ORACLE
Data Cloud

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 01
Audiences by Oracle
Audiences by Oracle > Auto, Cars and Trucks
Audiences by Oracle > Auto, Cars and Trucks > In-Market
Audiences by Oracle > Auto, Cars and Trucks > In-Market > Body Styles > Cars
Audiences by Oracle > Auto, Cars and Trucks > In-Market > Body Styles > Cars > Luxury Cars
Audiences by Oracle > Auto, Cars and Trucks > In-Market > Body Styles > Cars > Mid-Size Cars
Audiences by Oracle > Auto, Cars and Trucks > In-Market > Body Styles > Cars > Sports Cars
Audiences by Oracle > Auto, Cars and Trucks > In-Market > Body Styles > SUVs and Crossovers
Audiences by Oracle > Auto, Cars and Trucks > In-Market > Body Styles > SUVs and Crossovers > Crossovers
Audiences by Oracle > Auto, Cars and Trucks > In-Market > Body Styles > SUVs and Crossovers > Luxury Crossovers
Audiences by Oracle > Auto, Cars and Trucks > In-Market > Body Styles > SUVs and Crossovers > SUVs
Audiences by Oracle > Auto, Cars and Trucks > In-Market > Body Styles > SUVs and Crossovers > SUVs > Full-Size SUV
Audiences by Oracle > Auto, Cars and Trucks > In-Market > Body Styles > SUVs and Crossovers > SUVs > Small to Mid-Size SUV
Audiences by Oracle > Auto, Cars and Trucks > In-Market > Body Styles > Trucks
Audiences by Oracle > Auto, Cars and Trucks > In-Market > Body Styles > Trucks > Full-Size Pickup Trucks
Audiences by Oracle > Auto, Cars and Trucks > In-Market > Body Styles > Trucks > Mid-Size Pickup Trucks
Audiences by Oracle > Auto, Cars and Trucks > In-Market > Buy or Lease
Audiences by Oracle > Auto, Cars and Trucks > In-Market > Buy or Lease > Lease
Audiences by Oracle > Auto, Cars and Trucks > In-Market > Condition > New
Audiences by Oracle > Auto, Cars and Trucks > In-Market > Makes and Models > Chevrolet
Audiences by Oracle > Auto, Cars and Trucks > In-Market > Makes and Models > Dodge
Audiences by Oracle > Auto, Cars and Trucks > In-Market > Makes and Models > Ford
Audiences by Oracle > Auto, Cars and Trucks > In-Market > Makes and Models > GMC
Audiences by Oracle > Auto, Cars and Trucks > In-Market > Makes and Models > Honda
Audiences by Oracle > Auto, Cars and Trucks > In-Market > Makes and Models > Hyundai
Audiences by Oracle > Auto, Cars and Trucks > In-Market > Makes and Models > Jeep
Audiences by Oracle > Auto, Cars and Trucks > In-Market > Makes and Models > Kia
Audiences by Oracle > Auto, Cars and Trucks > In-Market > Makes and Models > Nissan
Audiences by Oracle > Auto, Cars and Trucks > In-Market > Makes and Models > Toyota
Audiences by Oracle > Auto, Cars and Trucks > 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

Segment Detail View

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) > Body Styles > Cars > Mid-Size Cars
Audiences by Oracle > Auto, Cars and Trucks > Interest (Affinity) > Body Styles > Cars > Sports Cars
Audiences by Oracle > Auto, Cars and Trucks > Interest (Affinity) > Body Styles > SUVs and Crossovers
Audiences by Oracle > Auto, Cars and Trucks > Interest (Affinity) > Body Styles > SUVs and Crossovers > Crossovers
Audiences by Oracle > Auto, Cars and Trucks > Interest (Affinity) > Body Styles > SUVs and Crossovers > SUVs
Audiences by Oracle > Auto, Cars and Trucks > Interest (Affinity) > Body Styles > Trucks
Audiences by Oracle > Auto, Cars and Trucks > Interest (Affinity) > Body Styles > Trucks > Full-Size Pickup Trucks
Audiences by Oracle > Auto, Cars and Trucks > Interest (Affinity) > Body Styles > Trucks > Mid-Size Pickup Trucks
Audiences by Oracle > Auto, Cars and Trucks > Interest (Affinity) > Condition > New
Audiences by Oracle > Auto, Cars and Trucks > Interest (Affinity) > Makes and Models > Chevrolet
Audiences by Oracle > Auto, Cars and Trucks > Interest (Affinity) > Makes and Models > Dodge
Audiences by Oracle > Auto, Cars and Trucks > Interest (Affinity) > Makes and Models > Ford
Audiences by Oracle > Auto, Cars and Trucks > Interest (Affinity) > Makes and Models > GMC
Audiences by Oracle > Auto, Cars and Trucks > Interest (Affinity) > Makes and Models > Honda
Audiences by Oracle > Auto, Cars and Trucks > Interest (Affinity) > Makes and Models > Hyundai
Audiences by Oracle > Auto, Cars and Trucks > Interest (Affinity) > Makes and Models > Jeep
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 > Nissan
Audiences by Oracle > Auto, Cars and Trucks > Interest (Affinity) > Makes and Models > Subaru
Audiences by Oracle > Auto, Cars and Trucks > Interest (Affinity) > Makes and Models > Toyota
Audiences by Oracle > Auto, Cars and Trucks > Vehicle Owners
Audiences by Oracle > Auto, Cars and Trucks > Vehicle Owners > Body Styles > SUVs and Crossovers
Audiences by Oracle > Auto, Cars and Trucks > Vehicle Owners > Body Styles > SUVs and Crossovers > SUVs
Audiences by Oracle > Auto, Cars and Trucks > Vehicle Owners > Body Styles > SUVs and Crossovers > SUVs > Full-Size SUV
Audiences by Oracle > Auto, Cars and Trucks > Vehicle Owners > Body Styles > SUVs and Crossovers > SUVs > Small-Size SUV
Audiences by Oracle > Auto, Cars and Trucks > Vehicle Owners > Makes and Models > Acura
Audiences by Oracle > Auto, Cars and Trucks > Vehicle Owners > Makes and Models > Buick
Audiences by Oracle > Auto, Cars and Trucks > Vehicle Owners > Makes and Models > Cadillac
Audiences by Oracle > Auto, Cars and Trucks > Vehicle Owners > Makes and Models > Chrysler
Audiences by Oracle > Auto, Cars and Trucks > Vehicle Owners > Makes and Models > Fiat
Audiences by Oracle > Auto, Cars and Trucks > Vehicle Owners > Makes and Models > Honda

Segment Detail View

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

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 > Porsche

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

Audiences by Oracle > Business (B2B)

Audiences by Oracle > Business (B2B) > Employee Attributes > Decision Makers

Audiences by Oracle > Business (B2B) > Employee Attributes > Decision Makers > IT Decision Makers

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Audiences by Oracle > 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 > Demographics

Audiences by Oracle > Demographics > Education > Graduate Degree

Audiences by Oracle > Demographics > Education > High School Diploma

Segment Detail View

Audiences by Oracle > Demographics > Education > Undergraduate Degree

Audiences by Oracle > Demographics > Family Composition (Household) > Age of Children in Household (Kids) > Parents of Infants (0-2)

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) > Elderly Parent in Household

Audiences by Oracle > Demographics > Family Composition (Household) > Family Member Age > Ages 20-29

Audiences by Oracle > Demographics > Family Composition (Household) > Family Member Age > Ages 30-39

Audiences by Oracle > Demographics > Family Composition (Household) > Family Member Age > Ages 50-59

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

Audiences by Oracle > Demographics > Family Composition (Household) > Military Status > Veteran in Household

Audiences by Oracle > Demographics > Family Composition (Household) > Number of Adults > 2 Adult Households

Audiences by Oracle > Demographics > Family Composition (Household) > Number of Children in Household (Kids) > Parents of 1 Child (Kids)

Audiences by Oracle > Demographics > Family Composition (Household) > Parents with Children in Household (Kids)

Audiences by Oracle > Demographics > Financial Attributes > Estimated Net Worth (USD) > $100,000 - $249,999

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 > Generations > Millennials

Audiences by Oracle > Demographics > Job Status (Employment) > Employed

Audiences by Oracle > Demographics > Job Status (Employment) > Employed > Part-Time

Audiences by Oracle > Demographics > Marital Status (Relationship) > Married

Audiences by Oracle > Demographics > Validated Demographics > Household Income > HHI: $100,000+

Audiences by Oracle > Education

Audiences by Oracle > Education > In-Market

Audiences by Oracle > Education > Interest (Affinity)

Audiences by Oracle > Education > Interest (Affinity) > Graduate Schools

Audiences by Oracle > Financial Services

Audiences by Oracle > Financial Services > Banking

Audiences by Oracle > Financial Services > Banking > Banking Channel Preference > In Branch Banking

Audiences by Oracle > Financial Services > Banking > Banking Channel Preference > Online Banking

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

Audiences by Oracle > Financial Services > Credit Cards

Audiences by Oracle > Financial Services > Credit Cards > Account Holders

Audiences by Oracle > Financial Services > Credit Cards > Account Holders > Brands > Visa and MasterCard

Segment Detail View

Audiences by Oracle > Financial Services > Credit Cards > Account Holders > Brands > Visa and MasterCard > MasterCard

Audiences by Oracle > Financial Services > Credit Cards > Account Holders > Brands > Visa and MasterCard > Visa

Audiences by Oracle > Financial Services > Credit Cards > Account Holders > Types > Premium Cards

Audiences by Oracle > Financial Services > Credit Cards > Account Holders > Types > Rewards Cards

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 > Interest (Affinity)

Audiences by Oracle > Financial Services > Insurance > Interest (Affinity) > Auto Insurance

Audiences by Oracle > Financial Services > Insurance > Interest (Affinity) > Health Insurance

Audiences by Oracle > Financial Services > Insurance > Interest (Affinity) > Home and Property Insurance

Audiences by Oracle > Financial Services > Insurance > Interest (Affinity) > Life Insurance

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

Audiences by Oracle > Financial Services > Insurance > Policy Holders > Health Insurance > United Healthcare Insured (UHC)

Audiences by Oracle > Financial Services > Investing and Trading

Audiences by Oracle > Financial Services > Investing and Trading > Account Holders

Audiences by Oracle > Financial Services > Investing and Trading > Account Holders > Stocks and Bonds

Audiences by Oracle > Financial Services > Investing and Trading > Account Holders > Stocks and Bonds > Bonds

Audiences by Oracle > Financial Services > Investing and Trading > Account Holders > Stocks and Bonds > Stocks

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

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

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

Audiences by Oracle > Financial Services > Loans

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

Audiences by Oracle > Financial Services > Loans > In-Market

Audiences by Oracle > Financial Services > Loans > In-Market > Auto Loans

Audiences by Oracle > Financial Services > Loans > In-Market > Mortgages

Audiences by Oracle > Financial Services > Loans > In-Market > Personal Loans

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

Segment Detail View

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

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

Audiences by Oracle > Financial Services > Loans > Interest (Affinity) > Refinancing > Home Loan Refinancing (Mortgage)

Audiences by Oracle > Hobbies and Interests (Affinity)

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

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

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

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

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

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

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

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

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

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 > 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 > 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 > Woodworking

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

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

Segment Detail View

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 > Heavy Internet Users

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Segment Detail View

Audiences by Oracle > Life Stages and Events

Audiences by Oracle > Life Stages and Events > Moving

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

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

Audiences by Oracle > Media and Entertainment

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

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

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

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

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

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

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

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

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

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

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

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

Audiences by Oracle > Media and Entertainment > Connected TV and Over-the-Top (CTV and OTT) > Streaming 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 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 > Genre > Action and Adventure Mo

Audiences by Oracle > Media and Entertainment > Connected TV and Over-the-Top (CTV and OTT) > Streaming Television and Film Viewership > OTT Movie Viewers > Genre > Science Fiction (Sci-FI) an

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

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

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

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 Television and Film Viewership > Streaming Video Services > HBO Max

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 > Live Theater, Musicals and Broadway Shows

Segment Detail View

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

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 > Enthusiasts

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

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

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

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

Audiences by Oracle > Media and Entertainment > Music

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

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

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

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

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

Audiences by Oracle > Media and Entertainment > 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) > Fantasy 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 > Cycling

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

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

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

Segment Detail View

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Audiences by Oracle > Real Estate and Home Property Services

Audiences by Oracle > Real Estate and Home Property Services > 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) > $300,000 - $499,999

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

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

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

Audiences by Oracle > Restaurants

Audiences by Oracle > Restaurants > Dining Type > Casual Dining

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

Audiences by Oracle > Retail

Segment Detail View

Audiences by Oracle > Retail > In-Market

Audiences by Oracle > Technology and Computing

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

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

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

Audiences by Oracle > Technology and Computing > In-Market

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

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

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

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

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

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

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

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

Audiences by Oracle > 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 > Smart Home

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

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

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

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

Audiences by Oracle > Travel and Tourism

Audiences by Oracle > Travel and Tourism > In-Market

Audiences by Oracle > Travel and Tourism > In-Market > Products > Hotels and Lodging

Audiences by Oracle > Travel and Tourism > In-Market > Products > Hotels and Lodging > Lodging Type > Vacation Rentals and Home Sharing

Segment Detail View

Audiences by Oracle > Travel and Tourism > Interest (Affinity)
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 > Interest (Affinity) > Products > Hotels and Lodging
Audiences by Oracle > Travel and Tourism > Travelers
Audiences by Oracle > Travel and Tourism > Travelers > Booking Preference
Audiences by Oracle > Travel and Tourism > Travelers > Booking Preference > Channel
Audiences by Oracle > Travel and Tourism > Travelers > Booking Preference > Channel > Online Booking (Web)
Audiences by Oracle > Travel and Tourism > Travelers > Brand Affinity
Audiences by Oracle > Travel and Tourism > Travelers > Brand Affinity > Airlines
Audiences by Oracle > Travel and Tourism > Travelers > Brand Affinity > Hotels and Lodging
Audiences by Oracle > Travel and Tourism > Travelers > Personas > Business Travelers
Audiences by Oracle > Travel and Tourism > Travelers > Personas > Leisure and Vacation Travelers
BlueKai Internal - Private > Data Center
BlueKai Internal - Private > Data Center > Phoenix
BlueKai Internal - Private > Overlap > Pool: 17724 (Centro DSP P2076)
BlueKai Internal - Private > Overlap > Pool: 19505 (Oath - Yahoo/Brightroll syndicated P598)
BlueKai Internal - Private > Overlap > Pool: 2768 (Datalogix P1)
BlueKai Internal - Private > Overlap > Pool: 2964 (DataXu P173)
BlueKai Internal - Private > Overlap > Pool: 2981 (Google P623) - All
BlueKai Internal - Private > Overlap > Pool: 2981 (Google P623) - All > Pool: 2981 (Google P623) - Add
BlueKai Internal - Private > Overlap > Pool: 3085 (AppNexus P608)
BlueKai Internal - Private > Overlap > Pool: 35244(Beeswax P3931)
BlueKai Internal - Private > Overlap > Pool: 4413 (TubeMogul P920)
BlueKai Internal - Private > Overlap > Pool: 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

Segment Detail View

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 > Automotive

Branded Data > AdAdvisor by Neustar > Automotive > American Auto Association (AAA) Member

Branded Data > AdAdvisor by Neustar > Automotive > Vehicle Make

Branded Data > AdAdvisor by Neustar > Automotive > Vehicle Make > Audi

Branded Data > AdAdvisor by Neustar > Beauty Products

Branded Data > AdAdvisor by Neustar > Beauty Products > Lipstick/Lip Gloss

Branded Data > AdAdvisor by Neustar > Demographics > Generations > Baby Boomers

Branded Data > AdAdvisor by Neustar > Demographics > Lifestage > Established High Income Families

Branded Data > AdAdvisor by Neustar > Entertainment

Branded Data > AdAdvisor by Neustar > Entertainment > Events

Branded Data > AdAdvisor by Neustar > Entertainment > Events > Live Theater

Branded Data > AdAdvisor by Neustar > Grocery

Branded Data > AdAdvisor by Neustar > Grocery > BBQ/Seasoning Sauces

Branded Data > AdAdvisor by Neustar > Grocery > Brands

Branded Data > AdAdvisor by Neustar > Grocery > Brands > Kikkoman

Branded Data > AdAdvisor by Neustar > Grocery > Brands > Quaker

Branded Data > AdAdvisor by Neustar > Hobbies & Interests

Branded Data > AdAdvisor by Neustar > Hobbies & Interests > Golf

Branded Data > AdAdvisor by Neustar > Household Demographics

Branded Data > AdAdvisor by Neustar > Household Demographics > Direct Mail Responder

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

Branded Data > AdAdvisor by Neustar > Household Demographics > Household Composition > Presence of 2 or more Adult Males and Children

Branded Data > AdAdvisor by Neustar > Household Demographics > Household Income Range

Branded Data > AdAdvisor by Neustar > Household Demographics > Household Income Range > $160,000-$179,999

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

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

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

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

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

Segment Detail View

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 > 10-14 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 > 5

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

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

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

Branded Data > AdAdvisor by Neustar > Household Demographics > Number of People in Living Unit > 6

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 > 45-54

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

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

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

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

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

Branded Data > AdAdvisor by Neustar > Household Demographics > Presence of Children > Age > 10-12

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

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

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

Branded Data > AdAdvisor by Neustar > Household Demographics > Property/Realty Year Built

Branded Data > AdAdvisor by Neustar > Household Demographics > Property/Realty Year Built > 2000-2009

Branded Data > AdAdvisor by Neustar > Personal Finance

Branded Data > AdAdvisor by Neustar > Personal Finance > Banking Account Type

Branded Data > AdAdvisor by Neustar > Personal Finance > Banking Account Type > Interest Bearing Checking

Branded Data > AdAdvisor by Neustar > Personal Finance > Charitable Contributions

Branded Data > AdAdvisor by Neustar > Personal Finance > Health Insurance

Branded Data > AdAdvisor by Neustar > Personal Finance > Health Insurance > Unitedhealthcare

Segment Detail View

Branded Data > AdAdvisor by Neustar > Personal Finance > Tax Preparation

Branded Data > AdAdvisor by Neustar > Personal Finance > Tax Preparation > CPA/Private Accountant

Branded Data > AdAdvisor by Neustar > Restaurants

Branded Data > AdAdvisor by Neustar > Restaurants > Types of Food

Branded Data > AdAdvisor by Neustar > Restaurants > Types of Food > Healthy Food

Branded Data > AdAdvisor by Neustar > Shopping

Branded Data > AdAdvisor by Neustar > Shopping > Brands

Branded Data > AdAdvisor by Neustar > Shopping > Brands > Costco

Branded Data > AdAdvisor by Neustar > Shopping > Brands > Hallmark/Hallmark Crown

Branded Data > AdAdvisor by Neustar > Shopping > Brands > Macy's

Branded Data > AdAdvisor by Neustar > Shopping > Brands > Nordstrom

Branded Data > AdAdvisor by Neustar > Shopping > Brands > Safeway

Branded Data > AdAdvisor by Neustar > Shopping > Brands > Staples

Branded Data > AdAdvisor by Neustar > Shopping > Coupons

Branded Data > AdAdvisor by Neustar > Shopping > Coupons > Responds to Incentive Offers From Product Manufacturer

Branded Data > AdAdvisor by Neustar > Shopping > Department/Discount/Warehouse

Branded Data > AdAdvisor by Neustar > Shopping > Grocery Stores

Branded Data > AdAdvisor by Neustar > Shopping > Office Supplies

Branded Data > AdAdvisor by Neustar > Technology & Computing

Branded Data > AdAdvisor by Neustar > Technology & Computing > Cable Provider

Branded Data > AdAdvisor by Neustar > Technology & Computing > Cable Provider > Comcast Cable

Branded Data > AdAdvisor by Neustar > Technology & Computing > Cable Provider > Cox Communications

Branded Data > AdAdvisor by Neustar > Technology & Computing > Computer Brand

Branded Data > AdAdvisor by Neustar > Technology & Computing > Computer Brand > Dell

Branded Data > AdAdvisor by Neustar > Technology & Computing > DVR Provider

Branded Data > AdAdvisor by Neustar > Technology & Computing > DVR Provider > Cable Company

Branded Data > AdAdvisor by Neustar > Technology & Computing > Mobile

Branded Data > AdAdvisor by Neustar > Technology & Computing > Mobile > HH Is Likely to Switch Carrier Next 6 Months and Would Consider Switching to Sprint/Nextel

Branded Data > AdAdvisor by Neustar > Technology & Computing > Mobile > HH Monthly Wireless Bill (All Devices Included): $300+

Branded Data > AdAdvisor by Neustar > Technology & Computing > Social Media User

Branded Data > AdAdvisor by Neustar > Technology & Computing > Social Media User > Facebook

Branded Data > AdAdvisor by Neustar > Technology & Computing > Social Media User > Twitter

Branded Data > AdAdvisor by Neustar > Technology & Computing > TV

Segment Detail View

Branded Data > AdAdvisor by Neustar > Technology & Computing > TV > TV Brand

Branded Data > AdAdvisor by Neustar > Technology & Computing > TV > TV Brand > Samsung

Branded Data > AdAdvisor by Neustar > Travel

Branded Data > AdAdvisor by Neustar > Travel > Car Rental

Branded Data > AdAdvisor by Neustar > Travel > Car Rental > Alamo

Branded Data > AdAdvisor by Neustar > Travel > Frequent Flyer Programs

Branded Data > AdAdvisor by Neustar > Travel > Frequent Flyer Programs > Currently Enrolled in Frequent Flyer Program

Branded Data > Adstra (formerly ALC)

Branded Data > Adstra (formerly ALC) > Caregivers

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

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

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

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

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

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

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

Branded Data > Adstra (formerly ALC) > Caregivers > Caregiver by Caregivee HHI > Caregivee HHI $100,000-$199,999

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

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

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

Branded Data > Adstra (formerly ALC) > Caregivers > Caregiver by HHI > Caregiver HHI $100,000-$199,999

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

Branded Data > Adstra (formerly ALC) > Caregivers > Caregiver by Location > Same Household Caregivers

Branded Data > Adstra (formerly ALC) > Caregivers > Lifestyle Indicator

Branded Data > Adstra (formerly ALC) > Caregivers > Lifestyle Indicator > Health Attitude: Passive Caregiver

Branded Data > Adstra (formerly ALC) > Caregivers > Prevention Indicators

Branded Data > Adstra (formerly ALC) > Caregivers > Prevention Indicators > Men's Preventive Care: Likely - Caregiver

Branded Data > Adstra (formerly ALC) > Caregivers > Prevention Indicators > Men's Preventive Care: Unlikely - Caregiver

Branded Data > Adstra (formerly ALC) > Caregivers > Prevention Indicators > Women's Preventive Care: Likely - Caregiver

Branded Data > Adstra (formerly ALC) > Caregivers > Prevention Indicators > Women's Preventive Care: Unlikely - Caregiver

Branded Data > Adstra (formerly ALC) > Consumer

Branded Data > Adstra (formerly ALC) > Consumer > Age

Branded Data > Adstra (formerly ALC) > Consumer > Age > 18-24

Segment Detail View

Branded Data > Adstra (formerly ALC) > Consumer > Age > 25-34
Branded Data > Adstra (formerly ALC) > Consumer > Age > 45-54
Branded Data > Adstra (formerly ALC) > Consumer > Age > 55-64
Branded Data > Adstra (formerly ALC) > Consumer > Age > Female
Branded Data > Adstra (formerly ALC) > Consumer > Age > Female > 18-24
Branded Data > Adstra (formerly ALC) > Consumer > Age > Female > 25-34
Branded Data > Adstra (formerly ALC) > Consumer > Age > Male
Branded Data > Adstra (formerly ALC) > Consumer > Age > Male > 45-54
Branded Data > Adstra (formerly ALC) > Consumer > Age > Male > 55-64
Branded Data > Adstra (formerly ALC) > Consumer > Education
Branded Data > Adstra (formerly ALC) > Consumer > Education > College Graduate
Branded Data > Adstra (formerly ALC) > Consumer > Education > High School Graduate
Branded Data > Adstra (formerly ALC) > Consumer > Families with Children
Branded Data > Adstra (formerly ALC) > Consumer > Families with Children > Parents - Second Time
Branded Data > Adstra (formerly ALC) > Consumer > Families with Children > Presence of Child 0-2
Branded Data > Adstra (formerly ALC) > Consumer > Families with Children > Presence of Child 11-15
Branded Data > Adstra (formerly ALC) > Consumer > Generation
Branded Data > Adstra (formerly ALC) > Consumer > Generation > Boomers
Branded Data > Adstra (formerly ALC) > Consumer > Generation > Generation X
Branded Data > Adstra (formerly ALC) > Consumer > Generation > Generation Z
Branded Data > Adstra (formerly ALC) > Consumer > Generation > Millennials
Branded Data > Adstra (formerly ALC) > Consumer > Home Amenities
Branded Data > Adstra (formerly ALC) > Consumer > Home Amenities > Pool
Branded Data > Adstra (formerly ALC) > Consumer > Home Value
Branded Data > Adstra (formerly ALC) > Consumer > Home Value > $300,000-$399,999
Branded Data > Adstra (formerly ALC) > Consumer > Home Value > Less than $100,000
Branded Data > Adstra (formerly ALC) > Consumer > Household Income
Branded Data > Adstra (formerly ALC) > Consumer > Household Income > $150,000-$199,999
Branded Data > Adstra (formerly ALC) > Consumer > Household Income > Affluent Consumers
Branded Data > Adstra (formerly ALC) > Consumer > Marital Status
Branded Data > Adstra (formerly ALC) > Consumer > Marital Status > Married
Branded Data > Adstra (formerly ALC) > Consumer > Marital Status > Single
Branded Data > Adstra (formerly ALC) > Consumer > Renter/Owner

Segment Detail View

Branded Data > Adstra (formerly ALC) > Consumer > Renter/Owner > Home Owners
Branded Data > Adstra (formerly ALC) > Consumer > Seasonal
Branded Data > Adstra (formerly ALC) > Consumer > Seasonal > Affluent Christmas & Holiday Consumer
Branded Data > Adstra (formerly ALC) > Consumer > Seasonal > Back To School
Branded Data > Adstra (formerly ALC) > Consumer > Seasonal > Back To School > Affluent Consumer
Branded Data > Adstra (formerly ALC) > Consumer > Seasonal > Back To School > Consumer
Branded Data > Adstra (formerly ALC) > Consumer > Seasonal > Back To School > Consumer with Middle School Aged Kids
Branded Data > Adstra (formerly ALC) > Consumer > Seasonal > Christmas & Holiday Consumer
Branded Data > Adstra (formerly ALC) > Consumer > Seasonal > Easter Consumer
Branded Data > Adstra (formerly ALC) > Consumer > Seasonal > Halloween Consumer
Branded Data > Adstra (formerly ALC) > Consumer > Seasonal > Thanksgiving Consumer
Branded Data > Adstra (formerly ALC) > Orbits
Branded Data > Adstra (formerly ALC) > Orbits > Specialty Shoppers
Branded Data > Alliant
Branded Data > Alliant > Auto
Branded Data > Alliant > Auto > Automotive Owners
Branded Data > Alliant > Auto > Automotive Owners > Own a Dodge
Branded Data > Alliant > Brand Propensities
Branded Data > Alliant > Brand Propensities > Apparel
Branded Data > Alliant > Brand Propensities > Apparel > Abercrombie & Fitch Buyer Propensity
Branded Data > Alliant > Brand Propensities > Apparel > Adidas Buyer Propensity
Branded Data > Alliant > Brand Propensities > Apparel > American Eagle Buyer Propensity
Branded Data > Alliant > Brand Propensities > Apparel > Anthropologie Buyer Propensity
Branded Data > Alliant > Brand Propensities > Apparel > Banana Republic 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 > Carters Buyer Propensity
Branded Data > Alliant > Brand Propensities > Apparel > Coach Buyer Propensity
Branded Data > Alliant > Brand Propensities > Apparel > Converse Buyer Propensity
Branded Data > Alliant > Brand Propensities > Apparel > DSW Buyer Propensity
Branded Data > Alliant > Brand Propensities > Apparel > Duluth Trading Company Buyer Propensity
Branded Data > Alliant > Brand Propensities > Apparel > Eddie Bauer Buyer Propensity

Segment Detail View

Branded Data > Alliant > Brand Propensities > Apparel > Express Buyer Propensity
Branded Data > Alliant > Brand Propensities > Apparel > Fabletics Buyer Propensity
Branded Data > Alliant > Brand Propensities > Apparel > Forever 21 Buyer Propensity
Branded Data > Alliant > Brand Propensities > Apparel > Fossil Buyer Propensity
Branded Data > Alliant > Brand Propensities > Apparel > Gap Buyer Propensity
Branded Data > Alliant > Brand Propensities > Apparel > Indochino Buyer Propensity
Branded Data > Alliant > Brand Propensities > Apparel > J.Crew Buyer Propensity
Branded Data > Alliant > Brand Propensities > Apparel > Kate Spade Buyer Propensity
Branded Data > Alliant > Brand Propensities > Apparel > Lane Bryant Buyer Propensity
Branded Data > Alliant > Brand Propensities > Apparel > Lids Buyer Propensity
Branded Data > Alliant > Brand Propensities > Apparel > Lululemon Athletica Buyer Propensity
Branded Data > Alliant > Brand Propensities > Apparel > MeUndies 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 > Nike Buyer Propensity
Branded Data > Alliant > Brand Propensities > Apparel > Nordstorm Buyer Propensity
Branded Data > Alliant > Brand Propensities > Apparel > Old Navy Buyer Propensity
Branded Data > Alliant > Brand Propensities > Apparel > Puma Buyer Propensity
Branded Data > Alliant > Brand Propensities > Apparel > Ross Dress For Less Buyer Propensity
Branded Data > Alliant > Brand Propensities > Apparel > Saks Fifth Avenue Buyer Propensity
Branded Data > Alliant > Brand Propensities > Apparel > Saks Fifth Avenue OFF 5TH Buyer Propensity
Branded Data > Alliant > Brand Propensities > Apparel > Shopbop Buyer Propensity
Branded Data > Alliant > Brand Propensities > Apparel > Skechers 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 > The Men's Wearhouse Buyer Propensity
Branded Data > Alliant > Brand Propensities > Apparel > Tory Burch Buyer Propensity
Branded Data > Alliant > Brand Propensities > Apparel > UGG Buyer Propensity
Branded Data > Alliant > Brand Propensities > Apparel > Under Armour Buyer Propensity
Branded Data > Alliant > Brand Propensities > Apparel > Urban Outfitters Buyer Propensity
Branded Data > Alliant > Brand Propensities > Apparel > Victoria's Secret Buyer Propensity
Branded Data > Alliant > Brand Propensities > Apparel > White House Black Market Buyer Propensity
Branded Data > Alliant > Brand Propensities > Apparel > ZARA Buyer Propensity

Segment Detail View

Branded Data > Alliant > Brand Propensities > Apparel > asos Buyer Propensity
Branded Data > Alliant > Brand Propensities > Apparel > boohoo Buyer Propensity
Branded Data > Alliant > Brand Propensities > Automotive
Branded Data > Alliant > Brand Propensities > Automotive > AutoNation Buyer Propensity
Branded Data > Alliant > Brand Propensities > Automotive > Ford Credit Buyer Propensity
Branded Data > Alliant > Brand Propensities > Automotive > Jiffy Lube Buyer Propensity
Branded Data > Alliant > Brand Propensities > Big Box Retail
Branded Data > Alliant > Brand Propensities > Big Box Retail > Big Lots Stores Buyer Propensity
Branded Data > Alliant > Brand Propensities > Big Box Retail > Costco Buyer Propensity
Branded Data > Alliant > Brand Propensities > Big Box Retail > Kohl's Buyer Propensity
Branded Data > Alliant > Brand Propensities > Big Box Retail > Sears Buyer Propensity
Branded Data > Alliant > Brand Propensities > Big Box Retail > Staples Buyer Propensity
Branded Data > Alliant > Brand Propensities > Big Box Retail > Target Buyer Propensity
Branded Data > Alliant > Brand Propensities > Ecommerce
Branded Data > Alliant > Brand Propensities > Ecommerce > 1-800-Flowers Buyer Propensity
Branded Data > Alliant > Brand Propensities > Ecommerce > Etsy.com Buyer Propensity
Branded Data > Alliant > Brand Propensities > Ecommerce > Go Daddy Buyer Propensity
Branded Data > Alliant > Brand Propensities > Ecommerce > Google Wallet Buyer Propensity
Branded Data > Alliant > Brand Propensities > Ecommerce > Groupon Buyer Propensity
Branded Data > Alliant > Brand Propensities > Ecommerce > HSN Buyer Propensity
Branded Data > Alliant > Brand Propensities > Ecommerce > Jet.com Buyer Propensity
Branded Data > Alliant > Brand Propensities > Ecommerce > Jo-Ann Buyer Propensity
Branded Data > Alliant > Brand Propensities > Ecommerce > Office Depot Buyer Propensity
Branded Data > Alliant > Brand Propensities > Ecommerce > Overstock.com Buyer Propensity
Branded Data > Alliant > Brand Propensities > Ecommerce > ProFlowers Buyer Propensity
Branded Data > Alliant > Brand Propensities > Ecommerce > QVC Buyer Propensity
Branded Data > Alliant > Brand Propensities > Ecommerce > USPS Buyer Propensity
Branded Data > Alliant > Brand Propensities > Ecommerce > Zulily Buyer Propensity
Branded Data > Alliant > Brand Propensities > Ecommerce > linkedin Buyer Propensity
Branded Data > Alliant > Brand Propensities > Electronics
Branded Data > Alliant > Brand Propensities > Electronics > Adobe Buyer Propensity
Branded Data > Alliant > Brand Propensities > Electronics > Apple Buyer Propensity
Branded Data > Alliant > Brand Propensities > Electronics > Best Buy Buyer Propensity

Segment Detail View

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 > GoPro Buyer Propensity
Branded Data > Alliant > Brand Propensities > Electronics > LG Buyer Propensity
Branded Data > Alliant > Brand Propensities > Electronics > Microsoft Buyer Propensity
Branded Data > Alliant > Brand Propensities > Electronics > Microsoft Store Buyer Propensity
Branded Data > Alliant > Brand Propensities > Electronics > RadioShack Buyer Propensity
Branded Data > Alliant > Brand Propensities > Electronics > Samsung Buyer Propensity
Branded Data > Alliant > Brand Propensities > Electronics > Sony Buyer Propensity
Branded Data > Alliant > Brand Propensities > Financial
Branded Data > Alliant > Brand Propensities > Financial > American Express Buyer Propensity
Branded Data > Alliant > Brand Propensities > Financial > H&R Block Buyer Propensity
Branded Data > Alliant > Brand Propensities > Financial > Intuit Buyer Propensity
Branded Data > Alliant > Brand Propensities > Food & Drugstore
Branded Data > Alliant > Brand Propensities > Food & Drugstore > 7-Eleven Buyer Propensity
Branded Data > Alliant > Brand Propensities > Food & Drugstore > Blue Apron Buyer Propensity
Branded Data > Alliant > Brand Propensities > Food & Drugstore > CVS Buyer Propensity
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 > Eat24 Buyer Propensity
Branded Data > Alliant > Brand Propensities > Food & Drugstore > Harry & David Buyer Propensity
Branded Data > Alliant > Brand Propensities > Food & Drugstore > Hello Fresh Buyer Propensity
Branded Data > Alliant > Brand Propensities > Food & Drugstore > Instacart Buyer Propensity
Branded Data > Alliant > Brand Propensities > Food & Drugstore > Kroger Buyer Propensity
Branded Data > Alliant > Brand Propensities > Food & Drugstore > Nespresso Buyer Propensity
Branded Data > Alliant > Brand Propensities > Food & Drugstore > Postmates Buyer Propensity
Branded Data > Alliant > Brand Propensities > Food & Drugstore > Safeway Buyer Propensity
Branded Data > Alliant > Brand Propensities > Food & Drugstore > Shipt 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 > Vons Buyer Propensity
Branded Data > Alliant > Brand Propensities > Food & Drugstore > Walgreens Buyer Propensity

Segment Detail View

Branded Data > Alliant > Brand Propensities > Health / Beauty & Cosmetics
Branded Data > Alliant > Brand Propensities > Health / Beauty & Cosmetics > 1-800 Contacts Buyer Propensity
Branded Data > Alliant > Brand Propensities > Health / Beauty & Cosmetics > AVON Buyer Propensity
Branded Data > Alliant > Brand Propensities > Health / Beauty & Cosmetics > Amwell Buyer Propensity
Branded Data > Alliant > Brand Propensities > Health / Beauty & Cosmetics > Bare Escentuals 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
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 > KIEHLS Buyer Propensity
Branded Data > Alliant > Brand Propensities > Health / Beauty & Cosmetics > Lancome Buyer Propensity
Branded Data > Alliant > Brand Propensities > Health / Beauty & Cosmetics > Lola Buyer Propensity
Branded Data > Alliant > Brand Propensities > Health / Beauty & Cosmetics > M.A.C Buyer Propensity
Branded Data > Alliant > Brand Propensities > Health / Beauty & Cosmetics > Mary Kay Buyer Propensity
Branded Data > Alliant > Brand Propensities > Health / Beauty & Cosmetics > PillPack Buyer Propensity
Branded Data > Alliant > Brand Propensities > Health / Beauty & Cosmetics > Quest Diagnostics Buyer Propensity
Branded Data > Alliant > Brand Propensities > Health / Beauty & Cosmetics > Sephora 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 > ULTA 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 > Ashley Furniture Homestore Buyer Propensity
Branded Data > Alliant > Brand Propensities > Home & Household Goods > Bath & Body Works Buyer Propensity
Branded Data > Alliant > Brand Propensities > Home & Household Goods > Build.com Buyer Propensity
Branded Data > Alliant > Brand Propensities > Home & Household Goods > Crate & Barrel 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 > Lowe's Buyer Propensity
Branded Data > Alliant > Brand Propensities > Home & Household Goods > Pottery Barn Kids Buyer Propensity

Segment Detail View

Branded Data > Alliant > Brand Propensities > Home & Household Goods > Restoration Hardware Buyer Propensity
Branded Data > Alliant > Brand Propensities > Home & Household Goods > Rooms To Go 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 > Insurance
Branded Data > Alliant > Brand Propensities > Insurance > Progressive Casualty Insurance Company Buyer Propensity
Branded Data > Alliant > Brand Propensities > Insurance > United Services Automobile Association 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 > Diapers.com Buyer Propensity
Branded Data > Alliant > Brand Propensities > Kids Products > Disney Buyer Propensity
Branded Data > Alliant > Brand Propensities > Kids Products > Freshly Picked Buyer Propensity
Branded Data > Alliant > Brand Propensities > Kids Products > Happiest Baby Buyer Propensity
Branded Data > Alliant > Brand Propensities > Kids Products > Janie and Jack Buyer Propensity
Branded Data > Alliant > Brand Propensities > Kids Products > Kidizen Buyer Propensity
Branded Data > Alliant > Brand Propensities > Kids Products > LEGO Buyer Propensity
Branded Data > Alliant > Brand Propensities > Kids Products > Party City Buyer Propensity
Branded Data > Alliant > Brand Propensities > Kids Products > The Children's Place Buyer Propensity
Branded Data > Alliant > Brand Propensities > Kids Products > The Little Gym 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 > Eventbrite Buyer Propensity
Branded Data > Alliant > Brand Propensities > Media & Entertainment > Fandango Buyer Propensity
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 > Hunt A Killer Buyer Propensity
Branded Data > Alliant > Brand Propensities > Media & Entertainment > Live Nation Buyer Propensity
Branded Data > Alliant > Brand Propensities > Media & Entertainment > Match.com Buyer Propensity

Segment Detail View

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 > Shutterfly 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 > Ticketmaster Buyer Propensity

Branded Data > Alliant > Brand Propensities > Media & Entertainment > iTunes Buyer Propensity

Branded Data > Alliant > Brand Propensities > Personas

Branded Data > Alliant > Brand Propensities > Personas > Black Friday Buyer Propensity

Branded Data > Alliant > Brand Propensities > Personas > Cyber Monday Buyer Propensity

Branded Data > Alliant > Brand Propensities > Personas > Fashionistas

Branded Data > Alliant > Brand Propensities > Pets

Branded Data > Alliant > Brand Propensities > Pets > 1-800-PetMeds Buyer Propensity

Branded Data > Alliant > Brand Propensities > Pets > Chewy.com Buyer Propensity

Branded Data > Alliant > Brand Propensities > Pets > PetSmart Buyer Propensity

Branded Data > Alliant > Brand Propensities > Pets > Petco Buyer Propensity

Branded Data > Alliant > Brand Propensities > Restaurants & Dining

Branded Data > Alliant > Brand Propensities > Restaurants & Dining > Bahama Breeze Buyer Propensity

Branded Data > Alliant > Brand Propensities > Restaurants & Dining > 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 > OpenTable Buyer Propensity

Branded Data > Alliant > Brand Propensities > Restaurants & Dining > Panda Express Buyer Propensity

Branded Data > Alliant > Brand Propensities > Restaurants & Dining > Panera Bread 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 > Pei Wei Buyer Propensity

Branded Data > Alliant > Brand Propensities > Restaurants & Dining > Pizza Hut Buyer Propensity

Branded Data > Alliant > Brand Propensities > Restaurants & Dining > QSR

Segment Detail View

Branded Data > Alliant > Brand Propensities > Restaurants & Dining > QSR > Jamba Juice Buyer Propensity

Branded Data > Alliant > Brand Propensities > Restaurants & Dining > Round Table Pizza Buyer Propensity

Branded Data > Alliant > Brand Propensities > Restaurants & Dining > Starbucks Buyer Propensity

Branded Data > Alliant > Brand Propensities > Restaurants & Dining > Tijuana Flats Buyer Propensity

Branded Data > Alliant > Brand Propensities > Restaurants & Dining > Wingstop 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 > Bass Pro Shops Buyer Propensity

Branded Data > Alliant > Brand Propensities > Sporting Goods > Cabela's Buyer Propensity

Branded Data > Alliant > Brand Propensities > Sporting Goods > DICK'S Buyer Propensity

Branded Data > Alliant > Brand Propensities > Sporting Goods > active.com Buyer Propensity

Branded Data > Alliant > Brand Propensities > Telecom & Service Providers

Branded Data > Alliant > Brand Propensities > Telecom & Service Providers > Comcast Buyer Propensity

Branded Data > Alliant > Brand Propensities > Telecom & Service Providers > Cox Communications Buyer Propensity

Branded Data > Alliant > Brand Propensities > Telecom & Service Providers > MetroPCS Buyer Propensity

Branded Data > Alliant > Brand Propensities > Telecom & Service Providers > Net10 Buyer Propensity

Branded Data > Alliant > Brand Propensities > Telecom & Service Providers > Republic Wireless Buyer Propensity

Branded Data > Alliant > Brand Propensities > Telecom & Service Providers > Sprint Buyer Propensity

Branded Data > Alliant > Brand Propensities > Telecom & Service Providers > TracFone Buyer Propensity

Branded Data > Alliant > Brand Propensities > Travel

Branded Data > Alliant > Brand Propensities > Travel > Airbnb Buyer Propensity

Branded Data > Alliant > Brand Propensities > Travel > Alamo Buyer Propensity

Branded Data > Alliant > Brand Propensities > Travel > Alaska Airlines Buyer Propensity

Branded Data > Alliant > Brand Propensities > Travel > American Airlines Buyer Propensity

Branded Data > Alliant > Brand Propensities > Travel > Best Western Buyer Propensity

Branded Data > Alliant > Brand Propensities > Travel > Carnival Cruise Buyer Propensity

Branded Data > Alliant > Brand Propensities > Travel > Choice Hotels Buyer Propensity

Branded Data > Alliant > Brand Propensities > Travel > Dollar Rent A Car Buyer Propensity

Branded Data > Alliant > Brand Propensities > Travel > Expedia Buyer Propensity

Branded Data > Alliant > Brand Propensities > Travel > Fairfield Inn Buyer Propensity

Branded Data > Alliant > Brand Propensities > Travel > Familyvacations-Disneycruise Buyer Propensity

Branded Data > Alliant > Brand Propensities > Travel > Four Seasons Buyer Propensity

Branded Data > Alliant > Brand Propensities > Travel > Frontier Airlines Buyer Propensity

Segment Detail View

Branded Data > Alliant > Brand Propensities > Travel > Hertz Buyer Propensity
Branded Data > Alliant > Brand Propensities > Travel > Hilton Hotels & Resorts Buyer Propensity
Branded Data > Alliant > Brand Propensities > Travel > HomeAway Buyer Propensity
Branded Data > Alliant > Brand Propensities > Travel > Hotel Tonight 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 > Knotts Berry Farm 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 > Priceline Buyer Propensity
Branded Data > Alliant > Brand Propensities > Travel > Residence Inn Buyer Propensity
Branded Data > Alliant > Brand Propensities > Travel > Royal Caribbean Buyer Propensity
Branded Data > Alliant > Brand Propensities > Travel > Sandals Resorts Buyer Propensity
Branded Data > Alliant > Brand Propensities > Travel > SeaWorld 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 > Uber Buyer Propensity
Branded Data > Alliant > Brand Propensities > Travel > United Airlines Buyer Propensity
Branded Data > Alliant > Brand Propensities > Travel > Yelp Buyer Propensity
Branded Data > Alliant > Brand Propensities > Travel > kayak Buyer Propensity
Branded Data > Alliant > Composite Segments (Audience Clusters)
Branded Data > Alliant > Composite Segments (Audience Clusters) > Affluent Women Shoppers
Branded Data > Alliant > Composite Segments (Audience Clusters) > Women Born to Shop
Branded Data > Alliant > Demographics
Branded Data > Alliant > Demographics > Age 30-39
Branded Data > Alliant > Demographics > Age 30-39 > Age 30-34 years
Branded Data > Alliant > Demographics > Family - Female Head of Household
Branded Data > Alliant > Demographics > Family - Households with 1 Adult
Branded Data > Alliant > Demographics > Family - Married

Segment Detail View

Branded Data > Alliant > Demographics > Family - Wives
Branded Data > Alliant > Demographics > Gen Y / Millennial
Branded Data > Alliant > Demographics > Home Value $200-299k
Branded Data > Alliant > Demographics > Homeowner
Branded Data > Alliant > Demographics > Household Estimated Wealth $1,000,000 Plus
Branded Data > Alliant > Demographics > Household Estimated Wealth $300,000 - $550,000
Branded Data > Alliant > Demographics > Household Income $111,000 - $120000
Branded Data > Alliant > Demographics > Household Income $81,000 - $90,000
Branded Data > Alliant > Demographics > Income 100k+
Branded Data > Alliant > Demographics > Income 50k+
Branded Data > Alliant > Demographics > Length of Residence 3-5 years
Branded Data > Alliant > Demographics > Presence of Children Age 0-3
Branded Data > Alliant > Demographics > Work at Home
Branded Data > Alliant > Financially in Charge
Branded Data > Alliant > Gender
Branded Data > Alliant > Gender > Female
Branded Data > Alliant > Home & Garden Interests
Branded Data > Alliant > Home & Garden Interests > Cooking/Food Enthusiasts
Branded Data > Alliant > Home & Garden Interests > House & Garden Merchandise Buyers
Branded Data > Alliant > Interest Propensities
Branded Data > Alliant > Interest Propensities > Activities & Interests
Branded Data > Alliant > Interest Propensities > Activities & Interests > Guitar
Branded Data > Alliant > Interest Propensities > Activities & Interests > Low-End Sporting Equipment Propensity
Branded Data > Alliant > Interest Propensities > Activities & Interests > National News
Branded Data > Alliant > Interest Propensities > Activities & Interests > Pilates/Yoga Propensity
Branded Data > Alliant > Interest Propensities > Brands
Branded Data > Alliant > Interest Propensities > Brands > Audible
Branded Data > Alliant > Interest Propensities > Brands > General Electric
Branded Data > Alliant > Interest Propensities > Brands > Podcasts
Branded Data > Alliant > Interest Propensities > CPG
Branded Data > Alliant > Interest Propensities > CPG > 7UP
Branded Data > Alliant > Interest Propensities > CPG > Coca Cola
Branded Data > Alliant > Interest Propensities > CPG > Crest

Segment Detail View

Branded Data > Alliant > Interest Propensities > CPG > Downy
Branded Data > Alliant > Interest Propensities > CPG > Estee Lauder
Branded Data > Alliant > Interest Propensities > CPG > Gatorade
Branded Data > Alliant > Interest Propensities > CPG > Heinz Ketchup
Branded Data > Alliant > Interest Propensities > CPG > Huggies
Branded Data > Alliant > Interest Propensities > CPG > L'oreal
Branded Data > Alliant > Interest Propensities > CPG > Lunchables
Branded Data > Alliant > Interest Propensities > CPG > Luvs Diapers
Branded Data > Alliant > Interest Propensities > CPG > Maybelline
Branded Data > Alliant > Interest Propensities > CPG > Nestle Candy
Branded Data > Alliant > Interest Propensities > CPG > Olay
Branded Data > Alliant > Interest Propensities > CPG > Old Spice
Branded Data > Alliant > Interest Propensities > CPG > Oreo
Branded Data > Alliant > Interest Propensities > CPG > Pampers
Branded Data > Alliant > Interest Propensities > CPG > Pantene
Branded Data > Alliant > Interest Propensities > CPG > Pepsi
Branded Data > Alliant > Interest Propensities > CPG > Poland Spring
Branded Data > Alliant > Interest Propensities > CPG > Sprite
Branded Data > Alliant > Interest Propensities > CPG > Suave
Branded Data > Alliant > Interest Propensities > CPG > Swiffer
Branded Data > Alliant > Interest Propensities > CPG > Tide
Branded Data > Alliant > Interest Propensities > CPG > Tropicana
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 > Celebrity Fan Gossip
Branded Data > Alliant > Interest Propensities > Celebrities > Drake
Branded Data > Alliant > Interest Propensities > Celebrities > Dwayne Johnson (The Rock)
Branded Data > Alliant > Interest Propensities > Celebrities > Ed Sheeran
Branded Data > Alliant > Interest Propensities > Celebrities > John Cena
Branded Data > Alliant > Interest Propensities > Celebrities > John Hamm
Branded Data > Alliant > Interest Propensities > Celebrities > Lady Gaga

Segment Detail View

Branded Data > Alliant > Interest Propensities > Celebrities > Pink
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 > 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 > ComiCon
Branded Data > Alliant > Interest Propensities > Events/Shows > National Automobile Dealers Association
Branded Data > Alliant > Interest Propensities > Food and Drink
Branded Data > Alliant > Interest Propensities > Food and Drink > Mexican Cuisine
Branded Data > Alliant > Interest Propensities > MLB Teams
Branded Data > Alliant > Interest Propensities > MLB Teams > Arizona Diamondbacks
Branded Data > Alliant > Interest Propensities > MLB Teams > Chicago Cubs
Branded Data > Alliant > Interest Propensities > MLB Teams > Chicago White Sox
Branded Data > Alliant > Interest Propensities > MLB Teams > Colorado Rockies
Branded Data > Alliant > Interest Propensities > MLB Teams > Houston Astros
Branded Data > Alliant > Interest Propensities > MLB Teams > Los Angeles Angels
Branded Data > Alliant > Interest Propensities > MLB Teams > Milwaukee Brewers
Branded Data > Alliant > Interest Propensities > MLB Teams > NY Mets
Branded Data > Alliant > Interest Propensities > MLB Teams > Oakland A's
Branded Data > Alliant > Interest Propensities > MLB Teams > Philadelphia Phillies
Branded Data > Alliant > Interest Propensities > MLB Teams > San Diego Padres
Branded Data > Alliant > Interest Propensities > MLB Teams > San Francisco Giants
Branded Data > Alliant > Interest Propensities > MLB Teams > Seattle Mariners
Branded Data > Alliant > Interest Propensities > MLB Teams > Tampa Bay Rays
Branded Data > Alliant > Interest Propensities > MLB Teams > Washington Nationals
Branded Data > Alliant > Interest Propensities > Military
Branded Data > Alliant > Interest Propensities > Military > Military Families
Branded Data > Alliant > Interest Propensities > Military > National Guard
Branded Data > Alliant > Interest Propensities > Movies
Branded Data > Alliant > Interest Propensities > Movies > Batman

Segment Detail View

Branded Data > Alliant > Interest Propensities > Movies > Cinderella
Branded Data > Alliant > Interest Propensities > Movies > Jurassic World
Branded Data > Alliant > Interest Propensities > Movies > Little Mermaid
Branded Data > Alliant > Interest Propensities > Movies > Pirates of the Caribbean
Branded Data > Alliant > Interest Propensities > Movies > Pixar Movies
Branded Data > Alliant > Interest Propensities > Music
Branded Data > Alliant > Interest Propensities > Music > Classic Rock
Branded Data > Alliant > Interest Propensities > Music > Country
Branded Data > Alliant > Interest Propensities > Music > Hip Hop and Rap
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 > Chicago Bears
Branded Data > Alliant > Interest Propensities > NFL > Detroit Lions
Branded Data > Alliant > Interest Propensities > NFL > Indianapolis Colts
Branded Data > Alliant > Interest Propensities > NFL > New England Patriots
Branded Data > Alliant > Interest Propensities > NHL Teams
Branded Data > Alliant > Interest Propensities > NHL Teams > Boston Bruins
Branded Data > Alliant > Interest Propensities > NHL Teams > Los Angeles Kings
Branded Data > Alliant > Interest Propensities > NHL Teams > New York Rangers
Branded Data > Alliant > Interest Propensities > NHL Teams > Philadelphia Flyers
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 > Oil & Gas
Branded Data > Alliant > Interest Propensities > Oil & Gas > Speedway
Branded Data > Alliant > Interest Propensities > Oil & Gas > Sunoco
Branded Data > Alliant > Interest Propensities > Publications
Branded Data > Alliant > Interest Propensities > Publications > Chicago Tribune
Branded Data > Alliant > Interest Propensities > Publications > New York Times
Branded Data > Alliant > Interest Propensities > Quick Service Restaurants (QSRs)
Branded Data > Alliant > Interest Propensities > Quick Service Restaurants (QSRs) > Chick-Fil-A
Branded Data > Alliant > Interest Propensities > Quick Service Restaurants (QSRs) > Jack In the Box
Branded Data > Alliant > Interest Propensities > Quick Service Restaurants (QSRs) > Quiznos

Segment Detail View

Branded Data > Alliant > Interest Propensities > Quick Service Restaurants (QSRs) > Subway

Branded Data > Alliant > Interest Propensities > TV & Movies

Branded Data > Alliant > Interest Propensities > TV & Movies > Horror & Suspense

Branded Data > Alliant > Interest Propensities > TV & Movies > Music TV

Branded Data > Alliant > Interest Propensities > TV & Movies > Network TV

Branded Data > Alliant > Interest Propensities > TV & Movies > News TV

Branded Data > Alliant > Interest Propensities > TV Shows

Branded Data > Alliant > Interest Propensities > TV Shows > Better Call Saul

Branded Data > Alliant > Interest Propensities > TV Shows > Big Little Lies

Branded Data > Alliant > Interest Propensities > TV Shows > Game of Thrones

Branded Data > Alliant > Interest Propensities > TV Shows > Stranger Things

Branded Data > Alliant > Interest Propensities > TV Shows > Supernatural

Branded Data > Alliant > Interest Propensities > TV Shows > The Simpsons

Branded Data > Alliant > Interest Propensities > Travel

Branded Data > Alliant > Interest Propensities > Travel > Timeshare Owner Propensity

Branded Data > Alliant > Multibuyer Behaviors

Branded Data > Alliant > Multibuyer Behaviors > Club/Continuity Buyers

Branded Data > Alliant > Multibuyer Behaviors > Paid with Credit Card

Branded Data > Alliant > Parents

Branded Data > Alliant > Parents > Parents of Babies/Newborns: Age 0-11 month

Branded Data > Alliant > Product Propensities

Branded Data > Alliant > Product Propensities > Baby & Toddler

Branded Data > Alliant > Product Propensities > Baby & Toddler > Baby & Toddler Furniture

Branded Data > Alliant > Product Propensities > Baby & Toddler > Baby Safety

Branded Data > Alliant > Product Propensities > Baby & Toddler > Diapers

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 > 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

Segment Detail View

Branded Data > Alliant > Product Propensities > Computer & Electronics
Branded Data > Alliant > Product Propensities > Computer & Electronics > Smart Watch
Branded Data > Alliant > Product Propensities > Computer & Electronics > Tablet Computer
Branded Data > Alliant > Product Propensities > Computer & Electronics > Video Game Software
Branded Data > Alliant > Product Propensities > Dress Wear
Branded Data > Alliant > Product Propensities > Dress Wear > Dress
Branded Data > Alliant > Product Propensities > Home
Branded Data > Alliant > Product Propensities > Home > Business & Home Security
Branded Data > Alliant > Product Propensities > Home > Curtain
Branded Data > Alliant > Product Propensities > Home > Exercise & Fitness
Branded Data > Alliant > Product Propensities > Home > Household Appliances
Branded Data > Alliant > Product Propensities > Home > Kitchen & Dining
Branded Data > Alliant > Product Propensities > Home > Outdoor Furniture
Branded Data > Alliant > Product Propensities > Home > Outdoor Play Equipment
Branded Data > Alliant > Product Propensities > Home > Plumbing
Branded Data > Alliant > Product Propensities > Home > Pressure Cooker
Branded Data > Alliant > Product Propensities > Home > Sofas
Branded Data > Alliant > Product Propensities > Home > Tools
Branded Data > Alliant > Product Propensities > Home > Toy & Games
Branded Data > Alliant > Product Propensities > Personal Care & Cosmetics
Branded Data > Alliant > Product Propensities > Personal Care & Cosmetics > Body Wash
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 > 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 > Shampoo
Branded Data > Alliant > Product Propensities > Personal Care & Cosmetics > Skin Cream
Branded Data > Alliant > Product Propensities > Pets
Branded Data > Alliant > Product Propensities > Pets > Dog Toy
Branded Data > Alliant > Product Propensities > Pets > Dog Treat
Branded Data > Alliant > Product Propensities > Pets > Dry Dog Food

Segment Detail View

Branded Data > Alliant > Product Propensities > Sleepwear
Branded Data > Alliant > Product Propensities > Sleepwear > Pajamas
Branded Data > Alliant > Product Propensities > Travel
Branded Data > Alliant > Product Propensities > Travel > Back Pack
Branded Data > Alliant > Products & Services Propensities
Branded Data > Alliant > Products & Services Propensities > Avid Gamers - Propensity
Branded Data > Alliant > Products & Services Propensities > Baby Product Buyer - Propensity
Branded Data > Alliant > Products & Services Propensities > College Football Fans - Propensity
Branded Data > Alliant > Products & Services Propensities > Cruise Travel - Propensity
Branded Data > Alliant > Products & Services Propensities > Economy Hotel Visitors - Propensity
Branded Data > Alliant > Products & Services Propensities > Environmental / Group Causes - Propensity
Branded Data > Alliant > Products & Services Propensities > Foreign Travel For Vacation - Propensity
Branded Data > Alliant > Products & Services Propensities > Frequent Business Traveler - Propensity
Branded Data > Alliant > Products & Services Propensities > Frequent Flyer - Propensity
Branded Data > Alliant > Products & Services Propensities > Golf Fans - Propensity
Branded Data > Alliant > Products & Services Propensities > Online Travel Planners - Propensity
Branded Data > Alliant > Products & Services Propensities > Professional Baseball Fans - Propensity
Branded Data > Alliant > Products & Services Propensities > Professional Football Fans - Propensity
Branded Data > Alliant > Products & Services Propensities > Rock Concert Attendee - Propensity
Branded Data > Alliant > Products & Services Propensities > Smart Phone Users - Propensity
Branded Data > Alliant > Products & Services Propensities > Soccer Fans - Propensity
Branded Data > Alliant > Products & Services Propensities > Tablet / E-Reader Owner - Propensity
Branded Data > Alliant > Products & Services Propensities > Tennis Fans - Propensity
Branded Data > Alliant > Products & Services Propensities > Theme Park Visitor - 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 Service Subscribers
Branded Data > AmeribaseDigital
Branded Data > AmeribaseDigital > Xennials - The First Millennials (Age 31-41)
Branded Data > AmeribaseDigital > Xennials - The First Millennials (Age 31-41) > 80s, 90s and Early 2000s Music Lovers
Branded Data > AmeribaseDigital > Xennials - The First Millennials (Age 31-41) > Digital Currency Investors

Segment Detail View

Branded Data > AmeribaseDigital > Xennials - The First Millennials (Age 31-41) > Donors and Contributors to Society

Branded Data > AmeribaseDigital > Xennials - The First Millennials (Age 31-41) > Family Matters

Branded Data > AmeribaseDigital > Xennials - The First Millennials (Age 31-41) > Fashionable Trendsetters

Branded Data > AmeribaseDigital > Xennials - The First Millennials (Age 31-41) > Sports Fanatics

Branded Data > AmeribaseDigital > Xennials - The First Millennials (Age 31-41) > Tech-Savvy

Branded Data > AmeribaseDigital > Xennials - The First Millennials (Age 31-41) > Travel and Vacation

Branded Data > AmeribaseDigital > Xennials - The First Millennials (Age 31-41) > Yoga and Meditation

Branded Data > AnalyticsIQ

Branded Data > AnalyticsIQ > Automotive

Branded Data > AnalyticsIQ > Automotive > In Garage

Branded Data > AnalyticsIQ > Automotive > In Garage > Number of Vehicles Owned

Branded Data > AnalyticsIQ > Automotive > In Garage > Number of Vehicles Owned > 1 Car Owned

Branded Data > AnalyticsIQ > Automotive > In Garage > Number of Vehicles Owned > 2 Cars Owned

Branded Data > AnalyticsIQ > Automotive > In Garage > Vehicle Age

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 Market

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

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 Honda

Branded Data > AnalyticsIQ > Automotive > In Market > Vehicle Make > In Market for a Porsche

Branded Data > AnalyticsIQ > Automotive > In Market > Vehicle Make > In Market for a Subaru

Branded Data > AnalyticsIQ > Automotive > In Market > Vehicle Make > In Market for a Tesla

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

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

Branded Data > AnalyticsIQ > B2B

Branded Data > AnalyticsIQ > B2B > Employee Attributes

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

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

Branded Data > AnalyticsIQ > B2B > Employee Attributes > Big Tech > Highly Educated Technology Professionals

Segment Detail View

Branded Data > AnalyticsIQ > B2B > Employee Attributes > Business Decision Influencers
Branded Data > AnalyticsIQ > B2B > Employee Attributes > Business Decision Influencers > Active & Influential Social Media Users
Branded Data > AnalyticsIQ > B2B > Employee Attributes > Business Decision Influencers > Active & Influential Social Media Users > Twitter Influencers
Branded Data > AnalyticsIQ > B2B > Employee Attributes > Business Decision Influencers > Business Profession
Branded Data > AnalyticsIQ > B2B > Employee Attributes > Business Decision Influencers > Business Profession > Blue Collar Business Decision Influencers
Branded Data > AnalyticsIQ > B2B > Employee Attributes > Business Decision Influencers > Decision Drivers & Behavior Motivations
Branded Data > AnalyticsIQ > B2B > Employee Attributes > Business Decision Influencers > Decision Drivers & Behavior Motivations > Environmentally Conscious
Branded Data > AnalyticsIQ > B2B > Employee Attributes > Business Decision Influencers > Decision Drivers & Behavior Motivations > Recreationally Adventurous
Branded Data > AnalyticsIQ > B2B > Employee Attributes > Business Decision Influencers > Preferred Marketing Communication Methods
Branded Data > AnalyticsIQ > B2B > Employee Attributes > Business Decision Influencers > Preferred Marketing Communication Methods > Initial Marketing Contact Channel Preference
Branded Data > AnalyticsIQ > B2B > Employee Attributes > Business Decision Influencers > Preferred Marketing Communication Methods > Initial Marketing Contact Channel Preference > In Person
Branded Data > AnalyticsIQ > B2B > Employee Attributes > Business Decision Influencers > Preferred Marketing Communication Methods > Initial Marketing Contact Channel Preference > LinkedIn
Branded Data > AnalyticsIQ > B2B > Employee Attributes > Business Decision Influencers > Preferred Marketing Communication Methods > Marketing Content Preference
Branded Data > AnalyticsIQ > B2B > Employee Attributes > Business Decision Influencers > Preferred Marketing Communication Methods > Marketing Content Preference > Webinar
Branded Data > AnalyticsIQ > B2B > Employee Attributes > Business Decision Influencers > Preferred Marketing Communication Methods > Marketing Content Preference > White Paper
Branded Data > AnalyticsIQ > B2B > Employee Attributes > Business Decision Influencers > Preferred Marketing Communication Methods > Marketing Content Preference > eBook
Branded Data > AnalyticsIQ > B2B > Employee Attributes > Business Decision Makers
Branded Data > AnalyticsIQ > B2B > Employee Attributes > Business Decision Makers > Active & Influential Social Media Users
Branded Data > AnalyticsIQ > B2B > Employee Attributes > Business Decision Makers > Active & Influential Social Media Users > Travel Site Influencers
Branded Data > AnalyticsIQ > B2B > Employee Attributes > Business Decision Makers > Business Profession
Branded Data > AnalyticsIQ > B2B > Employee Attributes > Business Decision Makers > Business Profession > Professional Tech Business Decision Makers
Branded Data > AnalyticsIQ > B2B > Employee Attributes > Business Decision Makers > Business Profession > White Collar 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 > Business Decision Makers > Decision Drivers & Behavior Motivations > Decision Makers That Value Diversity & Inclusion
Branded Data > AnalyticsIQ > B2B > Employee Attributes > Business Decision Makers > Decision Drivers & Behavior Motivations > Decision Makers That Value Sustainability & Eco-Friendly Practices
Branded Data > AnalyticsIQ > B2B > Employee Attributes > Business Decision Makers > Decision Drivers & Behavior Motivations > Recreationally Adventurous
Branded Data > AnalyticsIQ > B2B > Employee Attributes > Business Decision Makers > Preferred Marketing Communication Methods
Branded Data > AnalyticsIQ > B2B > Employee Attributes > Business Decision Makers > Preferred Marketing Communication Methods > Initial Marketing Contact Channel Preference
Branded Data > AnalyticsIQ > B2B > Employee Attributes > Business Decision Makers > Preferred Marketing Communication Methods > Initial Marketing Contact Channel Preference > In Person
Branded Data > AnalyticsIQ > B2B > Employee Attributes > Business Decision Makers > Preferred Marketing Communication Methods > Initial Marketing Contact Channel Preference > LinkedIn
Branded Data > AnalyticsIQ > B2B > Employee Attributes > Business Decision Makers > Preferred Marketing Communication Methods > Marketing Content Preference
Branded Data > AnalyticsIQ > B2B > Employee Attributes > Business Decision Makers > Preferred Marketing Communication Methods > Marketing Content Preference > Infographic

Segment Detail View

Branded Data > AnalyticsIQ > B2B > Employee Attributes > Business Executives
Branded Data > AnalyticsIQ > B2B > Employee Attributes > Business Executives > Active & Influential Social Media Users
Branded Data > AnalyticsIQ > B2B > Employee Attributes > Business Executives > Active & Influential Social Media Users > Instagram Influencers
Branded Data > AnalyticsIQ > B2B > Employee Attributes > Business Executives > Affluent Executives
Branded Data > AnalyticsIQ > B2B > Employee Attributes > Business Executives > Affluent Executives > 5-Star Diners and Dinner Party Hosts
Branded Data > AnalyticsIQ > B2B > Employee Attributes > Business Executives > Affluent Executives > Big Spending Apparel Shoppers
Branded Data > AnalyticsIQ > B2B > Employee Attributes > Business Executives > Affluent Executives > Big Spending Travel Intenders
Branded Data > AnalyticsIQ > B2B > Employee Attributes > Business Executives > Affluent Executives > Big Spending Travel Intenders > Cruise Travel
Branded Data > AnalyticsIQ > B2B > Employee Attributes > Business Executives > Affluent Executives > Big Spending Travel Intenders > Domestic Travel
Branded Data > AnalyticsIQ > B2B > Employee Attributes > Business Executives > Affluent Executives > Executives That Love To Entertain
Branded Data > AnalyticsIQ > B2B > Employee Attributes > Business Executives > Affluent Executives > Top Spending Executives
Branded Data > AnalyticsIQ > B2B > Employee Attributes > Business Executives > Business Profession
Branded Data > AnalyticsIQ > B2B > Employee Attributes > Business Executives > Business Profession > Blue Collar Business Executives
Branded Data > AnalyticsIQ > B2B > Employee Attributes > Business Executives > Business Profession > Professional Tech Business Executives
Branded Data > AnalyticsIQ > B2B > Employee Attributes > Business Executives > Decision Drivers & Behavior Motivations
Branded Data > AnalyticsIQ > B2B > Employee Attributes > Business Executives > Decision Drivers & Behavior Motivations > Environmentally Conscious
Branded Data > AnalyticsIQ > B2B > Employee Attributes > Business Executives > Decision Drivers & Behavior Motivations > Recreationally Adventurous
Branded Data > AnalyticsIQ > B2B > Employee Attributes > Business Executives > Frequent Uber & Lyft Riders
Branded Data > AnalyticsIQ > B2B > Employee Attributes > Business Executives > Health & Wellness
Branded Data > AnalyticsIQ > B2B > Employee Attributes > Business Executives > Health & Wellness > Exercise
Branded Data > AnalyticsIQ > B2B > Employee Attributes > Business Executives > Health & Wellness > Exercise > Avid Exercisers
Branded Data > AnalyticsIQ > B2B > Employee Attributes > Business Executives > Health & Wellness > Exercise > Moderate Exercisers
Branded Data > AnalyticsIQ > B2B > Employee Attributes > Business Executives > Preferred Marketing Communication Methods
Branded Data > AnalyticsIQ > B2B > Employee Attributes > Business Executives > Preferred Marketing Communication Methods > Initial Marketing Contact Channel Preference
Branded Data > AnalyticsIQ > B2B > Employee Attributes > Business Executives > Preferred Marketing Communication Methods > Initial Marketing Contact Channel Preference > Email
Branded Data > AnalyticsIQ > B2B > Employee Attributes > Business Executives > Preferred Marketing Communication Methods > Initial Marketing Contact Channel Preference > LinkedIn
Branded Data > AnalyticsIQ > B2B > Employee Attributes > Business Owners
Branded Data > AnalyticsIQ > B2B > Employee Attributes > Business Owners > Active & Influential Social Media Users
Branded Data > AnalyticsIQ > B2B > Employee Attributes > Business Owners > Active & Influential Social Media Users > Instagram Influencers
Branded Data > AnalyticsIQ > B2B > Employee Attributes > Business Owners > Active & Influential Social Media Users > Travel Site Influencers
Branded Data > AnalyticsIQ > B2B > Employee Attributes > Business Owners > Business Profession
Branded Data > AnalyticsIQ > B2B > Employee Attributes > Business Owners > Business Profession > Blue Collar Business Owners
Branded Data > AnalyticsIQ > B2B > Employee Attributes > Business Owners > Business Profession > Professional Tech Business Owners

Segment Detail View

Branded Data > AnalyticsIQ > B2B > Employee Attributes > Business Owners > Decision Drivers & Behavior Motivations

Branded Data > AnalyticsIQ > B2B > Employee Attributes > Business Owners > Decision Drivers & Behavior Motivations > Environmentally Conscious

Branded Data > AnalyticsIQ > B2B > Employee Attributes > Business Owners > Decision Drivers & Behavior Motivations > Recreationally Adventurous

Branded Data > AnalyticsIQ > B2B > Employee Attributes > Business Owners > Sole Owner

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

Branded Data > AnalyticsIQ > B2B > Employee Attributes > Working From Home > Remote Business Decision Influencers

Branded Data > AnalyticsIQ > B2B > Employee Attributes > Working From Home > Remote Business Decision Makers

Branded Data > AnalyticsIQ > B2B > Employee Attributes > Working From Home > Remote Business Decision Makers & Influencers

Branded Data > AnalyticsIQ > B2B > Employee Attributes > Working From Home > Remote Business Decision Makers & Influencers > Early Adopters of Technology

Branded Data > AnalyticsIQ > B2B > Employee Attributes > Working From Home > Remote Business Decision Makers & Influencers > IT / Technology Decision Makers & Influencers

Branded Data > AnalyticsIQ > B2B > Employee Attributes > Working From Home > Remote Business Decision Makers & Influencers > Luxury Brand Buyers

Branded Data > AnalyticsIQ > B2B > Employee Attributes > Working From Home > Remote Business Decision Makers & Influencers > Prefers Email Marketing Channel

Branded Data > AnalyticsIQ > B2B > Employee Attributes > Working From Home > Remote Business Decision Makers & Influencers > Prefers Infographic Marketing Content

Branded Data > AnalyticsIQ > B2B > Employee Attributes > Working From Home > Remote Business Decision Makers & Influencers > Prefers Phone Call Marketing Channel

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 Book with Online Vacation Platforms

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

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

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 a Healthy Lifestyle

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

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 Order Groceries Online

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 > Apple Podcast Listeners

Segment Detail View

Branded Data > AnalyticsIQ > Channel > Podcasts > Business Podcast Listeners
Branded Data > AnalyticsIQ > Channel > Podcasts > Daily Podcast Listeners
Branded Data > AnalyticsIQ > Channel > Podcasts > Google Podcast Listeners
Branded Data > AnalyticsIQ > Channel > Podcasts > Listens to Podcasts While Exercising
Branded Data > AnalyticsIQ > Channel > Podcasts > Listens to Podcasts on Road Trips
Branded Data > AnalyticsIQ > Channel > Podcasts > News Podcast Listeners
Branded Data > AnalyticsIQ > Channel > Podcasts > Podcast Listeners
Branded Data > AnalyticsIQ > Channel > Podcasts > Sports Podcast Listeners
Branded Data > AnalyticsIQ > Channel > Social Networks
Branded Data > AnalyticsIQ > Channel > Social Networks > Instagram Influencer
Branded Data > AnalyticsIQ > Channel > Social Networks > Pinterest 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 > $2,500 to $3,499
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 > Donation Motivations > Non-Planned Givers
Branded Data > AnalyticsIQ > Charitable Contributors > Likely Donors
Branded Data > AnalyticsIQ > Charitable Contributors > Likely Donors > Animal Welfare
Branded Data > AnalyticsIQ > Charitable Contributors > Likely Donors > Charitable Contributors in Last 12-months
Branded Data > AnalyticsIQ > Charitable Contributors > Likely Donors > Children's Charities
Branded Data > AnalyticsIQ > Charitable Contributors > Likely Donors > General Contributor
Branded Data > AnalyticsIQ > Charitable Contributors > Likely Donors > Medical Care Cause Donors
Branded Data > AnalyticsIQ > Demographics
Branded Data > AnalyticsIQ > Demographics > Age
Branded Data > AnalyticsIQ > Demographics > Age > Narrow Age Range
Branded Data > AnalyticsIQ > Demographics > Age > Narrow Age Range > 40-44
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 > 75-79
Branded Data > AnalyticsIQ > Demographics > Age > Staggered Age Range

Segment Detail View

Branded Data > AnalyticsIQ > Demographics > Age > Staggered Age Range > 35-44
Branded Data > AnalyticsIQ > Demographics > Age > Staggered Age Range > 45-54
Branded Data > AnalyticsIQ > Demographics > Age > Staggered Age Range > 75+
Branded Data > AnalyticsIQ > Demographics > Education
Branded Data > AnalyticsIQ > Demographics > Education > Bachelor Degree
Branded Data > AnalyticsIQ > Demographics > Education > Graduate Degree
Branded Data > AnalyticsIQ > Demographics > Education > High School Degree
Branded Data > AnalyticsIQ > Demographics > Education > Vocational/Tech Degree
Branded Data > AnalyticsIQ > Demographics > Employment
Branded Data > AnalyticsIQ > Demographics > Employment > Blue Collar
Branded Data > AnalyticsIQ > Demographics > Employment > Full-time
Branded Data > AnalyticsIQ > Demographics > Employment > Homemaker
Branded Data > AnalyticsIQ > Demographics > Employment > Military Veteran
Branded Data > AnalyticsIQ > Demographics > Employment > Other White Collar
Branded Data > AnalyticsIQ > Demographics > Employment > Part-time
Branded Data > AnalyticsIQ > Demographics > Employment > Professional Tech
Branded Data > AnalyticsIQ > Demographics > Employment > Retired
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 > Generation X
Branded Data > AnalyticsIQ > Demographics > Generation > Millennials
Branded Data > AnalyticsIQ > Demographics > Household Composition
Branded Data > AnalyticsIQ > Demographics > Household Composition > Age of Children in Household
Branded Data > AnalyticsIQ > Demographics > Household Composition > Age of Children in Household > 11-15
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

Segment Detail View

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 > Cat Owners
Branded Data > AnalyticsIQ > Demographics > Household Composition > Pet Owners > Dog Owners
Branded Data > AnalyticsIQ > Demographics > Household Composition > Pet Owners > Pet Owner (Cat or Dog)
Branded Data > AnalyticsIQ > Demographics > Household Composition > Senior Adult in Household
Branded Data > AnalyticsIQ > Demographics > Household Composition > Veteran in Household
Branded Data > AnalyticsIQ > Demographics > Household Composition > Working Women
Branded Data > AnalyticsIQ > Demographics > Housing Attributes
Branded Data > AnalyticsIQ > Demographics > Housing Attributes > Dwelling Type
Branded Data > AnalyticsIQ > Demographics > Housing Attributes > Dwelling Type > Single-Family Home
Branded Data > AnalyticsIQ > Demographics > Housing Attributes > Has Small Office
Branded Data > AnalyticsIQ > Demographics > Housing Attributes > Length of Residence
Branded Data > AnalyticsIQ > Demographics > Housing Attributes > Length of Residence > 15+ Years
Branded Data > AnalyticsIQ > Demographics > Housing Attributes > Length of Residence > 3 Years
Branded Data > AnalyticsIQ > Demographics > Housing Attributes > Length of Residence > 4-6 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 > Homeowners
Branded Data > AnalyticsIQ > Demographics > Housing Attributes > PreMovers
Branded Data > AnalyticsIQ > Demographics > Housing Attributes > PreMovers > Furnishings Big Spenders
Branded Data > AnalyticsIQ > Demographics > Housing Attributes > PreMovers > Homeowners
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 > Manager
Branded Data > AnalyticsIQ > Demographics > Occupation > Mechanic
Branded Data > AnalyticsIQ > Finance
Branded Data > AnalyticsIQ > Finance > Affluence Segments
Branded Data > AnalyticsIQ > Finance > Affluence Segments > Millionaire Next Door
Branded Data > AnalyticsIQ > Finance > Credit Cards

Segment Detail View

Branded Data > AnalyticsIQ > Finance > Credit Cards > Bank Credit Card
Branded Data > AnalyticsIQ > Finance > Credit Cards > Mastercard (Regular)
Branded Data > AnalyticsIQ > Finance > Credit Cards > Visa (Regular)
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 > $500,000 to $749,999
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 > $100,000 - $124,999
Branded Data > AnalyticsIQ > Finance > Household Income > $125,000 - $149,999
Branded Data > AnalyticsIQ > Finance > Household Income > $60,000 - $74,999
Branded Data > AnalyticsIQ > Finance > Household Income > $75,000 - $99,999
Branded Data > AnalyticsIQ > Finance > Investing
Branded Data > AnalyticsIQ > Finance > Investing > Overall Investable Assets
Branded Data > AnalyticsIQ > Finance > Investing > Overall Investable Assets > Top 6 - 10%
Branded Data > AnalyticsIQ > Finance > Investing > Presence of Annuities
Branded Data > AnalyticsIQ > Finance > Investing > Presence of Bonds
Branded Data > AnalyticsIQ > Finance > Investing > Presence of Checking Account
Branded Data > AnalyticsIQ > Finance > Investing > Presence of Life Insurance
Branded Data > AnalyticsIQ > Finance > Investing > Presence of Savings Account
Branded Data > AnalyticsIQ > Finance > Investing > Presence of a Mortgage
Branded Data > AnalyticsIQ > Health & Wellness
Branded Data > AnalyticsIQ > Health & Wellness > Diet
Branded Data > AnalyticsIQ > Health & Wellness > Exercise
Branded Data > AnalyticsIQ > Health & Wellness > Exercise > Avid Exerciser
Branded Data > AnalyticsIQ > Health & Wellness > Exercise > Interval Training
Branded Data > AnalyticsIQ > Health & Wellness > Exercise > Moderate Exerciser
Branded Data > AnalyticsIQ > Health & Wellness > Exercise > Non-Exerciser
Branded Data > AnalyticsIQ > Health & Wellness > Exercise > Weight Lifting
Branded Data > AnalyticsIQ > Health & Wellness > Interests

Segment Detail View

Branded Data > AnalyticsIQ > Health & Wellness > Interests > Acupuncture
Branded Data > AnalyticsIQ > Health & Wellness > Interests > Herbal Remedies
Branded Data > AnalyticsIQ > Health & Wellness > Interests > Meditation
Branded Data > AnalyticsIQ > Health & Wellness > Interests > Mental Cognition & Stimulation
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 Have Had Lasik Surgery
Branded Data > AnalyticsIQ > Health & Wellness > Medical Utilization > Likely to Need and Wear Contact Lenses
Branded Data > AnalyticsIQ > Health & Wellness > Medical Utilization > WebMD
Branded Data > AnalyticsIQ > In Market
Branded Data > AnalyticsIQ > In Market > Annual Discretionary Spending
Branded Data > AnalyticsIQ > In Market > Annual Discretionary Spending > Apparel
Branded Data > AnalyticsIQ > In Market > Annual Discretionary Spending > Apparel > $2,500 to $2,999
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 > $4,000 to $4,999
Branded Data > AnalyticsIQ > In Market > Annual Discretionary Spending > Dining > $5,000 to $7,499
Branded Data > AnalyticsIQ > In Market > Annual Discretionary Spending > Education
Branded Data > AnalyticsIQ > In Market > Annual Discretionary Spending > Education > $1,500 to $2,499
Branded Data > AnalyticsIQ > In Market > Annual Discretionary Spending > Entertainment
Branded Data > AnalyticsIQ > In Market > Annual Discretionary Spending > Entertainment > $1,750 to $2,249
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 > $2,500 to $2,999
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 > $20,000 to $24,999
Branded Data > AnalyticsIQ > In Market > Annual Discretionary Spending > Total > $25,000 to $42,999
Branded Data > AnalyticsIQ > In Market > Apple Products

Segment Detail View

Branded Data > AnalyticsIQ > In Market > Coupon Users
Branded Data > AnalyticsIQ > In Market > Coupon Users > Avid Couponer
Branded Data > AnalyticsIQ > In Market > Dining Out
Branded Data > AnalyticsIQ > In Market > Dining Out > Casual Restaurant Enthusiasts
Branded Data > AnalyticsIQ > In Market > 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 > Full-price Designer 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 > Online Grocery Shoppers > In Market for Grocery Delivery
Branded Data > AnalyticsIQ > In Market > Online Shoppers > Shops for Beauty Products Primarily Online
Branded Data > AnalyticsIQ > In Market > Online Shoppers > Shops for Books Primarily Online
Branded Data > AnalyticsIQ > In Market > Online Shoppers > Shops for Electronics Primarily Online
Branded Data > AnalyticsIQ > In Market > Online Shoppers > Shops for Gifts Primarily Online
Branded Data > AnalyticsIQ > In Market > Online Shoppers > Shops for Housewares Primarily Online
Branded Data > AnalyticsIQ > In Market > Online Shoppers > Shops for Pet Supplies Primarily Online
Branded Data > AnalyticsIQ > In Market > Online Shoppers > Shops for Sporting Goods Primarily Online
Branded Data > AnalyticsIQ > In Market > Safeway Shoppers
Branded Data > AnalyticsIQ > In Market > Smart Speaker Shoppers
Branded Data > AnalyticsIQ > In Market > Subscription Boxes
Branded Data > AnalyticsIQ > In Market > Subscription Boxes > Cooking & Meal Delivery Lovers
Branded Data > AnalyticsIQ > In Market > Subscription Boxes > Food & Beverage 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 > Vitamin & Nutrition Supplement Subscription Box Lovers
Branded Data > AnalyticsIQ > In Market > VRBO Services
Branded Data > AnalyticsIQ > Interest

Segment Detail View

Branded Data > AnalyticsIQ > Interest > Aerobic Exercise
Branded Data > AnalyticsIQ > Interest > Arts & Crafts
Branded Data > AnalyticsIQ > Interest > Auto Work
Branded Data > AnalyticsIQ > Interest > Avid Music Listener
Branded Data > AnalyticsIQ > Interest > Board Games/Puzzles
Branded Data > AnalyticsIQ > Interest > Camping / Hiking
Branded Data > AnalyticsIQ > Interest > Career Improvement
Branded Data > AnalyticsIQ > Interest > Career Oriented
Branded Data > AnalyticsIQ > Interest > Collecting Coins
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 > DIY Living
Branded Data > AnalyticsIQ > Interest > Dish Satellite Owners
Branded Data > AnalyticsIQ > Interest > Electronics & Computers
Branded Data > AnalyticsIQ > Interest > Exercise Biking
Branded Data > AnalyticsIQ > Interest > Exercise Of Running / Jogging
Branded Data > AnalyticsIQ > Interest > Exercise Pilates & Barre
Branded Data > AnalyticsIQ > Interest > Fantasy Sports Gaming
Branded Data > AnalyticsIQ > Interest > Foodies and Food Enthusiasts
Branded Data > AnalyticsIQ > Interest > Gardening
Branded Data > AnalyticsIQ > Interest > Hardcore Outdoor Enthusiasts
Branded Data > AnalyticsIQ > Interest > Health or The Medical Field
Branded Data > AnalyticsIQ > Interest > High-Tech Innovations
Branded Data > AnalyticsIQ > Interest > Home Furnishings/Decorating
Branded Data > AnalyticsIQ > Interest > Home Improvement
Branded Data > AnalyticsIQ > Interest > Hunting / Shooting Interest
Branded Data > AnalyticsIQ > Interest > Investment Opportunity Seekers
Branded Data > AnalyticsIQ > Interest > Lottery Gaming
Branded Data > AnalyticsIQ > Interest > Music or Collecting Movies
Branded Data > AnalyticsIQ > Interest > Outdoor Activity Enthusiasts
Branded Data > AnalyticsIQ > Interest > Performing / Performing Arts

Segment Detail View

Branded Data > AnalyticsIQ > Interest > Photography
Branded Data > AnalyticsIQ > Interest > Professional Living
Branded Data > AnalyticsIQ > Interest > Reading
Branded Data > AnalyticsIQ > Interest > Scuba Diving
Branded Data > AnalyticsIQ > Interest > Snow Skiing Fan
Branded Data > AnalyticsIQ > Interest > Sports
Branded Data > AnalyticsIQ > Interest > Sports > Baseball Enthusiasts
Branded Data > AnalyticsIQ > Interest > Sports > Basketball Enthusiasts
Branded Data > AnalyticsIQ > Interest > Sports > Female Sports Fanatics
Branded Data > AnalyticsIQ > Interest > Sports > Female Sports Fans
Branded Data > AnalyticsIQ > Interest > Sports > Football Enthusiasts
Branded Data > AnalyticsIQ > Interest > Sports > Golf Lovers
Branded Data > AnalyticsIQ > Interest > Sports > Soccer Enthusiasts
Branded Data > AnalyticsIQ > Interest > Sports > Sports Memorabilia
Branded Data > AnalyticsIQ > Interest > Sports > Tennis
Branded Data > AnalyticsIQ > Interest > Sports > Water Sports
Branded Data > AnalyticsIQ > Interest > Sweepstakes
Branded Data > AnalyticsIQ > Interest > Swimming
Branded Data > AnalyticsIQ > Interest > Theater/Performing Arts
Branded Data > AnalyticsIQ > Interest > Transportation
Branded Data > AnalyticsIQ > Interest > Transportation > Frequent Uber or Lyft Users
Branded Data > AnalyticsIQ > Interest > Travel
Branded Data > AnalyticsIQ > Interest > Travel > Domestic Travel Interest
Branded Data > AnalyticsIQ > Interest > Video Games
Branded Data > AnalyticsIQ > Interest > Video Games > Dedication Spectrum
Branded Data > AnalyticsIQ > Interest > Video Games > Dedication Spectrum > Casual Female Gamers
Branded Data > AnalyticsIQ > Interest > Video Games > Dedication Spectrum > Casual Male 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 > All Gaming Platforms
Branded Data > AnalyticsIQ > Interest > Video Games > Preferred Gaming Platforms > Console & PC Video Game Players
Branded Data > AnalyticsIQ > Interest > Video Games > Preferred Gaming Platforms > Mobile Only Video Game Players

Segment Detail View

Branded Data > AnalyticsIQ > Interest > Woodworking
Branded Data > AnalyticsIQ > Interest > Yoga Enthusiasts
Branded Data > AnalyticsIQ > Past Purchases
Branded Data > AnalyticsIQ > Past Purchases > Auto Parts or Accessories Recently
Branded Data > AnalyticsIQ > Past Purchases > 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 > Electronics, Computing & Home Office Products
Branded Data > AnalyticsIQ > Past Purchases > High End Appliances
Branded Data > AnalyticsIQ > Past Purchases > Infant & Toddler Apparel
Branded Data > AnalyticsIQ > Past Purchases > Jewelry
Branded Data > AnalyticsIQ > Past Purchases > Men's Apparel
Branded Data > AnalyticsIQ > Past Purchases > Online Purchaser
Branded Data > AnalyticsIQ > Past Purchases > Photography or Video Equipment
Branded Data > AnalyticsIQ > Past Purchases > TV/Video/Movie Watching Products
Branded Data > AnalyticsIQ > Past Purchases > Women's Apparel
Branded Data > AnalyticsIQ > Persona
Branded Data > AnalyticsIQ > Persona > Creative Consumers
Branded Data > AnalyticsIQ > Persona > Environmentally Conscious
Branded Data > AnalyticsIQ > Persona > Green-Conscious Consumers
Branded Data > AnalyticsIQ > Persona > Loyal Customers
Branded Data > AnalyticsIQ > Persona > Luxury Brand Buyers
Branded Data > AnalyticsIQ > Persona > Recreationally Adventurous
Branded Data > AnalyticsIQ > Persona > Sustainable Living Spenders
Branded Data > AnalyticsIQ > Persona > Technology Adopter
Branded Data > AnalyticsIQ > Persona > Technology Laggard
Branded Data > AnalyticsIQ > Regulation B (Reg B) Friendly Audiences
Branded Data > AnalyticsIQ > Regulation B (Reg B) Friendly Audiences > Charitable Contributors
Branded Data > AnalyticsIQ > Regulation B (Reg B) Friendly Audiences > Charitable Contributors > Annual Discretionary Donations
Branded Data > AnalyticsIQ > Regulation B (Reg B) Friendly Audiences > Charitable Contributors > Annual Discretionary Donations > $3,500 - $6,249
Branded Data > AnalyticsIQ > Regulation B (Reg B) Friendly Audiences > Finance

Segment Detail View

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 > 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 > $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
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) > 150+ months
Branded Data > AnalyticsIQ > Regulation B (Reg B) Friendly Audiences > Finance > Mortgages & Loans > Length of Residence (Months) > 30 to 59 months
Branded Data > AnalyticsIQ > Regulation B (Reg B) Friendly Audiences > Finance > Mortgages & Loans > Length of Residence (Months) > 60 to 89 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 > In Market
Branded Data > AnalyticsIQ > Regulation B (Reg B) Friendly Audiences > In Market > Annual Discretionary Spending
Branded Data > AnalyticsIQ > Regulation B (Reg B) Friendly Audiences > In Market > Annual Discretionary Spending > $25,000 - $42,999

Segment Detail View

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

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

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

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

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

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

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

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

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

Branded Data > AnalyticsIQ > Seasonal

Branded Data > AnalyticsIQ > Seasonal > Back to School

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

Branded Data > AnalyticsIQ > Seasonal > Holiday

Branded Data > AnalyticsIQ > Seasonal > Holiday > Holiday Shoppers

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

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

Branded Data > AnalyticsIQ > Technology

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

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

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

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

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

Branded Data > AnalyticsIQ > Television (TV) Viewership

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

Branded Data > AnalyticsIQ > Television (TV) Viewership > Likely Device or Viewing Method > Likely to 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 use a TV Adaptor (Fire Stick, Roku, Apple TV, etc.)

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 Food Shows

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

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

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

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

Segment Detail View

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 > TV Dayparts
Branded Data > AnalyticsIQ > Television (TV) Viewership > TV Dayparts > Likely Early Fringe Viewers
Branded Data > AnalyticsIQ > Television (TV) Viewership > TV Dayparts > Likely Early Morning Viewers
Branded Data > AnalyticsIQ > Television (TV) Viewership > TV Dayparts > Likely Primetime Viewers
Branded Data > AnalyticsIQ > Television (TV) Viewership > Viewer Profile
Branded Data > AnalyticsIQ > Television (TV) Viewership > Viewer Profile > Children Under 11 Watching TV in Household
Branded Data > AnalyticsIQ > Travel Intenders
Branded Data > AnalyticsIQ > Travel Intenders > 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 > $2,750 to $4,499
Branded Data > AnalyticsIQ > Travel Intenders > Annual Discretionary Spending > Travel
Branded Data > AnalyticsIQ > Travel Intenders > Annual Discretionary Spending > Travel > $4,000 to $4,999
Branded Data > AnalyticsIQ > Travel Intenders > Pandemic Travel Plans
Branded Data > AnalyticsIQ > Travel Intenders > Pandemic Travel Plans > Likely More Willing to Buy Travel Insurance
Branded Data > 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 > 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) > Hardware
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 > Networking & Communication
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 Provid
Branded Data > Audiences by Ziff Davis > Tech - B2B
Branded Data > Audiences by Ziff Davis > Tech - B2B > Networking & Infrastructure
Branded Data > Bombora
Branded Data > Bombora > B2B

Segment Detail View

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

Segment Detail View

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

Segment Detail View

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 > 25-34

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

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 > 10-12

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

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

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

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

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

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

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

Branded Data > BusinessWatch & ConsumerWatch Network > ConsumerWatch Network Consumer Audiences > Demographics > Generations > Millennials and Gen Z (1982 and after)

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

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

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

Branded Data > BusinessWatch & ConsumerWatch Network > ConsumerWatch Network Consumer Audiences > Demographics > Marital Status > 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 > $250,000 - $499,999

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 Purchased Years Ago

Branded Data > BusinessWatch & ConsumerWatch Network > ConsumerWatch Network Consumer Audiences > Home Attributes > Home Purchased Years Ago > 2-4 Years

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 > 3-5 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 > Length of Residence > Less than 1 Year

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

Segment Detail View

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

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

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

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

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

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 > Magazine Subscriber

Branded Data > BusinessWatch & ConsumerWatch Network > ConsumerWatch Network Consumer Audiences > Interests > Owns Swimming Pool

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

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

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

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

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

Branded Data > Dataline

Branded Data > Dataline > Buyers

Branded Data > Dataline > Buyers > Big Spenders

Branded Data > Dataline > Demographics > Age > 25-34

Branded Data > Dataline > Demographics > Age > 25-34 > 25-29

Branded Data > Dataline > Demographics > Age > 25-34 > 25-29 > Age 26

Branded Data > Dataline > Demographics > Age > 50-54

Branded Data > Dataline > Demographics > Age > 50-54 > Age 53

Branded Data > Dataline > Demographics > Gender > Female

Branded Data > Dataline > Demographics > Gender > Male

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 > Gifts for Someone Else

Branded Data > Dataline > Intenders > Reading Materials

Branded Data > Dataline > Intenders > Respond to Marketing Offers

Branded Data > Dataline > Intenders > Subscribe to Multiple Publications

Branded Data > Dataline > Loan Information

Branded Data > Dataline > Loan Information > Indivuals who have an auto loan

Segment Detail View

Branded Data > Equifax / IXI
Branded Data > Equifax / IXI > Ability to Pay
Branded Data > Equifax / IXI > Ability to Pay > Highest Ability to Pay - Top 20%
Branded Data > Equifax / IXI > Auto, Cars and Trucks
Branded Data > Equifax / IXI > Auto, Cars and Trucks > In Market
Branded Data > Equifax / IXI > Auto, Cars and Trucks > In Market > Auto Lease - End within 6 months
Branded Data > Equifax / IXI > Auto, Cars and Trucks > In Market > Auto Lease - Likely In Market
Branded Data > Equifax / IXI > Auto, Cars and Trucks > In Market > Car Buyer - Likely In Market
Branded Data > Equifax / IXI > Auto, Cars and Trucks > In Market > Car Buyer - Very Likely In Market
Branded Data > Equifax / IXI > Credit Cards
Branded Data > Equifax / IXI > Credit Cards > Low APR
Branded Data > Equifax / IXI > Credit Cards > Optimum
Branded Data > Equifax / IXI > Credit Cards > Premium
Branded Data > Equifax / IXI > Demographics and Segmentation
Branded Data > Equifax / IXI > Demographics and Segmentation > Economic Cohorts
Branded Data > Equifax / IXI > Demographics and Segmentation > Economic Cohorts > $100-$200K Income, Age - Young (<35), Material World - Urban Families - I47
Branded Data > Equifax / IXI > Demographics and Segmentation > Economic Spectrum
Branded Data > Equifax / IXI > Demographics and Segmentation > Economic Spectrum > Mass Affluent - Moderate Spenders
Branded Data > Equifax / IXI > Discretionary Spending
Branded Data > Equifax / IXI > Discretionary Spending > $50,000 - $74,999
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 Sales
Branded Data > Equifax / IXI > Equifax B2B > Company Sales > Micro (Less Than $200K)
Branded Data > Equifax / IXI > Equifax B2B > Company Sales > Small ($200K - $500K)
Branded Data > Equifax / IXI > Equifax B2B > Company Tenure
Branded Data > Equifax / IXI > Equifax B2B > Company Tenure > 5 Years or Less
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 > Manufacturing

Segment Detail View

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 > Industry > Transportation, Communications, Electric, Gas and Sanitary Services

Branded Data > Equifax / IXI > Equifax B2B > Industry > Transportation, Communications, Electric, Gas and Sanitary Services > Motor Freight Transportation and Warehousing

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 > 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 $150,000 - $249,999

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 $100,000 - $124,999

Branded Data > Equifax / IXI > Household Income (HHI) > Income 360 > Total Income $100,000 - $124,999

Branded Data > Equifax / IXI > Insurance Segments

Branded Data > Equifax / IXI > Insurance Segments > Auto Insurance Target

Branded Data > Equifax / IXI > Insurance Segments > High Lifetime Value Households

Branded Data > Equifax / IXI > Insurance Segments > Life stage changes leading to new auto insurance

Branded Data > Equifax / IXI > Insurance Segments > Life stage changes leading to new home insurance

Branded Data > Equifax / IXI > Insurance Segments > Likely to Respond to Home Insurance Offer

Branded Data > Equifax / IXI > Insurance Segments > Multiple Policy Prospects

Branded Data > Equifax / IXI > Insurance Segments > Optimum Auto Insurance Target

Branded Data > Equifax / IXI > Insurance Segments > Optimum Insurance Target

Branded Data > Equifax / IXI > Mortgage Segments

Branded Data > Equifax / IXI > Mortgage Segments > Extremely Likely Mortgage Customers

Branded Data > Equifax / IXI > Mortgage Segments > Highly Likely First Time Mortgage Customers

Branded Data > Equifax / IXI > Mortgage Segments > Highly Likely New Mortgage Customer

Branded Data > Equifax / IXI > Mortgage Segments > Highly Likely to Refinance

Branded Data > Equifax / IXI > Mortgage Segments > Highly Likely to Refinance - Conventional Loan

Branded Data > Equifax / IXI > Mortgage Segments > Likely Conventional Loan Holders

Segment Detail View

Branded Data > Equifax / IXI > Mortgage Segments > Likely First Time Mortgage Customers

Branded Data > Equifax / IXI > Mortgage Segments > Likely to Refinance

Branded Data > Equifax / IXI > Mortgage Segments > Reliable Mortgage Payers

Branded Data > Equifax / IXI > Restaurants and Dining

Branded Data > Equifax / IXI > Restaurants and Dining > Casual Restaurant Diners

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 > High End Shoppers

Branded Data > Equifax / IXI > Retail > Shop for Children

Branded Data > Equifax / IXI > Spending Propensities

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

Branded Data > Equifax / IXI > Spending Propensities > Annual Credit Card Retail Spending > Greater than $3,000

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

Branded Data > Equifax / IXI > Spending Propensities > Annual Credit Card Spending > Greater than $15,000

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

Branded Data > Equifax / IXI > Spending Propensities > Annual Credit Card Spending on Travel, Entertainment and Dining > Greater than $2,000

Branded Data > Equifax / IXI > Sports

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

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

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

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

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

Branded Data > Equifax / IXI > Sports > Wrestling Fans

Branded Data > Equifax / IXI > Travel

Branded Data > Equifax / IXI > Travel > Amusement Park Visitors

Branded Data > Experian

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

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

Branded Data > Experian > Auto > In Market - Body Styles > Car - Any Model

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

Branded Data > Experian > Auto > In Market - Body Styles > Compact or Subcompact Car

Segment Detail View

Branded Data > Experian > Auto > In Market - Body Styles > Full-Size SUV
Branded Data > Experian > Auto > In Market - Body Styles > Full-Size Truck
Branded Data > Experian > Auto > In Market - Body Styles > Heavy Duty (HD) Pickup
Branded Data > Experian > Auto > In Market - Body Styles > Luxury CUV
Branded Data > Experian > Auto > In Market - Body Styles > Luxury Car
Branded Data > Experian > Auto > In Market - Body Styles > Mid-Size Car
Branded Data > Experian > Auto > In Market - Body Styles > Mid-Size Truck
Branded Data > Experian > Auto > In Market - Body Styles > Minivan
Branded Data > Experian > Auto > In Market - Body Styles > SUV
Branded Data > Experian > Auto > In Market - Body Styles > SUV and CUV
Branded Data > Experian > Auto > In Market - Body Styles > Small Mid-Size SUV
Branded Data > Experian > Auto > In Market - Body Styles > Sports Car
Branded Data > Experian > Auto > In Market - Body Styles > Truck
Branded Data > Experian > Auto > In Market - Body Styles > Used Luxury
Branded Data > Experian > Auto > In Market - Body Styles > Van Minivan
Branded Data > Experian > Auto > In Market - Fuel
Branded Data > Experian > Auto > In Market - Fuel > MPG Conscious
Branded Data > Experian > Auto > In Market - Fuel > Used Alternative Fuel
Branded Data > Experian > Auto > In Market - Make and Models
Branded Data > Experian > Auto > In Market - Make and Models > Chevrolet
Branded Data > Experian > Auto > In Market - Make and Models > Chrysler
Branded Data > Experian > Auto > In Market - Make and Models > Dodge
Branded Data > Experian > Auto > In Market - Make and Models > Ford
Branded Data > Experian > Auto > In Market - Make and Models > GMC
Branded Data > Experian > Auto > In Market - Make and Models > Honda
Branded Data > Experian > Auto > In Market - Make and Models > Hyundai
Branded Data > Experian > Auto > In Market - Make and Models > Jeep
Branded Data > Experian > Auto > In Market - Make and Models > KIA
Branded Data > Experian > Auto > In Market - Make and Models > KIA > Kia Sedona
Branded Data > Experian > Auto > In Market - Make and Models > KIA > Kia Telluride
Branded Data > Experian > Auto > In Market - Make and Models > Nissan
Branded Data > Experian > Auto > In Market - Make and Models > Toyota
Branded Data > Experian > Auto > In Market - Make and Models > Used Toyota

Segment Detail View

Branded Data > Experian > Auto > In Market - New/Used
Branded Data > Experian > Auto > In Market - New/Used > New Car
Branded Data > Experian > Auto > In Market - Switch to
Branded Data > Experian > Auto > In Market - Switch to > CUV SUV
Branded Data > Experian > Auto > In Market - Switch to > Ford
Branded Data > Experian > Auto > In Market - Switch to > GM
Branded Data > Experian > Auto > In Market - Switch to > Honda
Branded Data > Experian > Auto > In Market - Switch to > Nissan
Branded Data > Experian > Auto > In Market - Switch to > Pickup
Branded Data > Experian > Auto > In Market - Switch to > Ram
Branded Data > Experian > Auto > In Market - Switch to > Toyota
Branded Data > Experian > Auto > In Market - Switch to > Van
Branded Data > Experian > Auto > Ownership - Body Styles
Branded Data > Experian > Auto > Ownership - Body Styles > Any Car Make/Model
Branded Data > Experian > Auto > Ownership - Body Styles > CUV
Branded Data > Experian > Auto > Ownership - Body Styles > Compact Car
Branded Data > Experian > Auto > Ownership - Body Styles > Compact or Subcompact Car
Branded Data > Experian > Auto > Ownership - Body Styles > Full-Size SUV
Branded Data > Experian > Auto > Ownership - Body Styles > Full-Size Truck
Branded Data > Experian > Auto > Ownership - Body Styles > Luxury CUV
Branded Data > Experian > Auto > Ownership - Body Styles > Luxury Car
Branded Data > Experian > Auto > Ownership - Body Styles > SUV
Branded Data > Experian > Auto > Ownership - Body Styles > SUV and CUV
Branded Data > Experian > Auto > Ownership - Body Styles > Small Mid-Size SUV
Branded Data > Experian > Auto > Ownership - Body Styles > Sports Car
Branded Data > Experian > Auto > Ownership - Body Styles > Truck
Branded Data > Experian > Auto > Ownership - Body Styles > Van Minivan
Branded Data > Experian > Auto > Ownership - Make and Models
Branded Data > Experian > Auto > Ownership - Make and Models > BMW
Branded Data > Experian > Auto > Ownership - Make and Models > Honda
Branded Data > Experian > Auto > Ownership - Make and Models > Hyundai
Branded Data > Experian > Auto > Ownership - Make and Models > KIA
Branded Data > Experian > Auto > Ownership - Make and Models > Scion

Segment Detail View

Branded Data > Experian > Auto > Ownership - Make and Models > Toyota
Branded Data > Experian > Auto > Ownership - Make and Models > Volkswagen
Branded Data > Experian > Auto > Ownership - Switch to
Branded Data > Experian > Auto > Ownership - Switch to > CUV SUV
Branded Data > Experian > Auto > Ownership - Switch to > Ford
Branded Data > Experian > Auto > Ownership - Switch to > Jeep
Branded Data > Experian > Auto > Ownership - Switch to > Pickup
Branded Data > Experian > Auto > Ownership - Switch to > Ram
Branded Data > Experian > Auto > Ownership - Switch to > Toyota
Branded Data > Experian > Auto > Ownership - Vehicle Age
Branded Data > Experian > Auto > Ownership - Vehicle Age > Purchased in Last 0-6 Months
Branded Data > Experian > Auto > Ownership - Vehicle Age > Purchased in Last 13-24 Months
Branded Data > Experian > Auto > Ownership - Vehicle Age > Purchased in Last 25-36 Months
Branded Data > Experian > Auto > Ownership - Vehicle Age > Purchased in Last 37-48 Months
Branded Data > Experian > Auto > Ownership - Vehicle Age > Purchased in Last 48 Plus Months
Branded Data > Experian > Auto > Ownership - Vehicle Age > Purchased in Last 7-12 Months
Branded Data > Experian > Auto > Ownership - Vehicle Age > Vehicle Age is 0-5 Years
Branded Data > Experian > Auto > Ownership - Vehicle Age > Vehicle Age is 11 Plus Years
Branded Data > Experian > Auto > Ownership - Vehicle Age > Vehicle Age is 6-10 Years
Branded Data > Experian > Business Executives
Branded Data > Experian > Business Executives > Executive Title
Branded Data > Experian > Business Executives > Executive Title > Other Business Exec
Branded Data > Experian > Consumer Behavior > At-Home: Families at Home (Kids Under 13)
Branded Data > Experian > Consumer Behavior > Back-to-Norm Consumers
Branded Data > Experian > Consumer Behavior > Emerging Consumers
Branded Data > Experian > Consumer Behavior > Generational Segments: Baby Boomers
Branded Data > Experian > Consumer Behavior > Generational Segments: Millennials
Branded Data > Experian > Consumer Behavior > Grocery Pick-Up and Delivery
Branded Data > Experian > Consumer Behavior > Influenced Areas
Branded Data > Experian > Consumer Behavior > Influenced: Age
Branded Data > Experian > Consumer Behavior > Occupation: Construction/Mining Workers
Branded Data > Experian > Consumer Behavior > Occupation: Education
Branded Data > Experian > Consumer Behavior > Occupation: Essential Workers

Segment Detail View

Branded Data > Experian > Consumer Behavior > Occupation: Government Workers
Branded Data > Experian > Consumer Behavior > Occupation: Healthcare / Social Services
Branded Data > Experian > Consumer Behavior > Occupation: QSR/Restaurant Workers
Branded Data > Experian > Consumer Behavior > Occupation: Retail (Non-food) Workers
Branded Data > Experian > Consumer Behavior > Occupation: Travel & Hospitality
Branded Data > Experian > Consumer Behavior > Workout from Home
Branded Data > Experian > Consumer Financial Insights > ConsumerSpend Clothing
Branded Data > Experian > Consumer Financial Insights > ConsumerSpend Clothing > $1-$499
Branded Data > Experian > Consumer Financial Insights > ConsumerSpend Clothing > $2,000-$4,999
Branded Data > Experian > Consumer Financial Insights > ConsumerSpend Clothing > $5,000+
Branded Data > Experian > Consumer Financial Insights > ConsumerSpend Combined
Branded Data > Experian > Consumer Financial Insights > ConsumerSpend Combined > $1-$4,999
Branded Data > Experian > Consumer Financial Insights > ConsumerSpend Combined > $25,000-$49,999
Branded Data > Experian > Consumer Financial Insights > ConsumerSpend Combined > $50,000+
Branded Data > Experian > Consumer Financial Insights > ConsumerSpend Dining Out
Branded Data > Experian > Consumer Financial Insights > ConsumerSpend Dining Out > $1-$499
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 > $2,000-$4,999
Branded Data > Experian > Consumer Financial Insights > ConsumerSpend Donations > $5,000+
Branded Data > Experian > Consumer Financial Insights > ConsumerSpend Education
Branded Data > Experian > Consumer Financial Insights > ConsumerSpend Education > $1-$99
Branded Data > Experian > Consumer Financial Insights > ConsumerSpend Education > $10,000+
Branded Data > Experian > Consumer Financial Insights > ConsumerSpend Education > $100-$999
Branded Data > Experian > Consumer Financial Insights > ConsumerSpend Education > $5,000-$9,999
Branded Data > Experian > Consumer Financial Insights > ConsumerSpend Electronics
Branded Data > Experian > Consumer Financial Insights > ConsumerSpend Electronics > $1-$99
Branded Data > Experian > Consumer Financial Insights > ConsumerSpend Electronics > $2,500+
Branded Data > Experian > Consumer Financial Insights > ConsumerSpend Entertainment
Branded Data > Experian > Consumer Financial Insights > ConsumerSpend Entertainment > $1,000-$1,999
Branded Data > Experian > Consumer Financial Insights > ConsumerSpend Entertainment > $1-$499
Branded Data > Experian > Consumer Financial Insights > ConsumerSpend Entertainment > $5,000+
Branded Data > Experian > Consumer Financial Insights > ConsumerSpend Home Furnishings

Segment Detail View

Branded Data > Experian > Consumer Financial Insights > ConsumerSpend Home Furnishings > $1,000-$2,499

Branded Data > Experian > Consumer Financial Insights > ConsumerSpend Home Furnishings > $1-$199

Branded Data > Experian > Consumer Financial Insights > ConsumerSpend Jewelry

Branded Data > Experian > Consumer Financial Insights > ConsumerSpend Jewelry > $1,000-$1,999

Branded Data > Experian > Consumer Financial Insights > ConsumerSpend Jewelry > $2,000+

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 > $5,000-$9,999

Branded Data > Experian > Consumer Financial Insights > Household Deposits

Branded Data > Experian > Consumer Financial Insights > Household Deposits > Tier 2

Branded Data > Experian > Consumer Financial Insights > Household Deposits > Tier 4

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 3

Branded Data > Experian > Consumer Financial Insights > Investable Assets > Tier 4

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 3

Branded Data > Experian > Consumer Financial Insights > Investment Balances > Tier 4

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 > 03 Very likely to refinance

Branded Data > Experian > Consumer Financial Insights > Mortgage Refinance > 06 Somewhat unlikely to refinance

Branded Data > Experian > Consumer Financial Insights > Mortgage Refinance > Likely to refinance

Branded Data > Experian > Consumer Financial Insights > Net Assets Score

Branded Data > Experian > Consumer Financial Insights > Net Assets Score > $100,000-$249,999

Branded Data > Experian > Consumer Financial Insights > Net Assets Score > $250,000-$499,999

Branded Data > Experian > Consumer Financial Insights > Net Assets Score > Less than $25,000

Branded Data > Experian > Demographics > Age

Branded Data > Experian > Demographics > Age > 19-29

Branded Data > Experian > Demographics > Age > 25+

Branded Data > Experian > Demographics > Age > 25-29

Branded Data > Experian > Demographics > Age > 25-54

Segment Detail View

Branded Data > Experian > Demographics > Age > 30-34
Branded Data > Experian > Demographics > Age > 30-39
Branded Data > Experian > Demographics > Age > 35-39
Branded Data > Experian > Demographics > Age > 50-54
Branded Data > Experian > Demographics > Age > 50-59
Branded Data > Experian > Demographics > Age > 55-59
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 > Age and Gender Combined > Female Age 25-54
Branded Data > Experian > Demographics > Age and Gender Combined > Male Age 25+
Branded Data > Experian > Demographics > Age and Gender Combined > Male Age 25-54
Branded Data > Experian > Demographics > Education
Branded Data > Experian > Demographics > Education > Bachelor Degree
Branded Data > Experian > Demographics > Education > Some College
Branded Data > Experian > Demographics > Gender
Branded Data > Experian > Demographics > Gender > Female
Branded Data > Experian > Demographics > Gender > Male
Branded Data > Experian > Demographics > Generations
Branded Data > Experian > Demographics > Generations > Female Gen X
Branded Data > Experian > Demographics > Generations > Female Gen Y
Branded Data > Experian > Demographics > Generations > Gen Xers
Branded Data > Experian > Demographics > Generations > Gen Y
Branded Data > Experian > Demographics > Generations > Male Gen X
Branded Data > Experian > Demographics > Generations > Male Gen Y
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-$49,999
Branded Data > Experian > Demographics > Household Income > $100,000+
Branded Data > Experian > Demographics > Household Income > $125,000+
Branded Data > Experian > Demographics > Household Income > $125,000-$149,999
Branded Data > Experian > Demographics > Household Income > $25,000-$49,999

Segment Detail View

Branded Data > Experian > Demographics > Household Income > $40,000-$49,999
Branded Data > Experian > Demographics > Household Income > $75,000+
Branded Data > Experian > Demographics > Household Income > $75,000-$99,999
Branded Data > Experian > Demographics > Length of Residence
Branded Data > Experian > Demographics > Length of Residence > Years: 00-01
Branded Data > Experian > Demographics > Length of Residence > Years: 02-04
Branded Data > Experian > Demographics > Length of Residence > Years: 10-14
Branded Data > Experian > Demographics > Marital status
Branded Data > Experian > Demographics > Marital status > Married
Branded Data > Experian > Demographics > Occupation
Branded Data > Experian > Demographics > Occupation > Management/Business and Financial Operations
Branded Data > Experian > Demographics > Occupation > Office and Administrative Support
Branded Data > Experian > Demographics > Occupation > Other
Branded Data > Experian > Demographics > Occupation > Professional: Legal/Education and Health Practitioners
Branded Data > Experian > Demographics > Presence of Child
Branded Data > Experian > Demographics > Presence of Child > Age: 0-18
Branded Data > Experian > Demographics > Presence of Child > Age: 10-12
Branded Data > Experian > Financial
Branded Data > Experian > Financial > Average Bank Card Balance 12 Months
Branded Data > Experian > Financial > Average Bank Card Balance 12 Months > $2,000-$2999
Branded Data > Experian > Financial > Average Bank Card Balance 12 Months > $4,000-$4,999
Branded Data > Experian > Financial > Average Bank Card Balance 12 Months > $5,000-$5,999
Branded Data > Experian > Financial > Average Bank Card Balance Transfer Amount
Branded Data > Experian > Financial > Average Bank Card Balance Transfer Amount > $2,500-$2,999
Branded Data > Experian > Financial > Average Bank Card Balance Transfer Amount > $3,500-$3,999
Branded Data > Experian > Financial > Balance Transfer Index
Branded Data > Experian > Financial > Balance Transfer Surfer
Branded Data > Experian > Financial > Bank Card Opened Last 6 Mos
Branded Data > Experian > Financial > Deposits Increasing
Branded Data > Experian > Financial > In Market Auto Lease
Branded Data > Experian > Financial > In Market Auto Loan
Branded Data > Experian > Financial > In Market Bank Card No Limit
Branded Data > Experian > Financial > In Market Bank Card Revolving

Segment Detail View

Branded Data > Experian > Financial > In Market Credit Union Loan

Branded Data > Experian > Financial > In Market First Mortgage

Branded Data > Experian > Financial > In Market New Mortgage

Branded Data > Experian > Financial > In Market Personal Installment Loan

Branded Data > Experian > Financial > In Market Personal Unsecured Loan

Branded Data > Experian > Financial > In Market Second Mortgage

Branded Data > Experian > Financial > In Market Student New Loan

Branded Data > Experian > Financial Personalities > Credit Card Financial Personality

Branded Data > Experian > Financial Personalities > Credit Card Financial Personality > Credit Seeking Card Switcher, High Credit Card Balance

Branded Data > Experian > Financial Personalities > Credit Card Financial Personality > Loyal Rewards Enthusiast, Low Credit Card Balance

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 > Conservative Branch Banker, Very High Deposit Balance

Branded Data > Experian > Financial Personalities > Deposits Financial Personality > Self-Directed Diversifier, Very High Deposit Balance

Branded Data > Experian > Financial Personalities > Home Equity Financial Personality

Branded Data > Experian > Financial Personalities > Home Equity Financial Personality > Hesitant Borrower, Low Home Equity Balance

Branded Data > Experian > Financial Personalities > Home Equity Financial Personality > Secure, Savvy Credit User, High Home Equity Balance

Branded Data > Experian > Financial Personalities > Insurance Financial Personality

Branded Data > Experian > Financial Personalities > Insurance Financial Personality > Confident, Self-Directed Planner, High Insurance Policy Face Value

Branded Data > Experian > Financial Personalities > Insurance Financial Personality > Reluctant Insurance Skeptic, Below Average Insurance Policy Face Value

Branded Data > Experian > Financial Personalities > Investments Financial Personality

Branded Data > Experian > Financial Personalities > Investments Financial Personality > Cautious Investing Novice, Low Investable Assets

Branded Data > Experian > Financial Personalities > Investments Financial Personality > Price Sensitive, Self-Directed Investor, Very High Investable Assets

Branded Data > Experian > Financial Personalities > Investments Financial Personality > Skeptical, Fund-Oriented Investor, Low to Medium Investable Assets

Branded Data > Experian > Financial Personalities > Mortgage Financial Personality

Branded Data > Experian > Financial Personalities > Mortgage Financial Personality > Conservative, Bank Loyalist, Slightly Below Average Mortgage Balance

Branded Data > Experian > Financial Propensity Models > Auto

Branded Data > Experian > Financial Propensity Models > Auto > Auto Lease Expiring

Branded Data > Experian > Financial Propensity Models > Auto > Auto Loan 36 Months+

Branded Data > Experian > Financial Propensity Models > Financial

Branded Data > Experian > Financial Propensity Models > Financial > Second Mortgage Opened

Branded Data > Experian > Housing Attributes > Current Home Value

Branded Data > Experian > Housing Attributes > Current Home Value > $200,000-$249,999

Segment Detail View

Branded Data > Experian > Housing Attributes > Current Home Value > $450,000-$749,999
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 > Life Event > First time Homebuyer
Branded Data > Experian > Lifestyle and Interests > Activities and Entertainment
Branded Data > Experian > Lifestyle and Interests > Activities and Entertainment > Amusement Park Visitors
Branded Data > Experian > Lifestyle and Interests > Activities and Entertainment > Attends Education Programs
Branded Data > Experian > Lifestyle and Interests > Activities and Entertainment > Boating
Branded Data > Experian > Lifestyle and Interests > Activities and Entertainment > Canoeing/Kayaking
Branded Data > Experian > Lifestyle and Interests > Activities and Entertainment > Coffee Connoisseurs
Branded Data > Experian > Lifestyle and Interests > Activities and Entertainment > Cultural Arts
Branded Data > Experian > Lifestyle and Interests > Activities and Entertainment > Digital Magazine/Newspapers Buyers
Branded Data > Experian > Lifestyle and Interests > Activities and Entertainment > Do-it-yourselfers
Branded Data > Experian > Lifestyle and Interests > Activities and Entertainment > Eats Family Restaurant
Branded Data > Experian > Lifestyle and Interests > Activities and Entertainment > Eats Fast Food
Branded Data > Experian > Lifestyle and Interests > Activities and Entertainment > Home Improvement Spenders
Branded Data > Experian > Lifestyle and Interests > Activities and Entertainment > Hunters
Branded Data > Experian > Lifestyle and Interests > Activities and Entertainment > MLB Enthusiasts
Branded Data > Experian > Lifestyle and Interests > Activities and Entertainment > NFL Enthusiasts
Branded Data > Experian > Lifestyle and Interests > Activities and Entertainment > NHL Enthusiasts
Branded Data > Experian > Lifestyle and Interests > Activities and Entertainment > Online Watches TV and Movies
Branded Data > Experian > Lifestyle and Interests > Activities and Entertainment > PGA Tour Enthusiasts
Branded Data > Experian > Lifestyle and Interests > Activities and Entertainment > Play Golf
Branded Data > Experian > Lifestyle and Interests > Activities and Entertainment > Video Gamer
Branded Data > Experian > Lifestyle and Interests > Activities and Entertainment > Zoo Visitors
Branded Data > Experian > Lifestyle and Interests > Books
Branded Data > Experian > Lifestyle and Interests > Books > Audio Book Listener
Branded Data > Experian > Lifestyle and Interests > Books > Book Reader
Branded Data > Experian > Lifestyle and Interests > Books > E-Book Reader
Branded Data > Experian > Lifestyle and Interests > Buyer
Branded Data > Experian > Lifestyle and Interests > Buyer > Prestige Makeup User

Segment Detail View

Branded Data > Experian > Lifestyle and Interests > Buyer Behavior
Branded Data > Experian > Lifestyle and Interests > Buyer Behavior > Coupon Users
Branded Data > Experian > Lifestyle and Interests > Buyer Behavior > Laptop Owners
Branded Data > Experian > Lifestyle and Interests > Buyer Behavior > Loyalty Card User
Branded Data > Experian > Lifestyle and Interests > Buyer Behavior > Luxury Home Good Buyer Behavior
Branded Data > Experian > Lifestyle and Interests > Buyer Behavior > Luxury Store Buyers
Branded Data > Experian > Lifestyle and Interests > Buyer Behavior > Non-Prestige Cosmetics
Branded Data > Experian > Lifestyle and Interests > Buyer Behavior > Presence of Automobile
Branded Data > Experian > Lifestyle and Interests > Buyer Behavior > Security System Owners
Branded Data > Experian > Lifestyle and Interests > Buyer Behavior > Tablet Owners
Branded Data > Experian > Lifestyle and Interests > Buyer Behavior > Teeth Whitening Product User
Branded Data > Experian > Lifestyle and Interests > Buyer Behavior > Warehouse Club Members
Branded Data > Experian > Lifestyle and Interests > Buyer Behavior > Young Adult Clothing Buyers
Branded Data > Experian > Lifestyle and Interests > Donor
Branded Data > Experian > Lifestyle and Interests > Donor > Contributes by Volunteering
Branded Data > Experian > Lifestyle and Interests > Donor > Contributes to Arts/Culture Charities
Branded Data > Experian > Lifestyle and Interests > Donor > Contributes to Charities
Branded Data > Experian > Lifestyle and Interests > Donor > Contributes to Education Charities
Branded Data > Experian > Lifestyle and Interests > Donor > Contributes to Health Charities
Branded Data > Experian > Lifestyle and Interests > Donor > Contributes to Private Foundations
Branded Data > Experian > Lifestyle and Interests > Financial
Branded Data > Experian > Lifestyle and Interests > Financial > Corporate Credit Card User
Branded Data > Experian > Lifestyle and Interests > Financial > Credit Card User
Branded Data > Experian > Lifestyle and Interests > Financial > Debit Card User
Branded Data > Experian > Lifestyle and Interests > Financial > Major Credit Card User
Branded Data > Experian > Lifestyle and Interests > Financial > Premium Credit Card User
Branded Data > Experian > Lifestyle and Interests > Financial > Store Credit Card User
Branded Data > Experian > Lifestyle and Interests > Financial Behavior
Branded Data > Experian > Lifestyle and Interests > Financial Behavior > Life Insurance Policy Holders
Branded Data > Experian > Lifestyle and Interests > Financial Behavior > Medical Insurance Policy Holders
Branded Data > Experian > Lifestyle and Interests > Financial Behavior > Offline Tax Software user
Branded Data > Experian > Lifestyle and Interests > Financial Behavior > Online Active Frequent Shoppers
Branded Data > Experian > Lifestyle and Interests > Financial Behavior > Online Banking Audience

Segment Detail View

Branded Data > Experian > Lifestyle and Interests > Financial Behavior > Online Tax Software user
Branded Data > Experian > Lifestyle and Interests > Financial Behavior > Tax Return - Self prepare user
Branded Data > Experian > Lifestyle and Interests > Health
Branded Data > Experian > Lifestyle and Interests > Health > Avid Runners
Branded Data > Experian > Lifestyle and Interests > Health > Fitness Enthusiast
Branded Data > Experian > Lifestyle and Interests > Health > Healthy Living
Branded Data > Experian > Lifestyle and Interests > Health > On a Diet
Branded Data > Experian > Lifestyle and Interests > 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 > Invest
Branded Data > Experian > Lifestyle and Interests > Invest > Active Investor
Branded Data > Experian > Lifestyle and Interests > Invest > Brokerage Account Owner
Branded Data > Experian > Lifestyle and Interests > Invest > Invest: Online Trading
Branded Data > Experian > Lifestyle and Interests > Invest > Invest: Retirement Plan
Branded Data > Experian > Lifestyle and Interests > Invest > Mutual Fund Investor
Branded Data > Experian > Lifestyle and Interests > Lifestyles
Branded Data > Experian > Lifestyle and Interests > Lifestyles > Digital Moms
Branded Data > Experian > Lifestyle and Interests > Lifestyles > Family Office
Branded Data > Experian > Lifestyle and Interests > Lifestyles > Frequent Flyer Program Member
Branded Data > Experian > Lifestyle and Interests > Lifestyles > Grandparent
Branded Data > Experian > Lifestyle and Interests > Lifestyles > High Frequency Business Traveler
Branded Data > Experian > Lifestyle and Interests > Lifestyles > High Frequency Cruise Enthusiast
Branded Data > Experian > Lifestyle and Interests > Lifestyles > High Frequency Domestic Vacationer
Branded Data > Experian > Lifestyle and Interests > Lifestyles > High Frequency Foreign Vacationer
Branded Data > Experian > Lifestyle and Interests > Lifestyles > Hotel Guest Loyalty Program
Branded Data > Experian > Lifestyle and Interests > Lifestyles > Int in Religion
Branded Data > Experian > Lifestyle and Interests > Lifestyles > Military - Active
Branded Data > Experian > Lifestyle and Interests > Lifestyles > Military - Inactive

Segment Detail View

Branded Data > Experian > Lifestyle and Interests > Lifestyles > Working Couples

Branded Data > Experian > Lifestyle and Interests > Memberships

Branded Data > Experian > Lifestyle and Interests > Memberships > Memberships: AARP Members

Branded Data > Experian > Lifestyle and Interests > Moms

Branded Data > Experian > Lifestyle and Interests > Moms > Couponing Mothers

Branded Data > Experian > Lifestyle and Interests > Moms > Crafty Mothers

Branded Data > Experian > Lifestyle and Interests > Moms > Fitness Mothers

Branded Data > Experian > Lifestyle and Interests > Moms > Gardening Mothers

Branded Data > Experian > Lifestyle and Interests > Moms > Gen X Mothers (1965-1979)

Branded Data > Experian > Lifestyle and Interests > Moms > Married Mothers

Branded Data > Experian > Lifestyle and Interests > Moms > Moms Age 25+

Branded Data > Experian > Lifestyle and Interests > Moms > Moms Age 25-54

Branded Data > Experian > Lifestyle and Interests > Moms > Mothers with 2+ children

Branded Data > Experian > Lifestyle and Interests > Moms > Mothers with only 1 child

Branded Data > Experian > Lifestyle and Interests > Moms > Mothers with tweener child(ren)(7-12 yrs old)

Branded Data > Experian > Lifestyle and Interests > Moms > Stay at Home Mothers

Branded Data > Experian > Lifestyle and Interests > Moms > Working Mothers

Branded Data > Experian > Lifestyle and Interests > Movies

Branded Data > Experian > Lifestyle and Interests > Movies > Action/ Adventure Movie Lovers

Branded Data > Experian > Lifestyle and Interests > Movies > Comedy & Romantic Comedy Movie Lovers Model

Branded Data > Experian > Lifestyle and Interests > Movies > Documentary/Foreign Language Movie Buff

Branded Data > Experian > Lifestyle and Interests > Movies > Drama Movie Buff

Branded Data > Experian > Lifestyle and Interests > Movies > Family Film Buff Model

Branded Data > Experian > Lifestyle and Interests > Movies > Frequent Movie Attendee Model

Branded Data > Experian > Lifestyle and Interests > Movies > Horror Movie Buff

Branded Data > Experian > Lifestyle and Interests > Movies > Movies: Thriller Movie Buffs

Branded Data > Experian > Lifestyle and Interests > Movies > Opening Weekend Movie Goers

Branded Data > Experian > Lifestyle and Interests > Music

Branded Data > Experian > Lifestyle and Interests > Music > 80's Music

Branded Data > Experian > Lifestyle and Interests > Music > Alternative Music

Branded Data > Experian > Lifestyle and Interests > Music > Classical Music

Branded Data > Experian > Lifestyle and Interests > Music > Country Music

Branded Data > Experian > Lifestyle and Interests > Music > Hip Hop Music

Segment Detail View

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

Segment Detail View

Branded Data > Experian > Lifestyle and Interests > Television > Grammy Watcher
Branded Data > Experian > Lifestyle and Interests > Television > Guy Shows on TV
Branded Data > Experian > Lifestyle and Interests > Television > HBO Watchers Model
Branded Data > Experian > Lifestyle and Interests > Television > Oprah Fan
Branded Data > Experian > Lifestyle and Interests > Television > Reality TV Show Viewer
Branded Data > Experian > Lifestyle and Interests > Television > TV Animation Show Fans
Branded Data > Experian > Lifestyle and Interests > Television > TV History Show Fans
Branded Data > Experian > Lifestyle and Interests > Television > TV Movie Fans
Branded Data > Experian > Lifestyle and Interests > Television > Top Chef-- TV Viewers
Branded Data > Experian > Mobile Location Models
Branded Data > Experian > Mobile Location Models > Visits
Branded Data > Experian > Mobile Location Models > Visits > Auto Dealerships
Branded Data > Experian > Mobile Location Models > Visits > Baby Registry Shoppers
Branded Data > Experian > Mobile Location Models > Visits > Big Box Shoppers
Branded Data > Experian > Mobile Location Models > Visits > Black Friday Shoppers
Branded Data > Experian > Mobile Location Models > Visits > Coffee Shop Visitors
Branded Data > Experian > Mobile Location Models > Visits > College Sport Venues
Branded Data > Experian > Mobile Location Models > Visits > Concert Venues Visitors
Branded Data > Experian > Mobile Location Models > Visits > Financial Service Visitors
Branded Data > Experian > Mobile Location Models > Visits > High End Furniture Shoppers
Branded Data > Experian > Mobile Location Models > Visits > Holiday Deal Shoppers
Branded Data > Experian > Mobile Location Models > Visits > July 4th Shoppers
Branded Data > Experian > Mobile Location Models > Visits > July 4th Travelers
Branded Data > Experian > Mobile Location Models > Visits > Lux Womens Retail Shoppers
Branded Data > Experian > Mobile Location Models > Visits > Mall Shoppers
Branded Data > Experian > Mobile Location Models > Visits > Mattress Store Shoppers
Branded Data > Experian > Mobile Location Models > Visits > Mid Low Furniture Shoppers
Branded Data > Experian > Mobile Location Models > Visits > Movie Theater Visitors
Branded Data > Experian > Mobile Location Models > Visits > Outdoor Retail Shoppers
Branded Data > Experian > Mobile Location Models > Visits > Quick Service Restaurants (QSR)
Branded Data > Experian > Mobile Location Models > Visits > Shoe Shoppers
Branded Data > Experian > Mobile Location Models > Visits > Sporting Goods Shoppers
Branded Data > Experian > Mobile Location Models > Visits > Summer Break Travelers

Segment Detail View

Branded Data > Experian > Mobile Location Models > Visits > Theme Parks Visitors
Branded Data > Experian > Mobile Location Models > Visits > Wedding Registry Shoppers
Branded Data > Experian > Mobile Location Models > Visits > Womens Retail Shoppers
Branded Data > Experian > Mobile Location Models > Visits > Young Womens Retail Shoppers
Branded Data > Experian > Mosaic > Group M: Families in Motion
Branded Data > Experian > Mosaic > Group M: Families in Motion > M45 - Growing and Expanding
Branded Data > Experian > Online Behaviors > Art & Entertainment
Branded Data > Experian > Online Behaviors > Cord Cutters
Branded Data > Experian > Online Behaviors > Education
Branded Data > Experian > Online Behaviors > Education > Graduate School
Branded Data > Experian > Online Behaviors > Health & Fitness
Branded Data > Experian > Online Behaviors > Hobbies & Interests
Branded Data > Experian > Online Behaviors > In-Market
Branded Data > Experian > Online Behaviors > In-Market > AffluentShopper
Branded Data > Experian > Online Behaviors > In-Market > Auto Insurance
Branded Data > Experian > Online Behaviors > In-Market > Baby Registry
Branded Data > Experian > Online Behaviors > In-Market > Baking Products
Branded Data > Experian > Online Behaviors > In-Market > Beauty
Branded Data > Experian > Online Behaviors > In-Market > Coffee and Tea
Branded Data > Experian > Online Behaviors > In-Market > Furniture
Branded Data > Experian > Online Behaviors > In-Market > Furniture - Working Families
Branded Data > Experian > Online Behaviors > In-Market > Furniture 125k
Branded Data > Experian > Online Behaviors > In-Market > Gift Baskets
Branded Data > Experian > Online Behaviors > In-Market > Home Decor
Branded Data > Experian > Online Behaviors > In-Market > Home Improvement
Branded Data > Experian > Online Behaviors > In-Market > Home Improvement Families
Branded Data > Experian > Online Behaviors > In-Market > Kitchen Dining
Branded Data > Experian > Online Behaviors > In-Market > Kitchenware
Branded Data > Experian > Online Behaviors > In-Market > Mattress and Bedding
Branded Data > Experian > Online Behaviors > In-Market > Meal Products
Branded Data > Experian > Online Behaviors > In-Market > Patio Heaters
Branded Data > Experian > Online Behaviors > In-Market > Retail Apparel
Branded Data > Experian > Online Behaviors > In-Market > Retail Apparel - Deal Shoppers

Segment Detail View

Branded Data > Experian > Online Behaviors > In-Market > Seasonal
Branded Data > Experian > Online Behaviors > In-Market > Shoe Low Price
Branded Data > Experian > Online Behaviors > In-Market > Sofa
Branded Data > Experian > Online Behaviors > In-Market > Travel
Branded Data > Experian > Online Behaviors > In-Market > Video Games
Branded Data > Experian > Online Behaviors > In-Market > Wedding Registry
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 > Style & Fashion
Branded Data > Experian > Online Behaviors > Style & Fashion > Clothing
Branded Data > Experian > Online Behaviors > Technology & Computing
Branded Data > Experian > Online Behaviors > Technology & Computing > Cell Phones
Branded Data > Experian > Online Behaviors > Technology & Computing > Databases
Branded Data > Experian > Psychographic/Attitudes > Financial Behavior
Branded Data > Experian > Psychographic/Attitudes > Financial Behavior > Careful Money Managers
Branded Data > Experian > Psychographic/Attitudes > Financial Behavior > Investment Leaders
Branded Data > Experian > Psychographic/Attitudes > Financial Behavior > Smart Investors
Branded Data > Experian > Psychographic/Attitudes > GreenAware
Branded Data > Experian > Psychographic/Attitudes > GreenAware > Behavioral Greens
Branded Data > Experian > Psychographic/Attitudes > GreenAware > Potential Greens
Branded Data > Experian > Psychographic/Attitudes > GreenAware > True Browns
Branded Data > Experian > Psychographic/Attitudes > Health and Diet Attitudes
Branded Data > Experian > Psychographic/Attitudes > Health and Diet Attitudes > Image Leader
Branded Data > Experian > Psychographic/Attitudes > Health and Well Being
Branded Data > Experian > Psychographic/Attitudes > Health and Well Being > Trusting Patients
Branded Data > Experian > Psychographic/Attitudes > Media Involvement
Branded Data > Experian > Psychographic/Attitudes > Media Involvement > Ad Negativity
Branded Data > Experian > Psychographic/Attitudes > Media Involvement > Magazine Involvement
Branded Data > Experian > Psychographic/Attitudes > Media Involvement > Radio Involvement
Branded Data > Experian > Psychographic/Attitudes > Mobile Behaviors
Branded Data > Experian > Psychographic/Attitudes > Mobile Behaviors > Feature Focus
Branded Data > Experian > Psychographic/Attitudes > Mobile Behaviors > Switching Behavior

Segment Detail View

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 > Personal Views > Work Centered

Branded Data > Experian > Psychographic/Attitudes > Retail Shopper

Branded Data > Experian > Psychographic/Attitudes > Retail Shopper > Status Strivers

Branded Data > Experian > Psychographic/Attitudes > Retail Shopper > Virtual Shoppers

Branded Data > Experian > Psychographic/Attitudes > Self Concept

Branded Data > Experian > Psychographic/Attitudes > Self Concept > Affectionate/ passionate

Branded Data > Experian > Psychographic/Attitudes > Self Concept > Brave/courageous

Branded Data > Experian > Psychographic/Attitudes > Self Concept > Dominating/ authoritarian

Branded Data > Experian > Psychographic/Attitudes > Self Concept > Efficient/organized

Branded Data > Experian > Psychographic/Attitudes > Self Concept > Refined/gracious

Branded Data > Experian > Psychographic/Attitudes > Shopping Behavior

Branded Data > Experian > Psychographic/Attitudes > Shopping Behavior > Approval Seeking

Branded Data > Experian > Psychographic/Attitudes > Shopping Behavior > Child Influenced

Branded Data > Experian > Psychographic/Attitudes > Shopping Behavior > Informed Consumer

Branded Data > Experian > Psychographic/Attitudes > Shopping Behavior > Smart Greens

Branded Data > Experian > Psychographic/Attitudes > Technology Adoption

Branded Data > Experian > Psychographic/Attitudes > Technology Adoption > Technology Apprentices

Branded Data > Experian > Psychographic/Attitudes > Technology Adoption > Technology Journeymen

Branded Data > Experian > Psychographic/Attitudes > Technology Adoption > Technology Wizards

Branded Data > Experian > Retail Shoppers: Purchase Based > In Store Shoppers

Branded Data > Experian > Retail Shoppers: Purchase Based > In Store Shoppers > Active Outdoors - 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 > Computers

Branded Data > Experian > Retail Shoppers: Purchase Based > In Store Shoppers > Electronics and Gadgets

Branded Data > Experian > Retail Shoppers: Purchase Based > In Store Shoppers > Furniture

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

Segment Detail View

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 > Outdoor Living
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 > Toys
Branded Data > Experian > Retail Shoppers: Purchase Based > Online Shoppers
Branded Data > Experian > Retail Shoppers: Purchase Based > Online Shoppers > Active Outdoors - Hard Goods
Branded Data > Experian > Retail Shoppers: Purchase Based > Online Shoppers > Active Outdoors - Soft Goods
Branded Data > Experian > Retail Shoppers: Purchase Based > Online Shoppers > 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 > Home Decor
Branded Data > Experian > Retail Shoppers: Purchase Based > Online Shoppers > Home Domestics
Branded Data > Experian > Retail Shoppers: Purchase Based > Online Shoppers > Pets
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 > Computers
Branded Data > Experian > Retail Shoppers: Purchase Based > Shoppers All Channels > Food/Bev
Branded Data > Experian > Retail Shoppers: Purchase Based > Shoppers All Channels > Furniture
Branded Data > Experian > Retail Shoppers: Purchase Based > Shoppers All Channels > Hobbies/Entertainment
Branded Data > Experian > Retail Shoppers: Purchase Based > Shoppers All Channels > Home Decor
Branded Data > Experian > Retail Shoppers: Purchase Based > Shoppers All Channels > Home Domestic
Branded Data > Experian > Retail Shoppers: Purchase Based > Shoppers All Channels > Home Office
Branded Data > Experian > Retail Shoppers: Purchase Based > Shoppers All Channels > Kitchen
Branded Data > Experian > Retail Shoppers: Purchase Based > Shoppers All Channels > Outdoor Living
Branded Data > Experian > Retail Shoppers: Purchase Based > Shoppers All Channels > Outdoor Soft Goods

Segment Detail View

Branded Data > Experian > Retail Shoppers: Purchase Based > Shoppers All Channels > Pets

Branded Data > Experian > Retail Shoppers: Purchase Based > Shoppers All Channels > Tabletop/Dining

Branded Data > Experian > Retail Shoppers: Purchase Based > Shoppers All Channels > Toys

Branded Data > Experian > Retail Shoppers: Purchase Based > Shoppers All Channels > Travel

Branded Data > Experian > Travel Propensity > Hotel Preference

Branded Data > Experian > Travel Propensity > Hotel Preference > Best Western

Branded Data > Experian > Travel Propensity > Hotel Preference > Intercontinental Hotel Group hotels

Branded Data > Experian > Travel Propensity > Hotel Preference > Marriot hotels

Branded Data > Experian > Travel Propensity > Likelihood to Visit

Branded Data > Experian > Travel Propensity > Likelihood to Visit > Amusement Park

Branded Data > Experian > Travel Propensity > Likelihood to Visit > Historic Sites

Branded Data > Experian > Travel Propensity > Likelihood to Visit > Museums

Branded Data > Experian > Travel Propensity > Likelihood to Visit > Parks

Branded Data > Experian > Travel Propensity > Likelihood to Visit > WildLife

Branded Data > Experian > Travel Propensity > Likelihood to Visit > Zoo

Branded Data > Experian > Travel Propensity > Travel Activities

Branded Data > Experian > Travel Propensity > Travel Activities > Boating

Branded Data > Experian > Travel Propensity > Travel Activities > Fishing

Branded Data > Experian > Travel Propensity > Travel Activities > Nightlife

Branded Data > Experian > Travel Propensity > Travel Activities > Shopping

Branded Data > Experian > Travel Propensity > Travel Activities > Touring Sightseeing

Branded Data > Experian > Travel Propensity > Travel Activities > Volunteerism Activities

Branded Data > Experian > Travel Propensity > Travel Preference

Branded Data > Experian > Travel Propensity > Travel Preference > Beach / Waterfront

Branded Data > Experian > Travel Propensity > Travel Preference > TimeShare

Branded Data > Experian > Travel Propensity > Travel Type

Branded Data > Experian > Travel Propensity > Travel Type > Traveled for Business in last 12 months

Branded Data > Experian > Travel Propensity > Travel Type > Traveled for Leisure in last 12 months

Branded Data > Experian > TrueTouch > Conversion Channels

Branded Data > Experian > TrueTouch > Conversion Channels > Discount Supercenter

Branded Data > Experian > TrueTouch > Conversion Channels > EBid Sites

Branded Data > Experian > TrueTouch > Conversion Channels > Etail Only

Branded Data > Experian > TrueTouch > Conversion Channels > Mid-High End Store

Segment Detail View

Branded Data > Experian > TrueTouch > Conversion Channels > Online Deal Voucher
Branded Data > Experian > TrueTouch > Conversion Channels > Specialty Department Store
Branded Data > Experian > TrueTouch > Conversion Channels > Specialty or Boutique
Branded Data > Experian > TrueTouch > Conversion Channels > Wholesale
Branded Data > Experian > TrueTouch > Decision Making Styles
Branded Data > Experian > TrueTouch > Decision Making Styles > In the Moment Shoppers
Branded Data > Experian > TrueTouch > Decision Making Styles > Mainstream Adopters
Branded Data > Experian > TrueTouch > Decision Making Styles > Novelty Seekers
Branded Data > Experian > TrueTouch > Decision Making Styles > Organic and Natural
Branded Data > Experian > TrueTouch > Decision Making Styles > Quality Matters
Branded Data > Experian > TrueTouch > Decision Making Styles > Recreational Shoppers
Branded Data > Experian > TrueTouch > Decision Making Styles > Savvy Researchers
Branded Data > Experian > TrueTouch > Decision Making Styles > Trendsetters
Branded Data > Experian > TrueTouch > Engagement Channels
Branded Data > Experian > TrueTouch > Engagement Channels > Broadcast Cable TV
Branded Data > Experian > TrueTouch > Engagement Channels > Digital Display
Branded Data > Experian > TrueTouch > Engagement Channels > Digital Newspaper
Branded Data > Experian > TrueTouch > Engagement Channels > Digital Video
Branded Data > Experian > TrueTouch > Engagement Channels > Direct Mail
Branded Data > Experian > TrueTouch > Engagement Channels > Email Engagement
Branded Data > Experian > TrueTouch > Engagement Channels > Mobile SMS MMS
Branded Data > Experian > TrueTouch > Engagement Channels > Radio
Branded Data > Experian > TrueTouch > Engagement Channels > Streaming TV
Branded Data > Media Source
Branded Data > Media Source > Demographic > Children in Household > Yes
Branded Data > Media Source > Demographic > Children in Household > Yes > Age > 11-15 Years
Branded Data > Media Source > Demographic > Children in Household > Yes > Age > 6-10 Years
Branded Data > Media Source > Demographic > Family Composition > Marital Status > Married
Branded Data > Media Source > Demographic > Family Composition > Veteran in Household
Branded Data > Media Source > Demographic > Housing Attributes > Ownership > Owner
Branded Data > Media Source > Demographic > Housing Attributes > Ownership > Renter
Branded Data > Media Source > Financial Attributes > Household Income
Branded Data > Media Source > Financial Attributes > Household Income > $100,000-$149,999

Segment Detail View

Branded Data > Media Source > Financial Attributes > Household Income > $150,000-$174,999
Branded Data > Media Source > Purchases > Food/Snacks
Branded Data > Media Source > Purchases > Furniture
Branded Data > Media Source > Purchases > Kitchen
Branded Data > Specialists Marketing Services
Branded Data > Specialists Marketing Services > Demographic
Branded Data > Specialists Marketing Services > Demographic > Age
Branded Data > Specialists Marketing Services > Demographic > Age > 45-49
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
Branded Data > Specialists Marketing Services > Demographic > Education Level > Attended Vocational/Technical
Branded Data > Specialists Marketing Services > Demographic > Education Level > Completed Graduate School
Branded Data > Specialists Marketing Services > Demographic > Education Level Census
Branded Data > Specialists Marketing Services > Demographic > Education Level Census > Associate Degree
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 > $200,000 - $224,999
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 > 1 Year
Branded Data > Specialists Marketing Services > Demographic > Housing Attributes > Length Of Residence > 10 Years
Branded Data > Specialists Marketing Services > Demographic > Housing Attributes > Length Of Residence > 9 Years
Branded Data > Specialists Marketing Services > Demographic > Housing Attributes > Length Of Residence > Under 1 Year
Branded Data > Specialists Marketing Services > Demographic > Housing Attributes > Movers
Branded Data > Specialists Marketing Services > Demographic > Housing Attributes > Movers > Individual
Branded Data > Specialists Marketing Services > Demographic > Housing Attributes > Residence Type
Branded Data > Specialists Marketing Services > Demographic > Housing Attributes > Residence Type > Single-Family

Segment Detail View

Branded Data > Specialists Marketing Services > Demographic > Language
Branded Data > Specialists Marketing Services > Demographic > Language > English
Branded Data > Specialists Marketing Services > Demographic > Military Status
Branded Data > Specialists Marketing Services > Demographic > Military Status > Army
Branded Data > Specialists Marketing Services > Demographic > Occupation
Branded Data > Specialists Marketing Services > Demographic > Occupation > Army Credit Union Trades
Branded Data > Specialists Marketing Services > Financial Attributes
Branded Data > Specialists Marketing Services > Financial Attributes > Credit Card Holder
Branded Data > Specialists Marketing Services > Financial Attributes > Credit Card Holder > Bank Card
Branded Data > Specialists Marketing Services > Financial Attributes > Credit Card Holder > Gas/Department/Retail Store Card
Branded Data > Specialists Marketing Services > Financial Attributes > Credit Card Holder > Premium
Branded Data > Specialists Marketing Services > Financial Attributes > Credit Card Holder > Visa
Branded Data > Specialists Marketing Services > Financial Attributes > Estimated Household Income
Branded Data > Specialists Marketing Services > Financial Attributes > Estimated Household Income > $55,000 - $59,999
Branded Data > Specialists Marketing Services > Financial Attributes > Estimated Net Worth
Branded Data > Specialists Marketing Services > Financial Attributes > Estimated Net Worth > $100,000 - $249,999
Branded Data > Specialists Marketing Services > Financial Attributes > Estimated Net Worth > $25,000 - $49,999
Branded Data > Specialists Marketing Services > Purchase Behaviors
Branded Data > Specialists Marketing Services > Purchase Behaviors > Books & Magazines
Branded Data > Specialists Marketing Services > Purchase Behaviors > Books & Magazines > Magazines
Branded Data > Specialists Marketing Services > Purchase Behaviors > Children's Products
Branded Data > Specialists Marketing Services > Purchase Behaviors > Children's Products > Learning & Activity Toys
Branded Data > Specialists Marketing Services > Purchase Behaviors > Collectibles
Branded Data > Specialists Marketing Services > Purchase Behaviors > Electronics & Computers
Branded Data > Specialists Marketing Services > Purchase Behaviors > Electronics & Computers > Computers
Branded Data > Specialists Marketing Services > Purchase Behaviors > Entertainment
Branded Data > Specialists Marketing Services > Purchase Behaviors > Entertainment > Music
Branded Data > Specialists Marketing Services > Purchase Behaviors > Health & Wellness
Branded Data > Specialists Marketing Services > Purchase Behaviors > Health & Wellness > Fitness
Branded Data > Specialists Marketing Services > Purchase Behaviors > Home & Garden
Branded Data > Specialists Marketing Services > Purchase Behaviors > Home & Garden > Gardening
Branded Data > Specialists Marketing Services > Purchase Behaviors > Home & Garden > Home Furnishings & Decorating
Branded Data > Specialists Marketing Services > Purchase Behaviors > Mail Order Buyer

Segment Detail View

Branded Data > Specialists Marketing Services > Purchase Behaviors > Outdoor Activities
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
Custom Categories - Private > DataXu
Custom Categories - Private > DataXu > Autos
Custom Categories - Private > DataXu > Autos > In-Market
Custom Categories - Private > DataXu > Autos > In-Market > Body Styles > Crossovers
Custom Categories - Private > DataXu > Autos > In-Market > Body Styles > Full-Size Pickup Trucks
Custom Categories - Private > DataXu > Autos > In-Market > Body Styles > Luxury Cars
Custom Categories - Private > DataXu > Autos > In-Market > Body Styles > Luxury Crossovers
Custom Categories - Private > DataXu > Autos > In-Market > Body Styles > Mid-Size Cars
Custom Categories - Private > DataXu > Autos > In-Market > Body Styles > Mid-Size Pickup Trucks
Custom Categories - Private > DataXu > Autos > In-Market > Body Styles > SUVs
Custom Categories - Private > DataXu > Autos > In-Market > Body Styles > Sports Cars
Custom Categories - Private > DataXu > Autos > In-Market > Condition > New
Custom Categories - Private > DataXu > Autos > In-Market > Makes
Custom Categories - Private > DataXu > Autos > In-Market > Makes > Chevrolet
Custom Categories - Private > DataXu > Autos > In-Market > Makes > Ford
Custom Categories - Private > DataXu > Autos > In-Market > Makes > Honda
Custom Categories - Private > DataXu > Autos > In-Market > Makes > Jeep
Custom Categories - Private > DataXu > Autos > In-Market > Makes > Kia
Custom Categories - Private > DataXu > Autos > In-Market > Makes > Nissan
Custom Categories - Private > DataXu > Autos > In-Market > Makes > Toyota
Custom Categories - Private > DataXu > Autos > Interest
Custom Categories - Private > DataXu > Autos > Interest > Auto Enthusiasts
Custom Categories - Private > DataXu > Autos > Interest > Auto Enthusiasts > DIY Repair & Maintenance
Custom Categories - Private > DataXu > Autos > Interest > Body Styles
Custom Categories - Private > DataXu > Autos > Interest > Body Styles > Luxury Cars
Custom Categories - Private > DataXu > Autos > Interest > Condition
Custom Categories - Private > DataXu > Autos > Interest > Condition > New
Custom Categories - Private > DataXu > Autos > Interest > Makes
Custom Categories - Private > DataXu > Autos > Interest > Makes > Chevrolet

Segment Detail View

Custom Categories - Private > DataXu > Autos > Interest > Makes > Dodge
Custom Categories - Private > DataXu > Autos > Interest > Makes > Ford
Custom Categories - Private > DataXu > Autos > Interest > Makes > GMC
Custom Categories - Private > DataXu > Autos > Interest > Makes > Honda
Custom Categories - Private > DataXu > Autos > Interest > Makes > Hyundai
Custom Categories - Private > DataXu > Autos > Interest > Makes > Jeep
Custom Categories - Private > DataXu > Autos > Interest > Makes > Kia
Custom Categories - Private > DataXu > Autos > Interest > Makes > Nissan
Custom Categories - Private > DataXu > Autos > Interest > Makes > Subaru
Custom Categories - Private > DataXu > Autos > Interest > Makes > Toyota
Custom Categories - Private > DataXu > Autos > Owners
Custom Categories - Private > DataXu > Autos > Owners > Body Styles
Custom Categories - Private > DataXu > Autos > Owners > Body Styles > SUVs
Custom Categories - Private > DataXu > Autos > Owners > Makes
Custom Categories - Private > DataXu > Autos > Owners > Makes > Acura
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 > Graduate Degree
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

Segment Detail View

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

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

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

Custom Categories - Private > DataXu > Demographic > Household Composition > Age of Children in Household (Kids) > Parents of Infants (0-2)

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 > Property Type > Single Family

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

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

Custom Categories - Private > DataXu > Life Stages & Events

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

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 > Graduate Degree

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 Net Worth (USD)

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

Custom Categories - Private > MediaMath > Demographic > Generations

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

Segment Detail View

Custom Categories - Private > MediaMath > Demographic > Generations > GenX'ers
Custom Categories - Private > MediaMath > Demographic > Generations > Millennials
Custom Categories - Private > MediaMath > Demographic > Household Composition
Custom Categories - Private > MediaMath > Demographic > Household Composition > Age of Children in Household (Kids)
Custom Categories - Private > MediaMath > Demographic > Household Composition > Age of Children in Household (Kids) > Parents of Infants (0-2)
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 > Elderly Parent in Household
Custom Categories - Private > MediaMath > Demographic > Household Composition > Family Member Age
Custom Categories - Private > MediaMath > Demographic > Household Composition > Family Member Age > 20-29
Custom Categories - Private > MediaMath > Demographic > Household Composition > Family Member Age > 30-39
Custom Categories - Private > MediaMath > Demographic > Household Composition > Family Member Age > 50-59
Custom Categories - Private > MediaMath > Demographic > Household Composition > Family Member Age > 60-64
Custom Categories - Private > MediaMath > Demographic > Household Composition > Military Status
Custom Categories - Private > MediaMath > Demographic > Household Composition > Military Status > Veteran in Household
Custom Categories - Private > MediaMath > Demographic > Household Composition > Number of Adults
Custom Categories - Private > MediaMath > Demographic > Household Composition > Number of Adults > 2 Adults
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) > $300,000 - $499,000
Custom Categories - Private > MediaMath > Demographic > Housing Attributes > Length of Residence
Custom Categories - Private > MediaMath > Demographic > Housing Attributes > Length of Residence > 5-10 Years
Custom Categories - Private > MediaMath > Demographic > Housing Attributes > Ownership
Custom Categories - Private > MediaMath > Demographic > Housing Attributes > Ownership > Home Owners
Custom Categories - Private > MediaMath > Demographic > Housing Attributes > Property Type
Custom Categories - Private > MediaMath > Demographic > Housing Attributes > Property Type > Single Family
Custom Categories - Private > MediaMath > Demographic > Marital Status
Custom Categories - Private > MediaMath > Demographic > Marital Status > Married
Custom Categories - Private > MediaMath > Demographic > Validated Demographic
Custom Categories - Private > MediaMath > Demographic > Validated Demographic > Income

Segment Detail View

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

Custom Categories - Private > Special Demographic > Total Reach > Broad Age > 21-29

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

Custom Categories - Private > Special Demographic > Total Reach > Narrow Age > 25-29

Custom Categories - Private > Teads TV > Demographics

Custom Categories - Private > Teads TV > Demographics > Education

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

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 Infants (0-2)

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) > Elderly Parent in Household

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

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

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

Custom Categories - Private > Teads TV > Demographics > Family Composition (Household) > Family Member Age > Ages 50-59

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

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

Custom Categories - Private > Teads TV > Demographics > Family Composition (Household) > Military Status > Veteran in Household

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

Custom Categories - Private > Teads TV > Demographics > Family Composition (Household) > Number of Adults > 2 Adults

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

Custom Categories - Private > Teads TV > Demographics > Family Composition (Household) > Number of Children in Household (Kids) > Parents of 1 Child (Kids)

Custom Categories - Private > Teads TV > Demographics > Financial Attributes

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

Custom Categories - Private > Teads TV > Demographics > Financial Attributes > Estimated Net Worth (USD) > $100,000 - $249,999

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

Segment Detail View

Custom Categories - Private > Teads TV > Demographics > Generations > Millennials

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

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

Custom Categories - Private > Teads TV > Demographics > Home Attributes > Length of Residence > 5-10 Years

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

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

Custom Categories - Private > Teads TV > Demographics > Home Attributes > Property Type

Custom Categories - Private > Teads TV > Demographics > Home Attributes > Property Type > Single Family

Custom Categories - Private > Teads TV > Demographics > Job Status (Employment)

Custom Categories - Private > Teads TV > Demographics > Job Status (Employment) > Employed

Custom Categories - Private > Teads TV > Demographics > Job Status (Employment) > Employed > Part-Time

Custom Categories - Private > Teads TV > Demographics > Marital Status (Relationship)

Custom Categories - Private > Teads TV > Demographics > Marital Status (Relationship) > Married

Custom Categories - Private > Teads TV > Demographics > Validated Demographics

Custom Categories - Private > Teads TV > Demographics > Validated Demographics > Household Income

Custom Categories - Private > Teads TV > Demographics > Validated Demographics > Household Income > HHI: $100,000+

Custom Categories - Private > The Trade Desk > APAC Demographic

Custom Categories Internal - Private > Signal Data > Source Categories

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

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

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

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

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

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

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

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

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

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

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

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

Segment Detail View

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

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

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 Infants (0-2)

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) > Elderly Parent in Household

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

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

Custom Categories Internal - Private > Signal Data > Source Categories > Demographics > Family Composition (Household) > Family Member Age > Ages 50-59

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) > Military Status > Veteran in Household

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

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

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

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

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

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

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

Custom Categories Internal - Private > Signal Data > Source Categories > Demographics > Financial Attributes > Estimated Net Worth (USD) > $25,000 - $49,999

Custom Categories Internal - Private > Signal Data > Source Categories > Demographics > Financial Attributes > Estimated Net Worth (USD) > $250,000 - $499,999

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

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

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

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

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

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

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 > Estimated Home Value (USD) > Less than $100,000

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

Segment Detail View

Custom Categories Internal - Private > Signal Data > Source Categories > Real Estate and Home Property Services > Real Estate Attributes > Length of Residence > 11+ Years

Custom Categories Internal - Private > Signal Data > Source Categories > Real Estate and Home Property Services > Real Estate Attributes > Length of Residence > 3-4 Years

Custom Categories Internal - Private > Signal Data > Source Categories > Real Estate and Home Property Services > Real Estate Attributes > Length of Residence > 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 > 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 > 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 > 5

Equifax / IXI - Private > General > AFS Products

Equifax / IXI - Private > General > AFS Products > Autos

Equifax / IXI - Private > General > AFS Products > Credit Cards

Equifax / IXI - Private > General > AFS Products > High

Equifax / IXI - Private > General > AFS Products > Mortgage

Equifax / IXI - Private > General > Credit Cards

Equifax / IXI - Private > General > Credit Cards > Reliable with Good Credit

Equifax / IXI - Private > General > Credit Cards > Revolving Card Balance Candidate

Equifax / IXI - Private > Network Products > Banking Propensity Segments

Equifax / IXI - Private > Network Products > Banking Propensity Segments > High Checking Account Balance

Equifax / IXI - Private > Network Products > Banking Propensity Segments > High Deposits

Equifax / IXI - Private > Network Products > Banking Propensity Segments > MMDA Investors

Equifax / IXI - Private > Network Products > Banking Propensity Segments > Mass Affluent

Equifax / IXI - Private > Network Products > Banking Propensity Segments > Mass Market and Mass Affluent Checking

Equifax / IXI - Private > Network Products > Financial Cohorts

Equifax / IXI - Private > Network Products > Financial Cohorts > <$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 > Active Traders

Segment Detail View

Equifax / IXI - Private > Network Products > Investment Target Segments > Discount Brokerage Investors

Equifax / IXI - Private > Network Products > Investment Target Segments > ETF IRA Investors

Equifax / IXI - Private > Network Products > Investment Target Segments > ETF Investors

Equifax / IXI - Private > Network Products > Investment Target Segments > Extreme ETF Investors

Equifax / IXI - Private > Network Products > Investment Target Segments > High-Risk Investors

Equifax / IXI - Private > Network Products > Investment Target Segments > IRA Investors

Equifax / IXI - Private > Network Products > Investment Target Segments > Individual Stocks

Equifax / IXI - Private > Network Products > Investment Target Segments > Mutual Funds

Equifax / IXI - Private > Network Products > 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 $10,000 - $24,999

Equifax / IXI - Private > Network Products > Sophisticated Investors - Discount Brokers

Equifax / IXI - Private > Network Products > WealthComplete Deposits

Equifax / IXI - Private > Network Products > WealthComplete Deposits > Deposit Range $100000 - $249,999

Equifax / IXI - Private > Network Products > WealthComplete Total Investable Assets

Equifax / IXI - Private > Network Products > WealthComplete Total Investable Assets > Asset Range $250,000 - $499,999

Equifax / IXI - Private > Network Products > WealthComplete® HD Total Investable Assets

Equifax / IXI - Private > Network Products > WealthComplete® HD Total Investable Assets > Asset Range $500,000 - $749,999

Experian - Private

Experian - Private > Auto

Experian - Private > Auto > In Market - Make and Models

Experian - Private > Auto > In Market - Make and Models > Chevrolet > Chevrolet Camaro

Experian - Private > Auto > In Market - Make and Models > Chevrolet > Chevrolet Tahoe

Experian - Private > Auto > In Market - Make and Models > Chevrolet > Chevrolet Traverse

Experian - Private > Auto > In Market - Make and Models > Ford > Ford F250 Super Duty

Experian - Private > Auto > In Market - Make and Models > Ford > Ford F350 Super Duty

Experian - Private > Auto > In Market - Make and Models > Honda > Honda Accord

Experian - Private > Auto > In Market - Make and Models > Honda > Honda Civic

Experian - Private > Auto > In Market - Make and Models > Honda > Honda Odyssey

Experian - Private > Auto > In Market - Make and Models > KIA > KIA Forte

Experian - Private > Auto > In Market - Make and Models > Nissan > Nissan Titan

Experian - Private > Auto > In Market - New/Used

Experian - Private > Auto > In Market - New/Used > Buyer Used

Segment Detail View

Experian - Private > Auto > In Market - New/Used > Used car 0-5 years

Experian - Private > Auto > In Market - Vehicle Price

Experian - Private > Auto > In Market - Vehicle Price > 20K-30K

Experian - Private > Auto > In Market - Vehicle Price > 30K+

Experian - Private > Auto > In Market - Vehicle Price > 30K-40K

Experian - Private > Auto > In Market - Vehicle Price > 40K-50K

Experian - Private > Auto > In Market - Vehicle Price > 50K-75K

Experian - Private > Auto > In Market - Vehicle Price > Less than 20K

Experian - Private > Auto > Ownership - Make and Models

Experian - Private > Auto > Ownership - Make and Models > Chevrolet > Chevrolet Camaro

Experian - Private > Auto > Ownership - Make and Models > GMC > GMC Yukon

Experian - Private > Auto > Ownership - Make and Models > Honda > Honda Accord

Experian - Private > Auto > Ownership - Make and Models > Honda > Honda Civic

Experian - Private > Auto > Ownership - Make and Models > Jeep > Jeep Wrangler

Experian - Private > Auto > Ownership - Make and Models > KIA > KIA Niro

Experian - Private > Auto > Ownership - Make and Models > KIA > KIA Optima

Experian - Private > Auto > Ownership - Make and Models > Mazda > Mazda6

Experian - Private > Auto > Ownership - Make and Models > RAM > RAM 1500

Experian - Private > Auto > Ownership - Make and Models > Toyota > Toyota 4Runner

Experian - Private > Auto > Ownership - Make and Models > Toyota > Toyota Camry

Experian - Private > Custom

Experian - Private > Custom > BBVA

Experian - Private > Custom > BBVA > BBVA High 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 $21,952-$31,618

Experian - Private > Financial - Analytics IQ > Discretionary Spend > All Categories: $0-$7,900

Experian - Private > Financial - Analytics IQ > Discretionary Spend > Apparel: $0-$1,458

Experian - Private > Financial - Analytics IQ > Discretionary Spend > Apparel: $2,818-$99,999

Experian - Private > Financial - Analytics IQ > Discretionary Spend > Dine Out: $0-$2,083

Experian - Private > Financial - Analytics IQ > Discretionary Spend > Dine Out: $4,302-$99,999

Experian - Private > Financial - Analytics IQ > Discretionary Spend > Donation: $0-$1,264

Segment Detail View

Experian - Private > Financial - Analytics IQ > Discretionary Spend > Donation: $2,568-$99,999

Experian - Private > Financial - Analytics IQ > Discretionary Spend > Education: $0-$511

Experian - Private > Financial - Analytics IQ > Discretionary Spend > Education: $1,228-$99,999

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 Fees/Admissions: $326-$832

Experian - Private > Financial - Analytics IQ > Discretionary Spend > Entertainment Other: $0-$910

Experian - Private > Financial - Analytics IQ > Discretionary Spend > Entertainment: $0-$2,229

Experian - Private > Financial - Analytics IQ > Discretionary Spend > Furnishings: $0-$1,271

Experian - Private > Financial - Analytics IQ > Discretionary Spend > Furnishings: $2,602-$99,999

Experian - Private > Financial - Analytics IQ > Discretionary Spend > Personal: $0-$524

Experian - Private > Financial - Analytics IQ > Discretionary Spend > Personal: $993-$99,999

Experian - Private > Financial - Analytics IQ > Discretionary Spend > Reading: $0-$101

Experian - Private > Financial - Analytics IQ > Discretionary Spend > Reading: $193-$99,999

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: $37,000-$54,000

Experian - Private > Financial - Analytics IQ > Wealth IQ

Experian - Private > Financial - Analytics IQ > Wealth IQ > Net Assets: $114,000-$361,000

Experian - Private > Financial - Analytics IQ > Wealth IQ > Net Assets: $14,000-$113,000

Experian - Private > Financial > ChoiceScore

Experian - Private > Financial > Profitability

Experian - Private > Financial > Profitability > Fair profitability - Tier 6

Experian - Private > Financial > Profitability > High profitability - Tier 2

Experian - Private > Financial Propensity Models

Experian - Private > Financial Propensity Models > Financial

Experian - Private > Financial Propensity Models > Financial > Credit Card Paydowns

Experian - Private > Financial Propensity Models > Financial > Credit Card Surfers

Experian - Private > Financial Propensity Models > Financial > Credit Card Transactors

Experian - Private > Geography

Experian - Private > Geography > State

Experian - Private > Geography > State > AZ

Experian - Private > Lifestyle and Interests

Segment Detail View

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 > Financial Behavior > Credit Card Transactor Model (Pay All)

Experian - Private > Lifestyle and Interests > Financial Behavior > Tax Shelter Model - Portfolio Value $100,000+401k, IRA, or Tax Shelter Annuity

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 B: Flourishing Families

Experian - Private > Mosaic > Group B: Flourishing Families > B07 - Across the Ages

Experian - Private > Mosaic > Group F: Promising Families

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

Experian - Private > Online Behaviors

Experian - Private > Online Behaviors > Art & Entertainment

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

Experian - Private > Online Behaviors > Art & Entertainment > Shows & Events

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

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 > Shopping

Experian - Private > Retail Transactions

Experian - Private > Retail Transactions > All Categories Frequency

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

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: $70+

Experian - Private > Retail Transactions > All Categories Spend > Total Dollars: $180-$1,434

Experian - Private > Retail Transactions > Continuity/Subscriptions

Experian - Private > Retail Transactions > Continuity/Subscriptions > Dollars Spent: Heavy Spender

Experian - Private > Retail Transactions > Continuity/Subscriptions > Number of Purchases: 5+

Segment Detail View

Experian - Private > Retail Transactions > Continuity/Subscriptions > Power Spender

Experian - Private > Social Media

Experian - Private > Social Media > Black Friday Shopper

Experian - Private > Social Media > Facebook

Experian - Private > Social Media > Fitness Device Wearer

Experian - Private > Social Media > Instagram

Experian - Private > Social Media > LinkedIn

Experian - Private > Social Media > Non-traditional Student

Experian - Private > Social Media > Pinterest

Experian - Private > Social Media > Snapchat

Experian - Private > Social Media > Subscription Boxes - Apparel

Experian - Private > Social Media > Subscription Boxes - Cosmetics

Experian - Private > Social Media > Subscription Boxes-Food

Experian - Private > Social Media > Timeshare Vacation Rental

Experian - Private > Social Media > Twitter

Experian - Private > Social Network Behavior

Experian - Private > Social Network Behavior > Social IQ

Experian - Private > Social Network Behavior > Social IQ > Social Media Influencer

Geographic

Geographic > IP based > United States

Geographic > IP based > United States > Washington

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

NCS - Private

NCS - Private > J&J

NCS - Private > J&J > Aveeno

NCS - Private > J&J > Aveeno > NCS+AVO-171+3P_Aveeno_Daily Moisturizing Lotion_2021_TA-In Category_795607_CP_ACQ_GM_BE-AB_CE-AB_T-R52W -PD795607

NCS - Private > J&J > Lactaid

NCS - Private > J&J > Lactaid > NCS+LAC-023+3P_Lactaid_Milk_2020_TA-In Category_603484_CP_ACQ_GM_BE-AB_CE-AB_T-R52W -PD603484

NCS - Private > J&J > N/A

NCS - Private > J&J > N/A > NCS+TYL-044+3P_Tylenol_Tylenol Rapid Release Gels_2020_TA-In Category_558999_CP_ACQ_GM_BE-AB_CE-AB_T-R52W -PD558999

NCS - Private > J&J > N/A > NCS+ZYR-027+3P_Zyrtec_Zyrtec Allergy_2020_TA-In Category_558995_CP_ACQ_GM_BE-AB_CE-AB_T-R52W -PD558995

NCS - Private > J&J > Neutrogena

NCS - Private > J&J > Neutrogena > NCS+NTG-114+3P_Neutrogena_Facial Moisture & Treatment_2020_TA-In Category_603444_CP_ACQ_GM_BE-AB_CE-AB_T-R52W -PD603444

Segment Detail View

NCS - Private > J&J > Neutrogena > NCS+NTG-128+3P_Neutrogena_A_2020_TA-In Category_603451_CP_ACQ_GM_BE-AB_CE-AB_T-R52W -PD603451

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

NCS - Private > J&J > Tylenol

NCS - Private > J&J > Tylenol > NCS+TYL-156+3P_Tylenol_SCC_2021_TA-In Category_796071_CP_ACQ_GM_BE-AB_CE-AB_T-R52W -PD796071

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

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 > Decision Makers

Oracle BlueKai > Business (B2B) > Groups > Decision Makers > IT Decision Makers

Oracle BlueKai > Business (B2B) > Industries & Occupations > Computer & Mathematical

Oracle BlueKai > Business (B2B) > Industries & Occupations > Computer & Mathematical > Information Technology & Computing

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

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

Oracle BlueKai > Business (B2B) > Roles > Business Owners

Oracle BlueKai > Business (B2B) > Roles > Managers

Oracle BlueKai > Business (B2B) > Roles > Managers > Executives

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 > Halloween Buyers

Oracle BlueKai > Custom Categories > NCAA March Madness

Oracle BlueKai > Custom Categories > NFL Enthusiast

Oracle BlueKai > Custom Categories > New Year's Resolution

Oracle BlueKai > Custom Categories > Summer Olympics Enthusiast

Oracle BlueKai > Custom Categories > Super Bowl

Oracle BlueKai > Custom Categories > Tax Preparation

Oracle BlueKai > Custom Categories > The Academy Awards

Oracle BlueKai > Custom Categories > Winter Olympics Enthusiast

Segment Detail View

Oracle BlueKai > Custom Categories > World Cup Enthusiast

Oracle BlueKai > Demographics

Oracle BlueKai > Demographics > Age > Lifestages > Baby Boomers

Oracle BlueKai > Demographics > Age > Lifestages > Gen X

Oracle BlueKai > Demographics > Age > Lifestages > Gen Y / Millennials

Oracle BlueKai > Demographics > Education > Graduate Degree

Oracle BlueKai > Demographics > Education > High School Diploma

Oracle BlueKai > Demographics > Education > Undergraduate Degree

Oracle BlueKai > Demographics > Education > Vocational or Technical School

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 Infants (Ages 0-2)

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 > Family Composition (Household) > Elderly Parent in Household

Oracle BlueKai > Demographics > Financial Attributes > Credit and Debt > Credit Card Holder

Oracle BlueKai > Demographics > Financial Attributes > Credit and Debt > Mortgage

Oracle BlueKai > Demographics > Financial Attributes > Estimated Household Income (USD) > HHI: $60,000-$74,999

Oracle BlueKai > Demographics > Financial Attributes > Estimated Household Income (USD) > HHI: Greater than $100,000

Oracle BlueKai > Demographics > Financial Attributes > Estimated Household Income (USD) > HHI: Greater than $100,000 > HHI: $100,000-$124,999

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 > Investments

Oracle BlueKai > Demographics > Home Attributes > Home Owners

Oracle BlueKai > Demographics > Home Attributes > Length of Residence > 1-3 Years

Oracle BlueKai > Demographics > Home Attributes > Length of Residence > 1-3 Years > 3 years

Oracle BlueKai > Demographics > Home Attributes > Length of Residence > 4-6 Years

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 > $0-$99,999

Oracle BlueKai > Demographics > Home Attributes > Pre-Movers

Oracle BlueKai > Demographics > Home Attributes > Property Type > Single Family

Oracle BlueKai > Demographics > Marital Status (Relationship) > Single

Oracle BlueKai > Demographics > Military Status > Veteran in Household

Segment Detail View

Oracle BlueKai > In-Market

Oracle BlueKai > In-Market > Auto, Cars and Trucks

Oracle BlueKai > In-Market > Auto, Cars and Trucks > Classes > Cars

Oracle BlueKai > In-Market > Auto, Cars and Trucks > Classes > Cars > Luxury Cars

Oracle BlueKai > In-Market > Auto, Cars and Trucks > Classes > Cars > Midsize Cars

Oracle BlueKai > In-Market > Auto, Cars and Trucks > Classes > Cars > Sports Cars

Oracle BlueKai > In-Market > Auto, Cars and Trucks > Classes > SUVs and Crossovers

Oracle BlueKai > In-Market > Auto, Cars and Trucks > Classes > SUVs and Crossovers > Crossovers

Oracle BlueKai > In-Market > Auto, Cars and Trucks > Classes > SUVs and Crossovers > SUVs

Oracle BlueKai > In-Market > Auto, Cars and Trucks > Classes > Trucks

Oracle BlueKai > In-Market > Auto, Cars and Trucks > Condition > New Cars

Oracle BlueKai > In-Market > Auto, Cars and Trucks > Makes and Models > Chevrolet

Oracle BlueKai > In-Market > Auto, Cars and Trucks > Makes and Models > Dodge

Oracle BlueKai > In-Market > Auto, Cars and Trucks > Makes and Models > Ford

Oracle BlueKai > In-Market > Auto, Cars and Trucks > Makes and Models > GMC

Oracle BlueKai > In-Market > Auto, Cars and Trucks > Makes and Models > Honda

Oracle BlueKai > In-Market > Auto, Cars and Trucks > Makes and Models > Hyundai

Oracle BlueKai > In-Market > Auto, Cars and Trucks > Makes and Models > Jeep

Oracle BlueKai > In-Market > Auto, Cars and Trucks > Makes and Models > Kia

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

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

Oracle BlueKai > In-Market > Financial Products and Services

Oracle BlueKai > In-Market > Financial Products and Services > Loans

Oracle BlueKai > In-Market > Financial Products and Services > Loans > Auto Loans

Oracle BlueKai > In-Market > Financial Products and Services > Loans > Mortgages

Oracle BlueKai > In-Market > Retail

Oracle BlueKai > In-Market > Retail > Electronics

Oracle BlueKai > In-Market > Travel and Tourism

Oracle BlueKai > In-Market > Travel and Tourism > Hotels and Lodging

Oracle BlueKai > In-Market > Travel and Tourism > Hotels and Lodging > Lodging Types > Vacation Rentals

Oracle BlueKai > Interest

Oracle BlueKai > Interest > Animals

Oracle BlueKai > Interest > Animals > Pets

Segment Detail View

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 > Movies
Oracle BlueKai > Interest > Arts and Entertainment > Film and Television > Movies > Horror
Oracle BlueKai > Interest > Arts and Entertainment > Film and Television > TV
Oracle BlueKai > Interest > Arts and Entertainment > Film and Television > TV > Cable TV
Oracle BlueKai > Interest > Arts and Entertainment > Film and Television > TV > Comedy
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 > Alternative/Punk/Metal
Oracle BlueKai > Interest > Arts and Entertainment > Music > Classical
Oracle BlueKai > Interest > Arts and Entertainment > Music > Country and Folk
Oracle BlueKai > Interest > Arts and Entertainment > Music > Rap and Hip-Hop
Oracle BlueKai > Interest > Arts and Entertainment > Music > Rock and Pop
Oracle BlueKai > Interest > Arts and Entertainment > Performing Arts and Live Theater
Oracle BlueKai > Interest > Arts and Entertainment > Reading
Oracle BlueKai > Interest > Arts and Entertainment > Reading > Formats > Magazines
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 > Midsize Cars
Oracle BlueKai > Interest > Auto, Cars and Trucks > Classes > Cars > Sports Cars
Oracle BlueKai > Interest > Auto, Cars and Trucks > Classes > SUVs and Crossovers
Oracle BlueKai > Interest > Auto, Cars and Trucks > Classes > SUVs and Crossovers > Crossovers
Oracle BlueKai > Interest > Auto, Cars and Trucks > Classes > SUVs and Crossovers > SUVs
Oracle BlueKai > Interest > Auto, Cars and Trucks > Classes > Trucks

Segment Detail View

Oracle BlueKai > Interest > Auto, Cars and Trucks > Condition > New Cars
Oracle BlueKai > Interest > Auto, Cars and Trucks > Makes and Models > Chevrolet
Oracle BlueKai > Interest > Auto, Cars and Trucks > Makes and Models > Dodge
Oracle BlueKai > Interest > Auto, Cars and Trucks > Makes and Models > Ford
Oracle BlueKai > Interest > Auto, Cars and Trucks > Makes and Models > GMC
Oracle BlueKai > Interest > Auto, Cars and Trucks > Makes and Models > Honda
Oracle BlueKai > Interest > Auto, Cars and Trucks > Makes and Models > Hyundai
Oracle BlueKai > Interest > Auto, Cars and Trucks > Makes and Models > Jeep
Oracle BlueKai > Interest > Auto, Cars and Trucks > Makes and Models > Kia
Oracle BlueKai > Interest > Auto, Cars and Trucks > Makes and Models > Nissan
Oracle BlueKai > Interest > Auto, Cars and Trucks > Makes and Models > Subaru
Oracle BlueKai > Interest > Auto, Cars and Trucks > Makes and Models > Toyota
Oracle BlueKai > Interest > Business and Finance
Oracle BlueKai > Interest > Business and Finance > Small Business
Oracle BlueKai > Interest > Education
Oracle BlueKai > Interest > Education > Career Improvement and Advice
Oracle BlueKai > Interest > Education > Graduate School
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 > Restaurants
Oracle BlueKai > Interest > Food and Drink > Restaurants > Casual Dining
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

Segment Detail View

Oracle BlueKai > Interest > Hobbies, Games and Toys > Collecting
Oracle BlueKai > Interest > Hobbies, Games and Toys > Games
Oracle BlueKai > Interest > Hobbies, Games and Toys > Photography
Oracle BlueKai > Interest > Hobbies, Games and Toys > Woodworking
Oracle BlueKai > Interest > Home and Garden
Oracle BlueKai > Interest > Home and Garden > Appliances
Oracle BlueKai > Interest > Home and Garden > Gardening, Lawn and Yard Care
Oracle BlueKai > Interest > Home and Garden > Home Decorating
Oracle BlueKai > Interest > Home and Garden > Home Improvement (DIY)
Oracle BlueKai > Interest > Home and Garden > Housewares and Furnishings
Oracle BlueKai > Interest > Internet and Online Activities
Oracle BlueKai > Interest > Internet and Online Activities > Heavy Internet Users
Oracle BlueKai > Interest > Internet and Online Activities > Online Dating
Oracle BlueKai > Interest > Internet and Online Activities > Streaming Media and Downloads
Oracle BlueKai > Interest > Internet and Online Activities > Streaming Media and Downloads > Music
Oracle BlueKai > Interest > Internet and Online Activities > Streaming Media and Downloads > 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 > News and Current Events
Oracle BlueKai > Interest > News and Current Events > US News
Oracle BlueKai > Interest > Parenting and Family
Oracle BlueKai > Interest > Parenting and Family > Grandparenting
Oracle BlueKai > Interest > Personal Finance
Oracle BlueKai > Interest > Personal Finance > Credit Products and Services
Oracle BlueKai > Interest > Personal Finance > Credit Products and Services > Credit Cards
Oracle BlueKai > Interest > Personal Finance > Financial Planning
Oracle BlueKai > Interest > Personal Finance > Insurance
Oracle BlueKai > Interest > Personal Finance > Insurance > Auto Insurance
Oracle BlueKai > Interest > Personal Finance > Insurance > Health Insurance
Oracle BlueKai > Interest > Personal Finance > Insurance > Home and Property Insurance
Oracle BlueKai > Interest > Personal Finance > Insurance > Life Insurance
Oracle BlueKai > Interest > Personal Finance > Loans

Segment Detail View

Oracle BlueKai > Interest > Personal Finance > Loans > Mortgages

Oracle BlueKai > Interest > Personal Finance > Personal Savings and Investments

Oracle BlueKai > Interest > Personal Finance > Personal Savings and Investments > Retirement Savings

Oracle BlueKai > Interest > Personal Finance > Personal Savings and Investments > Stocks and Bonds

Oracle BlueKai > Interest > Personal Finance > 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 > Animals

Oracle BlueKai > Interest > Public Interest > Charities and Non-Profits > Children

Oracle BlueKai > Interest > Shopping

Oracle BlueKai > Interest > Shopping > Apparel and Accessories

Oracle BlueKai > Interest > Shopping > Apparel and Accessories > Jewelry

Oracle BlueKai > Interest > Shopping > Apparel and Accessories > Men's

Oracle BlueKai > Interest > Shopping > Apparel and Accessories > Women's

Oracle BlueKai > Interest > Shopping > Bargain Hunting Shoppers

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

Oracle BlueKai > Interest > Shopping > Coupon Shoppers

Oracle BlueKai > Interest > Shopping > Luxury Buyers

Oracle BlueKai > Interest > Shopping > Online Shoppers

Oracle BlueKai > Interest > Shopping > Sweepstakes and Contests

Oracle BlueKai > Interest > 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 > Cycling and Biking

Oracle BlueKai > Interest > Sports and Recreation > Outdoor Activities > Hunting

Oracle BlueKai > Interest > Sports and Recreation > Outdoor Activities > Running and Jogging

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 > Fantasy Sports

Oracle BlueKai > Interest > Sports and Recreation > Sports > Golf

Segment Detail View

Oracle BlueKai > Interest > Sports and Recreation > Sports > Sports Fans (Enthusiasts)
Oracle BlueKai > Interest > Sports and Recreation > Sports > Team Sports
Oracle BlueKai > Interest > Sports and Recreation > Sports > Team Sports > Baseball
Oracle BlueKai > Interest > Sports and Recreation > Sports > Team Sports > Basketball
Oracle BlueKai > Interest > Sports and Recreation > Sports > Team Sports > Football
Oracle BlueKai > Interest > Sports and Recreation > Sports > Team Sports > Hockey
Oracle BlueKai > Interest > Sports and Recreation > Sports > Team Sports > Soccer
Oracle BlueKai > Interest > Sports and Recreation > Sports > Tennis and Racquet Sports
Oracle BlueKai > Interest > Sports and Recreation > Sports > Water Sports
Oracle BlueKai > Interest > Sports and Recreation > Sports > Water Sports > Boating and Sailing
Oracle BlueKai > Interest > Sports and Recreation > Sports > Water Sports > Scuba Diving
Oracle BlueKai > Interest > Sports and Recreation > Sports > Water Sports > Swimming
Oracle BlueKai > Interest > Sports and Recreation > Sports > Winter Sports
Oracle BlueKai > Interest > Sports and Recreation > Sports > Winter Sports > Skiing
Oracle BlueKai > Interest > Technology and Computers
Oracle BlueKai > Interest > Technology and Computers > Brands > Apple
Oracle BlueKai > Interest > Technology and Computers > Brands > Dell
Oracle BlueKai > Interest > Technology and Computers > Brands > LG
Oracle BlueKai > Interest > Technology and Computers > Brands > Samsung
Oracle BlueKai > Interest > Technology and Computers > Brands > Sony
Oracle BlueKai > Interest > Technology and Computers > Cameras and Camcorders
Oracle BlueKai > Interest > Technology and Computers > Cell Phones and Plans
Oracle BlueKai > Interest > Technology and Computers > Cell Phones and Plans > Providers
Oracle BlueKai > Interest > Technology and Computers > Cell Phones and Plans > Providers > Sprint
Oracle BlueKai > Interest > Technology and Computers > Computers
Oracle BlueKai > Interest > Technology and Computers > Computers > Handheld Devices
Oracle BlueKai > Interest > Technology and Computers > Computers > Networking and Wireless
Oracle BlueKai > Interest > Technology and Computers > 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 > North America
Oracle BlueKai > Interest > Travel and Tourism > Destination Locations > United States
Oracle BlueKai > Interest > Travel and Tourism > Products > Cruises

Segment Detail View

Oracle BlueKai > Interest > Travel and Tourism > Products > Hotel and Lodgings

Oracle BlueKai > Interest > Travel and Tourism > Types > Business

Oracle BlueKai > Interest > Travel and Tourism > Types > Leisure and Vacation

Oracle BlueKai > Interest > Video Games

Oracle BlueKai > Interest > Video Games > Gamers

Oracle BlueKai > Interest > Video Games > Genres > Casual

Oracle BlueKai > Interest > Video Games > Platforms > Computer (PC)

Oracle BlueKai > Past Purchases

Oracle BlueKai > Past Purchases > Financial Products & Services

Oracle BlueKai > Past Purchases > Financial Products & Services > Credit Cards

Oracle BlueKai > Past Purchases > Financial Products & Services > Credit Cards > Types

Oracle BlueKai > Past Purchases > Financial Products & Services > Credit Cards > Types > Rewards 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 > Toys

Oracle BlueKai > Past Purchases > Retail > Babies & Kids > Babies & Toddlers > Toys > Learning

Oracle BlueKai > Past Purchases > Retail > Clothing, Shoes & Accessories

Oracle BlueKai > Past Purchases > Retail > Clothing, Shoes & Accessories > Clothing

Oracle BlueKai > Past Purchases > Retail > Clothing, Shoes & Accessories > Clothing > Styles

Oracle BlueKai > Past Purchases > Retail > Clothing, Shoes & Accessories > Clothing > 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 > Jewelry & Watches

Oracle BlueKai > Past Purchases > Retail > Computers

Segment Detail View

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 > Live Theater
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 > Magazines & Newspapers
Oracle BlueKai > Past Purchases > Retail > Entertainment > Movies, Television & Video
Oracle BlueKai > Past Purchases > Retail > Entertainment > Movies, Television & Video > DVDs
Oracle BlueKai > Past Purchases > Retail > Entertainment > Music
Oracle BlueKai > Past Purchases > Retail > Hobbies, Games & Toys
Oracle BlueKai > Past Purchases > Retail > Hobbies, Games & Toys > Arts & Crafts
Oracle BlueKai > Past Purchases > Retail > Hobbies, Games & Toys > Toys
Oracle BlueKai > Past Purchases > Retail > Hobbies, Games & Toys > Toys > Educational Toys
Oracle BlueKai > Past Purchases > Retail > Home & Garden
Oracle BlueKai > Past Purchases > Retail > Home & Garden > Indoors
Oracle BlueKai > Past Purchases > Retail > Home & Garden > Indoors > Appliances
Oracle BlueKai > Past Purchases > Retail > Sports Equipment & Outdoor Gear
Oracle BlueKai > Past Purchases > Retail > Sports Equipment & Outdoor Gear > Exercise & Fitness
Oracle BlueKai > Past Purchases > Retail > Video Games
Oracle BlueKai > Past Purchases > Services
Oracle BlueKai > Past Purchases > Services > Restaurants
Oracle BlueKai > Past Purchases > Services > Restaurants > Casual Dining
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 > Comedy
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 > Genres > Sports

Oracle BlueKai > Television > Viewership > Shows

Oracle BlueKai > Television > Viewership > Shows > HBO

Oracle Data Cloud Models - Private

Oracle Data Cloud Models - Private > Validated Demographic

Oracle Data Cloud Models - Private > Validated Demographic > Exclusive

Oracle Data Cloud Models - Private > Validated Demographic > Exclusive > Income

Oracle Data Cloud Models - Private > Validated Demographic > Exclusive > Income > Max Scale

Oracle Data Cloud Models - Private > Validated Demographic > Exclusive > Income > Max Scale > $100,000+

Oracle Data Cloud Models - Private > Validated Demographic > Non-Exclusive

Oracle Data Cloud Models - Private > Validated Demographic > Non-Exclusive > Income

Oracle Data Cloud Models - Private > Validated Demographic > Non-Exclusive > Income > Max Scale

Oracle Data Cloud Models - Private > Validated Demographic > Non-Exclusive > Income > Max Scale > $100,000+

Oracle Limited - Private > Automotive

Oracle Limited - Private > Automotive > In-Market

Oracle Limited - Private > Automotive > In-Market > Body Styles

Oracle Limited - Private > Automotive > In-Market > Body Styles > Cars

Oracle Limited - Private > Automotive > In-Market > Body Styles > Cars > Luxury Cars

Oracle Limited - Private > Automotive > In-Market > Body Styles > Cars > Mid-Size Cars

Oracle Limited - Private > Automotive > In-Market > Body Styles > Cars > Sports Cars

Oracle Limited - Private > Automotive > In-Market > Body Styles > SUVs and Crossovers

Oracle Limited - Private > Automotive > In-Market > Body Styles > SUVs and Crossovers > Crossovers

Oracle Limited - Private > Automotive > In-Market > Body Styles > SUVs and Crossovers > Luxury Crossovers

Oracle Limited - Private > Automotive > In-Market > Body Styles > Trucks

Oracle Limited - Private > Automotive > In-Market > Body Styles > Trucks > Full-Size Pickup Trucks

Oracle Limited - Private > Automotive > In-Market > Body Styles > Trucks > Mid-Size Pickup Trucks

Oracle Limited - Private > Automotive > In-Market > Buy or Lease

Oracle Limited - Private > Automotive > In-Market > Buy or Lease > Lease

Oracle Limited - Private > Automotive > In-Market > Condition

Oracle Limited - Private > Automotive > In-Market > Condition > New

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

Segment Detail View

Oracle Limited - Private > Automotive > In-Market > Makes and Models > Chevrolet
Oracle Limited - Private > Automotive > In-Market > Makes and Models > Dodge
Oracle Limited - Private > Automotive > In-Market > Makes and Models > Ford
Oracle Limited - Private > Automotive > In-Market > Makes and Models > GMC
Oracle Limited - Private > Automotive > In-Market > Makes and Models > Honda
Oracle Limited - Private > Automotive > In-Market > Makes and Models > Hyundai
Oracle Limited - Private > Automotive > In-Market > Makes and Models > Jeep
Oracle Limited - Private > Automotive > In-Market > Makes and Models > Kia
Oracle Limited - Private > Automotive > In-Market > Makes and Models > Nissan
Oracle Limited - Private > Automotive > In-Market > Makes and Models > Toyota
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 > Honda
Oracle Limited - Private > Automotive > Interest (Affinity) > Makes and Models > Subaru
Oracle Limited - Private > Automotive > Vehicle Owners
Oracle Limited - Private > Automotive > Vehicle Owners > Makes
Oracle Limited - Private > Automotive > Vehicle Owners > Makes > Acura
Oracle Limited - Private > Automotive > Vehicle Owners > Makes > Buick
Oracle Limited - Private > Automotive > Vehicle Owners > Makes > Cadillac
Oracle Limited - Private > Automotive > Vehicle Owners > Makes > Chrysler
Oracle Limited - Private > Automotive > Vehicle Owners > Makes > Fiat
Oracle Limited - Private > Automotive > Vehicle Owners > Makes > Honda
Oracle Limited - Private > Automotive > Vehicle Owners > Makes > Hyundai
Oracle Limited - Private > Automotive > Vehicle Owners > Makes > Kia
Oracle Limited - Private > Automotive > Vehicle Owners > Makes > Lincoln
Oracle Limited - Private > Automotive > Vehicle Owners > Makes > Porsche
Oracle Limited - Private > Automotive > Vehicle Owners > Makes > Subaru
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)

Segment Detail View

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 20-29

Oracle Limited - Private > Demographics > Family Composition (Household) > Family Member Age > Ages 30-39

Oracle Limited - Private > Demographics > Family Composition (Household) > Family Member Age > Ages 50-59

Oracle Limited - Private > Demographics > Family Composition (Household) > Family Member Age > Ages 60-64

Oracle Limited - Private > Demographics > Family Composition (Household) > Parents with Children in Household (Kids)

Oracle Limited - Private > Demographics > Financial Attributes

Oracle Limited - Private > Demographics > Financial Attributes > Estimated Net Worth (USD)

Oracle Limited - Private > Demographics > Financial Attributes > Estimated Net Worth (USD) > $100,000 - $249,999

Oracle Limited - Private > Demographics > Financial Attributes > Estimated Net Worth (USD) > $250,000 - $499,999

Oracle Limited - Private > Demographics > Financial Attributes > Estimated Net Worth (USD) > Less than $25,000

Oracle Limited - Private > Demographics > Generations

Oracle Limited - Private > Demographics > Generations > Gen X

Oracle Limited - Private > Demographics > Real Estate Attributes

Oracle Limited - Private > Demographics > Real Estate Attributes > Estimated Home Value (USD)

Oracle Limited - Private > Demographics > Real Estate Attributes > Estimated Home Value (USD) > $200,000 - $299,999

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 > Banking

Oracle Limited - Private > Financial Services > Banking > Interest (Affinity)

Oracle Limited - Private > Financial Services > Credit Cards

Oracle Limited - Private > Financial Services > Credit Cards > Interest (Affinity)

Oracle Limited - Private > Financial Services > Financial Planning

Segment Detail View

Oracle Limited - Private > Financial Services > Financial Planning > Tax Planning and Preparation

Oracle Limited - Private > Financial Services > Insurance

Oracle Limited - Private > Financial Services > Insurance > Interest (Affinity)

Oracle Limited - Private > Financial Services > Insurance > Interest (Affinity) > Health Insurance

Oracle Limited - Private > Financial Services > Insurance > Interest (Affinity) > Life Insurance

Oracle Limited - Private > Financial Services > Investing and Trading

Oracle Limited - Private > Financial Services > Investing and Trading > Interest (Affinity)

Oracle Limited - Private > Financial Services > Investing and Trading > Interest (Affinity) > Retirement

Oracle Limited - Private > Financial Services > Investing and Trading > Interest (Affinity) > Stocks and Bonds

Oracle Limited - Private > Financial Services > Loans

Oracle Limited - Private > Financial Services > Loans > Interest (Affinity)

Oracle Limited - Private > Financial Services > Loans > Interest (Affinity) > Mortgages

Oracle Limited - Private > Financial Services > Loans > Interest (Affinity) > Refinancing

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 > Personal Care

Oracle Limited - Private > Hobbies and Interests (Affinity) > Beauty and Style > Personal Care > Makeup and Skincare

Oracle Limited - Private > Hobbies and Interests (Affinity) > Education and Career

Oracle Limited - Private > Hobbies and Interests (Affinity) > Health and Fitness

Oracle Limited - Private > Hobbies and Interests (Affinity) > Health and Fitness > Exercise

Oracle Limited - Private > Hobbies and Interests (Affinity) > Health and Fitness > Exercise > Running and Jogging

Oracle Limited - Private > Hobbies and Interests (Affinity) > Health and Fitness > Wellness

Oracle Limited - Private > Hobbies and Interests (Affinity) > Health and Fitness > Wellness > Dieting and Weight Loss

Oracle Limited - Private > Hobbies and Interests (Affinity) > Hobbies

Oracle Limited - Private > Hobbies and Interests (Affinity) > Hobbies > Arts and Crafts

Oracle Limited - Private > Hobbies and Interests (Affinity) > Hobbies > Arts and Crafts > Scrapbooking and Papercraft

Oracle Limited - Private > Hobbies and Interests (Affinity) > Hobbies > Photography

Oracle Limited - Private > Hobbies and Interests (Affinity) > Hobbies > Reading

Oracle Limited - Private > Hobbies and Interests (Affinity) > Hobbies > Reading > Magazines

Oracle Limited - Private > Hobbies and Interests (Affinity) > Home and Garden

Oracle Limited - Private > Hobbies and Interests (Affinity) > Home and Garden > Gardening, Lawn and Yard Care

Segment Detail View

Oracle Limited - Private > Hobbies and Interests (Affinity) > Home and Garden > Home Decorating

Oracle Limited - Private > Hobbies and Interests (Affinity) > Home and Garden > Home Improvement (DIY)

Oracle Limited - Private > Hobbies and Interests (Affinity) > Home and Garden > Housewares and Furnishings

Oracle Limited - Private > Hobbies and Interests (Affinity) > Internet and Online Activities

Oracle Limited - Private > Hobbies and Interests (Affinity) > Internet and Online Activities > Heavy Internet Users

Oracle Limited - Private > Hobbies and Interests (Affinity) > Outdoor Activities

Oracle Limited - Private > Hobbies and Interests (Affinity) > Outdoor Activities > Hunting

Oracle Limited - Private > Hobbies and Interests (Affinity) > Outdoor Activities > Water Sports

Oracle Limited - Private > Hobbies and Interests (Affinity) > Outdoor Activities > Water Sports > Boating and Sailing

Oracle Limited - Private > Hobbies and Interests (Affinity) > Outdoor Activities > Winter Sports

Oracle Limited - Private > Hobbies and Interests (Affinity) > Pets

Oracle Limited - Private > Hobbies and Interests (Affinity) > Pets > Cats

Oracle Limited - Private > Hobbies and Interests (Affinity) > Pets > Dogs

Oracle Limited - Private > Hobbies and Interests (Affinity) > Public Interest

Oracle Limited - Private > Hobbies and Interests (Affinity) > Public Interest > Charity (Philanthropy)

Oracle Limited - Private > Hobbies and Interests (Affinity) > Public Interest > Charity (Philanthropy) > Causes

Oracle Limited - Private > Hobbies and Interests (Affinity) > Public Interest > Charity (Philanthropy) > Causes > Health and Well-Being

Oracle Limited - Private > Hobbies and Interests (Affinity) > Public Interest > Charity (Philanthropy) > Causes > Religion

Oracle Limited - Private > Hobbies and Interests (Affinity) > Shopping

Oracle Limited - Private > Hobbies and Interests (Affinity) > Shopping > Children's Product Shoppers

Oracle Limited - Private > Hobbies and Interests (Affinity) > Shopping > Coupon Shoppers

Oracle Limited - Private > Hobbies and Interests (Affinity) > Shopping > Luxury Buyers

Oracle Limited - Private > Lifestyles + Life Stages

Oracle Limited - Private > Lifestyles + Life Stages > Life Stages and Events

Oracle Limited - Private > Lifestyles + Life Stages > Life Stages and Events > Moving

Oracle Limited - Private > Lifestyles + Life Stages > Life Stages and Events > Moving > First Time Home Buyers

Oracle Limited - Private > Tech + M&E

Oracle Limited - Private > Tech + M&E > Consumer Technology

Oracle Limited - Private > Tech + M&E > Consumer Technology > Deviceographics (Device Ownership)

Oracle Limited - Private > Tech + M&E > Consumer Technology > Deviceographics (Device Ownership) > Computers

Oracle Limited - Private > Tech + M&E > Consumer Technology > Deviceographics (Device Ownership) > Computers > Dell

Oracle Limited - Private > Tech + M&E > Consumer Technology > Interest (Affinity)

Oracle Limited - Private > Tech + M&E > Consumer Technology > Interest (Affinity) > Brand Affinity

Segment Detail View

Oracle Limited - Private > Tech + M&E > Consumer Technology > Interest (Affinity) > Brand Affinity > Apple

Oracle Limited - Private > Tech + M&E > Consumer Technology > Interest (Affinity) > Brand Affinity > Dell

Oracle Limited - Private > Tech + M&E > Consumer Technology > Interest (Affinity) > Computers

Oracle Limited - Private > Tech + M&E > Consumer Technology > Interest (Affinity) > Consumer Segments

Oracle Limited - Private > Tech + M&E > Consumer Technology > Interest (Affinity) > Mobile Phones (Cell Phones)

Oracle Limited - Private > Tech + M&E > Consumer Technology > Interest (Affinity) > Tablets and e-Readers

Oracle Limited - Private > Tech + M&E > Media and Entertainment

Oracle Limited - Private > Tech + M&E > Media and Entertainment > Audio and Video Streaming

Oracle Limited - Private > Tech + M&E > Media and Entertainment > Audio and Video Streaming > Streaming Audio

Oracle Limited - Private > Tech + M&E > Media and Entertainment > Audio and Video Streaming > Streaming Audio > Interest (Affinity)

Oracle Limited - Private > Tech + M&E > Media and Entertainment > Audio and Video Streaming > Streaming Audio > Interest (Affinity) > Type

Oracle Limited - Private > Tech + M&E > Media and Entertainment > Audio and Video Streaming > Streaming Audio > Interest (Affinity) > Type > Music

Oracle Limited - Private > Tech + M&E > Media and Entertainment > Audio and Video Streaming > Streaming Audio > Listeners

Oracle Limited - Private > Tech + M&E > Media and Entertainment > Audio and Video Streaming > Streaming Audio > Listeners > Music

Oracle Limited - Private > Tech + M&E > Media and Entertainment > Audio and Video Streaming > Streaming Audio > Listeners > Music > Genres

Oracle Limited - Private > Tech + M&E > Media and Entertainment > Audio and Video Streaming > Streaming Audio > Listeners > Music > Genres > Classical Music

Oracle Limited - Private > Tech + M&E > Media and Entertainment > Audio and Video Streaming > Streaming Audio > Listeners > Music > Genres > Country Music

Oracle Limited - Private > Tech + M&E > Media and Entertainment > Audio and Video Streaming > Streaming Audio > Listeners > Music > Genres > Electronic and Dance Music (EDM)

Oracle Limited - Private > Tech + M&E > Media and Entertainment > Audio and Video Streaming > Streaming Audio > Listeners > Music > Genres > Jazz and Blues Music

Oracle Limited - Private > Tech + M&E > Media and Entertainment > Events and Attractions

Oracle Limited - Private > Tech + M&E > Media and Entertainment > Events and Attractions > Theme and Amusement Parks

Oracle Limited - Private > Tech + M&E > Media and Entertainment > Gaming

Oracle Limited - Private > Tech + M&E > Media and Entertainment > Movies

Oracle Limited - Private > Tech + M&E > Media and Entertainment > Movies > Enthusiasts

Oracle Limited - Private > Tech + M&E > Media and Entertainment > Movies > Genres

Oracle Limited - Private > Tech + M&E > Media and Entertainment > Movies > Genres > Action and Adventure

Oracle Limited - Private > Tech + M&E > Media and Entertainment > Movies > Genres > Children and Family

Oracle Limited - Private > Tech + M&E > Media and Entertainment > Movies > Genres > Drama

Oracle Limited - Private > Tech + M&E > Media and Entertainment > Movies > Genres > Horror and Thriller

Oracle Limited - Private > Tech + M&E > Media and Entertainment > Music

Oracle Limited - Private > Tech + M&E > Media and Entertainment > Music > Genres

Oracle Limited - Private > Tech + M&E > Media and Entertainment > Music > Genres > Alternative, Punk and Metal

Oracle Limited - Private > Tech + M&E > Media and Entertainment > Music > Genres > Classical

Segment Detail View

Oracle Limited - Private > Tech + M&E > Media and Entertainment > Music > Genres > Country and Folk

Oracle Limited - Private > Tech + M&E > Media and Entertainment > Music > Genres > Rap and Hip-Hop

Oracle Limited - Private > Tech + M&E > Media and Entertainment > Music > Genres > Rock and Pop

Oracle Limited - Private > Tech + M&E > Media and Entertainment > Sports and Recreational Activities

Oracle Limited - Private > Tech + M&E > Media and Entertainment > Sports and Recreational Activities > Interest (Affinity)

Oracle Limited - Private > Tech + M&E > Media and Entertainment > Sports and Recreational Activities > Interest (Affinity) > Individual Sports

Oracle Limited - Private > Tech + M&E > Media and Entertainment > Sports and Recreational Activities > Interest (Affinity) > Individual Sports > Golf

Oracle Limited - Private > Tech + M&E > Media and Entertainment > Sports and Recreational Activities > Interest (Affinity) > Individual Sports > Tennis and Racquet Sports

Oracle Limited - Private > Tech + M&E > Media and Entertainment > Sports and Recreational Activities > Interest (Affinity) > Team Sports

Oracle Limited - Private > Tech + M&E > Media and Entertainment > Sports and Recreational Activities > Interest (Affinity) > Team Sports > Baseball

Oracle Limited - Private > Tech + M&E > Media and Entertainment > Sports and Recreational Activities > Interest (Affinity) > Team Sports > Baseball > Major League Baseball (MLB)

Oracle Limited - Private > Tech + M&E > Media and Entertainment > Sports and Recreational Activities > Interest (Affinity) > Team Sports > Football (American)

Oracle Limited - Private > Tech + M&E > Media and Entertainment > Sports and Recreational Activities > Interest (Affinity) > Team Sports > Football (American) > Professional Football (NFL)

Oracle Limited - Private > Tech + M&E > Media and Entertainment > Sports and Recreational Activities > Interest (Affinity) > Team Sports > Hockey

Oracle Limited - Private > Tech + M&E > Media and Entertainment > Sports and Recreational Activities > Interest (Affinity) > Team Sports > Hockey > National Hockey League (NHL)

Oracle Limited - Private > Tech + M&E > Media and Entertainment > Sports and Recreational Activities > Interest (Affinity) > Team Sports > Soccer (Football)

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

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

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

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

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

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

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

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

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

Oracle Limited - Private > Travel and Tourism

Oracle Limited - Private > Travel and Tourism > Interest (Affinity)

Oracle Limited - Private > Travel and Tourism > Interest (Affinity) > Products

Oracle Limited - Private > Travel and Tourism > Interest (Affinity) > Products > Cruises

Segment Detail View

Oracle Limited - Private > Travel and Tourism > Travelers

Oracle Limited - Private > Travel and Tourism > Travelers > Booking Preference

Oracle Limited - Private > Travel and Tourism > Travelers > Booking Preference > Channel

Oracle Limited - Private > Travel and Tourism > Travelers > Booking Preference > Channel > Online Booking (Web)

Oracle Limited - Private > Travel and Tourism > Travelers > Loyalty

Oracle Limited - Private > Travel and Tourism > Travelers > Loyalty > Airlines

Oracle Limited - Private > Travel and Tourism > Travelers > Loyalty > Hotels and Lodging

Oracle Limited - Private > Travel and Tourism > Travelers > Personas

Oracle Limited - Private > Travel and Tourism > Travelers > Personas > Business Travelers

Oracle Limited - Private > Travel and Tourism > Travelers > Personas > Leisure and Vacation Travelers

Oracle Modeling 360 - Private

Oracle Modeling 360 - Private > RhythmOne LLC DMP

Oracle Modeling 360 - Private > RhythmOne LLC DMP > unruly_cultural_insecure1P_US

Oracle Modeling 360 - Private > RhythmOne LLC DMP > unruly_cultural_insecure1P_US > 15-20%

User Counts > AdAdvisor > Targus GET - 2831

User Counts > Lotame > Lotame ID Swap Pixel - 5907

Ziff Davis - ODC Seat - Private

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 > Sites

Ziff Davis - ODC Seat - Private > Sites > Tech - CE

Segment Detail View

Ziff Davis - ODC Seat - Private > Sites > Tech - CE > PCMag.com

Ziff Davis - ODC Seat - Private > Sites > Tech - CE > speedtest.net