer Financial Insights > ConsumerSpend Jewelry  
Branded Data > Experian > Consumer Financial Insights > ConsumerSpend Jewelry > \$100-\$999  
Branded Data > Experian > Consumer Financial Insights > ConsumerSpend Travel  
Branded Data > Experian > Consumer Financial Insights > ConsumerSpend Travel > \$1-\$499  
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 6 (Lowest)  
Branded Data > Experian > Consumer Financial Insights > Investable Assets  
Branded Data > Experian > Consumer Financial Insights > Investable Assets > Tier 7 (Lowest)  
Branded Data > Experian > Consumer Financial Insights > Investment Balances  
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 > Less than \$25,000  
Branded Data > Experian > Demographics > Age  
Branded Data > Experian > Demographics > Age > 25+  
Branded Data > Experian > Demographics > Age > 30-39  
Branded Data > Experian > Demographics > Age > 55-59



## Segment Detail View

Branded Data > Experian > Demographics > Age > 60-64  
Branded Data > Experian > Demographics > Age and Gender Combined  
Branded Data > Experian > Demographics > Age and Gender Combined > Female Age 25+  
Branded Data > Experian > Demographics > Education  
Branded Data > Experian > Demographics > Education > High School Diploma  
Branded Data > Experian > Demographics > Gender  
Branded Data > Experian > Demographics > Gender > Female  
Branded Data > Experian > Demographics > Generations  
Branded Data > Experian > Demographics > Generations > Baby Boomers  
Branded Data > Experian > Demographics > Generations > Female Baby Boomers  
Branded Data > Experian > Demographics > Homeowner/Renter  
Branded Data > Experian > Demographics > Homeowner/Renter > Homeowner  
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 > Length of Residence  
Branded Data > Experian > Demographics > Length of Residence > Years: 20-24  
Branded Data > Experian > Demographics > No Presence of Child  
Branded Data > Experian > Demographics > No Presence of Child > Age: 0-18  
Branded Data > Experian > Demographics > Occupation  
Branded Data > Experian > Demographics > Occupation > Professional: Legal/Education and Health Practitioners  
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 Transfer Amount  
Branded Data > Experian > Financial > Average Bank Card Balance Transfer Amount > \$1-\$2,499  
Branded Data > Experian > Financial > Deposits Increasing  
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 > Uninterested, Average Deposit Balance  
Branded Data > Experian > Financial Personalities > Home Equity Financial Personality



## Segment Detail View

Branded Data > Experian > Financial Personalities > Home Equity Financial Personality > Home Equity Averse Skeptic, Very Low Home Equity Balance

Branded Data > Experian > Financial Personalities > Insurance Financial Personality

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 > Price Sensitive, Self-Directed Investor, Very High Investable Assets

Branded Data > Experian > Housing Attributes > Dwelling Type

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 > Lifestyle and Interests > Activities and Entertainment

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

Branded Data > Experian > Lifestyle and Interests > Activities and Entertainment > Coffee Connoisseurs

Branded Data > Experian > Lifestyle and Interests > Activities and Entertainment > Coin Collector

Branded Data > Experian > Lifestyle and Interests > Activities and Entertainment > Cultural Arts

Branded Data > Experian > Lifestyle and Interests > Activities and Entertainment > Home Improvement Spenders

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 > 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 > 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 > Non-Prestige Cosmetics

Branded Data > Experian > Lifestyle and Interests > Buyer Behavior > Prepaid Phone & Calling Card users

Branded Data > Experian > Lifestyle and Interests > Buyer Behavior > Supercenter Buyers

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



## Segment Detail View

Branded Data > Experian > Lifestyle and Interests > Donor  
Branded Data > Experian > Lifestyle and Interests > Donor > Contributes by Volunteering  
Branded Data > Experian > Lifestyle and Interests > Financial  
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 > Tax Return --Professional Service Prepare user  
Branded Data > Experian > Lifestyle and Interests > Health  
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 > Health > Weight Conscious  
Branded Data > Experian > Lifestyle and Interests > Interests  
Branded Data > Experian > Lifestyle and Interests > Interests > Arts and Crafts  
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 > Lifestyles  
Branded Data > Experian > Lifestyle and Interests > Lifestyles > Grandparent  
Branded Data > Experian > Lifestyle and Interests > Lifestyles > High Frequency Cruise Enthusiast  
Branded Data > Experian > Lifestyle and Interests > Lifestyles > High Frequency Foreign Vacationer  
Branded Data > Experian > Lifestyle and Interests > Lifestyles > Int in Religion  
Branded Data > Experian > Lifestyle and Interests > Lifestyles > Military - Inactive  
Branded Data > Experian > Lifestyle and Interests > Memberships  
Branded Data > Experian > Lifestyle and Interests > Memberships > Memberships: AARP Members  
Branded Data > Experian > Lifestyle and Interests > Movies  
Branded Data > Experian > Lifestyle and Interests > Movies > Documentary/Foreign Language Movie Buff  
Branded Data > Experian > Lifestyle and Interests > Movies > Drama Movie Buff  
Branded Data > Experian > Lifestyle and Interests > Music  
Branded Data > Experian > Lifestyle and Interests > Music > Country Music  
Branded Data > Experian > Lifestyle and Interests > Music > Oldies Music  
Branded Data > Experian > Lifestyle and Interests > Music > Rock Music  
Branded Data > Experian > Lifestyle and Interests > Pets  
Branded Data > Experian > Lifestyle and Interests > Pets > Cat Owners





## Segment Detail View

Branded Data > Experian > Lifestyle and Interests > Pets > Dog Owners  
Branded Data > Experian > Lifestyle and Interests > Pets > Pet Enthusiast  
Branded Data > Experian > Lifestyle and Interests > Plays Sports  
Branded Data > Experian > Lifestyle and Interests > Plays Sports > Plays Tennis  
Branded Data > Experian > Lifestyle and Interests > Technology  
Branded Data > Experian > Lifestyle and Interests > Technology > Home Telco Subscribers - Bundle Buyer: VOIP, Cable, & Internet  
Branded Data > Experian > Lifestyle and Interests > Technology > Online General Use Email  
Branded Data > Experian > Lifestyle and Interests > Television  
Branded Data > Experian > Lifestyle and Interests > Television > Couch Potatoes - Drama Lovers Model  
Branded Data > Experian > Lifestyle and Interests > Television > Couch Potatoes - Female Focus Model  
Branded Data > Experian > Lifestyle and Interests > Television > Game Show Watchers  
Branded Data > Experian > Lifestyle and Interests > Television > Grammy Watcher  
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 History Show Fans  
Branded Data > Experian > Lifestyle and Interests > Television > TV How-to Shows  
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 > Big Box Shoppers  
Branded Data > Experian > Mobile Location Models > Visits > Coffee Shop Visitors  
Branded Data > Experian > Mobile Location Models > Visits > Electronics Stores  
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 > 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 > Memorial Day Shoppers  
Branded Data > Experian > Mobile Location Models > Visits > Outlet Malls Shoppers  
Branded Data > Experian > Mobile Location Models > Visits > Summer Break Travelers  
Branded Data > Experian > Mobile Location Models > Visits > Young Womens Retail Shoppers  
Branded Data > Experian > Online Behaviors > Hobbies & Interests



## Segment Detail View

Branded Data > Experian > Online Behaviors > Hobbies & Interests > Jewelry Making  
Branded Data > Experian > Online Behaviors > In-Market  
Branded Data > Experian > Online Behaviors > In-Market > Active Lifestyle  
Branded Data > Experian > Online Behaviors > In-Market > Coffee and Tea  
Branded Data > Experian > Online Behaviors > In-Market > Home Improvement  
Branded Data > Experian > Online Behaviors > In-Market > Retail Apparel  
Branded Data > Experian > Online Behaviors > In-Market > Retail Apparel - Deal Shoppers  
Branded Data > Experian > Online Behaviors > In-Market > Seasonal  
Branded Data > Experian > Online Behaviors > News  
Branded Data > Experian > Online Behaviors > Online Activity  
Branded Data > Experian > Online Behaviors > Sports  
Branded Data > Experian > Online Behaviors > Sports > Baseball  
Branded Data > Experian > Online Behaviors > Sports > Football  
Branded Data > Experian > Online Behaviors > Style & Fashion  
Branded Data > Experian > Online Behaviors > Style & Fashion > Clothing  
Branded Data > Experian > Psychographic/Attitudes > Financial Behavior  
Branded Data > Experian > Psychographic/Attitudes > Financial Behavior > Careful Money Managers  
Branded Data > Experian > Psychographic/Attitudes > GreenAware  
Branded Data > Experian > Psychographic/Attitudes > GreenAware > Potential Greens  
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 > Invincibles  
Branded Data > Experian > Psychographic/Attitudes > Mobile Behaviors  
Branded Data > Experian > Psychographic/Attitudes > Mobile Behaviors > Traditional Users  
Branded Data > Experian > Psychographic/Attitudes > Mobile Users  
Branded Data > Experian > Psychographic/Attitudes > Mobile Users > Basic Planners  
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 > Retail Shopper  
Branded Data > Experian > Psychographic/Attitudes > Retail Shopper > Status Strivers  
Branded Data > Experian > Psychographic/Attitudes > Self Concept  
Branded Data > Experian > Psychographic/Attitudes > Self Concept > Affectionate/ passionate



## Segment Detail View

Branded Data > Experian > Psychographic/Attitudes > Self Concept > Brave/courageous  
Branded Data > Experian > Psychographic/Attitudes > Shopping Behavior  
Branded Data > Experian > Psychographic/Attitudes > Shopping Behavior > Approval Seeking  
Branded Data > Experian > Psychographic/Attitudes > Shopping Behavior > Brand Loyals  
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 Apprentices  
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 > Accessories  
Branded Data > Experian > Retail Shoppers: Purchase Based > In Store Shoppers > Active Outdoors - Hard Goods  
Branded Data > Experian > Retail Shoppers: Purchase Based > In Store Shoppers > Active Outdoors - Soft Goods  
Branded Data > Experian > Retail Shoppers: Purchase Based > In Store Shoppers > Apparel  
Branded Data > Experian > Retail Shoppers: Purchase Based > In Store Shoppers > Electronics and Gadgets  
Branded Data > Experian > Retail Shoppers: Purchase Based > In Store Shoppers > Food and Beverages  
Branded Data > Experian > Retail Shoppers: Purchase Based > In Store Shoppers > Furniture  
Branded Data > Experian > Retail Shoppers: Purchase Based > In Store Shoppers > General/Misc  
Branded Data > Experian > Retail Shoppers: Purchase Based > In Store Shoppers > Hobbies and Entertainment  
Branded Data > Experian > Retail Shoppers: Purchase Based > In Store Shoppers > Home Decor  
Branded Data > Experian > Retail Shoppers: Purchase Based > In Store Shoppers > Home Domestic  
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 > Kitchen  
Branded Data > Experian > Retail Shoppers: Purchase Based > In Store Shoppers > Lawn and Garden  
Branded Data > Experian > Retail Shoppers: Purchase Based > In Store Shoppers > Outdoor Living  
Branded Data > Experian > Retail Shoppers: Purchase Based > In Store Shoppers > Overall  
Branded Data > Experian > Retail Shoppers: Purchase Based > In Store Shoppers > Pets  
Branded Data > Experian > Retail Shoppers: Purchase Based > In Store Shoppers > Seasonal Products  
Branded Data > Experian > Retail Shoppers: Purchase Based > In Store Shoppers > Tabletop and Dining  
Branded Data > Experian > Retail Shoppers: Purchase Based > In Store Shoppers > Tools and Automotive  
Branded Data > Experian > Retail Shoppers: Purchase Based > In Store Shoppers > Travel  
Branded Data > Experian > Retail Shoppers: Purchase Based > Online Shoppers



## Segment Detail View

Branded Data > Experian > Retail Shoppers: Purchase Based > Online Shoppers > Accessories  
Branded Data > Experian > Retail Shoppers: Purchase Based > Online Shoppers > Active Outdoors - Soft Goods  
Branded Data > Experian > Retail Shoppers: Purchase Based > Online Shoppers > Apparel  
Branded Data > Experian > Retail Shoppers: Purchase Based > Online Shoppers > Computers  
Branded Data > Experian > Retail Shoppers: Purchase Based > Online Shoppers > Electronics and Gadgets  
Branded Data > Experian > Retail Shoppers: Purchase Based > Online Shoppers > Food and Beverages  
Branded Data > Experian > Retail Shoppers: Purchase Based > Online Shoppers > Furniture  
Branded Data > Experian > Retail Shoppers: Purchase Based > Online Shoppers > General/Misc  
Branded Data > Experian > Retail Shoppers: Purchase Based > Online Shoppers > Hobbies and Entertainment  
Branded Data > Experian > Retail Shoppers: Purchase Based > Online Shoppers > Home Decor  
Branded Data > Experian > Retail Shoppers: Purchase Based > Online Shoppers > Home Domestic  
Branded Data > Experian > Retail Shoppers: Purchase Based > Online Shoppers > Home Maintenance  
Branded Data > Experian > Retail Shoppers: Purchase Based > Online Shoppers > Home Office  
Branded Data > Experian > Retail Shoppers: Purchase Based > Online Shoppers > Kitchen  
Branded Data > Experian > Retail Shoppers: Purchase Based > Online Shoppers > Lawn and Garden  
Branded Data > Experian > Retail Shoppers: Purchase Based > Online Shoppers > Outdoor Living  
Branded Data > Experian > Retail Shoppers: Purchase Based > Online Shoppers > Overall  
Branded Data > Experian > Retail Shoppers: Purchase Based > Online Shoppers > Personal Health  
Branded Data > Experian > Retail Shoppers: Purchase Based > Online Shoppers > Pets  
Branded Data > Experian > Retail Shoppers: Purchase Based > Online Shoppers > Seasonal Products  
Branded Data > Experian > Retail Shoppers: Purchase Based > Online Shoppers > Shoes  
Branded Data > Experian > Retail Shoppers: Purchase Based > Online Shoppers > Tabletop and Dining  
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 > Apparel  
Branded Data > Experian > Retail Shoppers: Purchase Based > Shoppers All Channels > Furniture  
Branded Data > Experian > Retail Shoppers: Purchase Based > Shoppers All Channels > Hobbies/Entertainment  
Branded Data > Experian > Retail Shoppers: Purchase Based > Shoppers All Channels > Outdoor Hard Goods  
Branded Data > Experian > Retail Shoppers: Purchase Based > Shoppers All Channels > Outdoor Soft Goods  
Branded Data > Experian > Retail Shoppers: Purchase Based > Shoppers All Channels > Personal Health  
Branded Data > Experian > Retail Shoppers: Purchase Based > Shoppers All Channels > Shoes



## Segment Detail View

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 Transactions > Home Goods: Furniture  
Branded Data > Experian > Retail Transactions > Home Goods: Furniture > Dollars Spent: Budget Spender  
Branded Data > Experian > Retail Transactions > Home Goods: Furniture > Power Spender  
Branded Data > Experian > Retail Transactions > Jewelry/Accessories  
Branded Data > Experian > Retail Transactions > Jewelry/Accessories > Dollars Spent:Mid-Level 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: Budget Spender  
Branded Data > Experian > Retail Transactions > Men's Casual Apparel > Power Spender  
Branded Data > Experian > Retail Transactions > Sports Active Outdoors  
Branded Data > Experian > Retail Transactions > Sports Active Outdoors > Dollars Spent: Mid-Level Spender  
Branded Data > Experian > Retail Transactions > Sports Active Outdoors > Power Spender  
Branded Data > Experian > Retail Transactions > Women's Plus-Size Apparel  
Branded Data > Experian > Retail Transactions > Women's Plus-Size Apparel > Dollars Spent: Budget Spender  
Branded Data > Experian > Retail Transactions > Women's Plus-Size Apparel > Power Spender  
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 > Travel Activities  
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 Preference  
Branded Data > Experian > Travel Propensity > Travel Preference > All Suite Hotel  
Branded Data > Experian > Travel Propensity > Travel Preference > Beach / Waterfront  
Branded Data > Experian > TrueTouch > Conversion Channels  
Branded Data > Experian > TrueTouch > Conversion Channels > Discount Supercenter  
Branded Data > Experian > TrueTouch > Conversion Channels > Mid-High End Store  
Branded Data > Experian > TrueTouch > Conversion Channels > Specialty or Boutique





## Segment Detail View

Branded Data > Experian > TrueTouch > Decision Making Styles  
Branded Data > Experian > TrueTouch > Decision Making Styles > Brand Loyalists  
Branded Data > Experian > TrueTouch > Decision Making Styles > Deal Seekers  
Branded Data > Experian > TrueTouch > Decision Making Styles > Mainstream Adopters  
Branded Data > Experian > TrueTouch > Decision Making Styles > Organic and Natural  
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 > Broadcast Cable TV  
Branded Data > Experian > TrueTouch > Engagement Channels > Direct Mail  
Branded Data > Experian > TrueTouch > Engagement Channels > Email Engagement  
Branded Data > Experian > TrueTouch > Engagement Channels > Traditional Newspaper  
Branded Data > Lotame  
Branded Data > Lotame > Advanced Demographics > Declared Parents  
Branded Data > Lotame > Advanced Demographics > Declared Parents > Parents of Pre-Teens  
Branded Data > Lotame > Advanced Demographics > Declared Parents > Parents of Teens  
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 > Single-Family Home  
Branded Data > Lotame > Advanced Demographics > Home Ownership > Ownership Status > Owns Primary Residence  
Branded Data > Lotame > Advanced Demographics > Home Ownership > Ownership Status > Rents Primary Residence  
Branded Data > Lotame > Advanced Demographics > Home Value > \$0 - \$200,000  
Branded Data > Lotame > Advanced Demographics > Home Value > \$750,000+  
Branded Data > Lotame > Advanced Demographics > Household Income > \$25,000 - \$59,000  
Branded Data > Lotame > Advanced Demographics > Household Income > \$75,000 - \$99,000  
Branded Data > Lotame > Advanced Demographics > Household Income > Less than \$25,000  
Branded Data > Lotame > Advanced Demographics > Job Seekers  
Branded Data > Lotame > Advanced Demographics > Level of Education  
Branded Data > Lotame > Advanced Demographics > Level of Education > High School 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



## Segment Detail View

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 > Makes and Models > Cadillac

Branded Data > Lotame > Automobiles > Makes and Models > Ford

Branded Data > Lotame > Automobiles > Makes and Models > Ford > Mustang

Branded Data > Lotame > Automobiles > Makes and Models > Kia

Branded Data > Lotame > Automobiles > Makes and Models > Mazda

Branded Data > Lotame > Automobiles > Makes and Models > Mitsubishi

Branded Data > Lotame > Automobiles > Makes and Models > Nissan

Branded Data > Lotame > Automobiles > Makes and Models > Volkswagen

Branded Data > Lotame > B2B

Branded Data > Lotame > B2B > Company Size > Small (1 - 49)

Branded Data > Lotame > B2B > Functional Area > C Suite

Branded Data > Lotame > B2B > Industry > Business Services

Branded Data > Lotame > B2B > Industry > Construction

Branded Data > Lotame > B2B > Industry > Consumer Services

Branded Data > Lotame > B2B > Industry > Finance

Branded Data > Lotame > B2B > Industry > Insurance

Branded Data > Lotame > B2B > Specialty > Small Businesses

Branded Data > Lotame > Business

Branded Data > Lotame > Business > Career & Employment

Branded Data > Lotame > Business > Small Business Professionals

Branded Data > Lotame > Charitable Donors

Branded Data > Lotame > Entertainment

Branded Data > Lotame > Entertainment > CD & DVD Purchasers

Branded Data > Lotame > Entertainment > Movies

Branded Data > Lotame > Entertainment > Movies > Children & Family Movies



## Segment Detail View

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 > Weightlifting  
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 > 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



## Segment Detail View

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 > MLB All Star Game  
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 > Super Bowl  
Branded Data > Lotame > Home & Family  
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 > Parenting  
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 > Pine-Sol  
Branded Data > Lotame > Offline CPG Purchasers > Brand Segment > ConAgra  
Branded Data > Lotame > Offline CPG Purchasers > Brand Segment > ConAgra > Healthy Choice  
Branded Data > Lotame > Offline CPG Purchasers > Brand Segment > Mars  
Branded Data > Lotame > Offline CPG Purchasers > Brand Segment > Mars > Pedigree  
Branded Data > Lotame > Offline CPG Purchasers > Health Food Buyer



## Segment Detail View

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 > Hair Care  
Branded Data > Lotame > Offline CPG Purchasers > Product Segment > Health / Beauty > Health  
Branded Data > Lotame > Offline CPG Purchasers > Product Segment > Health / Beauty > Health > Vitamins  
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 > Cleaning & Laundry  
Branded Data > Lotame > Offline CPG Purchasers > Product Segment > Home Supplies > Cleaning & Laundry > Detergents  
Branded Data > Lotame > Offline CPG Purchasers > Product Segment > Home Supplies > Cleaning & Laundry > Household Cleaners  
Branded Data > Lotame > Offline CPG Purchasers > Product Segment > Home Supplies > Cleaning & Laundry > Laundry 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 > Household Supplies  
Branded Data > Lotame > Offline CPG Purchasers > Product Segment > Pet Care  
Branded Data > Lotame > Offline CPG Purchasers > Product Segment > Pet Care > Cat Food





## Segment Detail View

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 > 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 > Personal Finance  
Branded Data > Lotame > Personal Finance > Auto Insurance  
Branded Data > Lotame > Personal Finance > Online Banking  
Branded Data > Lotame > Personal Finance > Real Estate  
Branded Data > Lotame > Social Media  
Branded Data > Lotame > Social Media > Influencers  
Branded Data > Lotame > Social Media > Influencers > Photo/Video Uploaders  
Branded Data > Lotame > Social Media > Online Dating  
Branded Data > Lotame > Social Media > Social Media Users  
Branded Data > Lotame > Social Media > Social Media Users > Photo Viewers  
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 Shoppers  
Branded Data > Lotame > Style, Fashion & Clothing > Jewelry, Watches & Fashion Accessories  
Branded Data > Lotame > Style, Fashion & Clothing > Men's Clothing Shoppers  
Branded Data > Lotame > Style, Fashion & Clothing > Style & Fashion  
Branded Data > Lotame > Style, Fashion & Clothing > Trendsetters  
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



## Segment Detail View

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 > Amazon  
Branded Data > Media Source > Browser Activity > Big Tech > Google  
Branded Data > Media Source > Browser Activity > Demographics  
Branded Data > Media Source > Browser Activity > Demographics > Females  
Branded Data > Media Source > Browser Activity > Demographics > Household Income \$50k+  
Branded Data > Media Source > Browser Activity > Demographics > Households with Teenagers Ages 13 to 17  
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 > FX  
Branded Data > Media Source > Browser Activity > Entertainment > Fox  
Branded Data > Media Source > Browser Activity > Entertainment > Livestream Gaming  
Branded Data > Media Source > Browser Activity > Entertainment > NBC  
Branded Data > Media Source > Browser Activity > Entertainment > Netflix  
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 > 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



## Segment Detail View

Branded Data > Media Source > Browser Activity > Food and Dining  
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 > 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 > 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



## Segment Detail View

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 Stay At Airbnb  
Branded Data > Media Source > Demographic > Children in Household > Child Near High School Graduation  
Branded Data > Media Source > Demographic > Children in Household > Teen Driver  
Branded Data > Media Source > Demographic > Children in Household > Yes  
Branded Data > Media Source > Demographic > Children in Household > Yes > Age > 16-17 Years  
Branded Data > Media Source > Demographic > Family Composition > Marital Status > Married  
Branded Data > Media Source > Financial Attributes > Donations  
Branded Data > Media Source > Financial Attributes > Donations > Animal Welfare  
Branded Data > Media Source > Financial Attributes > Donations > Environment & Wildlife  
Branded Data > Media Source > Financial Attributes > Donations > Health  
Branded Data > Media Source > Financial Attributes > Donations > Veterans  
Branded Data > Media Source > Financial Attributes > Household Income  
Branded Data > Media Source > Financial Attributes > Household Income > \$35,000-\$39,999  
Branded Data > Media Source > Interests > Home & Family  
Branded Data > Media Source > Interests > Home & Family > Pet Owner  
Branded Data > Media Source > Interests > Home & Family > Pet Owner > Dog  
Branded Data > Media Source > Interests > Travel  
Branded Data > Media Source > Interests > Travel > International  
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 > Homemaker  
Branded Data > Media Source > Purchases > Food/Snacks  
Branded Data > Specialists Marketing Services  
Branded Data > Specialists Marketing Services > Customer Modeled  
Branded Data > Specialists Marketing Services > Customer Modeled > Cooking



## Segment Detail View

Branded Data > Specialists Marketing Services > Customer Modeled > Upscale

Branded Data > Specialists Marketing Services > Demographic

Branded Data > Specialists Marketing Services > Demographic > Children in Household

Branded Data > Specialists Marketing Services > Demographic > Children in Household > 1

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 > \$125,000 - \$149,999

Branded Data > Specialists Marketing Services > Demographic > Housing Attributes > Home Owner

Branded Data > Specialists Marketing Services > Demographic > Housing Attributes > Length Of Residence

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 > 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 > Estimated Household Income

Branded Data > Specialists Marketing Services > Financial Attributes > Estimated Household Income > \$50,000 - \$54,999

Branded Data > Specialists Marketing Services > Financial Attributes > Estimated Net Worth

Branded Data > Specialists Marketing Services > Financial Attributes > Estimated Net Worth > \$5,000 - \$9,999

Branded Data > Specialists Marketing Services > Purchase Behaviors

Branded Data > Specialists Marketing Services > Purchase Behaviors > Apparel





## Segment Detail View

Branded Data > Specialists Marketing Services > Purchase Behaviors > Apparel > Women's  
Branded Data > Specialists Marketing Services > Purchase Behaviors > Collectibles  
Branded Data > Specialists Marketing Services > Purchase Behaviors > Cooking & Food  
Branded Data > Specialists Marketing Services > Purchase Behaviors > Cooking & Food > Gourmet  
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 > Home & Garden  
Branded Data > Specialists Marketing Services > Purchase Behaviors > Home & Garden > Home Improvement  
Branded Data > Specialists Marketing Services > Purchase Behaviors > Investing  
Branded Data > Specialists Marketing Services > Purchase Behaviors > Mail Order Responder  
Branded Data > Specialists Marketing Services > Purchase Behaviors > Spectator Sports  
Branded Data > Specialists Marketing Services > Purchase Behaviors > Travel  
Branded Data > Specialists Marketing Services > Purchase Behaviors > Working Woman  
Branded Data > Specialists Marketing Services > Vehicle Owner  
Branded Data > Specialists Marketing Services > Vehicle Owner > Automobile  
Branded Data > Specialists Marketing Services > Vehicle Owner > Automobile > Make  
Branded Data > Specialists Marketing Services > Vehicle Owner > Automobile > Make > Ford  
Branded Data > Specialists Marketing Services > Vehicle Owner > Automobile > Type  
Branded Data > Specialists Marketing Services > Vehicle Owner > Automobile > Type > Car  
Branded Data > Specialists Marketing Services > Vehicle Owner > Automobile > Year  
Branded Data > Specialists Marketing Services > Vehicle Owner > Automobile > Year > 2001  
Custom Categories - Private > DataXu  
Custom Categories - Private > DataXu > Autos  
Custom Categories - Private > DataXu > Autos > In-Market  
Custom Categories - Private > DataXu > Autos > In-Market > Makes  
Custom Categories - Private > DataXu > Autos > In-Market > Makes > Kia  
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 > Luxury Cars  
Custom Categories - Private > DataXu > Autos > Interest > Makes  
Custom Categories - Private > DataXu > Autos > Interest > Makes > Cadillac



## Segment Detail View

Custom Categories - Private > DataXu > Autos > Interest > Makes > Kia  
Custom Categories - Private > DataXu > Autos > Interest > Makes > Lincoln  
Custom Categories - Private > DataXu > Autos > Interest > Makes > Mazda  
Custom Categories - Private > DataXu > Autos > Interest > Makes > Nissan  
Custom Categories - Private > DataXu > Autos > Interest > Makes > Volkswagen  
Custom Categories - Private > DataXu > Consumer Packaged Goods (CPG)  
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 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 > Generations > Baby Boomers  
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 > Age of Children in Household (Kids) > Parents of Tweens/Teenagers (11-18)  
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 > Single Family  
Custom Categories - Private > DataXu > Demographic > Marital Status > Married



## Segment Detail View

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

Custom Categories - Private > DataXu > Life Stages & Events

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

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 > 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 Household Income (USD)

Custom Categories - Private > MediaMath > Demographic > Financial Attributes > Estimated Household Income (USD) > Less than \$20,000

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

Custom Categories - Private > MediaMath > Demographic > Financial Attributes > Estimated Net Worth (USD) > \$50,000 - \$99,999

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 > 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 > Age of Children in Household (Kids) > Parents of Tweens/Teenagers (11-18)

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 > Family Member Age

Custom Categories - Private > MediaMath > Demographic > Household Composition > Family Member Age > 60-64

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) > \$200,000 - \$299,000

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

Custom Categories - Private > MediaMath > Demographic > Housing Attributes > Length of Residence > Less than 1 Year

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

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

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 > \$50,000-\$59,999

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 > 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) > Age of Children in Household (Kids) > Parents of Tweens/Teenagers (11-18)

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) > Family Member Age

Custom Categories - Private > Teads TV > Demographics > Family Composition (Household) > Family Member Age > Ages 60-64

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





## Segment Detail View

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 Household Income (USD)

Custom Categories - Private > Teads TV > Demographics > Financial Attributes > Estimated Household Income (USD) > HHI: Less than \$20,000

Custom Categories - Private > Teads TV > Demographics > Financial Attributes > Estimated Net Worth (USD)

Custom Categories - Private > Teads TV > Demographics > Financial Attributes > Estimated Net Worth (USD) > \$50,000 - \$99,999

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 > Home Attributes

Custom Categories - Private > Teads TV > Demographics > Home Attributes > Length of Residence

Custom Categories - Private > Teads TV > Demographics > Home Attributes > Length of Residence > Less than 1 Year

Custom Categories - Private > Teads TV > Demographics > Home Attributes > Ownership

Custom Categories - Private > Teads TV > Demographics > Home Attributes > Ownership > Renters

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: \$50,000-\$59,999

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 > 40-49

Custom Categories Internal - Private > Non-Mutex Logically Exclusive > Oracle > Age Narrow > 40-44

Custom Categories Internal - Private > Non-Mutex Logically Exclusive > Oracle > Gender > Male

Custom Categories Internal - Private > Providers for M360

Custom Categories Internal - Private > Providers for M360 > comScore Probability Versions





## Segment Detail View

Custom Categories Internal - Private > Providers for M360 > comScore Probability Versions > Age

Custom Categories Internal - Private > Providers for M360 > comScore Probability Versions > Age > 40-44

Custom Categories Internal - Private > Providers for M360 > comScore Probability Versions > Age > 40-44 > Medium Segment

Custom Categories Internal - Private > Providers for M360 > comScore Probability Versions > Gender

Custom Categories Internal - Private > Providers for M360 > comScore Probability Versions > Gender > Males

Custom Categories Internal - Private > Providers for M360 > comScore Probability Versions > Gender > Males > High Segment

Custom Categories Internal - Private > Signal Data > Source Categories

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

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

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

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

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

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

Custom Categories Internal - Private > Signal Data > Source Categories > Demographics > Age Broad > Ages 40-49

Custom Categories Internal - Private > Signal Data > Source Categories > Demographics > Age Narrow > Ages 40-44

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) > Age of Children in Household (Kids) > Parents of Tweens / Teenagers (11-18)

Custom Categories Internal - Private > Signal Data > Source Categories > Demographics > Family Composition (Household) > Family Member Age > Ages 60-64

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) > 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 Household Income (USD) > HHI: Less than \$20,000

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 > Gender > Males

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

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



## Segment Detail View

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

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) > \$200,000 - \$299,999

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 > 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 > 5-10 Years

Custom Categories Internal - Private > Signal Data > Source Categories > Real Estate and Home Property Services > Real Estate Attributes > Length of Residence > Less than 1 Year

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 > Single Family

Datalogix - Private > Adapt.tv

Datalogix - Private > Adapt.tv > Gender > Male

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 > 7

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 > Revolving Card Balance Candidate



## Segment Detail View

Equifax / IXI - Private > Network Products > Banking Propensity Segments  
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 > <\$100K+ Assets, Age <35, Major Metro - Starting Out - New Investors - A4  
Equifax / IXI - Private > Network Products > Investment Target Segments  
Equifax / IXI - Private > Network Products > Investment Target Segments > Discount Brokerage Investors  
Equifax / IXI - Private > Network Products > Investment Target Segments > IRA Investors  
Equifax / IXI - Private > Network Products > Investment Target Segments > Self-Directed  
Equifax / IXI - Private > Network Products > Small Business Assets  
Equifax / IXI - Private > Network Products > Small Business Assets > Small Business Asset Range Less than \$10,000  
Equifax / IXI - Private > Network Products > WealthComplete Deposits  
Equifax / IXI - Private > Network Products > WealthComplete Deposits > Deposit Range \$10,000 - \$24,999  
Equifax / IXI - Private > Network Products > WealthComplete Total Investable Assets  
Equifax / IXI - Private > Network Products > WealthComplete Total Investable Assets > Asset Range \$100,000 - \$249,999  
Equifax / IXI - Private > Network Products > WealthComplete® HD Total Investable Assets  
Equifax / IXI - Private > Network Products > WealthComplete® HD Total Investable Assets > Asset Range \$25,000 - \$49,999  
Experian - Private  
Experian - Private > Auto  
Experian - Private > Auto > In Market - Lease  
Experian - Private > Auto > In Market - Lease > Non Luxury Lease  
Experian - Private > Auto > In Market - Vehicle Price  
Experian - Private > Auto > In Market - Vehicle Price > 20K-30K  
Experian - Private > Auto > Ownership - Make and Models  
Experian - Private > Auto > Ownership - Make and Models > KIA > KIA Optima  
Experian - Private > Auto > Ownership - Make and Models > KIA > KIA Sportage  
Experian - Private > Chevy > ODC Experian Chevrolet In Market RTN Trailblazer 2021  
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



## Segment Detail View

Experian - Private > Financial - Analytics IQ > Discretionary Spend > Apparel: \$1,459-\$2,817  
Experian - Private > Financial - Analytics IQ > Discretionary Spend > Dine Out: \$2,084-\$4,301  
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: \$1,272-\$2,601  
Experian - Private > Financial - Analytics IQ > Discretionary Spend > Personal: \$525-\$992  
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 > Investor IQ  
Experian - Private > Financial - Analytics IQ > Investor IQ > Invested Assets: \$25,000-\$36,000  
Experian - Private > Financial - Analytics IQ > Wealth IQ  
Experian - Private > Financial - Analytics IQ > Wealth IQ > Net Assets: \$114,000-\$361,000  
Experian - Private > Financial > Profitability  
Experian - Private > Financial > Profitability > Good profitability - Tier 4  
Experian - Private > Geography  
Experian - Private > Geography > State  
Experian - Private > Geography > State > KS  
Experian - Private > Lifestyle and Interests  
Experian - Private > Lifestyle and Interests > Financial Behavior  
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 L: Blue Sky Boomers  
Experian - Private > Mosaic > Group L: Blue Sky Boomers > L42 - Rooted Flower Power  
Experian - Private > Online Behaviors  
Experian - Private > Online Behaviors > Art & Entertainment





## Segment Detail View

Experian - Private > Online Behaviors > Art & Entertainment > Shows & Events  
Experian - Private > Online Behaviors > Food & Drink  
Experian - Private > Online Behaviors > Food & Drink > Coffee Or Tea  
Experian - Private > Online Behaviors > Home & Garden  
Experian - Private > Online Behaviors > Home & Garden > Home Decorating  
Experian - Private > Online Behaviors > Local News  
Experian - Private > Online Behaviors > Society  
Experian - Private > Retail Transactions  
Experian - Private > Retail Transactions > All Categories Frequency  
Experian - Private > Retail Transactions > All Categories Frequency > Number of Credit Purchases Last 24 Months: 11+  
Experian - Private > Retail Transactions > All Categories Frequency > Number of Credit Purchases Total: 16+  
Experian - Private > Retail Transactions > All Categories Frequency > Number of Purchases Last 13-18 Months: 5+  
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 4-6 Months: 5+  
Experian - Private > Retail Transactions > All Categories Frequency > Number of Purchases Total: 26+  
Experian - Private > Retail Transactions > All Categories Recency  
Experian - Private > Retail Transactions > All Categories Recency > Ordered in Last 4-6 Months  
Experian - Private > Retail Transactions > All Categories Recency > Total Dollars Last 10-12 Months: Dollars Spent: \$31 - \$154  
Experian - Private > Retail Transactions > All Categories Recency > Total Dollars Last 13-18 Months: \$51-\$385  
Experian - Private > Retail Transactions > All Categories Recency > Total Dollars Last 19-24 Months: \$39-\$268  
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 > Total Dollars Last 24 Months: \$500+  
Experian - Private > Retail Transactions > All Categories Spend > Total Dollars: \$180-\$1,434  
Experian - Private > Retail Transactions > Children Apparel  
Experian - Private > Retail Transactions > Children Apparel > Dollars Spent: Budget Spender  
Experian - Private > Retail Transactions > Children Apparel > Power Spender  
Experian - Private > Retail Transactions > Children Merchandise  
Experian - Private > Retail Transactions > Children Merchandise > Dollars Spent: Budget Spender  
Experian - Private > Retail Transactions > Children Merchandise > Power Spender  
Experian - Private > Retail Transactions > Collectibles





## Segment Detail View

Experian - Private > Retail Transactions > Collectibles > Dollars Spent: Mid-Level Spender  
Experian - Private > Retail Transactions > Collectibles > 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: Budget 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: Mid-Level 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: Heavy Spender  
Experian - Private > Retail Transactions > Women's Mid-Price Apparel > Number of Purchases: 5+  
Experian - Private > Retail Transactions > Women's Mid-Price Apparel > Power Spender  
Experian - Private > Retail Transactions > Women's Upscale Apparel  
Experian - Private > Retail Transactions > Women's Upscale Apparel > Dollars Spent: Budget Spender  
Experian - Private > Retail Transactions > Women's Upscale Apparel > Power Spender  
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 - Cleaning Supplies  
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



## Segment Detail View

Lotame - Private > COVID > Delivery/Pickup - Amazon Shoppers

Lotame - Private > COVID > Entertainment - Devices Needs

Lotame - Private > COVID > Entertainment - Gamers

Lotame - Private > COVID > Parenting + Young Children

Lotame - Private > COVID > WFH - Home Office Needs

NCS - Private

NCS - Private > J&J

NCS - Private > J&J > N/A

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 > Zyrtec Base 2021 Category Buyer -PD776977

ODC Custom Demographic - Private

ODC Custom Demographic - Private > P&G

ODC Custom Demographic - Private > P&G > Male RFI Test

Oracle BlueKai

Oracle BlueKai > Business (B2B)

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

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

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

Oracle BlueKai > Business (B2B) > Employment Status > Employed

Oracle BlueKai > Business (B2B) > Groups > High Income

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

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

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



## Segment Detail View

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 > Demographics  
Oracle BlueKai > Demographics > Age > Lifestages > Baby Boomers  
Oracle BlueKai > Demographics > Age > Lifestages > Gen X  
Oracle BlueKai > Demographics > Education > High School Diploma  
Oracle BlueKai > Demographics > Education > Undergraduate Degree  
Oracle BlueKai > Demographics > Family Composition (Household) > Children in Household (Kids) > Yes  
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 > Age of Children in Household (Kids) > Parents of Tweens/Teenagers (Ages 11-18)  
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 > 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: \$50,000-\$59,999  
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: \$125,000-\$149,999  
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 > 7+ Years  
Oracle BlueKai > Demographics > Home Attributes > Length of Residence > Less Than 1 Year  
Oracle BlueKai > Demographics > Home Attributes > Median Home Value > \$200,000-\$299,999  
Oracle BlueKai > Demographics > Home Attributes > Pre-Movers  
Oracle BlueKai > Demographics > Home Attributes > Property Type > Single Family  
Oracle BlueKai > Demographics > Home Attributes > Renters  
Oracle BlueKai > Demographics > Marital Status (Relationship) > Single  
Oracle BlueKai > In-Market  
Oracle BlueKai > In-Market > Auto, Cars and Trucks



## Segment Detail View

Oracle BlueKai > In-Market > Auto, Cars and Trucks > Makes and Models > Kia  
Oracle BlueKai > In-Market > Financial Products and Services  
Oracle BlueKai > In-Market > Financial Products and Services > Insurance  
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 > Drama  
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 > Country and Folk  
Oracle BlueKai > Interest > Arts and Entertainment > Music > Rock and Pop  
Oracle BlueKai > Interest > Arts and Entertainment > Pop Culture  
Oracle BlueKai > Interest > Arts and Entertainment > Reading  
Oracle BlueKai > Interest > Arts and Entertainment > Reading > Formats > Magazines  
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 > Luxury Cars  
Oracle BlueKai > Interest > Auto, Cars and Trucks > Classes > Cars > Sports Cars



## Segment Detail View

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 Mustang  
Oracle BlueKai > Interest > Auto, Cars and Trucks > Makes and Models > Kia  
Oracle BlueKai > Interest > Auto, Cars and Trucks > Makes and Models > Lincoln  
Oracle BlueKai > Interest > Auto, Cars and Trucks > Makes and Models > Mazda  
Oracle BlueKai > Interest > Auto, Cars and Trucks > Makes and Models > Mitsubishi  
Oracle BlueKai > Interest > Auto, Cars and Trucks > Makes and Models > Nissan  
Oracle BlueKai > Interest > Auto, Cars and Trucks > Makes and Models > Volkswagen  
Oracle BlueKai > Interest > Business and Finance  
Oracle BlueKai > Interest > Education  
Oracle BlueKai > Interest > Education > Career Improvement and Advice  
Oracle BlueKai > Interest > Food and Drink  
Oracle BlueKai > Interest > Food and Drink > Coffee and Tea  
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 > Health, Beauty and Style  
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 > Home and Garden





## Segment Detail View

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 > Online Dating  
Oracle BlueKai > Interest > Internet and Online Activities > Social Networking  
Oracle BlueKai > Interest > Internet and Online Activities > Streaming Media and Downloads  
Oracle BlueKai > Interest > Internet and Online Activities > Streaming Media and Downloads > Online Radio  
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 > Self-Improvement  
Oracle BlueKai > Interest > News and Current Events  
Oracle BlueKai > Interest > Other Vehicles  
Oracle BlueKai > Interest > Other Vehicles > Motorcycles and ATVs  
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 > Life Insurance  
Oracle BlueKai > Interest > Personal Finance > Loans  
Oracle BlueKai > Interest > Personal Finance > Loans > Mortgages  
Oracle BlueKai > Interest > Personal Finance > Online Banking  
Oracle BlueKai > Interest > Personal Finance > Personal Savings and Investments



## Segment Detail View

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 > Health

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 > Apparel and Accessories > Women's > Women's Plus Size

Oracle BlueKai > Interest > Shopping > Auctions

Oracle BlueKai > Interest > Shopping > Bargain Hunting Shoppers

Oracle BlueKai > Interest > Shopping > Children's Product Shoppers

Oracle BlueKai > Interest > Shopping > Coupon Shoppers

Oracle BlueKai > Interest > Shopping > Discount and Big Box Stores

Oracle BlueKai > Interest > Shopping > Online Shoppers

Oracle BlueKai > Interest > Shopping > Shopaholics

Oracle BlueKai > Interest > Shopping > Sweepstakes and Contests

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 > Boxing, Martial Arts and Wrestling

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



## Segment Detail View

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 > 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 > Technology and Computers  
Oracle BlueKai > Interest > Technology and Computers > Audio and Visual  
Oracle BlueKai > Interest > Technology and Computers > Brands > Amazon  
Oracle BlueKai > Interest > Technology and Computers > Brands > Apple  
Oracle BlueKai > Interest > Technology and Computers > Brands > Google (including Android)  
Oracle BlueKai > Interest > Technology and Computers > Brands > Microsoft  
Oracle BlueKai > Interest > Technology and Computers > Brands > Sony  
Oracle BlueKai > Interest > Technology and Computers > Cameras and Camcorders  
Oracle BlueKai > Interest > Technology and Computers > 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 > 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 > Destination Locations > International > Europe  
Oracle BlueKai > Interest > Travel and Tourism > Destination Locations > International > Europe > Italy  
Oracle BlueKai > Interest > Travel and Tourism > Destination Locations > International > North America  
Oracle BlueKai > Interest > Travel and Tourism > Destination Locations > United States  
Oracle BlueKai > Interest > Travel and Tourism > Products > Cruises  
Oracle BlueKai > Interest > Travel and Tourism > Products > Guided Tours



## Segment Detail View

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 > Computer (PC)  
Oracle BlueKai > Interest > Video Games > Platforms > Online Games  
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  
Oracle BlueKai > Past Purchases > Consumer Packaged Goods (CPG) > Brands  
Oracle BlueKai > Past Purchases > Consumer Packaged Goods (CPG) > Brands > Food & Beverages  
Oracle BlueKai > Past Purchases > Consumer Packaged Goods (CPG) > Brands > Food & Beverages > Healthy Choice  
Oracle BlueKai > Past Purchases > Consumer Packaged Goods (CPG) > Brands > Pet Supplies  
Oracle BlueKai > Past Purchases > Consumer Packaged Goods (CPG) > Brands > Pet Supplies > Pedigree  
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 > 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) > Food & Beverages > Special Types  
Oracle BlueKai > Past Purchases > Consumer Packaged Goods (CPG) > Food & Beverages > Special Types > Gourmet  
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 > Vitamins & Dietary Supplements



## Segment Detail View

Oracle BlueKai > Past Purchases > Consumer Packaged Goods (CPG) > Health & Beauty > Health > Vitamins & Dietary Supplements > Vitamins

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 > Shaving

Oracle BlueKai > Past Purchases > Consumer Packaged Goods (CPG) > Health & Beauty > Personal Care > Shaving > Razors & Blades

Oracle BlueKai > Past Purchases > Consumer Packaged Goods (CPG) > Household Supplies

Oracle BlueKai > Past Purchases > Consumer Packaged Goods (CPG) > Household Supplies > Cleaning & Laundry

Oracle BlueKai > Past Purchases > Consumer Packaged Goods (CPG) > Household Supplies > Cleaning & Laundry > Household Cleaners

Oracle BlueKai > Past Purchases > Consumer Packaged Goods (CPG) > Household Supplies > Cleaning & Laundry > Laundry Products

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 > Education

Oracle BlueKai > Past Purchases > Education > Online Education

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

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 > Care

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





## Segment Detail View

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 > Clothing > Type > Young Women's  
Oracle BlueKai > Past Purchases > Retail > Clothing, Shoes & Accessories > Footwear  
Oracle BlueKai > Past Purchases > Retail > Computers  
Oracle BlueKai > Past Purchases > Retail > Computers > Desktops & Laptops  
Oracle BlueKai > Past Purchases > Retail > Electronics  
Oracle BlueKai > Past Purchases > Retail > Electronics > Cameras & Photography  
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 > Movies, Television & Video  
Oracle BlueKai > Past Purchases > Retail > Entertainment > Movies, Television & Video > DVDs  
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 > Outdoors  
Oracle BlueKai > Past Purchases > Retail > Home & Garden > Outdoors > Gardening & Landscaping  
Oracle BlueKai > Past Purchases > Retail > Video Games  
Oracle BlueKai > Past Purchases > Services  
Oracle BlueKai > Past Purchases > Services > Restaurants  
Oracle BlueKai > Past Purchases > Services > Restaurants > Fast Food  
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 > Drama



## Segment Detail View

Oracle BlueKai > Television > Viewership > Genres > Food & Cooking

Oracle BlueKai > Television > Viewership > Genres > Reality TV

Oracle BlueKai > Television > Viewership > Shows

Oracle BlueKai > Television > Viewership > Shows > Netflix

Oracle DLX (Datalogix)

Oracle DLX (Datalogix) > DLX Demographics

Oracle DLX (Datalogix) > DLX Demographics > Age > Ages 40-44

Oracle DLX (Datalogix) > DLX Demographics > Gender > Males

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 > \$50,000-\$59,999

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 > \$50,000-\$59,999

Oracle Limited - Private > Automotive

Oracle Limited - Private > Automotive > In-Market

Oracle Limited - Private > Automotive > In-Market > Makes and Models

Oracle Limited - Private > Automotive > In-Market > Makes and Models > Kia

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 > Kia

Oracle Limited - Private > Automotive > Interest (Affinity) > Makes and Models > Lincoln

Oracle Limited - Private > Automotive > Interest (Affinity) > Makes and Models > Mazda

Oracle Limited - Private > Automotive > Interest (Affinity) > Makes and Models > Mitsubishi

Oracle Limited - Private > Automotive > Interest (Affinity) > Makes and Models > Nissan

Oracle Limited - Private > Automotive > Interest (Affinity) > Makes and Models > Volkswagen (VW)



## Segment Detail View

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 > Kia  
Oracle Limited - Private > Automotive > Vehicle Owners > Makes > Lincoln  
Oracle Limited - Private > Automotive > Vehicle Owners > Makes > Mazda  
Oracle Limited - Private > Automotive > Vehicle Owners > Makes > Mitsubishi  
Oracle Limited - Private > Automotive > Vehicle Owners > Makes > Nissan  
Oracle Limited - Private > Automotive > Vehicle Owners > Makes > Volkswagen (VW)  
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) > 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 60-64  
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) > Less than \$25,000  
Oracle Limited - Private > Demographics > Real Estate Attributes  
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 > Property Type  
Oracle Limited - Private > Demographics > Real Estate Attributes > Property Type > Single Family  
Oracle Limited - Private > Financial Services  
Oracle Limited - Private > Financial Services > Credit Cards  
Oracle Limited - Private > Financial Services > Credit Cards > Interest (Affinity)



## Segment Detail View

Oracle Limited - Private > Financial Services > Financial Planning  
Oracle Limited - Private > Financial Services > Financial Planning > Tax Planning and Preparation  
Oracle Limited - Private > Financial Services > Investing and Trading  
Oracle Limited - Private > Financial Services > Investing and Trading > Interest (Affinity)  
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 > Fashion and Accessories > Plus Size  
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 > 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 > Collecting  
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) > 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) > Outdoor Activities  
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) > Pets  
Oracle Limited - Private > Hobbies and Interests (Affinity) > Pets > Cats



## Segment Detail View

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 > Tech + M&E  
Oracle Limited - Private > Tech + M&E > Consumer Technology  
Oracle Limited - Private > Tech + M&E > Consumer Technology > Interest (Affinity)  
Oracle Limited - Private > Tech + M&E > Consumer Technology > Interest (Affinity) > Consumer Segments  
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 > Listeners  
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 > Country Music  
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 > Movies  
Oracle Limited - Private > Tech + M&E > Media and Entertainment > Movies > Genres  
Oracle Limited - Private > Tech + M&E > Media and Entertainment > Movies > Genres > Drama  
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 > Country and Folk  
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 > 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 > 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 > Baseball





## 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 > 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 > DIY

Oracle Limited - Private > Tech + M&E > Media and Entertainment > Television (TV) > Interest > Genres > Drama

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 > 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 > Personas

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%

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



## Segment Detail View

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 > Custom Categories > Gamers > Breath of Wild Gamers +100 hrs  
Ziff Davis - ODC Seat - Private > Custom Categories > Gamers > Breath of Wild Gamers +50 hrs  
Ziff Davis - ODC Seat - Private > Custom Categories > Gamers > Breath of Wild Gamers have played Super Smash Bros  
Ziff Davis - ODC Seat - Private > Custom Categories > Gamers > Musou Gamers have played Breath of Wild  
Ziff Davis - ODC Seat - Private > Custom Categories > Gamers > Musou Gamers playing Hyrule Warriors DE, Fire Emblem Warriors, etc.  
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 > Batman  
Ziff Davis - ODC Seat - Private > Gaming > Franchise > Battlefield  
Ziff Davis - ODC Seat - Private > Gaming > Franchise > Call of Duty  
Ziff Davis - ODC Seat - Private > Gaming > Franchise > Fallout  
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 > Gaming > Franchise > Starwars  
Ziff Davis - ODC Seat - Private > Gaming > Franchise > The Legend of Zelda  
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 > Casual Puzzle  
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



## Segment Detail View

Ziff Davis - ODC Seat - Private > Self-Classification > Ziff Davis CORE > Gaming > Franchises  
Ziff Davis - ODC Seat - Private > Self-Classification > Ziff Davis CORE > Gaming > Franchises > Forza  
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 > Computer (PC)  
Ziff Davis - ODC Seat - Private > Self-Classification > Ziff Davis CORE > Gaming > Platforms and Consoles > Gaming PCs and Accessories  
Ziff Davis - ODC Seat - Private > Self-Classification > Ziff Davis CORE > Gaming > Platforms and Consoles > Microsoft Xbox 360  
Ziff Davis - ODC Seat - Private > Self-Classification > Ziff Davis CORE > Gaming > Platforms and Consoles > Microsoft Xbox One  
Ziff Davis - ODC Seat - Private > Self-Classification > Ziff Davis CORE > Gaming > Platforms and Consoles > Mobile App Based Gaming  
Ziff Davis - ODC Seat - Private > Self-Classification > Ziff Davis CORE > Gaming > Platforms and Consoles > Nintendo 3DS  
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 3 (PS3)  
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 > Platforms and Consoles > Sony PlayStation Vita  
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



## Segment Detail View

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

