



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.

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Oracle Advertising Privacy Policy.



Oracle and Partner Segments

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

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

Example of an interest segment created by Oracle:

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

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

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

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

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



Segment Detail View

A/B Test Groups > Group 10

AdAdvisor - Private

AdAdvisor - Private > AdAdvisor Consumer Audiences

AdAdvisor - Private > AdAdvisor Consumer Audiences > Web Browsing

AdAdvisor - Private > AdAdvisor Consumer Audiences > Web Browsing > News Sites

AdAdvisor - Private > AdAdvisor Consumer Audiences > Web Browsing > News Sites > VisitFoxnews.com in the Last 30 Days

Applied Research - Private

Applied Research - Private > Weighted Voting Test

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

Applied Research - Private > Weighted Voting Test > Estimated Household Income (USD) > HHI: \$150,000 - \$249,999

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 > Full-Size 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 > Acura

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



Segment Detail View

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 > Honda > Honda Accord
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 > Mazda
Audiences by Oracle > Auto, Cars and Trucks > In-Market > Makes and Models > Mercedes-Benz
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 > Subaru
Audiences by Oracle > Auto, Cars and Trucks > In-Market > Makes and Models > Toyota
Audiences by Oracle > Auto, Cars and Trucks > In-Market > Makes and Models > Volkswagen (VW)
Audiences by Oracle > Auto, Cars and Trucks > Interest (Affinity)
Audiences by Oracle > Auto, Cars and Trucks > Interest (Affinity) > Auto Enthusiasts
Audiences by Oracle > Auto, Cars and Trucks > Interest (Affinity) > Auto Enthusiasts > Car Culture and Gearheads
Audiences by Oracle > Auto, Cars and Trucks > Interest (Affinity) > Auto Enthusiasts > DIY Auto Repair and Maintenance
Audiences by Oracle > Auto, Cars and Trucks > Interest (Affinity) > Body Styles > Cars
Audiences by Oracle > Auto, Cars and Trucks > Interest (Affinity) > Body Styles > Cars > Compact and Subcompact Cars
Audiences by Oracle > Auto, Cars and Trucks > Interest (Affinity) > Body Styles > Cars > Full-Size Cars
Audiences by Oracle > Auto, Cars and Trucks > Interest (Affinity) > Body Styles > Cars > Luxury Cars
Audiences by Oracle > Auto, Cars and Trucks > Interest (Affinity) > Body Styles > Cars > Mid-Size Cars
Audiences by Oracle > Auto, Cars and Trucks > Interest (Affinity) > Body Styles > Cars > Sedans
Audiences by Oracle > Auto, Cars and Trucks > Interest (Affinity) > Body Styles > 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 > Acura
Audiences by Oracle > Auto, Cars and Trucks > Interest (Affinity) > Makes and Models > Audi
Audiences by Oracle > Auto, Cars and Trucks > Interest (Affinity) > Makes and Models > BMW



Segment Detail View

Audiences by Oracle > Auto, Cars and Trucks > Interest (Affinity) > Makes and Models > Cadillac
Audiences by Oracle > Auto, Cars and Trucks > Interest (Affinity) > Makes and Models > 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 > Infiniti
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 > Lexus
Audiences by Oracle > Auto, Cars and Trucks > Interest (Affinity) > Makes and Models > Mazda
Audiences by Oracle > Auto, Cars and Trucks > Interest (Affinity) > Makes and Models > Mercedes-Benz
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 > Interest (Affinity) > Makes and Models > Volkswagen (VW)
Audiences by Oracle > Auto, Cars and Trucks > Interest (Affinity) > Makes and Models > Volvo
Audiences by Oracle > Auto, Cars and Trucks > Vehicle Owners
Audiences by Oracle > Auto, Cars and Trucks > Vehicle Owners > Body Styles > Cars
Audiences by Oracle > Auto, Cars and Trucks > Vehicle Owners > Body Styles > Cars > Full-Size Cars
Audiences by Oracle > Auto, Cars and Trucks > Vehicle Owners > Body Styles > SUVs and Crossovers
Audiences by Oracle > Auto, Cars and Trucks > Vehicle Owners > Body Styles > SUVs and Crossovers > SUVs
Audiences by Oracle > Auto, Cars and Trucks > Vehicle Owners > Body Styles > SUVs and Crossovers > SUVs > Full-Size SUV
Audiences by Oracle > Auto, Cars and Trucks > Vehicle Owners > Makes and Models > Acura
Audiences by Oracle > Auto, Cars and Trucks > Vehicle Owners > Makes and Models > Acura > Acura MDX
Audiences by Oracle > Auto, Cars and Trucks > Vehicle Owners > Makes and Models > Audi
Audiences by Oracle > Auto, Cars and Trucks > Vehicle Owners > Makes and Models > BMW
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 > Honda
Audiences by Oracle > Auto, Cars and Trucks > Vehicle Owners > Makes and Models > Infiniti
Audiences by Oracle > Auto, Cars and Trucks > Vehicle Owners > Makes and Models > Land Rover
Audiences by Oracle > Auto, Cars and Trucks > Vehicle Owners > Makes and Models > Lexus
Audiences by Oracle > Auto, Cars and Trucks > Vehicle Owners > Makes and Models > Mercedes-Benz



Segment Detail View

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 > Tesla

Audiences by Oracle > Auto, Cars and Trucks > Vehicle Owners > Makes and Models > Tesla > Tesla Model 3

Audiences by Oracle > Auto, Cars and Trucks > Vehicle Owners > Makes and Models > Tesla > Tesla Model S

Audiences by Oracle > Auto, Cars and Trucks > Vehicle Owners > Makes and Models > Tesla > Tesla Model X

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

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 > High Income

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 > Management Level > Executives > C-Level Executives

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

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

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

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

Audiences by Oracle > Business (B2B) > Firmographics (Company Attributes) > Business Type > Minority Owned Business

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

Audiences by Oracle > Business (B2B) > Firmographics (Company Attributes) > Company Industry > Financial and Insurance Services > Investment Banking

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

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

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

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

Audiences by Oracle > Consumer Packaged Goods (CPG)

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

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

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 > Eye 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



Segment Detail View

Audiences by Oracle > Consumer Packaged Goods (CPG) > Interest (Affinity) > Recipes and Cooking > Desserts and Baking

Audiences by Oracle > Demographics

Audiences by Oracle > Demographics > Education > High School Diploma

Audiences by Oracle > Demographics > Education > Some Graduate School

Audiences by Oracle > Demographics > Education > Undergraduate Degree

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

Audiences by Oracle > Demographics > Family Composition (Household) > Family Member Age > Ages 40-49

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

Audiences by Oracle > Demographics > Family Composition (Household) > Number of Adults > 1 Adult Households

Audiences by Oracle > Demographics > Family Composition (Household) > Number of Children in Household (Kids) > Parents of 3+ Children (Kids)

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

Audiences by Oracle > Demographics > Financial Attributes > Estimated Household Income (USD) > HHI: \$150,000 - \$249,999

Audiences by Oracle > Demographics > Financial Attributes > Estimated Net Worth (USD) > \$500,000 - \$999,999

Audiences by Oracle > Demographics > Financial Attributes > Wealth Decile > 1st (Greatest Wealth)

Audiences by Oracle > Demographics > Generations > Gen X

Audiences by Oracle > Demographics > Generations > Millennials

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

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

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

Audiences by Oracle > Education

Audiences by Oracle > Education > In-Market

Audiences by Oracle > Financial Services

Audiences by Oracle > Financial Services > Banking

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

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

Audiences by Oracle > Financial Services > Credit Cards

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

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

Audiences by Oracle > Financial Services > Credit Cards > Credit Utilization Behavior > Transactor

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

Audiences by Oracle > Financial Services > Financial Planning

Audiences by Oracle > Financial Services > Financial Planning > Tax Planning and Preparation

Audiences by Oracle > Financial Services > Insurance



Segment Detail View

Audiences by Oracle > Financial Services > Insurance > In-Market
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) > Life Insurance
Audiences by Oracle > Financial Services > Insurance > Policy Holders > Health Insurance
Audiences by Oracle > Financial Services > Insurance > Policy Holders > Health Insurance > Aetna Insured
Audiences by Oracle > Financial Services > Insurance > Policy Holders > Health Insurance > Blue Cross Blue Shield Insured
Audiences by Oracle > Financial Services > Insurance > Policy Holders > Health Insurance > Cigna Insured
Audiences by Oracle > Financial Services > Investing and Trading
Audiences by Oracle > Financial Services > Investing and Trading > Account Holders
Audiences by Oracle > Financial Services > Investing and Trading > Account Holders > College Savings
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) > College Savings
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 > Mortgages
Audiences by Oracle > Financial Services > Loans > In-Market > Personal Loans
Audiences by Oracle > Financial Services > Loans > Interest (Affinity)
Audiences by Oracle > Financial Services > Loans > Interest (Affinity) > 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



Segment Detail View

Audiences by Oracle > Hobbies and Interests (Affinity) > Beauty and Style > Fashion and Accessories > Women's
Audiences by Oracle > Hobbies and Interests (Affinity) > Beauty and Style > Fashion and Accessories > Young Women's
Audiences by Oracle > Hobbies and Interests (Affinity) > Beauty and Style > Personal Care
Audiences by Oracle > Hobbies and Interests (Affinity) > Beauty and Style > Personal Care > Makeup and Skincare
Audiences by Oracle > Hobbies and Interests (Affinity) > Education and Career
Audiences by Oracle > Hobbies and Interests (Affinity) > Education and Career > Career Improvement and Advice
Audiences by Oracle > Hobbies and Interests (Affinity) > Health and Fitness
Audiences by Oracle > Hobbies and Interests (Affinity) > Health and Fitness > Exercise
Audiences by Oracle > Hobbies and Interests (Affinity) > Health and Fitness > Exercise > Running and Jogging
Audiences by Oracle > Hobbies and Interests (Affinity) > Health and Fitness > Exercise > Strength Training
Audiences by Oracle > Hobbies and Interests (Affinity) > Health and Fitness > Exercise > Walking
Audiences by Oracle > Hobbies and Interests (Affinity) > Health and Fitness > 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 > 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) > Home and Garden
Audiences by Oracle > Hobbies and Interests (Affinity) > Home and Garden > Appliances
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 > Home Improvement (DIY) > Remodeling and Construction
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



Segment Detail View

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

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

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

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

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 > 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 > 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 > Environment

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) > Public Interest > Charity (Philanthropy) > Online Charitable Donors

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

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

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

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

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

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

Audiences by Oracle > 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



Segment Detail View

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

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

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

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

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

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

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

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

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

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

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

Audiences by Oracle > Media and Entertainment > Consumer Entertainment Technology

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

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

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

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

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

Audiences by Oracle > Media and Entertainment > Events and Attractions

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

Audiences by Oracle > Media and Entertainment > Gaming

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

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

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

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

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

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

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

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

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

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

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

Audiences by Oracle > Media and Entertainment > Movies

Audiences by Oracle > Media and Entertainment > Movies > Enthusiasts



Segment Detail View

Audiences by Oracle > Media and Entertainment > Movies > Genres > Action and Adventure
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 > Movies > Genres > Sci-Fi and Fantasy
Audiences by Oracle > Media and Entertainment > Music
Audiences by Oracle > Media and Entertainment > Music > Genres > Alternative, Punk and Metal
Audiences by Oracle > Media and Entertainment > Music > Genres > Classical
Audiences by Oracle > Media and Entertainment > Music > Genres > Country and Folk
Audiences by Oracle > Media and Entertainment > Music > Genres > Rap and Hip-Hop
Audiences by Oracle > Media and Entertainment > Music > Genres > Rock and Pop
Audiences by Oracle > Media and Entertainment > News and Current Events
Audiences by Oracle > Media and Entertainment > News and Current Events > Celebrities and Gossip
Audiences by Oracle > Media and Entertainment > News and Current Events > Online News Websites
Audiences by Oracle > Media and Entertainment > News and Current Events > Pop Culture
Audiences by Oracle > Media and Entertainment > Sports and Recreational Activities
Audiences by Oracle > Media and Entertainment > Sports and Recreational Activities > Interest (Affinity)
Audiences by Oracle > Media and Entertainment > Sports and Recreational Activities > Interest (Affinity) > Combat Sports
Audiences by Oracle > Media and Entertainment > Sports and Recreational Activities > Interest (Affinity) > 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) > Motorsports
Audiences by Oracle > Media and Entertainment > Sports and Recreational Activities > Interest (Affinity) > Motorsports > NASCAR
Audiences by Oracle > Media and Entertainment > Sports and Recreational Activities > Interest (Affinity) > Olympics
Audiences by Oracle > Media and Entertainment > Sports and Recreational Activities > Interest (Affinity) > Olympics > Summer Olympics
Audiences by Oracle > Media and Entertainment > Sports and Recreational Activities > Interest (Affinity) > Olympics > Winter Olympics
Audiences by Oracle > Media and Entertainment > Sports and Recreational Activities > Interest (Affinity) > Team Sports
Audiences by Oracle > Media and Entertainment > Sports and Recreational Activities > Interest (Affinity) > Team Sports > Baseball
Audiences by Oracle > Media and Entertainment > Sports and Recreational Activities > Interest (Affinity) > Team Sports > Baseball > Major League Baseball (MLB)
Audiences by Oracle > Media and Entertainment > Sports and Recreational Activities > Interest (Affinity) > Team Sports > Basketball
Audiences by Oracle > Media and Entertainment > Sports and Recreational Activities > Interest (Affinity) > Team Sports > Basketball > College Basketball (NCAA)
Audiences by Oracle > Media and Entertainment > Sports and Recreational Activities > Interest (Affinity) > Team Sports > Basketball > Professional Basketball (NBA)



Segment Detail View

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 > Real Estate and Home Property Services

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

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

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

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

Audiences by Oracle > Real Estate and Home Property Services > Real Estate Attributes > Estimated Home Value (USD) > \$500,000 - \$799,999

Audiences by Oracle > Real Estate and Home Property Services > Real Estate Attributes > Length Since Last Home Loan > 90-120 Months

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

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

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

Audiences by Oracle > Restaurants

Audiences by Oracle > Restaurants > Cuisine Type > Mexican

Audiences by Oracle > Restaurants > Dining Type > Casual Dining

Audiences by Oracle > Retail

Audiences by Oracle > Retail > In-Market

Audiences by Oracle > Retail > In-Market > Arts and Crafts

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

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

Audiences by Oracle > Retail > Purchase-Based

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

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



Segment Detail View

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

Audiences by Oracle > Retail > Purchase-Based > Categories > Health and Fitness Buyers

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

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

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

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

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

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

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

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

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

Audiences by Oracle > Technology and Computing

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

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

Audiences by Oracle > Technology and Computing > In-Market

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

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

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

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

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

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

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

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

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

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

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 > 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



Segment Detail View

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 > Interest (Affinity)

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

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

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

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

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

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

Audiences by Oracle > Travel and Tourism > Travelers

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

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

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

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

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

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

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

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

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

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)



Segment Detail View

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

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

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

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

BlueKai Internal - Private > User Type > Desktop Cookie

Branded Data

Branded Data > AcquireWeb - Claritas

Branded Data > AcquireWeb - Claritas > Business

Branded Data > AcquireWeb - Claritas > Business > Educational Services (NAICS Code: 61)

Branded Data > AcquireWeb - Claritas > Business > Location Employees 20-49

Branded Data > AcquireWeb - Claritas > Business > Location Type Stand Alone

Branded Data > AdAdvisor by Neustar

Branded Data > AdAdvisor by Neustar > Automotive

Branded Data > AdAdvisor by Neustar > Automotive > Vehicle Make

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

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

Branded Data > AdAdvisor by Neustar > Beauty Products

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

Branded Data > AdAdvisor by Neustar > Beauty Products > Mascara

Branded Data > AdAdvisor by Neustar > Beauty Products > Moisturizer

Branded Data > AdAdvisor by Neustar > Beauty Products > Nail Polish

Branded Data > AdAdvisor by Neustar > Demographics > Average Household Income > \$150000+

Branded Data > AdAdvisor by Neustar > Demographics > Employment > Employment Industry

Branded Data > AdAdvisor by Neustar > Demographics > Employment > Employment Industry > Finance, Insurance, & Accounting

Branded Data > AdAdvisor by Neustar > Demographics > Employment > Employment Status > Employed Full or Part Time

Branded Data > AdAdvisor by Neustar > Demographics > Employment > Employment Status > Employed Full or Part Time > Employed Full Time

Branded Data > AdAdvisor by Neustar > Demographics > Employment > Occupation

Branded Data > AdAdvisor by Neustar > Demographics > Employment > Occupation > Management/Business & Financial Operations

Branded Data > AdAdvisor by Neustar > Demographics > Employment > Occupation > Professional/Technical

Branded Data > AdAdvisor by Neustar > Demographics > Employment > Occupation > Professional/Technical > Healthcare Practice, Technical

Branded Data > AdAdvisor by Neustar > Demographics > Generations > Generation X

Branded Data > AdAdvisor by Neustar > Demographics > Home Ownership > Own House

Branded Data > AdAdvisor by Neustar > Demographics > Home Ownership > Own Primary Residence



Segment Detail View

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

Branded Data > AdAdvisor by Neustar > Demographics > Marital Status > Married

Branded Data > AdAdvisor by Neustar > Demographics > Number of Children

Branded Data > AdAdvisor by Neustar > Demographics > Number of Children > One or More

Branded Data > AdAdvisor by Neustar > Demographics > Presence of Children by Age and Gender

Branded Data > AdAdvisor by Neustar > Demographics > Presence of Children by Age and Gender > Age 12 to 17

Branded Data > AdAdvisor by Neustar > Education

Branded Data > AdAdvisor by Neustar > Education > All Graduates Major in Business

Branded Data > AdAdvisor by Neustar > Education > All Graduates Major in Health Science

Branded Data > AdAdvisor by Neustar > Education > All Undergraduates Major in Hospitality, Tourism & Travel

Branded Data > AdAdvisor by Neustar > Education > Highest Level of Education > College Graduate

Branded Data > AdAdvisor by Neustar > Education > Highest Level of Education > Graduate Degree

Branded Data > AdAdvisor by Neustar > Education > Highest Level of Education > Graduated College or More

Branded Data > AdAdvisor by Neustar > Education > Highest Level of Education > Some Graduate School

Branded Data > AdAdvisor by Neustar > Entertainment

Branded Data > AdAdvisor by Neustar > Entertainment > Downloaded/Streaming

Branded Data > AdAdvisor by Neustar > Entertainment > Downloaded/Streaming > Device

Branded Data > AdAdvisor by Neustar > Entertainment > Downloaded/Streaming > Device > Cable/Satellite Box

Branded Data > AdAdvisor by Neustar > Entertainment > Downloaded/Streaming > Movies

Branded Data > AdAdvisor by Neustar > Entertainment > Downloaded/Streaming > Movies > Comedy

Branded Data > AdAdvisor by Neustar > Entertainment > Downloaded/Streaming > Netflix - Last 30 Days

Branded Data > AdAdvisor by Neustar > Entertainment > Downloaded/Streaming > Video On Demand/Pay-Per-View

Branded Data > AdAdvisor by Neustar > Entertainment > Downloaded/Streaming > Video On Demand/Pay-Per-View > Free TV Programs - Last 30 Days

Branded Data > AdAdvisor by Neustar > Entertainment > Downloaded/Streaming > Video On Demand/Pay-Per-View > Free TV Programs - Last 7 Days

Branded Data > AdAdvisor by Neustar > Entertainment > Events

Branded Data > AdAdvisor by Neustar > Entertainment > Events > Rock or Pop Concerts

Branded Data > AdAdvisor by Neustar > Grocery

Branded Data > AdAdvisor by Neustar > Grocery > Brands

Branded Data > AdAdvisor by Neustar > Grocery > Brands > Diet Coke

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

Branded Data > AdAdvisor by Neustar > Grocery > Brands > Snyder's Of Hanover

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

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



Segment Detail View

Branded Data > AdAdvisor by Neustar > Grocery > Hot Dogs
Branded Data > AdAdvisor by Neustar > Grocery > Ice Cream
Branded Data > AdAdvisor by Neustar > Grocery > Nutritional Snacks
Branded Data > AdAdvisor by Neustar > Grocery > Sparkling Water
Branded Data > AdAdvisor by Neustar > Healthcare Products
Branded Data > AdAdvisor by Neustar > Healthcare Products > Brands
Branded Data > AdAdvisor by Neustar > Healthcare Products > Brands > Claritin
Branded Data > AdAdvisor by Neustar > Healthcare Products > Cold/Allergy/Sinus
Branded Data > AdAdvisor by Neustar > Healthcare Products > Pain Relievers
Branded Data > AdAdvisor by Neustar > Hobbies & Interests
Branded Data > AdAdvisor by Neustar > Hobbies & Interests > Cooking for Fun
Branded Data > AdAdvisor by Neustar > Hobbies & Interests > Dining Out - Not Fast Food
Branded Data > AdAdvisor by Neustar > Hobbies & Interests > Fitness Walking
Branded Data > AdAdvisor by Neustar > Hobbies & Interests > Jogging/Running
Branded Data > AdAdvisor by Neustar > Hobbies & Interests > Physical Fitness Program
Branded Data > AdAdvisor by Neustar > Hobbies & Interests > Workout at Home
Branded Data > AdAdvisor by Neustar > Home Improvement
Branded Data > AdAdvisor by Neustar > Home Improvement > Planned Improvements
Branded Data > AdAdvisor by Neustar > Home Improvement > Planned Improvements > Remodel Bathroom
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 Females
Branded Data > AdAdvisor by Neustar > Household Demographics > Household Income Range
Branded Data > AdAdvisor by Neustar > Household Demographics > Household Income Range > \$140,000-\$159,999
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
Branded Data > AdAdvisor by Neustar > Household Demographics > Household Property > Home Value
Branded Data > AdAdvisor by Neustar > Household Demographics > Household Property > Home Value > \$500,000-\$599,999
Branded Data > AdAdvisor by Neustar > Household Demographics > Household Property > Length of Residence



Segment Detail View

Branded Data > AdAdvisor by Neustar > Household Demographics > Household Property > Length of Residence > 5-9 Years
Branded Data > AdAdvisor by Neustar > Household Demographics > Number of Adults in Living Unit
Branded Data > AdAdvisor by Neustar > Household Demographics > Number of Adults in Living Unit > 4
Branded Data > AdAdvisor by Neustar > Household Demographics > Number of People in Living Unit
Branded Data > AdAdvisor by Neustar > Household Demographics > Number of People in Living Unit > 4
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 > 35-44
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 > Female
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 > 16-18
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 > 2010-2016
Branded Data > AdAdvisor by Neustar > Household Products
Branded Data > AdAdvisor by Neustar > Household Products > Laundry Detergent
Branded Data > AdAdvisor by Neustar > Life Events
Branded Data > AdAdvisor by Neustar > Life Events > Child Entered College
Branded Data > AdAdvisor by Neustar > Life Events > Expect to Make Major Home Improvement
Branded Data > AdAdvisor by Neustar > Life Events > Leased Or Bought New Car Or Light Truck
Branded Data > AdAdvisor by Neustar > Lifestyle Statements
Branded Data > AdAdvisor by Neustar > Lifestyle Statements > Technology
Branded Data > AdAdvisor by Neustar > Lifestyle Statements > Technology > Early Tech Adopter: Average
Branded Data > AdAdvisor by Neustar > Mobile Location Audiences
Branded Data > AdAdvisor by Neustar > Mobile Location Audiences > Activities
Branded Data > AdAdvisor by Neustar > Mobile Location Audiences > Activities > In-Market Family Fun



Segment Detail View

Branded Data > AdAdvisor by Neustar > Mobile Location Audiences > Department/Discount/Warehouse Stores
Branded Data > AdAdvisor by Neustar > Mobile Location Audiences > Department/Discount/Warehouse Stores > Costco
Branded Data > AdAdvisor by Neustar > Mobile Location Audiences > Department/Discount/Warehouse Stores > Home Depot
Branded Data > AdAdvisor by Neustar > Mobile Location Audiences > Drug Stores
Branded Data > AdAdvisor by Neustar > Mobile Location Audiences > Drug Stores > CVS
Branded Data > AdAdvisor by Neustar > Mobile Location Audiences > Family Restaurant & Steak House
Branded Data > AdAdvisor by Neustar > Mobile Location Audiences > Family Restaurant & Steak House > Cuisine Type > Mexican Cuisine
Branded Data > AdAdvisor by Neustar > Mobile Location Audiences > Fast Food & Drive-in Restaurant
Branded Data > AdAdvisor by Neustar > Mobile Location Audiences > Fast Food & Drive-in Restaurant > Casual & Fast Food Diners
Branded Data > AdAdvisor by Neustar > Mobile Location Audiences > Fast Food & Drive-in Restaurant > Casual Food Diner
Branded Data > AdAdvisor by Neustar > Mobile Location Audiences > Fast Food & Drive-in Restaurant > Fast Food Diners
Branded Data > AdAdvisor by Neustar > Mobile Location Audiences > Fast Food & Drive-in Restaurant > Fast Food Diners > Taco Bell
Branded Data > AdAdvisor by Neustar > Mobile Location Audiences > Female Employees
Branded Data > AdAdvisor by Neustar > Mobile Location Audiences > Grocery Stores
Branded Data > AdAdvisor by Neustar > Mobile Location Audiences > Grocery Stores > Recent Grocery Visitor - Kroger
Branded Data > AdAdvisor by Neustar > Mobile Location Audiences > Important Life Events
Branded Data > AdAdvisor by Neustar > Mobile Location Audiences > Important Life Events > Home Buyers
Branded Data > AdAdvisor by Neustar > Mobile Location Audiences > Important Life Events > Stay at Home Parents
Branded Data > AdAdvisor by Neustar > Mobile Location Audiences > Leisure Activities/Hobbies
Branded Data > AdAdvisor by Neustar > Mobile Location Audiences > Leisure Activities/Hobbies > Athlete
Branded Data > AdAdvisor by Neustar > Mobile Location Audiences > Leisure Activities/Hobbies > Golf Lover
Branded Data > AdAdvisor by Neustar > Mobile Location Audiences > Mobile Devices
Branded Data > AdAdvisor by Neustar > Mobile Location Audiences > Mobile Devices > Android Mobile Device User
Branded Data > AdAdvisor by Neustar > Mobile Location Audiences > Mobile Devices > Mobile Device User
Branded Data > AdAdvisor by Neustar > Mobile Location Audiences > Mobile Devices > Mobile Phone Buyer
Branded Data > AdAdvisor by Neustar > Mobile Location Audiences > Mobile Devices > iOS Mobile Device User
Branded Data > AdAdvisor by Neustar > Mobile Location Audiences > Mobile Service Provider
Branded Data > AdAdvisor by Neustar > Mobile Location Audiences > Mobile Service Provider > Mobile Phone Buyer - AT&T
Branded Data > AdAdvisor by Neustar > Mobile Location Audiences > Mobile Service Provider > Mobile Phone Buyer - T-Mobile
Branded Data > AdAdvisor by Neustar > Mobile Location Audiences > Retail Stores
Branded Data > AdAdvisor by Neustar > Mobile Location Audiences > Retail Stores > Walmart
Branded Data > AdAdvisor by Neustar > Mobile Location Audiences > Shopper Segments
Branded Data > AdAdvisor by Neustar > Mobile Location Audiences > Shopper Segments > Discount Shoppers



Segment Detail View

Branded Data > AdAdvisor by Neustar > Mobile Location Audiences > Shopper Segments > Electronics Buyer
Branded Data > AdAdvisor by Neustar > Mobile Location Audiences > Shopper Segments > Furniture Buyers
Branded Data > AdAdvisor by Neustar > Mobile Location Audiences > Shopper Segments > Mall Lovers & Frequent Shoppers
Branded Data > AdAdvisor by Neustar > Mobile Location Audiences > Shopper Segments > Mattress Buyer
Branded Data > AdAdvisor by Neustar > Mobile Location Audiences > Shopper Segments > Recent Clothing Shopper
Branded Data > AdAdvisor by Neustar > Mobile Location Audiences > Shopper Segments > Recent Clothing Shopper > Discount
Branded Data > AdAdvisor by Neustar > Mobile Location Audiences > Sports Interests
Branded Data > AdAdvisor by Neustar > Mobile Location Audiences > Sports Interests > Sports Fan
Branded Data > AdAdvisor by Neustar > Personal Care
Branded Data > AdAdvisor by Neustar > Personal Care > Eye Drops
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 > Banking Account Type > Savings
Branded Data > AdAdvisor by Neustar > Personal Finance > Charitable Contributions
Branded Data > AdAdvisor by Neustar > Personal Finance > Credit Cards
Branded Data > AdAdvisor by Neustar > Personal Finance > Credit Cards > American Express
Branded Data > AdAdvisor by Neustar > Personal Finance > Health Insurance
Branded Data > AdAdvisor by Neustar > Personal Finance > Health Insurance > Aetna
Branded Data > AdAdvisor by Neustar > Personal Finance > Health Insurance > Blue Cross/Blue Shield
Branded Data > AdAdvisor by Neustar > Personal Finance > Health Insurance > Cigna
Branded Data > AdAdvisor by Neustar > Personal Finance > Health Insurance > Flexible Spending Account
Branded Data > AdAdvisor by Neustar > Personal Finance > Homeowner Insurance
Branded Data > AdAdvisor by Neustar > Personal Finance > Homeowner Insurance > State Farm
Branded Data > AdAdvisor by Neustar > Personal Finance > Invest in 529 College Savings
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 > Pets
Branded Data > AdAdvisor by Neustar > Pets > Brands
Branded Data > AdAdvisor by Neustar > Pets > Brands > Milk Bone
Branded Data > AdAdvisor by Neustar > Pets > Pet Ownership
Branded Data > AdAdvisor by Neustar > Pets > Pet Ownership > At Least 1 Pet
Branded Data > AdAdvisor by Neustar > Shopping



Segment Detail View

Branded Data > AdAdvisor by Neustar > Shopping > Brands

Branded Data > AdAdvisor by Neustar > Shopping > Brands > Best Buy

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

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

Branded Data > AdAdvisor by Neustar > Shopping > Brands > Dick's Sporting Goods

Branded Data > AdAdvisor by Neustar > Shopping > Brands > Home Depot

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

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

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

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

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

Branded Data > AdAdvisor by Neustar > Shopping > Brands > Super Target

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

Branded Data > AdAdvisor by Neustar > Shopping > Coupons

Branded Data > AdAdvisor by Neustar > Shopping > Coupons > Free Products, 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 > Home Improvement

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 > 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 > Mobile Phone Brand

Branded Data > AdAdvisor by Neustar > Technology & Computing > Mobile Phone Brand > Apple

Branded Data > AdAdvisor by Neustar > Technology & Computing > Mobile Phone Brand > Apple > iPhone

Branded Data > AdAdvisor by Neustar > Technology & Computing > Mobile Phone Brand > HTC

Branded Data > AdAdvisor by Neustar > Technology & Computing > Mobile Phone Brand > Samsung



Segment Detail View

Branded Data > AdAdvisor by Neustar > Technology & Computing > Mobile Phone Brand > Sony Ericsson

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

Branded Data > AdAdvisor by Neustar > Technology & Computing > Mobile Plan Type > Business/Corporate Plan

Branded Data > AdAdvisor by Neustar > Technology & Computing > Mobile Plan Type > Family Plan

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

Branded Data > AdAdvisor by Neustar > Technology & Computing > Mobile Service Provider > AT&T/Cingular

Branded Data > AdAdvisor by Neustar > Technology & Computing > Mobile Service Provider > Sprint/Nextel

Branded Data > AdAdvisor by Neustar > Technology & Computing > Mobile Service Provider > T-Mobile

Branded Data > AdAdvisor by Neustar > Technology & Computing > Mobile Service Provider > Verizon

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

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 > Technology & Computing > Wearables

Branded Data > AdAdvisor by Neustar > Technology & Computing > Wearables > HH Has At Least 1 Wearable Device

Branded Data > AdAdvisor by Neustar > Technology & Computing > Wearables > Use App/Site To Track Calories/ Exercise

Branded Data > AdAdvisor by Neustar > Technology & Computing > Wearables > Used Wearable Fitness Health Tracker in the Last 12 Months

Branded Data > AdAdvisor by Neustar > Travel

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 > AdAdvisor by Neustar > Travel > Vacation Activities

Branded Data > AdAdvisor by Neustar > Travel > Vacation Activities > Fine Dining

Branded Data > AdAdvisor by Neustar > Travel > Vacation Activities > Fishing

Branded Data > AdAdvisor by Neustar > Travel > Vacation Activities > Go To The Beach

Branded Data > AdAdvisor by Neustar > Travel > Vacation Activities > Sightseeing

Branded Data > AdAdvisor by Neustar > Travel > Vacation Activities > Snow Skiing or Snow Boarding

Branded Data > AdAdvisor by Neustar > Travel > Vacation Activities > Theme Parks

Branded Data > AdAdvisor by Neustar > Travel > Vacation Activities > Water Sports

Branded Data > Adstra (formerly ALC)

Branded Data > Adstra (formerly ALC) > Auto+

Branded Data > Adstra (formerly ALC) > Auto+ > Automobile Owners



Segment Detail View

Branded Data > Adstra (formerly ALC) > Auto+ > Automobile Owners > Body Style
Branded Data > Adstra (formerly ALC) > Auto+ > Automobile Owners > Body Style > SUV
Branded Data > Adstra (formerly ALC) > Auto+ > Automobile Owners > Body Style > Sedan
Branded Data > Adstra (formerly ALC) > Auto+ > Automobile Owners > Body Style > Utility
Branded Data > Adstra (formerly ALC) > Auto+ > Automobile Owners > Class
Branded Data > Adstra (formerly ALC) > Auto+ > Automobile Owners > Class > Full Size SUV
Branded Data > Adstra (formerly ALC) > Auto+ > Automobile Owners > Class > Small Car
Branded Data > Adstra (formerly ALC) > Auto+ > Automobile Owners > Fuel Type
Branded Data > Adstra (formerly ALC) > Auto+ > Automobile Owners > Fuel Type > Gas
Branded Data > Adstra (formerly ALC) > Auto+ > Automobile Owners > Makes & Models
Branded Data > Adstra (formerly ALC) > Auto+ > Automobile Owners > Makes & Models > Acura
Branded Data > Adstra (formerly ALC) > Auto+ > Automobile Owners > Makes & Models > Acura > MDX
Branded Data > Adstra (formerly ALC) > Auto+ > Automobile Owners > Makes & Models > Honda
Branded Data > Adstra (formerly ALC) > Auto+ > Automobile Owners > Makes & Models > Honda > Accord
Branded Data > Adstra (formerly ALC) > Auto+ > In-Market
Branded Data > Adstra (formerly ALC) > Auto+ > In-Market > Indicators
Branded Data > Adstra (formerly ALC) > Auto+ > In-Market > Indicators > Utility
Branded Data > Adstra (formerly ALC) > Auto+ > In-Market > Makes & Models
Branded Data > Adstra (formerly ALC) > Auto+ > In-Market > Makes & Models > Acura
Branded Data > Adstra (formerly ALC) > Auto+ > In-Market > Makes & Models > Acura > MDX
Branded Data > Adstra (formerly ALC) > Auto+ > In-Market > Makes & Models > Honda
Branded Data > Adstra (formerly ALC) > Auto+ > In-Market > Makes & Models > Honda > Accord
Branded Data > Adstra (formerly ALC) > Business
Branded Data > Adstra (formerly ALC) > Business > Companies by Annual Revenue/Sales Volume > Less than \$500,000
Branded Data > Adstra (formerly ALC) > Business > Companies by Employee Size > Micro (1-9)
Branded Data > Adstra (formerly ALC) > Business > Companies by Location > West South Central Region
Branded Data > Adstra (formerly ALC) > Business > Professionals
Branded Data > Adstra (formerly ALC) > Business > Professionals > Professionals by Department/Functional Area > Administration
Branded Data > Adstra (formerly ALC) > Business > Professionals > Professionals by Department/Functional Area > Sales & Business Development
Branded Data > Adstra (formerly ALC) > Business > Professionals > Professionals by Industry > Finance
Branded Data > Adstra (formerly ALC) > Business > Professionals > Professionals by Industry > Finance > Investment Banking
Branded Data > Adstra (formerly ALC) > Business > Professionals > Professionals by Industry > Manufacturing
Branded Data > Adstra (formerly ALC) > Business > Professionals > Professionals by Industry > Manufacturing > Computers



Segment Detail View

Branded Data > Adstra (formerly ALC) > Business > Professionals > Professionals by Industry > Manufacturing > Industrial & Commercial Machinery

Branded Data > Adstra (formerly ALC) > Business > Professionals > Professionals by Industry > Manufacturing > Lumber & Wood Products

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

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

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

Branded Data > Adstra (formerly ALC) > Business > Professionals > Professionals by Title/Job Function > C-Level/C-Suite Professionals

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

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

Branded Data > Adstra (formerly ALC) > Caregivers

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 HHI > Caregivee HHI \$200,000-\$499,999

Branded Data > Adstra (formerly ALC) > Consumer

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

Branded Data > Adstra (formerly ALC) > Consumer > Age > 45-54

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

Branded Data > Adstra (formerly ALC) > Consumer > Age > Male > 45-54

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

Branded Data > Adstra (formerly ALC) > Consumer > Education > High School Graduate

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

Branded Data > Adstra (formerly ALC) > Consumer > Generation > Generation X

Branded Data > Adstra (formerly ALC) > Consumer > Home Value

Branded Data > Adstra (formerly ALC) > Consumer > Home Value > \$500,000-\$749,999

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 > Interests

Branded Data > Adstra (formerly ALC) > Consumer > Interests > Automobiles

Branded Data > Adstra (formerly ALC) > Consumer > Interests > Boating/Sailing

Branded Data > Adstra (formerly ALC) > Consumer > Interests > Cooking

Branded Data > Adstra (formerly ALC) > Consumer > Interests > Cooking, Gourmet

Branded Data > Adstra (formerly ALC) > Consumer > Interests > Home Furnishings/Decorating

Branded Data > Adstra (formerly ALC) > Consumer > Interests > Outdoor



Segment Detail View

Branded Data > Adstra (formerly ALC) > Consumer > Interests > Reading

Branded Data > Adstra (formerly ALC) > Consumer > Interests > Travel, Domestic

Branded Data > Adstra (formerly ALC) > Consumer > Interests > Travel, International

Branded Data > Adstra (formerly ALC) > Consumer > Marital Status

Branded Data > Adstra (formerly ALC) > Consumer > Marital Status > Single

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

Branded Data > Adstra (formerly ALC) > Consumer > Purchases > Magazines

Branded Data > Adstra (formerly ALC) > Consumer > Renter/Owner

Branded Data > Adstra (formerly ALC) > Consumer > Renter/Owner > Home Owners

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

Branded Data > Adstra (formerly ALC) > Consumer > Seasonal > Affluent Christmas & Holiday Consumer

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 > Independence Day Consumer

Branded Data > Adstra (formerly ALC) > Consumer > Seasonal > Thanksgiving Consumer

Branded Data > Adstra (formerly ALC) > Orbits

Branded Data > Adstra (formerly ALC) > Orbits > Online Super Shoppers

Branded Data > Adstra (formerly ALC) > Wealth

Branded Data > Adstra (formerly ALC) > Wealth > America's Wealthiest

Branded Data > Adstra (formerly ALC) > Wealth > America's Wealthiest > (A) - Top 10%

Branded Data > Adstra (formerly ALC) > Wealth > Gender > Affluent Men

Branded Data > Adstra (formerly ALC) > Wealth > High Net Worth Consumers

Branded Data > Adstra (formerly ALC) > Wealth > High Net Worth Consumers > (B) - \$1,000,000-\$1,999,999

Branded Data > Adstra (formerly ALC) > Wealth > Home Value > (B) - \$500,000 - \$749,999

Branded Data > Adstra (formerly ALC) > Wealth > Household Income

Branded Data > Adstra (formerly ALC) > Wealth > Household Income > (C) - \$200,000 - \$250,000

Branded Data > Adstra (formerly ALC) > Wealth > Investable Assets

Branded Data > Adstra (formerly ALC) > Wealth > Investable Assets > (B) - \$500,000 - \$999,999

Branded Data > Adstra (formerly ALC) > Wealth > Lifestyle/Interest

Branded Data > Adstra (formerly ALC) > Wealth > Lifestyle/Interest > Home Decor & Interior Design Enthusiasts

Branded Data > Adstra (formerly ALC) > Wealth > Lifestyle/Interest > Luxury Home Owners

Branded Data > Adstra (formerly ALC) > Wealth > Luxury Travelers

Branded Data > Adstra (formerly ALC) > Wealth > Luxury Travelers > Domestic



Segment Detail View

Branded Data > Adstra (formerly ALC) > Wealth > Luxury Travelers > International
Branded Data > Adstra (formerly ALC) > Wealth > Millionaires
Branded Data > Alliant
Branded Data > Alliant > Auto
Branded Data > Alliant > Auto > Automotive Owners
Branded Data > Alliant > Auto > Automotive Owners > Own a Honda
Branded Data > Alliant > Auto > Automotive Owners > Own a Honda > Own a Honda Accord
Branded Data > Alliant > Auto > Automotive Owners > Own an Acura
Branded Data > Alliant > Auto > In-Market Segments
Branded Data > Alliant > Auto > In-Market Segments > Financing
Branded Data > Alliant > Auto > In-Market Segments > In-Market for New Economy Car
Branded Data > Alliant > Auto > In-Market Segments > In-Market for New Green Car
Branded Data > Alliant > Auto > In-Market Segments > In-Market for New Luxury Car
Branded Data > Alliant > Auto > In-Market Segments > In-Market for New SUV
Branded Data > Alliant > Auto > In-Market Segments > In-Market for New Sedan
Branded Data > Alliant > Auto > In-Market Segments > Insurance
Branded Data > Alliant > Auto > In-Market Segments > Multi-Car Owner In-Market for New Car
Branded Data > Alliant > Auto > In-Market Segments > New Vehicle
Branded Data > Alliant > Auto > In-Market Segments > Parts & Service
Branded Data > Alliant > Brand Propensities
Branded Data > Alliant > Brand Propensities > Apparel
Branded Data > Alliant > Brand Propensities > Apparel > ALDO Buyer Propensity
Branded Data > Alliant > Brand Propensities > Apparel > Abercrombie & Fitch Buyer Propensity
Branded Data > Alliant > Brand Propensities > Apparel > Adidas Buyer Propensity
Branded Data > Alliant > Brand Propensities > Apparel > Adore Me Buyer Propensity
Branded Data > Alliant > Brand Propensities > Apparel > Allbirds Buyer Propensity
Branded Data > Alliant > Brand Propensities > Apparel > American Eagle Buyer Propensity
Branded Data > Alliant > Brand Propensities > Apparel > Ann Taylor Buyer Propensity
Branded Data > Alliant > Brand Propensities > Apparel > Anthropologie Buyer Propensity
Branded Data > Alliant > Brand Propensities > Apparel > Asics Buyer Propensity
Branded Data > Alliant > Brand Propensities > Apparel > BCBG Buyer Propensity
Branded Data > Alliant > Brand Propensities > Apparel > Banana Republic Buyer Propensity
Branded Data > Alliant > Brand Propensities > Apparel > Bare Necessities Buyer Propensity



Segment Detail View

Branded Data > Alliant > Brand Propensities > Apparel > Bergdorf Goodman Buyer Propensity
Branded Data > Alliant > Brand Propensities > Apparel > Bloomingdale's Buyer Propensity
Branded Data > Alliant > Brand Propensities > Apparel > Blue Nile Buyer Propensity
Branded Data > Alliant > Brand Propensities > Apparel > Bonobos Buyer Propensity
Branded Data > Alliant > Brand Propensities > Apparel > Brandy Melville Buyer Propensity
Branded Data > Alliant > Brand Propensities > Apparel > Burberry Buyer Propensity
Branded Data > Alliant > Brand Propensities > Apparel > Burlington Coat Factory Buyer Propensity
Branded Data > Alliant > Brand Propensities > Apparel > Calvin Klein Buyer Propensity
Branded Data > Alliant > Brand Propensities > Apparel > Carters Buyer Propensity
Branded Data > Alliant > Brand Propensities > Apparel > Chanel Buyer Propensity
Branded Data > Alliant > Brand Propensities > Apparel > Chicos Buyer Propensity
Branded Data > Alliant > Brand Propensities > Apparel > Club Monaco Buyer Propensity
Branded Data > Alliant > Brand Propensities > Apparel > Coach Buyer Propensity
Branded Data > Alliant > Brand Propensities > Apparel > Cole Haan Buyer Propensity
Branded Data > Alliant > Brand Propensities > Apparel > DSW Buyer Propensity
Branded Data > Alliant > Brand Propensities > Apparel > Dillards Buyer Propensity
Branded Data > Alliant > Brand Propensities > Apparel > Dior Buyer Propensity
Branded Data > Alliant > Brand Propensities > Apparel > Dolce Vita Buyer Propensity
Branded Data > Alliant > Brand Propensities > Apparel > Duluth Trading Company Buyer Propensity
Branded Data > Alliant > Brand Propensities > Apparel > Eddie Bauer Buyer Propensity
Branded Data > Alliant > Brand Propensities > Apparel > Fabletics Buyer Propensity
Branded Data > Alliant > Brand Propensities > Apparel > Foot Locker 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 > Gucci Buyer Propensity
Branded Data > Alliant > Brand Propensities > Apparel > Guess Buyer Propensity
Branded Data > Alliant > Brand Propensities > Apparel > H & M Buyer Propensity
Branded Data > Alliant > Brand Propensities > Apparel > Hermes Buyer Propensity
Branded Data > Alliant > Brand Propensities > Apparel > Hot Topic Buyer Propensity
Branded Data > Alliant > Brand Propensities > Apparel > Hush Puppies Buyer Propensity
Branded Data > Alliant > Brand Propensities > Apparel > Indochino Buyer Propensity
Branded Data > Alliant > Brand Propensities > Apparel > JCPenney Buyer Propensity
Branded Data > Alliant > Brand Propensities > Apparel > JanSport Buyer Propensity



Segment Detail View

Branded Data > Alliant > Brand Propensities > Apparel > Kate Spade Buyer Propensity
Branded Data > Alliant > Brand Propensities > Apparel > LOFT Buyer Propensity
Branded Data > Alliant > Brand Propensities > Apparel > Lane Bryant Buyer Propensity
Branded Data > Alliant > Brand Propensities > Apparel > Levi's Buyer Propensity
Branded Data > Alliant > Brand Propensities > Apparel > Lids Buyer Propensity
Branded Data > Alliant > Brand Propensities > Apparel > Lilly Pulitzer Buyer Propensity
Branded Data > Alliant > Brand Propensities > Apparel > Louis Vuitton Buyer Propensity
Branded Data > Alliant > Brand Propensities > Apparel > Lululemon Athletica Buyer Propensity
Branded Data > Alliant > Brand Propensities > Apparel > Lulus Buyer Propensity
Branded Data > Alliant > Brand Propensities > Apparel > Macy's Buyer Propensity
Branded Data > Alliant > Brand Propensities > Apparel > Marshalls 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 > Nautica Buyer Propensity
Branded Data > Alliant > Brand Propensities > Apparel > Neiman Marcus Buyer Propensity
Branded Data > Alliant > Brand Propensities > Apparel > New York & Company Buyer Propensity
Branded Data > Alliant > Brand Propensities > Apparel > Nordstorm Buyer Propensity
Branded Data > Alliant > Brand Propensities > Apparel > Nordstrom Rack Buyer Propensity
Branded Data > Alliant > Brand Propensities > Apparel > North Face Buyer Propensity
Branded Data > Alliant > Brand Propensities > Apparel > Oakley Buyer Propensity
Branded Data > Alliant > Brand Propensities > Apparel > Old Navy Buyer Propensity
Branded Data > Alliant > Brand Propensities > Apparel > Pandora Jewelry Buyer Propensity
Branded Data > Alliant > Brand Propensities > Apparel > Patagonia Buyer Propensity
Branded Data > Alliant > Brand Propensities > Apparel > Puma Buyer Propensity
Branded Data > Alliant > Brand Propensities > Apparel > Ralph Lauren Buyer Propensity
Branded Data > Alliant > Brand Propensities > Apparel > Ray-Ban Buyer Propensity
Branded Data > Alliant > Brand Propensities > Apparel > Reebok Buyer Propensity
Branded Data > Alliant > Brand Propensities > Apparel > Rent the Runway 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 > Samsonite Buyer Propensity
Branded Data > Alliant > Brand Propensities > Apparel > Saucony Buyer Propensity



Segment Detail View

Branded Data > Alliant > Brand Propensities > Apparel > Shopbop Buyer Propensity
Branded Data > Alliant > Brand Propensities > Apparel > Soma.com Buyer Propensity
Branded Data > Alliant > Brand Propensities > Apparel > Spanx Buyer Propensity
Branded Data > Alliant > Brand Propensities > Apparel > Steven Madden Buyer Propensity
Branded Data > Alliant > Brand Propensities > Apparel > Stitch Fix Buyer Propensity
Branded Data > Alliant > Brand Propensities > Apparel > Stride Rite Buyer Propensity
Branded Data > Alliant > Brand Propensities > Apparel > Sunglass Hut Buyer Propensity
Branded Data > Alliant > Brand Propensities > Apparel > TOMS Buyer Propensity
Branded Data > Alliant > Brand Propensities > Apparel > Talbots Buyer Propensity
Branded Data > Alliant > Brand Propensities > Apparel > ThirdLove Buyer Propensity
Branded Data > Alliant > Brand Propensities > Apparel > Tiffany & Co Buyer Propensity
Branded Data > Alliant > Brand Propensities > Apparel > Timberland Buyer Propensity
Branded Data > Alliant > Brand Propensities > Apparel > Tommy Bahama Buyer Propensity
Branded Data > Alliant > Brand Propensities > Apparel > Tommy Hilfiger Buyer Propensity
Branded Data > Alliant > Brand Propensities > Apparel > Tommy John 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 > Uniqlo Buyer Propensity
Branded Data > Alliant > Brand Propensities > Apparel > Urban Outfitters Buyer Propensity
Branded Data > Alliant > Brand Propensities > Apparel > Vans Buyer Propensity
Branded Data > Alliant > Brand Propensities > Apparel > Vera Bradley Buyer Propensity
Branded Data > Alliant > Brand Propensities > Apparel > Victoria's Secret Buyer Propensity
Branded Data > Alliant > Brand Propensities > Apparel > White House Black Market Buyer Propensity
Branded Data > Alliant > Brand Propensities > Apparel > Zappos Buyer Propensity
Branded Data > Alliant > Brand Propensities > Apparel > boohoo Buyer Propensity
Branded Data > Alliant > Brand Propensities > Automotive
Branded Data > Alliant > Brand Propensities > Automotive > AutoNation Buyer Propensity
Branded Data > Alliant > Brand Propensities > Automotive > Big O Tires Buyer Propensity
Branded Data > Alliant > Brand Propensities > Automotive > Carmax Buyer Propensity
Branded Data > Alliant > Brand Propensities > Automotive > Discount Tire Buyer Propensity
Branded Data > Alliant > Brand Propensities > Automotive > Ford Credit Buyer Propensity
Branded Data > Alliant > Brand Propensities > Automotive > Harley-Davidson Buyer Propensity



Segment Detail View

Branded Data > Alliant > Brand Propensities > Automotive > Jiffy Lube Buyer Propensity
Branded Data > Alliant > Brand Propensities > Automotive > Meineke Buyer Propensity
Branded Data > Alliant > Brand Propensities > Automotive > Midas Buyer Propensity
Branded Data > Alliant > Brand Propensities > Automotive > Pep Boys Buyer Propensity
Branded Data > Alliant > Brand Propensities > Automotive > Tirerack.com Buyer Propensity
Branded Data > Alliant > Brand Propensities > Big Box Retail
Branded Data > Alliant > Brand Propensities > Big Box Retail > Costco Buyer Propensity
Branded Data > Alliant > Brand Propensities > Big Box Retail > Dollar General Buyer Propensity
Branded Data > Alliant > Brand Propensities > Big Box Retail > Dollar Tree Buyer Propensity
Branded Data > Alliant > Brand Propensities > Big Box Retail > Kohl's Buyer Propensity
Branded Data > Alliant > Brand Propensities > Big Box Retail > Office Max Buyer Propensity
Branded Data > Alliant > Brand Propensities > Big Box Retail > Sam's Club 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 > Convenience & Gas
Branded Data > Alliant > Brand Propensities > Convenience & Gas > Circle K 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 > Craigslist 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 > Jo-Ann Buyer Propensity
Branded Data > Alliant > Brand Propensities > Ecommerce > Mercari 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 > Snapfish Buyer Propensity
Branded Data > Alliant > Brand Propensities > Ecommerce > Zulily Buyer Propensity
Branded Data > Alliant > Brand Propensities > Electronics
Branded Data > Alliant > Brand Propensities > Electronics > Apple Buyer Propensity



Segment Detail View

Branded Data > Alliant > Brand Propensities > Electronics > Best Buy Buyer Propensity
Branded Data > Alliant > Brand Propensities > Electronics > Crutchfield Buyer Propensity
Branded Data > Alliant > Brand Propensities > Electronics > Dell Buyer Propensity
Branded Data > Alliant > Brand Propensities > Electronics > GameFly Buyer Propensity
Branded Data > Alliant > Brand Propensities > Electronics > Garmin Buyer Propensity
Branded Data > Alliant > Brand Propensities > Electronics > Geek Squad Buyer Propensity
Branded Data > Alliant > Brand Propensities > Electronics > GoPro Buyer Propensity
Branded Data > Alliant > Brand Propensities > Electronics > LG Buyer Propensity
Branded Data > Alliant > Brand Propensities > Electronics > Lenovo Buyer Propensity
Branded Data > Alliant > Brand Propensities > Electronics > Microsoft Buyer Propensity
Branded Data > Alliant > Brand Propensities > Electronics > Microsoft Store Buyer Propensity
Branded Data > Alliant > Brand Propensities > Electronics > Motorola Buyer Propensity
Branded Data > Alliant > Brand Propensities > Electronics > RadioShack Buyer Propensity
Branded Data > Alliant > Brand Propensities > Electronics > Samsung Buyer Propensity
Branded Data > Alliant > Brand Propensities > Electronics > Skype Buyer Propensity
Branded Data > Alliant > Brand Propensities > Electronics > Sonos Buyer Propensity
Branded Data > Alliant > Brand Propensities > Financial
Branded Data > Alliant > Brand Propensities > Financial > American Express Buyer Propensity
Branded Data > Alliant > Brand Propensities > Financial > Intuit Buyer Propensity
Branded Data > Alliant > Brand Propensities > Financial > Xoom Buyer Propensity
Branded Data > Alliant > Brand Propensities > Food & Drugstore
Branded Data > Alliant > Brand Propensities > Food & Drugstore > Albertsons Buyer Propensity
Branded Data > Alliant > Brand Propensities > Food & Drugstore > CVS Buyer Propensity
Branded Data > Alliant > Brand Propensities > Food & Drugstore > DAVIDsTEA Buyer Propensity
Branded Data > Alliant > Brand Propensities > Food & Drugstore > DoorDash Buyer Propensity
Branded Data > Alliant > Brand Propensities > Food & Drugstore > Eat24 Buyer Propensity
Branded Data > Alliant > Brand Propensities > Food & Drugstore > GNC Buyer Propensity
Branded Data > Alliant > Brand Propensities > Food & Drugstore > Godiva Buyer Propensity
Branded Data > Alliant > Brand Propensities > Food & Drugstore > HEB Grocery 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 > Hint Buyer Propensity
Branded Data > Alliant > Brand Propensities > Food & Drugstore > Instacart Buyer Propensity



Segment Detail View

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 > Ralphs Buyer Propensity
Branded Data > Alliant > Brand Propensities > Food & Drugstore > Shipt Buyer Propensity
Branded Data > Alliant > Brand Propensities > Food & Drugstore > Vitamin World Buyer Propensity
Branded Data > Alliant > Brand Propensities > Food & Drugstore > Walgreens Buyer Propensity
Branded Data > Alliant > Brand Propensities > Food & Drugstore > Weight Watchers International Buyer Propensity
Branded Data > Alliant > Brand Propensities > Health / Beauty & Cosmetics
Branded Data > Alliant > Brand Propensities > Health / Beauty & Cosmetics > 1-800 Contacts Buyer Propensity
Branded Data > Alliant > Brand Propensities > Health / Beauty & Cosmetics > 24 Hour Fitness 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 > Clinique Buyer Propensity
Branded Data > Alliant > Brand Propensities > Health / Beauty & Cosmetics > Crunch Fitness Buyer Propensity
Branded Data > Alliant > Brand Propensities > Health / Beauty & Cosmetics > DermStore Buyer Propensity
Branded Data > Alliant > Brand Propensities > Health / Beauty & Cosmetics > Doctor On Demand Buyer Propensity
Branded Data > Alliant > Brand Propensities > Health / Beauty & Cosmetics > Equinox Buyer Propensity
Branded Data > Alliant > Brand Propensities > Health / Beauty & Cosmetics > Estee Lauder Buyer Propensity
Branded Data > Alliant > Brand Propensities > Health / Beauty & Cosmetics > Fitbit Buyer Propensity
Branded Data > Alliant > Brand Propensities > Health / Beauty & Cosmetics > Function of Beauty Buyer Propensity
Branded Data > Alliant > Brand Propensities > Health / Beauty & Cosmetics > Glossier Buyer Propensity
Branded Data > Alliant > Brand Propensities > Health / Beauty & Cosmetics > Ilia Beauty Buyer Propensity
Branded Data > Alliant > Brand Propensities > Health / Beauty & Cosmetics > KIEHLS Buyer Propensity
Branded Data > Alliant > Brand Propensities > Health / Beauty & Cosmetics > Kylie Cosmetics Buyer Propensity
Branded Data > Alliant > Brand Propensities > Health / Beauty & Cosmetics > Lancome Buyer Propensity
Branded Data > Alliant > Brand Propensities > Health / Beauty & Cosmetics > LensCrafters 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 > Manscaped Buyer Propensity
Branded Data > Alliant > Brand Propensities > Health / Beauty & Cosmetics > Mary Kay Buyer Propensity
Branded Data > Alliant > Brand Propensities > Health / Beauty & Cosmetics > Massage Envy Buyer Propensity



Segment Detail View

Branded Data > Alliant > Brand Propensities > Health / Beauty & Cosmetics > Mirror Buyer Propensity
Branded Data > Alliant > Brand Propensities > Health / Beauty & Cosmetics > MyFitnessPal Buyer Propensity
Branded Data > Alliant > Brand Propensities > Health / Beauty & Cosmetics > Noom Buyer Propensity
Branded Data > Alliant > Brand Propensities > Health / Beauty & Cosmetics > Nutrafol Buyer Propensity
Branded Data > Alliant > Brand Propensities > Health / Beauty & Cosmetics > Pearle Vision Buyer Propensity
Branded Data > Alliant > Brand Propensities > Health / Beauty & Cosmetics > Peloton 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 > SmileDirectClub Buyer Propensity
Branded Data > Alliant > Brand Propensities > Health / Beauty & Cosmetics > Supercuts 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 > Health / Beauty & Cosmetics > Urban Decay Buyer Propensity
Branded Data > Alliant > Brand Propensities > Health / Beauty & Cosmetics > Visionworks Buyer Propensity
Branded Data > Alliant > Brand Propensities > Health / Beauty & Cosmetics > YMCA Buyer Propensity
Branded Data > Alliant > Brand Propensities > Health / Beauty & Cosmetics > YogaWorks Buyer Propensity
Branded Data > Alliant > Brand Propensities > Health / Beauty & Cosmetics > e.l.f. Cosmetics Buyer Propensity
Branded Data > Alliant > Brand Propensities > Health / Beauty & Cosmetics > soul-cycle.com Buyer Propensity
Branded Data > Alliant > Brand Propensities > Home & Household Goods
Branded Data > Alliant > Brand Propensities > Home & Household Goods > ADT Buyer Propensity
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 > Arhaus 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 > Bed Bath & Beyond Buyer Propensity
Branded Data > Alliant > Brand Propensities > Home & Household Goods > Bosch Buyer Propensity
Branded Data > Alliant > Brand Propensities > Home & Household Goods > Brinks Home Security Buyer Propensity
Branded Data > Alliant > Brand Propensities > Home & Household Goods > Build.com Buyer Propensity
Branded Data > Alliant > Brand Propensities > Home & Household Goods > Casper Buyer Propensity
Branded Data > Alliant > Brand Propensities > Home & Household Goods > Crate & Barrel Buyer Propensity
Branded Data > Alliant > Brand Propensities > Home & Household Goods > Frontpoint Buyer Propensity



Segment Detail View

Branded Data > Alliant > Brand Propensities > Home & Household Goods > Hobby Lobby Buyer Propensity
Branded Data > Alliant > Brand Propensities > Home & Household Goods > Home Depot Buyer Propensity
Branded Data > Alliant > Brand Propensities > Home & Household Goods > HomeGoods Buyer Propensity
Branded Data > Alliant > Brand Propensities > Home & Household Goods > Houzz Buyer Propensity
Branded Data > Alliant > Brand Propensities > Home & Household Goods > IKEA Buyer Propensity
Branded Data > Alliant > Brand Propensities > Home & Household Goods > Lowe's Buyer Propensity
Branded Data > Alliant > Brand Propensities > Home & Household Goods > Mattress Firm Buyer Propensity
Branded Data > Alliant > Brand Propensities > Home & Household Goods > Michaels Stores Buyer Propensity
Branded Data > Alliant > Brand Propensities > Home & Household Goods > Paper Source Buyer Propensity
Branded Data > Alliant > Brand Propensities > Home & Household Goods > Pier 1 Imports Buyer Propensity
Branded Data > Alliant > Brand Propensities > Home & Household Goods > Pottery Barn Buyer Propensity
Branded Data > Alliant > Brand Propensities > Home & Household Goods > Pottery Barn Kids Buyer Propensity
Branded Data > Alliant > Brand Propensities > Home & Household Goods > Protection One Buyer Propensity
Branded Data > Alliant > Brand Propensities > Home & Household Goods > Purple Buyer Propensity
Branded Data > Alliant > Brand Propensities > Home & Household Goods > Restoration Hardware Buyer Propensity
Branded Data > Alliant > Brand Propensities > Home & Household Goods > Sleep Number Buyer Propensity
Branded Data > Alliant > Brand Propensities > Home & Household Goods > Solar Clty Buyer Propensity
Branded Data > Alliant > Brand Propensities > Home & Household Goods > Sur La Table Buyer Propensity
Branded Data > Alliant > Brand Propensities > Home & Household Goods > The Container Store Buyer Propensity
Branded Data > Alliant > Brand Propensities > Home & Household Goods > The Home Depot Buyer Propensity
Branded Data > Alliant > Brand Propensities > Home & Household Goods > TruGreen Buyer Propensity
Branded Data > Alliant > Brand Propensities > Home & Household Goods > Tuesday Morning 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 > Whirlpool Buyer Propensity
Branded Data > Alliant > Brand Propensities > Home & Household Goods > Williams-Sonoma Buyer Propensity
Branded Data > Alliant > Brand Propensities > Home & Household Goods > World Market Buyer Propensity
Branded Data > Alliant > Brand Propensities > Insurance
Branded Data > Alliant > Brand Propensities > Insurance > United Services Automobile Association Buyer Propensity
Branded Data > Alliant > Brand Propensities > Jewelry
Branded Data > Alliant > Brand Propensities > Jewelry > Cartier Buyer Propensity
Branded Data > Alliant > Brand Propensities > Jewelry > David Yurman Buyer Propensity
Branded Data > Alliant > Brand Propensities > Jewelry > Zales Buyer Propensity



Segment Detail View

Branded Data > Alliant > Brand Propensities > Kids Products
Branded Data > Alliant > Brand Propensities > Kids Products > AbcMouse 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 > LEGO Buyer Propensity
Branded Data > Alliant > Brand Propensities > Kids Products > Sittercity Buyer Propensity
Branded Data > Alliant > Brand Propensities > Kids Products > The Little Gym 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 > AMC Buyer Propensity
Branded Data > Alliant > Brand Propensities > Media & Entertainment > Audiobooks Buyer Propensity
Branded Data > Alliant > Brand Propensities > Media & Entertainment > Barnes & Noble Buyer Propensity
Branded Data > Alliant > Brand Propensities > Media & Entertainment > Bumble Buyer Propensity
Branded Data > Alliant > Brand Propensities > Media & Entertainment > CBS All Access Buyer Propensity
Branded Data > Alliant > Brand Propensities > Media & Entertainment > Chatbooks Buyer Propensity
Branded Data > Alliant > Brand Propensities > Media & Entertainment > Eventbrite Buyer Propensity
Branded Data > Alliant > Brand Propensities > Media & Entertainment > Fandango Buyer Propensity
Branded Data > Alliant > Brand Propensities > Media & Entertainment > Financial Times Buyer Propensity
Branded Data > Alliant > Brand Propensities > Media & Entertainment > Gamestop Buyer Propensity
Branded Data > Alliant > Brand Propensities > Media & Entertainment > Hunt A Killer Buyer Propensity
Branded Data > Alliant > Brand Propensities > Media & Entertainment > Los Angeles Times Buyer Propensity
Branded Data > Alliant > Brand Propensities > Media & Entertainment > Lynda Buyer Propensity
Branded Data > Alliant > Brand Propensities > Media & Entertainment > MasterClass Buyer Propensity
Branded Data > Alliant > Brand Propensities > Media & Entertainment > Match.com Buyer Propensity
Branded Data > Alliant > Brand Propensities > Media & Entertainment > OkCupid Buyer Propensity
Branded Data > Alliant > Brand Propensities > Media & Entertainment > OurTime Buyer Propensity
Branded Data > Alliant > Brand Propensities > Media & Entertainment > Pandora Buyer Propensity
Branded Data > Alliant > Brand Propensities > Media & Entertainment > People Magazine Buyer Propensity
Branded Data > Alliant > Brand Propensities > Media & Entertainment > Quizlet Buyer Propensity
Branded Data > Alliant > Brand Propensities > Media & Entertainment > Redbox Buyer Propensity



Segment Detail View

Branded Data > Alliant > Brand Propensities > Media & Entertainment > Regal Cinemas Buyer Propensity
Branded Data > Alliant > Brand Propensities > Media & Entertainment > Rosetta Stone Buyer Propensity
Branded Data > Alliant > Brand Propensities > Media & Entertainment > Scholastic Buyer Propensity
Branded Data > Alliant > Brand Propensities > Media & Entertainment > Shutterfly Buyer Propensity
Branded Data > Alliant > Brand Propensities > Media & Entertainment > SiriusXM Radio Buyer Propensity
Branded Data > Alliant > Brand Propensities > Media & Entertainment > StubHub Buyer Propensity
Branded Data > Alliant > Brand Propensities > Media & Entertainment > The Economist Buyer Propensity
Branded Data > Alliant > Brand Propensities > Media & Entertainment > The Wall Street Journal Buyer Propensity
Branded Data > Alliant > Brand Propensities > Media & Entertainment > The Washington Post 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 > Personas > Kitchen & Homebodies
Branded Data > Alliant > Brand Propensities > Personas > Suburban Home
Branded Data > Alliant > Brand Propensities > Personas > Upscale Living
Branded Data > Alliant > Brand Propensities > Personas > Urban Commuters
Branded Data > Alliant > Brand Propensities > Pets
Branded Data > Alliant > Brand Propensities > Pets > 1-800-PetMeds Buyer Propensity
Branded Data > Alliant > Brand Propensities > Pets > Chewy.com Buyer Propensity
Branded Data > Alliant > Brand Propensities > Pets > PetSmart Buyer Propensity
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 > Baja Fresh Buyer Propensity
Branded Data > Alliant > Brand Propensities > Restaurants & Dining > Barcelona Wine Bar Buyer Propensity
Branded Data > Alliant > Brand Propensities > Restaurants & Dining > Bonefish Grill Buyer Propensity
Branded Data > Alliant > Brand Propensities > Restaurants & Dining > Buffalo Wild Wings Buyer Propensity
Branded Data > Alliant > Brand Propensities > Restaurants & Dining > California Fish Grill Buyer Propensity
Branded Data > Alliant > Brand Propensities > Restaurants & Dining > California Pizza Kitchen Buyer Propensity
Branded Data > Alliant > Brand Propensities > Restaurants & Dining > Capital Grille Buyer Propensity



Segment Detail View

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 > Ez Cater Buyer Propensity
Branded Data > Alliant > Brand Propensities > Restaurants & Dining > Five Guys Buyer Propensity
Branded Data > Alliant > Brand Propensities > Restaurants & Dining > Fooda Buyer Propensity
Branded Data > Alliant > Brand Propensities > Restaurants & Dining > Hooters Buyer Propensity
Branded Data > Alliant > Brand Propensities > Restaurants & Dining > IHop Buyer Propensity
Branded Data > Alliant > Brand Propensities > Restaurants & Dining > Noodles Buyer Propensity
Branded Data > Alliant > Brand Propensities > Restaurants & Dining > Olive Garden Buyer Propensity
Branded Data > Alliant > Brand Propensities > Restaurants & Dining > 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 > Pei Wei Buyer Propensity
Branded Data > Alliant > Brand Propensities > Restaurants & Dining > Pizza Hut Buyer Propensity
Branded Data > Alliant > Brand Propensities > Restaurants & Dining > PotBelly Buyer Propensity
Branded Data > Alliant > Brand Propensities > Restaurants & Dining > QSR
Branded Data > Alliant > Brand Propensities > Restaurants & Dining > QSR > Blue Bottle Buyer Propensity
Branded Data > Alliant > Brand Propensities > Restaurants & Dining > QSR > Cinnabon Buyer Propensity
Branded Data > Alliant > Brand Propensities > Restaurants & Dining > QSR > Jamba Juice Buyer Propensity
Branded Data > Alliant > Brand Propensities > Restaurants & Dining > QSR > Krispy Kreme Buyer Propensity
Branded Data > Alliant > Brand Propensities > Restaurants & Dining > QSR > Sbarro Buyer Propensity
Branded Data > Alliant > Brand Propensities > Restaurants & Dining > Qdoba Buyer Propensity
Branded Data > Alliant > Brand Propensities > Restaurants & Dining > Red Robin Buyer Propensity
Branded Data > Alliant > Brand Propensities > Restaurants & Dining > Round Table Pizza Buyer Propensity
Branded Data > Alliant > Brand Propensities > Restaurants & Dining > Shake Shack Buyer Propensity
Branded Data > Alliant > Brand Propensities > Restaurants & Dining > Smashburger Buyer Propensity
Branded Data > Alliant > Brand Propensities > Restaurants & Dining > Starbucks Buyer Propensity
Branded Data > Alliant > Brand Propensities > Restaurants & Dining > Tijuana Flats Buyer Propensity
Branded Data > Alliant > Brand Propensities > Restaurants & Dining > Waffle House Buyer Propensity
Branded Data > Alliant > Brand Propensities > Restaurants & Dining > Yard House Buyer Propensity
Branded Data > Alliant > Brand Propensities > Sporting Goods
Branded Data > Alliant > Brand Propensities > Sporting Goods > Academy Sports Outdoors Buyer Propensity



Segment Detail View

Branded Data > Alliant > Brand Propensities > Sporting Goods > Athleta Buyer Propensity
Branded Data > Alliant > Brand Propensities > Sporting Goods > Backcountry.com Buyer Propensity
Branded Data > Alliant > Brand Propensities > Sporting Goods > DICK'S Buyer Propensity
Branded Data > Alliant > Brand Propensities > Sporting Goods > Finish Line Buyer Propensity
Branded Data > Alliant > Brand Propensities > Sporting Goods > Moosejaw Buyer Propensity
Branded Data > Alliant > Brand Propensities > Sporting Goods > REI 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 > 1password Buyer Propensity
Branded Data > Alliant > Brand Propensities > Telecom & Service Providers > AT&T Buyer Propensity
Branded Data > Alliant > Brand Propensities > Telecom & Service Providers > Calendly Buyer Propensity
Branded Data > Alliant > Brand Propensities > Telecom & Service Providers > Cox Communications Buyer Propensity
Branded Data > Alliant > Brand Propensities > Telecom & Service Providers > Discord Buyer Propensity
Branded Data > Alliant > Brand Propensities > Telecom & Service Providers > DocuSign Buyer Propensity
Branded Data > Alliant > Brand Propensities > Telecom & Service Providers > Dropbox Buyer Propensity
Branded Data > Alliant > Brand Propensities > Telecom & Service Providers > ExpressVPN Buyer Propensity
Branded Data > Alliant > Brand Propensities > Telecom & Service Providers > FedEx Buyer Propensity
Branded Data > Alliant > Brand Propensities > Telecom & Service Providers > GitHub Buyer Propensity
Branded Data > Alliant > Brand Propensities > Telecom & Service Providers > GoFundMe Buyer Propensity
Branded Data > Alliant > Brand Propensities > Telecom & Service Providers > Grammarly Buyer Propensity
Branded Data > Alliant > Brand Propensities > Telecom & Service Providers > LegalZoom Buyer Propensity
Branded Data > Alliant > Brand Propensities > Telecom & Service Providers > Mailchimp Buyer Propensity
Branded Data > Alliant > Brand Propensities > Telecom & Service Providers > Medium Buyer Propensity
Branded Data > Alliant > Brand Propensities > Telecom & Service Providers > Minted Buyer Propensity
Branded Data > Alliant > Brand Propensities > Telecom & Service Providers > Rebtel Buyer Propensity
Branded Data > Alliant > Brand Propensities > Telecom & Service Providers > Spectrum Buyer Propensity
Branded Data > Alliant > Brand Propensities > Telecom & Service Providers > Squarespace Buyer Propensity
Branded Data > Alliant > Brand Propensities > Telecom & Service Providers > T-Mobile Buyer Propensity
Branded Data > Alliant > Brand Propensities > Telecom & Service Providers > TaskRabbit Buyer Propensity
Branded Data > Alliant > Brand Propensities > Telecom & Service Providers > The UPS Store Buyer Propensity
Branded Data > Alliant > Brand Propensities > Telecom & Service Providers > Vonage Buyer Propensity
Branded Data > Alliant > Brand Propensities > Telecom & Service Providers > WordPress Buyer Propensity
Branded Data > Alliant > Brand Propensities > Telecom & Service Providers > Zillow Buyer Propensity



Segment Detail View

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

Branded Data > Alliant > Brand Propensities > Travel

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

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

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

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

Branded Data > Alliant > Brand Propensities > Travel > Avis Car Rental Buyer Propensity

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

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

Branded Data > Alliant > Brand Propensities > Travel > Budget Car Rental Buyer Propensity

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

Branded Data > Alliant > Brand Propensities > Travel > Crowne Plaza Buyer Propensity

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

Branded Data > Alliant > Brand Propensities > Travel > Disney Resorts Buyer Propensity

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

Branded Data > Alliant > Brand Propensities > Travel > Doubletree Hotel Buyer Propensity

Branded Data > Alliant > Brand Propensities > Travel > Embassy Suites Buyer Propensity

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

Branded Data > Alliant > Brand Propensities > Travel > Extended Stay America 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 Points Buyer Propensity

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

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

Branded Data > Alliant > Brand Propensities > Travel > Great America Buyer Propensity

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

Branded Data > Alliant > Brand Propensities > Travel > Hilton Hotels & Resorts Buyer Propensity

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

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

Branded Data > Alliant > Brand Propensities > Travel > Hotels.com Buyer Propensity

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

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

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



Segment Detail View

Branded Data > Alliant > Brand Propensities > Travel > Kings Island 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 Grand Hotel & Casino Buyer Propensity
Branded Data > Alliant > Brand Propensities > Travel > MGM Resorts International Buyer Propensity
Branded Data > Alliant > Brand Propensities > Travel > Marriott Buyer Propensity
Branded Data > Alliant > Brand Propensities > Travel > National Car Rental Buyer Propensity
Branded Data > Alliant > Brand Propensities > Travel > Norwegian Cruise Line Buyer Propensity
Branded Data > Alliant > Brand Propensities > Travel > Orbitz Buyer Propensity
Branded Data > Alliant > Brand Propensities > Travel > Priceline Buyer Propensity
Branded Data > Alliant > Brand Propensities > Travel > Regent Seven Seas 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 > San Diego zoo 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 > Seabourn Buyer Propensity
Branded Data > Alliant > Brand Propensities > Travel > Sheraton Hotel 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 > The Ritz Carlton Buyer Propensity
Branded Data > Alliant > Brand Propensities > Travel > Thrifty Car Rental Buyer Propensity
Branded Data > Alliant > Brand Propensities > Travel > Travelocity Buyer Propensity
Branded Data > Alliant > Brand Propensities > Travel > Travelodge Buyer Propensity
Branded Data > Alliant > Brand Propensities > Travel > Travelzoo Buyer Propensity
Branded Data > Alliant > Brand Propensities > Travel > Uber Buyer Propensity
Branded Data > Alliant > Brand Propensities > Travel > United Airlines Buyer Propensity
Branded Data > Alliant > Brand Propensities > Travel > Universal Studios Buyer Propensity
Branded Data > Alliant > Brand Propensities > Travel > W Hotels Buyer Propensity
Branded Data > Alliant > Brand Propensities > Travel > Westin Hotel Buyer Propensity
Branded Data > Alliant > Brand Propensities > Travel > Yelp Buyer Propensity
Branded Data > Alliant > Brand Propensities > Travel > kayak Buyer Propensity



Segment Detail View

Branded Data > Alliant > Composite Segments (Audience Clusters)

Branded Data > Alliant > Composite Segments (Audience Clusters) > Affluent Women Shoppers

Branded Data > Alliant > Composite Segments (Audience Clusters) > News Hounds

Branded Data > Alliant > Composite Segments (Audience Clusters) > Sports & Fitness Buffs

Branded Data > Alliant > Demographics

Branded Data > Alliant > Demographics > Age 40-49

Branded Data > Alliant > Demographics > Age 40-49 > Age 45-49 years

Branded Data > Alliant > Demographics > Age 50-59

Branded Data > Alliant > Demographics > Age 50-59 > Age 50-54 years

Branded Data > Alliant > Demographics > College Graduates

Branded Data > Alliant > Demographics > Education - Post Graduate Degree

Branded Data > Alliant > Demographics > Family - Households with 1 Adult

Branded Data > Alliant > Demographics > Family - Households with 2 Adults

Branded Data > Alliant > Demographics > Family - Married

Branded Data > Alliant > Demographics > Gen X

Branded Data > Alliant > Demographics > Home Value \$300-499k

Branded Data > Alliant > Demographics > Home Value \$500k+

Branded Data > Alliant > Demographics > Homeowner

Branded Data > Alliant > Demographics > Household Estimated Wealth \$1,000,000 Plus

Branded Data > Alliant > Demographics > Income 100k+

Branded Data > Alliant > Demographics > Income 150k+

Branded Data > Alliant > Demographics > Income 50k+

Branded Data > Alliant > Demographics > Length of Residence 1-3 years

Branded Data > Alliant > Demographics > Length of Residence 3-5 years

Branded Data > Alliant > Demographics > Length of Residence 6-9 years

Branded Data > Alliant > Demographics > Management/Professional Occupations

Branded Data > Alliant > Demographics > Presence of Children Age 4-7

Branded Data > Alliant > Demographics > White Collar Occupations

Branded Data > Alliant > Demographics > Work at Home

Branded Data > Alliant > Entertainment & Pastimes

Branded Data > Alliant > Finance & Money

Branded Data > Alliant > Finance & Money > Business Product Buyer

Branded Data > Alliant > Financially in Charge



Segment Detail View

Branded Data > Alliant > Gender

Branded Data > Alliant > Gender > Female

Branded Data > Alliant > Health & Wellbeing

Branded Data > Alliant > Health & Wellbeing > Fitness & Exercise

Branded Data > Alliant > Health & Wellbeing > Health, Wellness & Fitness

Branded Data > Alliant > Health & Wellbeing > Weight Loss

Branded Data > Alliant > Home & Garden Interests

Branded Data > Alliant > Home & Garden Interests > Cooking/Food Enthusiasts

Branded Data > Alliant > Home & Garden Interests > Home Decor

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

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

Branded Data > Alliant > Home Renovation

Branded Data > Alliant > Home Renovation > Home Renovators

Branded Data > Alliant > Interest Propensities

Branded Data > Alliant > Interest Propensities > Activities & Interests

Branded Data > Alliant > Interest Propensities > Activities & Interests > FIFA World Cup

Branded Data > Alliant > Interest Propensities > Activities & Interests > Fantasy Sports Propensity

Branded Data > Alliant > Interest Propensities > Activities & Interests > Low-End Sporting Equipment Propensity

Branded Data > Alliant > Interest Propensities > Activities & Interests > Pilates/Yoga Propensity

Branded Data > Alliant > Interest Propensities > Activities & Interests > Real Estate Investor Propensity

Branded Data > Alliant > Interest Propensities > Brands

Branded Data > Alliant > Interest Propensities > Brands > Audible

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

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

Branded Data > Alliant > Interest Propensities > Brands > Frigidaire

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

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

Branded Data > Alliant > Interest Propensities > Brands > Kenmore

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

Branded Data > Alliant > Interest Propensities > Brands > Panasonic

Branded Data > Alliant > Interest Propensities > Brands > Podcasts

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

Branded Data > Alliant > Interest Propensities > Brands > Whirlpool



Segment Detail View

Branded Data > Alliant > Interest Propensities > CPG
Branded Data > Alliant > Interest Propensities > CPG > Ben & Jerry's
Branded Data > Alliant > Interest Propensities > CPG > Capri Sun
Branded Data > Alliant > Interest Propensities > CPG > Coca Cola
Branded Data > Alliant > Interest Propensities > CPG > Colgate
Branded Data > Alliant > Interest Propensities > CPG > Crest
Branded Data > Alliant > Interest Propensities > CPG > Doritos
Branded Data > Alliant > Interest Propensities > CPG > Downy
Branded Data > Alliant > Interest Propensities > CPG > Estee Lauder
Branded Data > Alliant > Interest Propensities > CPG > Febreze
Branded Data > Alliant > Interest Propensities > CPG > Gatorade
Branded Data > Alliant > Interest Propensities > CPG > Gerber Baby Foods
Branded Data > Alliant > Interest Propensities > CPG > Goya
Branded Data > Alliant > Interest Propensities > CPG > Heinz Ketchup
Branded Data > Alliant > Interest Propensities > CPG > Hershey
Branded Data > Alliant > Interest Propensities > CPG > Huggies
Branded Data > Alliant > Interest Propensities > CPG > Kool Aid
Branded Data > Alliant > Interest Propensities > CPG > L'oreal
Branded Data > Alliant > Interest Propensities > CPG > Lean Cuisine
Branded Data > Alliant > Interest Propensities > CPG > Maybelline
Branded Data > Alliant > Interest Propensities > CPG > Mr. Clean
Branded Data > Alliant > Interest Propensities > CPG > Nestle Candy
Branded Data > Alliant > Interest Propensities > CPG > Olay
Branded Data > Alliant > Interest Propensities > CPG > Oreo
Branded Data > Alliant > Interest Propensities > CPG > Pantene
Branded Data > Alliant > Interest Propensities > CPG > Pepto-Bismol
Branded Data > Alliant > Interest Propensities > CPG > Purina
Branded Data > Alliant > Interest Propensities > CPG > Swiffer
Branded Data > Alliant > Interest Propensities > CPG > Tide
Branded Data > Alliant > Interest Propensities > Celebrities
Branded Data > Alliant > Interest Propensities > Celebrities > Beyonce
Branded Data > Alliant > Interest Propensities > Celebrities > Bruno Mars
Branded Data > Alliant > Interest Propensities > Celebrities > Drake



Segment Detail View

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 > Katy Perry
Branded Data > Alliant > Interest Propensities > Celebrities > Lady Gaga
Branded Data > Alliant > Interest Propensities > Celebrities > Matthew McConaughey
Branded Data > Alliant > Interest Propensities > Celebrities > Pink
Branded Data > Alliant > Interest Propensities > Celebrities > Prince William
Branded Data > Alliant > Interest Propensities > Celebrities > Rihanna
Branded Data > Alliant > Interest Propensities > Celebrities > Taylor Swift
Branded Data > Alliant > Interest Propensities > College Teams
Branded Data > Alliant > Interest Propensities > College Teams > Arizona State Athletics
Branded Data > Alliant > Interest Propensities > College Teams > Clemson Tigers
Branded Data > Alliant > Interest Propensities > College Teams > Louisiana State University Tigers
Branded Data > Alliant > Interest Propensities > College Teams > Michigan State Spartans
Branded Data > Alliant > Interest Propensities > College Teams > Michigan Wolverines
Branded Data > Alliant > Interest Propensities > College Teams > Ohio State Buckeyes
Branded Data > Alliant > Interest Propensities > College Teams > Villanova Wildcats
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 > International Builders' Show (NAHB)
Branded Data > Alliant > Interest Propensities > Events/Shows > National Automobile Dealers Association
Branded Data > Alliant > Interest Propensities > Events/Shows > New York Auto Show
Branded Data > Alliant > Interest Propensities > MLB Teams
Branded Data > Alliant > Interest Propensities > MLB Teams > Houston Astros
Branded Data > Alliant > Interest Propensities > MLB Teams > Kansas City Royals
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 > Minnesota Twins
Branded Data > Alliant > Interest Propensities > MLB Teams > NY Yankees
Branded Data > Alliant > Interest Propensities > MLB Teams > Philadelphia Phillies



Segment Detail View

Branded Data > Alliant > Interest Propensities > MLB Teams > Texas Rangers
Branded Data > Alliant > Interest Propensities > MLB Teams > Washington Nationals
Branded Data > Alliant > Interest Propensities > Military
Branded Data > Alliant > Interest Propensities > Military > Air Force
Branded Data > Alliant > Interest Propensities > Military > Coast Guard
Branded Data > Alliant > Interest Propensities > Military > Marines
Branded Data > Alliant > Interest Propensities > Military > Navy
Branded Data > Alliant > Interest Propensities > Military > Veteran Associations
Branded Data > Alliant > Interest Propensities > Movies
Branded Data > Alliant > Interest Propensities > Movies > Batman
Branded Data > Alliant > Interest Propensities > Movies > Cinderella
Branded Data > Alliant > Interest Propensities > Movies > Fantastic Four
Branded Data > Alliant > Interest Propensities > Movies > Guardians of the Galaxy
Branded Data > Alliant > Interest Propensities > Movies > Harry Potter
Branded Data > Alliant > Interest Propensities > Movies > Little Mermaid
Branded Data > Alliant > Interest Propensities > Movies > Marvel Comic Series
Branded Data > Alliant > Interest Propensities > Movies > Pixar Movies
Branded Data > Alliant > Interest Propensities > Movies > Spider Man
Branded Data > Alliant > Interest Propensities > Movies > The Avengers
Branded Data > Alliant > Interest Propensities > Movies > The LEGO Movie
Branded Data > Alliant > Interest Propensities > Movies > Transformers
Branded Data > Alliant > Interest Propensities > Movies > Wonder Woman
Branded Data > Alliant > Interest Propensities > Movies > X-Men
Branded Data > Alliant > Interest Propensities > NFL
Branded Data > Alliant > Interest Propensities > NFL > Atlanta Falcons
Branded Data > Alliant > Interest Propensities > NFL > Baltimore Ravens
Branded Data > Alliant > Interest Propensities > NFL > Carolina Panthers
Branded Data > Alliant > Interest Propensities > NFL > Chicago Bears
Branded Data > Alliant > Interest Propensities > NFL > Dallas Cowboys
Branded Data > Alliant > Interest Propensities > NFL > Denver Broncos
Branded Data > Alliant > Interest Propensities > NFL > Green Bay Packers
Branded Data > Alliant > Interest Propensities > NFL > Houston Texans
Branded Data > Alliant > Interest Propensities > NFL > Kansas City Chiefs



Segment Detail View

Branded Data > Alliant > Interest Propensities > NFL > Los Angeles Chargers
Branded Data > Alliant > Interest Propensities > NFL > New York Jets
Branded Data > Alliant > Interest Propensities > NFL > Philadelphia Eagles
Branded Data > Alliant > Interest Propensities > NFL > Seattle Seahawks
Branded Data > Alliant > Interest Propensities > NFL > Tennessee Titans
Branded Data > Alliant > Interest Propensities > NFL > Washington Redskins
Branded Data > Alliant > Interest Propensities > NHL Teams
Branded Data > Alliant > Interest Propensities > NHL Teams > Carolina Hurricanes
Branded Data > Alliant > Interest Propensities > NHL Teams > Florida Panthers
Branded Data > Alliant > Interest Propensities > NHL Teams > Los Angeles Kings
Branded Data > Alliant > Interest Propensities > NHL Teams > Minnesota Wild
Branded Data > Alliant > Interest Propensities > NHL Teams > New York Islanders
Branded Data > Alliant > Interest Propensities > NHL Teams > New York Rangers
Branded Data > Alliant > Interest Propensities > NHL Teams > St. Louis Blues
Branded Data > Alliant > Interest Propensities > NHL Teams > Vegas Golden Knights
Branded Data > Alliant > Interest Propensities > NHL Teams > Washington Capitals
Branded Data > Alliant > Interest Propensities > Publications
Branded Data > Alliant > Interest Propensities > Publications > Chicago Tribune
Branded Data > Alliant > Interest Propensities > Publications > Los Angeles Times
Branded Data > Alliant > Interest Propensities > Publications > New York Post
Branded Data > Alliant > Interest Propensities > Publications > New York Times
Branded Data > Alliant > Interest Propensities > Publications > USA Today
Branded Data > Alliant > Interest Propensities > Publications > Wall Street Journal
Branded Data > Alliant > Interest Propensities > Publications > Washington Post
Branded Data > Alliant > Interest Propensities > Quick Service Restaurants (QSRs)
Branded Data > Alliant > Interest Propensities > Quick Service Restaurants (QSRs) > Arby's
Branded Data > Alliant > Interest Propensities > Quick Service Restaurants (QSRs) > Burger King
Branded Data > Alliant > Interest Propensities > Quick Service Restaurants (QSRs) > Chick-Fil-A
Branded Data > Alliant > Interest Propensities > Quick Service Restaurants (QSRs) > Dairy Queen
Branded Data > Alliant > Interest Propensities > Quick Service Restaurants (QSRs) > Jack In the Box
Branded Data > Alliant > Interest Propensities > Quick Service Restaurants (QSRs) > Kentucky Fried Chicken
Branded Data > Alliant > Interest Propensities > Quick Service Restaurants (QSRs) > McDonald's
Branded Data > Alliant > Interest Propensities > Quick Service Restaurants (QSRs) > Popeye's



Segment Detail View

Branded Data > Alliant > Interest Propensities > Quick Service Restaurants (QSRs) > Quiznos
Branded Data > Alliant > Interest Propensities > Quick Service Restaurants (QSRs) > Sonic
Branded Data > Alliant > Interest Propensities > Quick Service Restaurants (QSRs) > Wendy's
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 > Travel
Branded Data > Alliant > Interest Propensities > Travel > Timeshare Owner Propensity
Branded Data > Alliant > Interest Propensities > Video Games
Branded Data > Alliant > Interest Propensities > Video Games > Dota 2
Branded Data > Alliant > Interest Propensities > Video Games > Overwatch League
Branded Data > Alliant > Men's Interests
Branded Data > Alliant > Men's Interests > Men's Products
Branded Data > Alliant > Multibuyer Behaviors
Branded Data > Alliant > Multibuyer Behaviors > Entertainment/Pastimes Multibuyers
Branded Data > Alliant > Multibuyer Behaviors > Magazine Multibuyers
Branded Data > Alliant > Parents
Branded Data > Alliant > Parents > Parents of Babies/Newborns: Age 0-11 month
Branded Data > Alliant > Parents > Parents of Entertainment Kids
Branded Data > Alliant > Product Propensities
Branded Data > Alliant > Product Propensities > Casual Wear
Branded Data > Alliant > Product Propensities > Casual Wear > Costume Accessories
Branded Data > Alliant > Product Propensities > Casual Wear > Pants
Branded Data > Alliant > Product Propensities > Casual Wear > Polo Shirt
Branded Data > Alliant > Product Propensities > Casual Wear > Sweater
Branded Data > Alliant > Product Propensities > Computer & Electronics
Branded Data > Alliant > Product Propensities > Computer & Electronics > Camera & Optic Accessories
Branded Data > Alliant > Product Propensities > Computer & Electronics > Computer Software
Branded Data > Alliant > Product Propensities > Computer & Electronics > Smart Watch
Branded Data > Alliant > Product Propensities > Computer & Electronics > Video Game Software



Segment Detail View

Branded Data > Alliant > Product Propensities > Dress Wear
Branded Data > Alliant > Product Propensities > Dress Wear > Blazer
Branded Data > Alliant > Product Propensities > Dress Wear > Dress
Branded Data > Alliant > Product Propensities > Fitness Wear
Branded Data > Alliant > Product Propensities > Fitness Wear > Jogger Pants
Branded Data > Alliant > Product Propensities > Home
Branded Data > Alliant > Product Propensities > Home > Comforter Set
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 > Plumbing
Branded Data > Alliant > Product Propensities > Home > Pressure Cooker
Branded Data > Alliant > Product Propensities > Home > Sofas
Branded Data > Alliant > Product Propensities > Jewelry
Branded Data > Alliant > Product Propensities > Jewelry > Jewelry
Branded Data > Alliant > Product Propensities > Outerwear
Branded Data > Alliant > Product Propensities > Outerwear > Jacket
Branded Data > Alliant > Product Propensities > Personal Care & Cosmetics
Branded Data > Alliant > Product Propensities > Personal Care & Cosmetics > Cleanser
Branded Data > Alliant > Product Propensities > Personal Care & Cosmetics > Conditioner
Branded Data > Alliant > Product Propensities > Personal Care & Cosmetics > Lipstick
Branded Data > Alliant > Product Propensities > Personal Care & Cosmetics > Mask
Branded Data > Alliant > Product Propensities > Personal Care & Cosmetics > Shampoo
Branded Data > Alliant > Product Propensities > Underwear
Branded Data > Alliant > Product Propensities > Underwear > Underwear
Branded Data > Alliant > Products & Services Propensities
Branded Data > Alliant > Products & Services Propensities > Avid Gamers - Propensity
Branded Data > Alliant > Products & Services Propensities > Classical Concert Attendee - Propensity
Branded Data > Alliant > Products & Services Propensities > College Basketball Fans - Propensity
Branded Data > Alliant > Products & Services Propensities > College Football Fans - Propensity
Branded Data > Alliant > Products & Services Propensities > Cruise Travel - Propensity
Branded Data > Alliant > Products & Services Propensities > Dog Product Buyer - Propensity
Branded Data > Alliant > Products & Services Propensities > Donor to PBS / NPR - Propensity



Segment Detail View

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 > Family Restaurant Visitors - 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 > Live Theater Fans - Propensity
Branded Data > Alliant > Products & Services Propensities > Online Investment / Trading - Propensity
Branded Data > Alliant > Products & Services Propensities > Online Travel Planners - Propensity
Branded Data > Alliant > Products & Services Propensities > Religious Donors - Propensity
Branded Data > Alliant > Products & Services Propensities > Safety / Security Insurance Buyers - Propensity
Branded Data > Alliant > Products & Services Propensities > Smart Phone Users - 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 > Direct Marketing Purchasers
Branded Data > Alliant > Response Performance > Direct Marketing Responders
Branded Data > Alliant > Vacation & Travel Products
Branded Data > Alliant > Women's Interests
Branded Data > Alliant > Women's Interests > Women's Products
Branded Data > AmeriLINK
Branded Data > AmeriLINK > AmeriLINK Consumer Buying Behavior
Branded Data > AmeriLINK > AmeriLINK Consumer Buying Behavior > Demographics
Branded Data > AmeriLINK > AmeriLINK Consumer Buying Behavior > Demographics > Gender
Branded Data > AmeriLINK > AmeriLINK Consumer Buying Behavior > Demographics > Gender > Male
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Accounting & Auditing
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Accounting & Auditing > Billing & Invoicing
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Accounting & Auditing > Bookkeeping
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Air Travel
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Air Travel > Airport Parking & Transportation
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Banking



Segment Detail View

Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Banking > ATMs & Branch Locations
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Banking > Debit & Checking Services
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Banking > Money Transfer & Wire Services
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Banking > Savings Accounts
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Beauty & Fitness
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Body Art
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Bus & Rail
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Car Rental & Taxi Services
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Carpooling & Vehicle Sharing
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > College Sports
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Cosmetic Procedures
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Credit & Lending
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Credit & Lending > Credit Cards
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Credit & Lending > Loans
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Cruises & Charters
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Demographics
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Demographics > Age
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Demographics > Age > Age 18+
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Demographics > Age > Age 18-44
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Demographics > Age > Age 18-54
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Demographics > Age > Age 18-64
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Demographics > Age > Age 25+
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Demographics > Age > Age 25-44
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Demographics > Age > Age 25-44
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Demographics > Age > Age 25-54
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Demographics > Age > Age 25-64
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Demographics > Age > Age 35-44
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Demographics > Age > Age 45-54
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Demographics > Age > Age 55-64
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Demographics > Gender
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Demographics > Gender > Female
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Demographics > Gender > Male
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Demographics > Gender and Age



Segment Detail View

Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Demographics > Gender and Age > Females 18-34
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Demographics > Gender and Age > Females 18-44
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Demographics > Gender and Age > Females 18-54
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Demographics > Gender and Age > Females 18-64
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Demographics > Gender and Age > Females 25+
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Demographics > Gender and Age > Females 25-34
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Demographics > Gender and Age > Females 25-44
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Demographics > Gender and Age > Females 25-54
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Demographics > Gender and Age > Females 25-64
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Demographics > Gender and Age > Females 35-44
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Demographics > Gender and Age > Females 45-54
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Demographics > Gender and Age > Females 55-64
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Demographics > Gender and Age > Females 65+
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Demographics > Gender and Age > Males 18-34
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Demographics > Gender and Age > Males 18-44
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Demographics > Gender and Age > Males 18-54
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Demographics > Gender and Age > Males 18-64
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Demographics > Gender and Age > Males 25+
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Demographics > Gender and Age > Males 25-34
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Demographics > Gender and Age > Males 25-44
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Demographics > Gender and Age > Males 25-54
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Demographics > Gender and Age > Males 25-64
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Demographics > Gender and Age > Males 45-54
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Demographics > Gender and Age > Males 55-64
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Demographics > Gender and Age > Males 65+
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Events & Listings
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Events & Listings > Bars, Clubs & Nightlife
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Events & Listings > Concerts & Music Festivals
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Events & Listings > Event Ticket Sales
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Events & Listings > Film Festivals
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Events & Listings > Food & Beverage Events
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Events & Listings > Live Sporting Events
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Events & Listings > Movie Listings & Theater Showtimes



Segment Detail View

Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Face & Body Care

Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Face & Body Care > Hygiene & Toiletries

Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Face & Body Care > Make-Up & Cosmetics

Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Face & Body Care > Skin & Nail Care

Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Face & Body Care > Unwanted Body & Facial Hair Removal

Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Fashion & Style

Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Fashion & Style > Fashion Designers & Collections

Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Financial Planning & Management

Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Financial Planning & Management > Asset & Portfolio Management

Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Financial Planning & Management > Inheritance & Estate Planning

Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Fitness

Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Fitness > Bodybuilding

Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Fitness > Fitness Equipment & Accessories

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

Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Fitness > Gyms & Health Clubs

Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Fitness > Yoga & Pilates

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

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

Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Hair Care

Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Hotels & Accommodations

Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Insurance

Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Insurance > Health Insurance

Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Insurance > Home Insurance

Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Insurance > Life Insurance

Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Insurance > Travel Insurance

Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Investing

Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Investing > Brokerages & Day Trading

Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Investing > Commodities & Futures Trading

Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Investing > Currencies & Foreign Exchange

Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Investing > Derivatives

Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Investing > Funds

Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Investing > Real Estate Investment Trusts

Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Investing > Stocks & Bonds



Segment Detail View

Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Luggage & Travel Accessories
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Spas & Beauty Services
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Spas & Beauty Services > Massage Therapy
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Specialty Travel
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Specialty Travel > Adventure Travel
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Specialty Travel > Agritourism
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Specialty Travel > Sightseeing Tours
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Team Sports
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Team Sports > American Football
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Team Sports > Baseball
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Team Sports > Basketball
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Team Sports > Hockey
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Team Sports > Rugby
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Team Sports > Soccer
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Team Sports > Volleyball
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Tourist Destinations
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Tourist Destinations > Beaches & Islands
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Tourist Destinations > Historical Sites & Buildings
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Tourist Destinations > Lakes & Rivers
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Tourist Destinations > Mountain & Ski Resorts
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Tourist Destinations > Regional Parks & Gardens
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Tourist Destinations > Theme Parks
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Tourist Destinations > Zoos, Aquariums & Preserves
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Travel
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Travel Agencies & Services
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Travel Agencies & Services > Tourist Boards & Visitor Centers
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Travel Guides & Travelogues
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Water Sports
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Water Sports > Surfing
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Water Sports > Swimming
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Weight Loss
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Winter Sports
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Winter Sports > Skiing & Snowboarding



Segment Detail View

Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > World Sports Competitions
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > World Sports Competitions > Olympics
Branded Data > AnalyticsIQ
Branded Data > AnalyticsIQ > Automotive
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 > 2 Cars Owned
Branded Data > AnalyticsIQ > Automotive > In Garage > Vehicle Age
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 > SUV Owners
Branded Data > AnalyticsIQ > Automotive > In Garage > Vehicle Type > Sedan Owners
Branded Data > AnalyticsIQ > Automotive > In Garage > Vehicle Use
Branded Data > AnalyticsIQ > Automotive > In Garage > Vehicle Use > Waze Users
Branded Data > AnalyticsIQ > Automotive > In Market
Branded Data > AnalyticsIQ > Automotive > In Market > Buyer Type
Branded Data > AnalyticsIQ > Automotive > In Market > Buyer Type > Methodical Buyers
Branded Data > AnalyticsIQ > Automotive > In Market > Desired Vehicle Features
Branded Data > AnalyticsIQ > Automotive > In Market > Desired Vehicle Features > High-End / Luxury Vehicle Features
Branded Data > AnalyticsIQ > Automotive > In Market > In Market for New Vehicle
Branded Data > AnalyticsIQ > Automotive > In Market > Vehicle Make
Branded Data > AnalyticsIQ > Automotive > In Market > Vehicle Make > In Market for a BMW
Branded Data > AnalyticsIQ > Automotive > In Market > Vehicle Make > In Market for a Cadillac
Branded Data > AnalyticsIQ > Automotive > In Market > Vehicle Make > In Market for a Land Rover
Branded Data > AnalyticsIQ > Automotive > In Market > Vehicle Make > In Market for a Lexus
Branded Data > AnalyticsIQ > Automotive > In Market > Vehicle Make > In Market for a Mercedes
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 Tesla
Branded Data > AnalyticsIQ > Automotive > In Market > Vehicle Make > In Market for a Volvo
Branded Data > AnalyticsIQ > Automotive > In Market > Vehicle Make > In Market for an Acura
Branded Data > AnalyticsIQ > Automotive > In Market > Vehicle Make > In Market for an Audi
Branded Data > AnalyticsIQ > Automotive > In Market > Vehicle Make > In Market for an Infiniti
Branded Data > AnalyticsIQ > Automotive > In Market > Vehicle Type



Segment Detail View

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

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

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 > Affluent Technology Professionals

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

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

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 > LinkedIn Influencers

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 > Active & Influential Social Media Users > Twitter 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 > Decision Drivers & Behavior Motivations

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

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

Branded Data > AnalyticsIQ > B2B > Employee Attributes > Business Decision Makers > Decision Drivers & Behavior Motivations > Purchase Decision Drivers > Quality Oriented

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 > Phone Call

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 > Case Study

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

Branded Data > AnalyticsIQ > B2B > Employee Attributes > Business Decision Makers > Preferred Marketing Communication Methods > Marketing Content Preference > White Paper

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 > Active & Influential Social Media Users > LinkedIn Influencers

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



Segment Detail View

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 > Executives Continuing Education

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 > Decision Drivers & Behavior Motivations

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

Branded Data > AnalyticsIQ > B2B > Employee Attributes > Business Executives > Decision Drivers & Behavior Motivations > Purchase Decision Drivers > Quality Oriented

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

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 > Preferred Marketing Communication Methods

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

Branded Data > AnalyticsIQ > B2B > Employee Attributes > Business Executives > Preferred Marketing Communication Methods > Marketing Content Preference > Webinar

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 > Co-Owners

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

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

Branded Data > AnalyticsIQ > B2B > Employee Attributes > Business Owners > Minority-owned Businesses

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 > 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 Case Study 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 Business Decision Makers & Influencers > Prefers Webinar Marketing Content



Segment Detail View

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

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

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

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 Enjoy Video Games

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

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

Branded Data > AnalyticsIQ > B2B > Employee Attributes > Working From Home > Remote Workers Likely to Have a 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 Likely to be In Market for a Vehicle

Branded Data > AnalyticsIQ > B2B > Employee Attributes > Working From Home > Remote Workers Likely to be Music Streamers

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 > iPhone Owner

Branded Data > AnalyticsIQ > Channel > Podcasts

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

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

Branded Data > AnalyticsIQ > Channel > Podcasts > Daily 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 > Self-Development Podcast Listeners

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



Segment Detail View

Branded Data > AnalyticsIQ > Channel > Podcasts > iHeartRadio Listeners

Branded Data > AnalyticsIQ > Channel > Social Networks

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

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

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

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

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

Branded Data > AnalyticsIQ > Charitable Contributors

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

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

Branded Data > AnalyticsIQ > Charitable Contributors > Donation Motivations

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

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

Branded Data > AnalyticsIQ > Charitable Contributors > Donation Motivations > Non-Planned Givers

Branded Data > AnalyticsIQ > Charitable Contributors > Likely Donors

Branded Data > AnalyticsIQ > Charitable Contributors > Likely Donors > Anti-Hunger Cause Donors

Branded Data > AnalyticsIQ > Charitable Contributors > Likely Donors > Arts or Cultural Causes

Branded Data > AnalyticsIQ > Charitable Contributors > Likely Donors > Children's Charities

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

Branded Data > AnalyticsIQ > Charitable Contributors > Likely Donors > Likely to Have Donated Over \$100 to 4 or More Charitable Organizations in Last 12-months

Branded Data > AnalyticsIQ > Charitable Contributors > Likely Donors > Medical Care Cause Donors

Branded Data > AnalyticsIQ > Charitable Contributors > Likely Donors > Online Donor

Branded Data > AnalyticsIQ > Charitable Contributors > Likely Donors > Online Donor > Likely

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

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 > 50-54

Branded Data > AnalyticsIQ > Demographics > Age > Staggered Age Range

Branded Data > AnalyticsIQ > Demographics > Age > Staggered Age Range > 35-44

Branded Data > AnalyticsIQ > Demographics > Age > Staggered Age Range > 45-54

Branded Data > AnalyticsIQ > Demographics > Business Owner



Segment Detail View

Branded Data > AnalyticsIQ > Demographics > Education
Branded Data > AnalyticsIQ > Demographics > Education > Bachelor Degree
Branded Data > AnalyticsIQ > Demographics > Employment
Branded Data > AnalyticsIQ > Demographics > Employment > Educator
Branded Data > AnalyticsIQ > Demographics > Employment > Full-time
Branded Data > AnalyticsIQ > Demographics > Employment > High Income Professionals
Branded Data > AnalyticsIQ > Demographics > Employment > Professional Tech
Branded Data > AnalyticsIQ > Demographics > Gender
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 > Age of Children in Household > 16-17
Branded Data > AnalyticsIQ > Demographics > Household Composition > Children Present in Household
Branded Data > AnalyticsIQ > Demographics > Household Composition > Number of Children in Household
Branded Data > AnalyticsIQ > Demographics > Household Composition > Number of Children in Household > 3 or More
Branded Data > AnalyticsIQ > Demographics > Household Composition > Parents
Branded Data > AnalyticsIQ > Demographics > Household Composition > Parents > Dads
Branded Data > AnalyticsIQ > Demographics > Household Composition > Pet Owners
Branded Data > AnalyticsIQ > Demographics > Household Composition > Pet Owners > Dog Owners
Branded Data > AnalyticsIQ > Demographics > Household Composition > Pet Owners > Pet Owner (Cat or Dog)
Branded Data > AnalyticsIQ > Demographics > Household Composition > Young Adult in Household
Branded Data > AnalyticsIQ > Demographics > Housing Attributes
Branded Data > AnalyticsIQ > Demographics > Housing Attributes > Dwelling Type
Branded Data > AnalyticsIQ > Demographics > Housing Attributes > Dwelling Type > Single-Family Home
Branded Data > AnalyticsIQ > Demographics > Housing Attributes > Has Small Office
Branded Data > AnalyticsIQ > Demographics > Housing Attributes > Length of Residence
Branded Data > AnalyticsIQ > Demographics > Housing Attributes > Length of Residence > 7-9 Years
Branded Data > AnalyticsIQ > Demographics > Housing Attributes > Ownership
Branded Data > AnalyticsIQ > Demographics > Housing Attributes > Ownership > Homeowners



Segment Detail View

Branded Data > AnalyticsIQ > Demographics > Marital Status
Branded Data > AnalyticsIQ > Demographics > Marital Status > Married
Branded Data > AnalyticsIQ > Finance
Branded Data > AnalyticsIQ > Finance > Affluence Segments
Branded Data > AnalyticsIQ > Finance > Affluence Segments > Giving Back
Branded Data > AnalyticsIQ > Finance > Affluence Segments > Old Money
Branded Data > AnalyticsIQ > Finance > Credit Cards
Branded Data > AnalyticsIQ > Finance > Credit Cards > Bank Credit Card
Branded Data > AnalyticsIQ > Finance > Estimated Net Worth
Branded Data > AnalyticsIQ > Finance > Estimated Net Worth > \$2,000,000 to \$3,999,999
Branded Data > AnalyticsIQ > Finance > FinTech
Branded Data > AnalyticsIQ > Finance > FinTech > Digital Payment Users
Branded Data > AnalyticsIQ > Finance > Financial Motivations
Branded Data > AnalyticsIQ > Finance > Financial Motivations > Engaged Financial Planners
Branded Data > AnalyticsIQ > Finance > Financial Motivations > Financial Planning
Branded Data > AnalyticsIQ > Finance > Household Income
Branded Data > AnalyticsIQ > Finance > Household Income > \$200,000 - \$249,999
Branded Data > AnalyticsIQ > Finance > Investing
Branded Data > AnalyticsIQ > Finance > Investing > Accredited Investors
Branded Data > AnalyticsIQ > Finance > Investing > Overall Investable Assets
Branded Data > AnalyticsIQ > Finance > Investing > Overall Investable Assets > Top 2 - 5%
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 > Diet > Lifestyle Dieters
Branded Data > AnalyticsIQ > Health & Wellness > Exercise
Branded Data > AnalyticsIQ > Health & Wellness > Exercise > Avid Exerciser
Branded Data > AnalyticsIQ > Health & Wellness > Exercise > Extreme Exerciser



Segment Detail View

Branded Data > AnalyticsIQ > Health & Wellness > Exercise > Weight Lifting
Branded Data > AnalyticsIQ > Health & Wellness > Health Lifestyle
Branded Data > AnalyticsIQ > Health & Wellness > Interests
Branded Data > AnalyticsIQ > Health & Wellness > Interests > 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 > Likely to See a Dentist
Branded Data > AnalyticsIQ > In Market
Branded Data > AnalyticsIQ > In Market > Aldi Shoppers
Branded Data > AnalyticsIQ > In Market > Annual Discretionary Spending
Branded Data > AnalyticsIQ > In Market > Annual Discretionary Spending > Apparel
Branded Data > AnalyticsIQ > In Market > Annual Discretionary Spending > Apparel > \$3,000 to \$4,999
Branded Data > AnalyticsIQ > In Market > Annual Discretionary Spending > Dining
Branded Data > AnalyticsIQ > In Market > Annual Discretionary Spending > Dining > \$4,000 to \$4,999
Branded Data > AnalyticsIQ > In Market > Annual Discretionary Spending > Education
Branded Data > AnalyticsIQ > In Market > Annual Discretionary Spending > Education > \$2,500 to \$5,499
Branded Data > AnalyticsIQ > In Market > Annual Discretionary Spending > Entertainment
Branded Data > AnalyticsIQ > In Market > Annual Discretionary Spending > Entertainment > \$1,750 to \$2,249
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 > 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 > Total
Branded Data > AnalyticsIQ > In Market > Annual Discretionary Spending > Total > \$25,000 to \$42,999
Branded Data > AnalyticsIQ > In Market > Apple Products
Branded Data > AnalyticsIQ > In Market > Costco Shoppers
Branded Data > AnalyticsIQ > In Market > Dining Out
Branded Data > AnalyticsIQ > In Market > Dining Out > Delivery
Branded Data > AnalyticsIQ > In Market > Dining Out > Delivery > Fast Food Delivery Users
Branded Data > AnalyticsIQ > In Market > Dining Out > Delivery > Restaurant Delivery Users
Branded Data > AnalyticsIQ > In Market > Dining Out > Restaurant Enthusiasts



Segment Detail View

Branded Data > AnalyticsIQ > In Market > Dining Out > Upscale Restaurant Enthusiasts
Branded Data > AnalyticsIQ > In Market > Farmer's Market Shoppers
Branded Data > AnalyticsIQ > In Market > Food Delivery Services Users
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 > Apparel Big Spenders
Branded Data > AnalyticsIQ > In Market > Online Shoppers > Education Big Spenders
Branded Data > AnalyticsIQ > In Market > Online Shoppers > Likely to Purchase Vitamins Online
Branded Data > AnalyticsIQ > In Market > Online Shoppers > Personal Care Big Spenders
Branded Data > AnalyticsIQ > In Market > Online Shoppers > Personal Insurance Big Spenders
Branded Data > AnalyticsIQ > In Market > Online Shoppers > Reading Big Spenders
Branded Data > AnalyticsIQ > In Market > Online Shoppers > Restaurant Big Spenders
Branded Data > AnalyticsIQ > In Market > Online Shoppers > Shops for Clothing Primarily Online
Branded Data > AnalyticsIQ > In Market > Online Shoppers > Shops for Electronics Primarily Online
Branded Data > AnalyticsIQ > In Market > Online Shoppers > Shops for Furniture Primarily Online
Branded Data > AnalyticsIQ > In Market > Online Shoppers > Shops for Music Primarily Online
Branded Data > AnalyticsIQ > In Market > Online Shoppers > Shops for Sporting Goods Primarily Online
Branded Data > AnalyticsIQ > In Market > Organic Food Shoppers
Branded Data > AnalyticsIQ > In Market > Sephora Shoppers
Branded Data > AnalyticsIQ > In Market > Smart Speaker Shoppers
Branded Data > AnalyticsIQ > In Market > Sprouts 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 > Style & Fashion Subscription Box Lovers
Branded Data > AnalyticsIQ > In Market > Subscription Boxes > Subscription Box Lovers
Branded Data > AnalyticsIQ > In Market > Subscription Boxes > Vitamin & Nutrition Supplement Subscription Box Lovers
Branded Data > AnalyticsIQ > In Market > Whole Foods Shoppers
Branded Data > AnalyticsIQ > Interest
Branded Data > AnalyticsIQ > Interest > Aerobic Exercise
Branded Data > AnalyticsIQ > Interest > Arts & Crafts
Branded Data > AnalyticsIQ > Interest > Auto Work



Segment Detail View

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 > Computer Owners
Branded Data > AnalyticsIQ > Interest > Consumer Electronics
Branded Data > AnalyticsIQ > Interest > Cooking & Food
Branded Data > AnalyticsIQ > Interest > Cooking & Food > Gourmet Cooking Enthusiasts
Branded Data > AnalyticsIQ > Interest > Cooking & Food > Organic Ingredient & Cooking Enthusiasts
Branded Data > AnalyticsIQ > Interest > DIY Living
Branded Data > AnalyticsIQ > Interest > Exercise Biking
Branded Data > AnalyticsIQ > Interest > Exercise Of Running / Jogging
Branded Data > AnalyticsIQ > Interest > Exercise Of Walking
Branded Data > AnalyticsIQ > Interest > Fantasy Sports Gaming
Branded Data > AnalyticsIQ > Interest > Foodies and Food Enthusiasts
Branded Data > AnalyticsIQ > Interest > Gardening
Branded Data > AnalyticsIQ > Interest > Golf Enthusiasts
Branded Data > AnalyticsIQ > Interest > Hardcore Outdoor Enthusiasts
Branded Data > AnalyticsIQ > Interest > Health or The Medical Field
Branded Data > AnalyticsIQ > Interest > Home Furnishings/Decorating
Branded Data > AnalyticsIQ > Interest > Home Improvement
Branded Data > AnalyticsIQ > Interest > Investment Opportunity Seekers
Branded Data > AnalyticsIQ > Interest > Military History
Branded Data > AnalyticsIQ > Interest > Music or Collecting Movies
Branded Data > AnalyticsIQ > Interest > Nascar
Branded Data > AnalyticsIQ > Interest > Outdoor Activity Enthusiasts
Branded Data > AnalyticsIQ > Interest > Photography
Branded Data > AnalyticsIQ > Interest > Professional Living
Branded Data > AnalyticsIQ > Interest > Reading
Branded Data > AnalyticsIQ > Interest > Riding Horses
Branded Data > AnalyticsIQ > Interest > Science/Space
Branded Data > AnalyticsIQ > Interest > Sports



Segment Detail View

Branded Data > AnalyticsIQ > Interest > Sports > Baseball Enthusiasts
Branded Data > AnalyticsIQ > Interest > Sports > Basketball Enthusiasts
Branded Data > AnalyticsIQ > Interest > Sports > Female Sports Fans
Branded Data > AnalyticsIQ > Interest > Sports > Football Enthusiasts
Branded Data > AnalyticsIQ > Interest > Sports > Hockey Enthusiasts
Branded Data > AnalyticsIQ > Interest > Sports > Soccer Enthusiasts
Branded Data > AnalyticsIQ > Interest > Sports > Sports Memorabilia
Branded Data > AnalyticsIQ > Interest > Sports > Team Sports
Branded Data > AnalyticsIQ > Interest > Sports > Water Sports
Branded Data > AnalyticsIQ > Interest > Travel
Branded Data > AnalyticsIQ > Interest > Travel > Cruise Travel Interest
Branded Data > AnalyticsIQ > Interest > Travel > Domestic Travel Interest
Branded Data > AnalyticsIQ > Interest > Travel > International Travel Interest
Branded Data > AnalyticsIQ > Interest > Video Games
Branded Data > AnalyticsIQ > Interest > Video Games > Dedication Spectrum
Branded Data > AnalyticsIQ > Interest > Video Games > Dedication Spectrum > Mid-core 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 > Console & Mobile Video Game Players
Branded Data > AnalyticsIQ > Past Purchases
Branded Data > AnalyticsIQ > Past Purchases > Books Recently
Branded Data > AnalyticsIQ > Past Purchases > Children's Items
Branded Data > AnalyticsIQ > Past Purchases > Children's Learning Toys
Branded Data > AnalyticsIQ > Past Purchases > Computer Games
Branded Data > AnalyticsIQ > Past Purchases > Crafts & Hobbies Products
Branded Data > AnalyticsIQ > Past Purchases > Electronics, Computing & Home Office Products
Branded Data > AnalyticsIQ > Past Purchases > Financial Newsletter Subscription
Branded Data > AnalyticsIQ > Past Purchases > High End Appliances
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



Segment Detail View

Branded Data > AnalyticsIQ > Past Purchases > Women's Apparel
Branded Data > AnalyticsIQ > Past Purchases > Young Women's Apparel
Branded Data > AnalyticsIQ > Persona
Branded Data > AnalyticsIQ > Persona > Environmentally Conscious
Branded Data > AnalyticsIQ > Persona > Luxury Brand Buyers
Branded Data > AnalyticsIQ > Persona > Professionally Adventurous
Branded Data > AnalyticsIQ > Persona > Recreationally Adventurous
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
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 > \$2,000,000 - \$3,999,999
Branded Data > AnalyticsIQ > Regulation B (Reg B) Friendly Audiences > Finance > Household Income
Branded Data > AnalyticsIQ > Regulation B (Reg B) Friendly Audiences > Finance > Household Income > \$250,000 - \$399,999
Branded Data > AnalyticsIQ > Regulation B (Reg B) Friendly Audiences > Finance > Investing
Branded Data > AnalyticsIQ > Regulation B (Reg B) Friendly Audiences > Finance > Investing > Overall Investable Assets
Branded Data > AnalyticsIQ > Regulation B (Reg B) Friendly Audiences > Finance > Investing > Overall Investable Assets > Top 2% - 5%
Branded Data > AnalyticsIQ > Regulation B (Reg B) Friendly Audiences > Finance > Investing > Presence of Life Insurance
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 > 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 > \$600,001 to \$800,000



Segment Detail View

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

Branded Data > AnalyticsIQ > Regulation B (Reg B) Friendly Audiences > Finance > Mortgages & Loans > Length Since Last Home Loan (Months) > 90 to 119 months

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

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

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

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

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

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

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 > \$3,000 - \$4,999

Branded Data > AnalyticsIQ > Seasonal

Branded Data > AnalyticsIQ > Seasonal > Holiday

Branded Data > AnalyticsIQ > Seasonal > Holiday > Holiday Shoppers

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

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 > Cost

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 Frequently Watch TV with Group

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 Watch CNN



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 Primetime Viewers

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

Branded Data > AnalyticsIQ > Television (TV) Viewership > Viewer Profile > Children Between 12 and 17 Watching TV in Household

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

Branded Data > AnalyticsIQ > Travel Intenders

Branded Data > AnalyticsIQ > Travel Intenders > Annual Discretionary Spending

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

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

Branded Data > AnalyticsIQ > Travel Intenders > Pandemic Travel Plans

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

Branded Data > Audiences by Ziff Davis

Branded Data > Audiences by Ziff Davis > IGN

Branded Data > Audiences by Ziff Davis > IGN > Interests

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

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

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

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

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

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

Branded Data > Audiences by Ziff Davis > IGN > Interests > Gaming & Video Games > Franchises > Call of Duty

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

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

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

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

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

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

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

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

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

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



Segment Detail View

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

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

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

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

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

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

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

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

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

Branded Data > Audiences by Ziff Davis > IGN > Interests > Gaming & Video Games > Franchises > The Legend of Zelda

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

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

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

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

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

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

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

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

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

Branded Data > Audiences by Ziff Davis > IGN > Interests > Gaming & Video Games > Platforms & Consoles > Nintendo 3DS

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

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

Branded Data > Audiences by Ziff Davis > IGN > Interests > Gaming & Video Games > Platforms & Consoles > Sony PlayStation 3 (PS3)

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

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

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

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

Branded Data > Audiences by Ziff Davis > Interests

Branded Data > Audiences by Ziff Davis > Interests > Automotive

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

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

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

Branded Data > Audiences by Ziff Davis > Interests > Entertainment



Segment Detail View

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



Segment Detail View

Branded Data > Audiences by Ziff Davis > Interests > Technology > Brands > Marvel
Branded Data > Audiences by Ziff Davis > Interests > Technology > Brands > Microsoft
Branded Data > Audiences by Ziff Davis > Interests > Technology > Brands > Motorola
Branded Data > Audiences by Ziff Davis > Interests > Technology > Brands > Netflix
Branded Data > Audiences by Ziff Davis > Interests > Technology > Brands > Nintendo
Branded Data > Audiences by Ziff Davis > Interests > Technology > Brands > Qualcomm
Branded Data > Audiences by Ziff Davis > Interests > Technology > Brands > Showtime
Branded Data > Audiences by Ziff Davis > Interests > Technology > Brands > Sony
Branded Data > Audiences by Ziff Davis > Interests > Technology > Brands > TP-Link
Branded Data > Audiences by Ziff Davis > Interests > Technology > Brands > TunnelBear
Branded Data > Audiences by Ziff Davis > Interests > Technology > Brands > Twitter
Branded Data > Audiences by Ziff Davis > Interests > Technology > Brands > Walmart
Branded Data > Audiences by Ziff Davis > Interests > Technology > Brands > Windows
Branded Data > Audiences by Ziff Davis > Interests > Technology > Brands > iPad
Branded Data > Audiences by Ziff Davis > Interests > Technology > Brands > iPhone
Branded Data > Audiences by Ziff Davis > Interests > Technology > DNA Testing
Branded Data > Audiences by Ziff Davis > Mashable
Branded Data > Audiences by Ziff Davis > Mashable > Interests
Branded Data > Audiences by Ziff Davis > Mashable > Interests > Culture & Lifestyle
Branded Data > Audiences by Ziff Davis > Mashable > Interests > Culture & Lifestyle > Home Decor
Branded Data > Audiences by Ziff Davis > Mashable > Interests > Culture & Lifestyle > Parenting
Branded Data > Audiences by Ziff Davis > Mashable > Interests > Culture & Lifestyle > Shopping
Branded Data > Audiences by Ziff Davis > Mashable > Interests > Culture & Lifestyle > Web Culture
Branded Data > Audiences by Ziff Davis > Mashable > Interests > Entertainment
Branded Data > Audiences by Ziff Davis > Mashable > Interests > Entertainment > Genres
Branded Data > Audiences by Ziff Davis > Mashable > Interests > Entertainment > Genres > Sci Fi
Branded Data > Audiences by Ziff Davis > Mashable > Interests > Entertainment > Genres > Thriller
Branded Data > Audiences by Ziff Davis > Mashable > Interests > Entertainment > Streaming
Branded Data > Audiences by Ziff Davis > Mashable > Interests > Entertainment > Streaming > Video on Demand
Branded Data > Audiences by Ziff Davis > Mashable > Interests > Gaming & Video Games
Branded Data > Audiences by Ziff Davis > Mashable > Interests > Gaming & Video Games > Platforms & Consoles
Branded Data > Audiences by Ziff Davis > Mashable > Interests > Gaming & Video Games > Platforms & Consoles > Nintendo Switch
Branded Data > Audiences by Ziff Davis > Mashable > Interests > Science



Segment Detail View

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Branded Data > Audiences by Ziff Davis > PCMag

Branded Data > Audiences by Ziff Davis > PCMag > Interests

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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



Segment Detail View

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Branded Data > Audiences by Ziff Davis > Tech - B2B

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

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

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

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



Segment Detail View

Branded Data > Audiences by Ziff Davis > Tech - B2B > Info Tech Management & Strategy
Branded Data > Audiences by Ziff Davis > Tech - B2B > Networking & Infrastructure
Branded Data > Audiences by Ziff Davis > Tech - B2B > Software Development
Branded Data > BusinessWatch & ConsumerWatch Network
Branded Data > BusinessWatch & ConsumerWatch Network > ConsumerWatch Network Consumer Audiences
Branded Data > BusinessWatch & ConsumerWatch Network > ConsumerWatch Network Consumer Audiences > Credit Cards
Branded Data > BusinessWatch & ConsumerWatch Network > ConsumerWatch Network Consumer Audiences > Credit Cards > Bank Card
Branded Data > BusinessWatch & ConsumerWatch Network > ConsumerWatch Network Consumer Audiences > Demographics
Branded Data > BusinessWatch & ConsumerWatch Network > ConsumerWatch Network Consumer Audiences > Demographics > Age Range
Branded Data > BusinessWatch & ConsumerWatch Network > ConsumerWatch Network Consumer Audiences > Demographics > Age Range > 45-54
Branded Data > BusinessWatch & ConsumerWatch Network > ConsumerWatch Network Consumer Audiences > Demographics > Age Range > 55-64
Branded Data > BusinessWatch & ConsumerWatch Network > ConsumerWatch Network Consumer Audiences > Demographics > Education Level
Branded Data > BusinessWatch & ConsumerWatch Network > ConsumerWatch Network Consumer Audiences > Demographics > Education Level > Completed High School
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 > 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 > Demographics > Pets
Branded Data > BusinessWatch & ConsumerWatch Network > ConsumerWatch Network Consumer Audiences > Demographics > Pets > Pet Lover
Branded Data > BusinessWatch & ConsumerWatch Network > ConsumerWatch Network Consumer Audiences > Home Attributes
Branded Data > BusinessWatch & ConsumerWatch Network > ConsumerWatch Network Consumer Audiences > Home Attributes > Dwelling Type
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 > 5-8 Years
Branded Data > BusinessWatch & ConsumerWatch Network > ConsumerWatch Network Consumer Audiences > Home Attributes > Home Value Range
Branded Data > BusinessWatch & ConsumerWatch Network > ConsumerWatch Network Consumer Audiences > Home Attributes > Home Value Range > \$400 - \$450k
Branded Data > BusinessWatch & ConsumerWatch Network > ConsumerWatch Network Consumer Audiences > Home Attributes > Length of Residence



Segment Detail View

Branded Data > BusinessWatch & ConsumerWatch Network > ConsumerWatch Network Consumer Audiences > Home Attributes > Length of Residence > 1 Year

Branded Data > BusinessWatch & ConsumerWatch Network > ConsumerWatch Network Consumer Audiences > Home Attributes > Length of Residence > 3-5 Years

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

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

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

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

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

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

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

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

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

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

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

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

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

Branded Data > BusinessWatch & ConsumerWatch Network > ConsumerWatch Network Consumer Audiences > Interests > Gardening / Landscaping

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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



Segment Detail View

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

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

Branded Data > Dataline

Branded Data > Dataline > Automotive

Branded Data > Dataline > Automotive > Foreign Car Owners

Branded Data > Dataline > Buyers

Branded Data > Dataline > Buyers > Bakeware & Cooking Products

Branded Data > Dataline > Buyers > High-End Gadgets

Branded Data > Dataline > Demographics > Age > 55-64

Branded Data > Dataline > Demographics > Age > 55-64 > Age 60

Branded Data > Dataline > Demographics > Gender > Female

Branded Data > Dataline > Demographics > Gender > Male

Branded Data > Dataline > Demographics > Married

Branded Data > Dataline > In-Market for Credit Cards

Branded Data > Dataline > Intenders

Branded Data > Dataline > Intenders > Books Better Living Advice

Branded Data > Dataline > Intenders > Business Magazines

Branded Data > Dataline > Intenders > Electronics as a Gift

Branded Data > Dataline > Intenders > Food & Beverages

Branded Data > Dataline > Intenders > Furniture & Rugs

Branded Data > Dataline > Intenders > In-Market for a Magazine Subscription

Branded Data > Dataline > Intenders > Kitchen Items

Branded Data > Dataline > Intenders > Online Purchases

Branded Data > Dataline > Intenders > Personal Computer Upgrades

Branded Data > Dataline > Intenders > Reading Materials

Branded Data > Dataline > Intenders > Respond to Marketing Offers

Branded Data > Dataline > Intenders > Retirement Products

Branded Data > Dataline > Intenders > Use a Credit Card

Branded Data > Dataline > Known Drivers

Branded Data > Dataline > Pay Method

Branded Data > Dataline > Pay Method > Pay by American Express

Branded Data > Dataline > Pay Method > Pay by Cash

Branded Data > Equifax / IXI



Segment Detail View

Branded Data > Equifax / IXI > Ability to Pay
Branded Data > Equifax / IXI > Ability to Pay > High Ability to Pay
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 > Credit Cards
Branded Data > Equifax / IXI > Credit Cards > Low APR
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 > \$200K+ Income, Age - Working Years (35-54), Careers First - City Singles - N65
Branded Data > Equifax / IXI > Demographics and Segmentation > Economic Spectrum
Branded Data > Equifax / IXI > Demographics and Segmentation > Economic Spectrum > Affluent - Power Spenders
Branded Data > Equifax / IXI > Discretionary Spending
Branded Data > Equifax / IXI > Discretionary Spending > \$75,000 - \$99,999
Branded Data > Equifax / IXI > Financial Mobility
Branded Data > Equifax / IXI > Financial Mobility > Future Income Range \$250,000 and greater
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 \$250,000 and above
Branded Data > Equifax / IXI > Household Income (HHI) > Income 360 > Total Income \$250,000 and Above
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 > Multiple Policy Prospects
Branded Data > Equifax / IXI > Insurance Segments > Optimum Auto Insurance Target
Branded Data > Equifax / IXI > Mortgage Segments
Branded Data > Equifax / IXI > Mortgage Segments > Extremely Likely Mortgage Customers
Branded Data > Equifax / IXI > Mortgage Segments > Highly Likely First Time Mortgage Customers
Branded Data > Equifax / IXI > Mortgage Segments > Highly Likely HELOC Customers
Branded Data > Equifax / IXI > Mortgage Segments > Highly Likely to Refinance
Branded Data > Equifax / IXI > Mortgage Segments > Highly Likely to Refinance - Jumbo Loan



Segment Detail View

Branded Data > Equifax / IXI > Mortgage Segments > Likely First Time Mortgage Customers
Branded Data > Equifax / IXI > Mortgage Segments > Likely Jumbo Loan Holders
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 > Retail
Branded Data > Equifax / IXI > Retail > Apparel Shoppers
Branded Data > Equifax / IXI > Retail > Gift Buyers
Branded Data > Equifax / IXI > Retail > High End Shoppers
Branded Data > Equifax / IXI > Retail > Jewelry Buyers
Branded Data > Equifax / IXI > Retail > Luxury Shoppers
Branded Data > Equifax / IXI > Retail > Mass Market & Discount Store Shoppers
Branded Data > Equifax / IXI > Retail > Upscale Shoppers
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 > Alpine Skiing Fans
Branded Data > Equifax / IXI > Sports > College Football Fans
Branded Data > Equifax / IXI > Sports > College Men's Basketball Fans
Branded Data > Equifax / IXI > Sports > Horse Racing Fans
Branded Data > Equifax / IXI > Sports > Professional Baseball Fans
Branded Data > Equifax / IXI > Sports > Professional Hockey Fans
Branded Data > Equifax / IXI > Sports > Professional Soccer Fans
Branded Data > Equifax / IXI > Sports > Summer Olympics Games Fans
Branded Data > Equifax / IXI > Sports > Tennis Fans
Branded Data > Equifax / IXI > Sports > Wrestling Fans
Branded Data > Experian



Segment Detail View

Branded Data > Experian > Auto > In Market - Body Styles
Branded Data > Experian > Auto > In Market - Body Styles > Alternate Fuel Car
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
Branded Data > Experian > Auto > In Market - Body Styles > Exotic
Branded Data > Experian > Auto > In Market - Body Styles > Full-Size Car
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 > Full-Size Van
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 > Luxury SUV
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 > CUV SUV
Branded Data > Experian > Auto > In Market - Fuel > Electric
Branded Data > Experian > Auto > In Market - Fuel > Hybrid
Branded Data > Experian > Auto > In Market - Fuel > MPG Conscious
Branded Data > Experian > Auto > In Market - Fuel > Used Electric
Branded Data > Experian > Auto > In Market - Make and Models
Branded Data > Experian > Auto > In Market - Make and Models > Acura



Segment Detail View

Branded Data > Experian > Auto > In Market - Make and Models > Alfa Romeo
Branded Data > Experian > Auto > In Market - Make and Models > Audi
Branded Data > Experian > Auto > In Market - Make and Models > BMW
Branded Data > Experian > Auto > In Market - Make and Models > BMW X2
Branded Data > Experian > Auto > In Market - Make and Models > Buick
Branded Data > Experian > Auto > In Market - Make and Models > Cadillac
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 > Honda > Honda Insight
Branded Data > Experian > Auto > In Market - Make and Models > Hyundai
Branded Data > Experian > Auto > In Market - Make and Models > Infiniti
Branded Data > Experian > Auto > In Market - Make and Models > Infiniti > Infiniti QX50
Branded Data > Experian > Auto > In Market - Make and Models > Infiniti > Infiniti QX80
Branded Data > Experian > Auto > In Market - Make and Models > Jaguar
Branded Data > Experian > Auto > In Market - Make and Models > Jaguar > Jaguar F Pace
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 Stinger
Branded Data > Experian > Auto > In Market - Make and Models > Land Rover
Branded Data > Experian > Auto > In Market - Make and Models > Lexus
Branded Data > Experian > Auto > In Market - Make and Models > Lincoln
Branded Data > Experian > Auto > In Market - Make and Models > Mazda
Branded Data > Experian > Auto > In Market - Make and Models > Mercedes-Benz
Branded Data > Experian > Auto > In Market - Make and Models > Mercedes-Benz > MB CLA Class
Branded Data > Experian > Auto > In Market - Make and Models > Mercedes-Benz > MB S Class
Branded Data > Experian > Auto > In Market - Make and Models > Mini
Branded Data > Experian > Auto > In Market - Make and Models > Nissan
Branded Data > Experian > Auto > In Market - Make and Models > Porsche
Branded Data > Experian > Auto > In Market - Make and Models > Porsche > Porsche 911



Segment Detail View

Branded Data > Experian > Auto > In Market - Make and Models > Porsche > Porsche Cayenne
Branded Data > Experian > Auto > In Market - Make and Models > Porsche > Porsche Macan
Branded Data > Experian > Auto > In Market - Make and Models > Subaru
Branded Data > Experian > Auto > In Market - Make and Models > Tesla
Branded Data > Experian > Auto > In Market - Make and Models > Tesla > Tesla Model 3
Branded Data > Experian > Auto > In Market - Make and Models > Tesla > Tesla Model S
Branded Data > Experian > Auto > In Market - Make and Models > Tesla > Tesla Model X
Branded Data > Experian > Auto > In Market - Make and Models > Toyota
Branded Data > Experian > Auto > In Market - Make and Models > Volkswagen
Branded Data > Experian > Auto > In Market - Make and Models > Volvo
Branded Data > Experian > Auto > In Market - Make and Models > Volvo > Volvo XC40
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 > Alternative Fuel
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 > Heavy Duty (HD) Pickup
Branded Data > Experian > Auto > In Market - Switch to > Honda
Branded Data > Experian > Auto > In Market - Switch to > Jeep
Branded Data > Experian > Auto > In Market - Switch to > Luxury
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 > CUV
Branded Data > Experian > Auto > Ownership - Body Styles > Exotic
Branded Data > Experian > Auto > Ownership - Body Styles > Full-Size SUV
Branded Data > Experian > Auto > Ownership - Body Styles > Luxury CUV
Branded Data > Experian > Auto > Ownership - Body Styles > Luxury Car



Segment Detail View

Branded Data > Experian > Auto > Ownership - Body Styles > Luxury SUV
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 > Sports Car
Branded Data > Experian > Auto > Ownership - Fuel
Branded Data > Experian > Auto > Ownership - Fuel > Alternative Fuel CUV SUV
Branded Data > Experian > Auto > Ownership - Fuel > Electric
Branded Data > Experian > Auto > Ownership - Fuel > Hybrid
Branded Data > Experian > Auto > Ownership - Fuel > MPG Conscious
Branded Data > Experian > Auto > Ownership - Make and Models
Branded Data > Experian > Auto > Ownership - Make and Models > Acura
Branded Data > Experian > Auto > Ownership - Make and Models > Alfa Romeo
Branded Data > Experian > Auto > Ownership - Make and Models > Alfa Romeo Giulia
Branded Data > Experian > Auto > Ownership - Make and Models > Alfa Romeo Stelvio
Branded Data > Experian > Auto > Ownership - Make and Models > Audi
Branded Data > Experian > Auto > Ownership - Make and Models > Audi SQ5
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 > Infiniti
Branded Data > Experian > Auto > Ownership - Make and Models > Jaguar
Branded Data > Experian > Auto > Ownership - Make and Models > Jaguar F Pace
Branded Data > Experian > Auto > Ownership - Make and Models > Kia Stinger
Branded Data > Experian > Auto > Ownership - Make and Models > Land Rover
Branded Data > Experian > Auto > Ownership - Make and Models > Lexus
Branded Data > Experian > Auto > Ownership - Make and Models > MB G Class
Branded Data > Experian > Auto > Ownership - Make and Models > Mercedes-Benz
Branded Data > Experian > Auto > Ownership - Make and Models > Porsche
Branded Data > Experian > Auto > Ownership - Make and Models > Porsche 911
Branded Data > Experian > Auto > Ownership - Make and Models > Porsche Cayenne
Branded Data > Experian > Auto > Ownership - Make and Models > Porsche Macan
Branded Data > Experian > Auto > Ownership - Make and Models > RAM
Branded Data > Experian > Auto > Ownership - Make and Models > Tesla
Branded Data > Experian > Auto > Ownership - Make and Models > Tesla Model 3



Segment Detail View

Branded Data > Experian > Auto > Ownership - Make and Models > Tesla Model S
Branded Data > Experian > Auto > Ownership - Make and Models > Tesla Model X
Branded Data > Experian > Auto > Ownership - Make and Models > Volvo XC40
Branded Data > Experian > Auto > Ownership - Switch to
Branded Data > Experian > Auto > Ownership - Switch to > Alternative Fuel
Branded Data > Experian > Auto > Ownership - Switch to > CUV SUV
Branded Data > Experian > Auto > Ownership - Switch to > Ford
Branded Data > Experian > Auto > Ownership - Switch to > Honda
Branded Data > Experian > Auto > Ownership - Switch to > Jeep
Branded Data > Experian > Auto > Ownership - Switch to > Luxury
Branded Data > Experian > Auto > Ownership - Switch to > Nissan
Branded Data > Experian > Auto > Ownership - Switch to > Pickup
Branded Data > Experian > Auto > Ownership - Switch to > Toyota
Branded Data > Experian > Auto > Ownership - Switch to > Van
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 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 > Business At Home/Cottage
Branded Data > Experian > Business Executives > Business At Home/Cottage > Yes
Branded Data > Experian > Business Executives > Business Employee Size
Branded Data > Experian > Business Executives > Business Employee Size > 1 - 4 Employees
Branded Data > Experian > Business Executives > Business Sales Volume
Branded Data > Experian > Business Executives > Business Sales Volume > \$1,000,000 - \$2,499,999
Branded Data > Experian > Business Executives > Business Type/Holding
Branded Data > Experian > Business Executives > Business Type/Holding > Private
Branded Data > Experian > Business Executives > Executive Title



Segment Detail View

Branded Data > Experian > Business Executives > Executive Title > Other Business Exec
Branded Data > Experian > Business Executives > Executive Title > Owner
Branded Data > Experian > Business Executives > SIC Division/Type of Business
Branded Data > Experian > Business Executives > SIC Division/Type of Business > Finance, Insurance, and Real Estate
Branded Data > Experian > Consumer Behavior > At-Home: Families at Home (Kids 13+)
Branded Data > Experian > Consumer Behavior > Emerging Consumers
Branded Data > Experian > Consumer Behavior > Occupation: Education
Branded Data > Experian > Consumer Behavior > Workout from Home
Branded Data > Experian > Consumer Financial Insights > ConsumerSpend Clothing
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 > \$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 > \$5,000+
Branded Data > Experian > Consumer Financial Insights > ConsumerSpend Donations
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 > \$1,000-\$4,999
Branded Data > Experian > Consumer Financial Insights > ConsumerSpend Education > \$1-\$99
Branded Data > Experian > Consumer Financial Insights > ConsumerSpend Education > \$100-\$999
Branded Data > Experian > Consumer Financial Insights > ConsumerSpend Electronics
Branded Data > Experian > Consumer Financial Insights > ConsumerSpend Electronics > \$1,000-\$2,499
Branded Data > Experian > Consumer Financial Insights > ConsumerSpend Entertainment
Branded Data > Experian > Consumer Financial Insights > ConsumerSpend Entertainment > \$1-\$499
Branded Data > Experian > Consumer Financial Insights > ConsumerSpend Entertainment > \$2,000-\$4,999
Branded Data > Experian > Consumer Financial Insights > ConsumerSpend Entertainment > \$5,000+
Branded Data > Experian > Consumer Financial Insights > ConsumerSpend Home Furnishings
Branded Data > Experian > Consumer Financial Insights > ConsumerSpend Home Furnishings > \$1-\$199
Branded Data > Experian > Consumer Financial Insights > ConsumerSpend Home Furnishings > \$2,500+
Branded Data > Experian > Consumer Financial Insights > ConsumerSpend Jewelry
Branded Data > Experian > Consumer Financial Insights > ConsumerSpend Jewelry > \$2,000+
Branded Data > Experian > Consumer Financial Insights > ConsumerSpend Travel



Segment Detail View

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 1 (Highest)
Branded Data > Experian > Consumer Financial Insights > Investable Assets
Branded Data > Experian > Consumer Financial Insights > Investable Assets > Tier 2
Branded Data > Experian > Consumer Financial Insights > Investment Balances
Branded Data > Experian > Consumer Financial Insights > Investment Balances > Tier 1 (Highest)
Branded Data > Experian > Consumer Financial Insights > Mortgage Refinance
Branded Data > Experian > Consumer Financial Insights > Mortgage Refinance > 07 Very unlikely to refinance
Branded Data > Experian > Consumer Financial Insights > Net Assets Score
Branded Data > Experian > Consumer Financial Insights > Net Assets Score > \$1,000,000+
Branded Data > Experian > Consumer Financial Insights > Net Assets Score > \$1,000,000-\$2,499,999
Branded Data > Experian > Consumer Financial Insights > Net Assets Score > \$750,000-\$999,999
Branded Data > Experian > Demographics > Age
Branded Data > Experian > Demographics > Age > 25+
Branded Data > Experian > Demographics > Age > 25-54
Branded Data > Experian > Demographics > Age > 40-44
Branded Data > Experian > Demographics > Age > 40-49
Branded Data > Experian > Demographics > Age > 50-54
Branded Data > Experian > Demographics > Age > 50-59
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 > Graduate Degree
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 > Gen Xers



Segment Detail View

Branded Data > Experian > Demographics > Generations > Male Gen X
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 > \$100,000+
Branded Data > Experian > Demographics > Household Income > \$125,000+
Branded Data > Experian > Demographics > Household Income > \$150,000+
Branded Data > Experian > Demographics > Household Income > \$175,000+
Branded Data > Experian > Demographics > Household Income > \$200,000+
Branded Data > Experian > Demographics > Household Income > \$200,000-\$249,999
Branded Data > Experian > Demographics > Household Income > \$75,000+
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: 05-09
Branded Data > Experian > Demographics > Marital status
Branded Data > Experian > Demographics > Marital status > Married
Branded Data > Experian > Demographics > Occupation
Branded Data > Experian > Demographics > Occupation > Blue Collar
Branded Data > Experian > Demographics > Occupation > Management/Business and Financial Operations
Branded Data > Experian > Demographics > 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 > \$5,000-\$5,999
Branded Data > Experian > Financial > Average Bank Card Balance Transfer Amount
Branded Data > Experian > Financial > Average Bank Card Balance Transfer Amount > \$4,000-\$4,499
Branded Data > Experian > Financial > Balance Transfer Surfer
Branded Data > Experian > Financial > Deposits Increasing
Branded Data > Experian > Financial > In Market Bank Card No Limit
Branded Data > Experian > Financial > In Market New Mortgage
Branded Data > Experian > Financial > In Market Second Mortgage
Branded Data > Experian > Financial Personalities > Credit Card Financial Personality



Segment Detail View

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 > 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 > Secure, Savvy Credit User, High Home Equity Balance

Branded Data > Experian > Financial Propensity Models > Auto

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

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 > \$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 > 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 > Coin Collector

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 > 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 > NBA 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 > Play Golf



Segment Detail View

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 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 > 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 > 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 Health Charities
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 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



Segment Detail View

Branded Data > Experian > Lifestyle and Interests > Financial Behavior > Online Banking Audience
Branded Data > Experian > Lifestyle and Interests > Financial Behavior > Online Tax Software user
Branded Data > Experian > Lifestyle and Interests > Financial Behavior > Tax Return - Self prepare user
Branded Data > Experian > Lifestyle and Interests > Health
Branded Data > Experian > Lifestyle and Interests > Health > Avid Runners
Branded Data > Experian > Lifestyle and Interests > Health > Fitness Enthusiast
Branded Data > Experian > Lifestyle and Interests > Health > Healthy Living
Branded Data > Experian > Lifestyle and Interests > Health > 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 > College Basketball Enthusiast
Branded Data > Experian > Lifestyle and Interests > Interests > College Football Bowls
Branded Data > Experian > Lifestyle and Interests > Interests > Fishing
Branded Data > Experian > Lifestyle and Interests > Interests > Gardening
Branded Data > Experian > Lifestyle and Interests > Interests > Gourmet Cooking
Branded Data > Experian > Lifestyle and Interests > Interests > Photography
Branded Data > Experian > Lifestyle and Interests > 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 > High Frequency Business Traveler
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 > Moms
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 high school child(ren) (16-18 yrs old)
Branded Data > Experian > Lifestyle and Interests > Moms > Mothers with only 1 child
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 > Frequent Movie Attendee Model
Branded Data > Experian > Lifestyle and Interests > Movies > Movies: Thriller Movie Buffs
Branded Data > Experian > Lifestyle and Interests > Movies > Scifi Movie Buff
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
Branded Data > Experian > Lifestyle and Interests > Music > Music
Branded Data > Experian > Lifestyle and Interests > Music > Music Download
Branded Data > Experian > Lifestyle and Interests > Music > Music Streaming
Branded Data > Experian > Lifestyle and Interests > Music > Pop Music
Branded Data > Experian > Lifestyle and Interests > Music > Rock Music
Branded Data > Experian > Lifestyle and Interests > Online Buyer
Branded Data > Experian > Lifestyle and Interests > Online Buyer > Heavy Online Shopper Model
Branded Data > Experian > Lifestyle and Interests > Outdoors
Branded Data > Experian > Lifestyle and Interests > Outdoors > Outdoor Enthusiast
Branded Data > Experian > Lifestyle and Interests > Pets



Segment Detail View

Branded Data > Experian > Lifestyle and Interests > Pets > Dog Owners
Branded Data > Experian > Lifestyle and Interests > Pets > Pet Enthusiast
Branded Data > Experian > Lifestyle and Interests > Plays Sports
Branded Data > Experian > Lifestyle and Interests > Plays Sports > Plays 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 Ipad/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 > Highly Active Online Users
Branded Data > Experian > Lifestyle and Interests > Technology > Home Telco Subscribers - Bundle Buyer: VOIP, Cable, & Internet
Branded Data > Experian > Lifestyle and Interests > Technology > Online Researcher - Highly dependent on internet research
Branded Data > Experian > Lifestyle and Interests > Television
Branded Data > Experian > Lifestyle and Interests > Television > Grammy Watcher
Branded Data > Experian > Lifestyle and Interests > Television > Guy Shows on TV
Branded Data > Experian > Lifestyle and Interests > Television > TV Animation Show Fans
Branded Data > Experian > Lifestyle and Interests > Television > TV Movie Fans
Branded Data > Experian > Mobile Location Models
Branded Data > Experian > Mobile Location Models > Visits
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 > Hardwood Floor Retail Stores
Branded Data > Experian > Mobile Location Models > Visits > High End Furniture Shoppers
Branded Data > Experian > Mobile Location Models > Visits > Holiday Deal Shoppers
Branded Data > Experian > Mobile Location Models > Visits > Jewelry Retail Stores



Segment Detail View

Branded Data > Experian > Mobile Location Models > Visits > July 4th Shoppers
Branded Data > Experian > Mobile Location Models > Visits > July 4th Travelers
Branded Data > Experian > Mobile Location Models > Visits > Lux Womens Retail Shoppers
Branded Data > Experian > Mobile Location Models > Visits > Mall Shoppers
Branded Data > Experian > Mobile Location Models > Visits > Mattress Store Shoppers
Branded Data > Experian > Mobile Location Models > Visits > Memorial Day Shoppers
Branded Data > Experian > Mobile Location Models > Visits > Mid Low Furniture Shoppers
Branded Data > Experian > Mobile Location Models > Visits > Movie Theater Visitors
Branded Data > Experian > Mobile Location Models > Visits > Outdoor Retail Shoppers
Branded Data > Experian > Mobile Location Models > Visits > Quick Service Restaurants (QSR)
Branded Data > Experian > Mobile Location Models > Visits > Shoe Shoppers
Branded Data > Experian > Mobile Location Models > Visits > Sporting Goods Shoppers
Branded Data > Experian > Mobile Location Models > Visits > Summer Break Travelers
Branded Data > Experian > Mobile Location Models > Visits > Theme Parks Visitors
Branded Data > Experian > Mobile Location Models > Visits > Wedding Registry Shoppers
Branded Data > Experian > Mobile Location Models > Visits > Womens Retail Shoppers
Branded Data > Experian > Online Behaviors > Air Travel
Branded Data > Experian > Online Behaviors > Art & Entertainment
Branded Data > Experian > Online Behaviors > Automotive
Branded Data > Experian > Online Behaviors > Business & Industrial
Branded Data > Experian > Online Behaviors > Cord Cutters
Branded Data > Experian > Online Behaviors > Education
Branded Data > Experian > Online Behaviors > Family & Parenting
Branded Data > Experian > Online Behaviors > Food & Drink
Branded Data > Experian > Online Behaviors > Food & Drink > Health Or Lowfat Cooking
Branded Data > Experian > Online Behaviors > Gardening
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 > Beauty
Branded Data > Experian > Online Behaviors > In-Market > Coffee and Tea



Segment Detail View

Branded Data > Experian > Online Behaviors > In-Market > Furniture
Branded Data > Experian > Online Behaviors > In-Market > Furniture 125k
Branded Data > Experian > Online Behaviors > In-Market > Kitchenware
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 - Working Families
Branded Data > Experian > Online Behaviors > In-Market > Shoe Low Price
Branded Data > Experian > Online Behaviors > In-Market > Travel
Branded Data > Experian > Online Behaviors > In-Market > Video Games
Branded Data > Experian > Online Behaviors > News
Branded Data > Experian > Online Behaviors > News > National News
Branded Data > Experian > Online Behaviors > Online Activity
Branded Data > Experian > Online Behaviors > Pets
Branded Data > Experian > Online Behaviors > Pets > Dogs
Branded Data > Experian > Online Behaviors > Science
Branded Data > Experian > Online Behaviors > Science > Weather
Branded Data > Experian > Online Behaviors > Sports
Branded Data > Experian > Online Behaviors > Sports > Football
Branded Data > Experian > Online Behaviors > Sports > Pro Basketball
Branded Data > Experian > Online Behaviors > Style & Fashion
Branded Data > Experian > Online Behaviors > Technology & Computing
Branded Data > Experian > Online Behaviors > Technology & Computing > Cell Phones
Branded Data > Experian > Online Behaviors > Technology & Computing > Internet Technologies
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 > GreenAware
Branded Data > Experian > Psychographic/Attitudes > GreenAware > Behavioral Greens
Branded Data > Experian > Psychographic/Attitudes > GreenAware > Think Greens
Branded Data > Experian > Psychographic/Attitudes > Health and Diet Attitudes
Branded Data > Experian > Psychographic/Attitudes > Health and Diet Attitudes > Image Leader
Branded Data > Experian > Psychographic/Attitudes > Health and Well Being
Branded Data > Experian > Psychographic/Attitudes > Health and Well Being > Trusting Patients



Segment Detail View

Branded Data > Experian > Psychographic/Attitudes > Media Involvement
Branded Data > Experian > Psychographic/Attitudes > Media Involvement > Advertising Receptive
Branded Data > Experian > Psychographic/Attitudes > Media Involvement > Magazine Involvement
Branded Data > Experian > Psychographic/Attitudes > Media Involvement > Radio Involvement
Branded Data > Experian > Psychographic/Attitudes > Mobile Behaviors
Branded Data > Experian > Psychographic/Attitudes > Mobile Behaviors > Feature Focus
Branded Data > Experian > Psychographic/Attitudes > Mobile Behaviors > Switching Behavior
Branded Data > Experian > Psychographic/Attitudes > Mobile Users
Branded Data > Experian > Psychographic/Attitudes > Mobile Users > Mobile Professionals
Branded Data > Experian > Psychographic/Attitudes > 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 > 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 > Brand Loyals
Branded Data > Experian > Psychographic/Attitudes > Shopping Behavior > Child Influenced
Branded Data > Experian > Psychographic/Attitudes > Shopping Behavior > Smart Greens
Branded Data > Experian > Psychographic/Attitudes > Technology Adoption
Branded Data > Experian > Psychographic/Attitudes > Technology Adoption > Technology Journeymen
Branded Data > Experian > Retail Shoppers: Purchase Based > In Store Shoppers
Branded Data > Experian > Retail Shoppers: Purchase Based > In Store Shoppers > Accessories
Branded Data > Experian > Retail Shoppers: Purchase Based > In Store Shoppers > Active Outdoors - Hard Goods
Branded Data > Experian > Retail Shoppers: Purchase Based > In Store Shoppers > Active Outdoors - Soft Goods
Branded Data > Experian > Retail Shoppers: Purchase Based > In Store Shoppers > Apparel
Branded Data > Experian > Retail Shoppers: Purchase Based > In Store Shoppers > Computers



Segment Detail View

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



Segment Detail View

Branded Data > Experian > Retail Shoppers: Purchase Based > Online Shoppers > Home Maintenance
Branded Data > Experian > Retail Shoppers: Purchase Based > Online Shoppers > Home Office
Branded Data > Experian > Retail Shoppers: Purchase Based > Online Shoppers > Lawn and Garden
Branded Data > Experian > Retail Shoppers: Purchase Based > Online Shoppers > Outdoor Living
Branded Data > Experian > Retail Shoppers: Purchase Based > Online Shoppers > Overall
Branded Data > Experian > Retail Shoppers: Purchase Based > Online Shoppers > Personal Health
Branded Data > Experian > Retail Shoppers: Purchase Based > Online Shoppers > Seasonal Products
Branded Data > Experian > Retail Shoppers: Purchase Based > Online Shoppers > Shoes
Branded Data > Experian > Retail Shoppers: Purchase Based > Online Shoppers > Tabletop and Dining
Branded Data > Experian > Retail Shoppers: Purchase Based > Online Shoppers > Toys
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 > 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 > General/Misc
Branded Data > Experian > Retail Shoppers: Purchase Based > Shoppers All Channels > Hobbies/Entertainment
Branded Data > Experian > Retail Shoppers: Purchase Based > Shoppers All Channels > Home Decor
Branded Data > Experian > Retail Shoppers: Purchase Based > Shoppers All Channels > Home Office
Branded Data > Experian > Retail Shoppers: Purchase Based > Shoppers All Channels > Kitchen
Branded Data > Experian > Retail Shoppers: Purchase Based > Shoppers All Channels > Outdoor Soft Goods
Branded Data > Experian > Retail Shoppers: Purchase Based > Shoppers All Channels > Pets
Branded Data > Experian > Retail Shoppers: Purchase Based > Shoppers All Channels > Tools/Auto
Branded Data > Experian > Retail Shoppers: Purchase Based > Shoppers All Channels > Travel
Branded Data > Experian > Retail Transactions > Men's Casual Apparel
Branded Data > Experian > Retail Transactions > Men's Casual Apparel > Dollars Spent: Mid-Level Spender
Branded Data > Experian > Retail Transactions > Men's Casual Apparel > Power Spender
Branded Data > Experian > Travel Propensity > Hotel Preference
Branded Data > Experian > Travel Propensity > Hotel Preference > Best Western
Branded Data > Experian > Travel Propensity > Hotel Preference > Intercontinental Hotel Group hotels
Branded Data > Experian > Travel Propensity > Hotel Preference > Marriot hotels
Branded Data > Experian > Travel Propensity > Hotel Preference > Starwoods hotels
Branded Data > Experian > Travel Propensity > Likelihood to Visit



Segment Detail View

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 > Biking
Branded Data > Experian > Travel Propensity > Travel Activities > Culinary Experience
Branded Data > Experian > Travel Propensity > Travel Activities > Nightlife
Branded Data > Experian > Travel Propensity > Travel Activities > Shopping
Branded Data > Experian > Travel Propensity > Travel Activities > Spa
Branded Data > Experian > Travel Propensity > Travel Activities > Touring Sightseeing
Branded Data > Experian > Travel Propensity > Travel Activities > Volunteerism Activities
Branded Data > Experian > Travel Propensity > Travel Activities > Water Sports
Branded Data > Experian > Travel Propensity > Travel Preference
Branded Data > Experian > Travel Propensity > Travel Preference > Beach / Waterfront
Branded Data > Experian > Travel Propensity > Travel Preference > Eco-sustainable Travel
Branded Data > Experian > Travel Propensity > Travel Type
Branded Data > Experian > Travel Propensity > Travel Type > Traveled for Business 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 > Mid-High End Store
Branded Data > Experian > TrueTouch > Conversion Channels > Online Deal Voucher
Branded Data > Experian > TrueTouch > Conversion Channels > Specialty Department Store
Branded Data > Experian > TrueTouch > Conversion Channels > Specialty or Boutique
Branded Data > Experian > TrueTouch > Conversion Channels > Wholesale
Branded Data > Experian > TrueTouch > Decision Making Styles
Branded Data > Experian > TrueTouch > Decision Making Styles > In the Moment Shoppers
Branded Data > Experian > TrueTouch > Decision Making Styles > 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



Segment Detail View

Branded Data > Experian > TrueTouch > Engagement Channels
Branded Data > Experian > TrueTouch > Engagement Channels > Digital Display
Branded Data > Experian > TrueTouch > Engagement Channels > Digital Newspaper
Branded Data > Experian > TrueTouch > Engagement Channels > Digital Video
Branded Data > Experian > TrueTouch > Engagement Channels > Email Engagement
Branded Data > Experian > TrueTouch > Engagement Channels > Mobile SMS MMS
Branded Data > Experian > TrueTouch > Engagement Channels > Radio
Branded Data > Experian > TrueTouch > Engagement Channels > Streaming TV
Branded Data > Lotame
Branded Data > Lotame > Advanced Demographics > Declared Parents
Branded Data > Lotame > Advanced Demographics > Declared Parents > Parents of Pre-Teens
Branded Data > Lotame > Advanced Demographics > Declared Parents > Parents of Teens
Branded Data > Lotame > Advanced Demographics > Home Ownership > Home Type > Single-Family Home
Branded Data > Lotame > Advanced Demographics > Home Ownership > Ownership Status > Owns Primary Residence
Branded Data > Lotame > Advanced Demographics > Home Value > \$400,000 - \$749,999
Branded Data > Lotame > Advanced Demographics > Household Income > \$100,000 - \$149,000
Branded Data > Lotame > Advanced Demographics > Household Income > \$250,000+
Branded Data > Lotame > Advanced Demographics > Household Income > \$60,000 - \$74,000
Branded Data > Lotame > Advanced Demographics > Household Income > \$75,000 - \$99,000
Branded Data > Lotame > Advanced Demographics > Job Seekers
Branded Data > Lotame > Advanced Demographics > Level of Education
Branded Data > Lotame > Advanced Demographics > Level of Education > College Degree
Branded Data > Lotame > Advanced Demographics > Level of Education > High School Degree
Branded Data > Lotame > Advanced Demographics > Pet Owners
Branded Data > Lotame > Advanced Demographics > Relationship Status > Married
Branded Data > Lotame > Advanced Demographics > Relationship Status > Single
Branded Data > Lotame > Advanced Demographics > Religious or Spiritual
Branded Data > Lotame > Arts & Culture
Branded Data > Lotame > Arts & Culture > Art
Branded Data > Lotame > Arts & Culture > Books & Magazines
Branded Data > Lotame > Arts & Culture > Crafts and Hobbies
Branded Data > Lotame > Arts & Culture > Photography
Branded Data > Lotame > Arts & Culture > Reading



Segment Detail View

Branded Data > Lotame > Automobiles

Branded Data > Lotame > Automobiles > Automobile Types > Compact-sized Cars

Branded Data > Lotame > Automobiles > Automobile Types > Hybrid Cars

Branded Data > Lotame > Automobiles > Automobile Types > Luxury Cars

Branded Data > Lotame > Automobiles > Automobile Types > Sport Utility Vehicles

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

Branded Data > Lotame > Automobiles > Makes and Models > Acura > MDX

Branded Data > Lotame > Automobiles > Makes and Models > Acura > RDX

Branded Data > Lotame > Automobiles > Makes and Models > Acura > TSX

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

Branded Data > Lotame > Automobiles > Makes and Models > Audi > A3

Branded Data > Lotame > Automobiles > Makes and Models > Audi > A4

Branded Data > Lotame > Automobiles > Makes and Models > Audi > Q5

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

Branded Data > Lotame > Automobiles > Makes and Models > BMW > 1 Series

Branded Data > Lotame > Automobiles > Makes and Models > BMW > 3 Series

Branded Data > Lotame > Automobiles > Makes and Models > BMW > X3

Branded Data > Lotame > Automobiles > Makes and Models > BMW > X5

Branded Data > Lotame > Automobiles > Makes and Models > BMW > X6

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

Branded Data > Lotame > Automobiles > Makes and Models > Cadillac > Cadillac ATS

Branded Data > Lotame > Automobiles > Makes and Models > Cadillac > Cadillac Escalade

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

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

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

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

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

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

Branded Data > Lotame > Automobiles > Makes and Models > Honda > CR V

Branded Data > Lotame > Automobiles > Makes and Models > Honda > Civic

Branded Data > Lotame > Automobiles > Makes and Models > Honda > Fit

Branded Data > Lotame > Automobiles > Makes and Models > Honda > Pilot

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



Segment Detail View

Branded Data > Lotame > Automobiles > Makes and Models > Infiniti > QX
Branded Data > Lotame > Automobiles > Makes and Models > Lexus
Branded Data > Lotame > Automobiles > Makes and Models > Lexus > IS
Branded Data > Lotame > Automobiles > Makes and Models > Lexus > LX
Branded Data > Lotame > Automobiles > Makes and Models > Lexus > RX
Branded Data > Lotame > Automobiles > Makes and Models > Mercedes
Branded Data > Lotame > Automobiles > Makes and Models > Mercedes > C Class
Branded Data > Lotame > Automobiles > Makes and Models > Mercedes > GL Class
Branded Data > Lotame > Automobiles > Makes and Models > Mini
Branded Data > Lotame > Automobiles > Makes and Models > Mini > Mini Cooper
Branded Data > Lotame > Automobiles > Makes and Models > Volvo
Branded Data > Lotame > Automobiles > Makes and Models > Volvo > XC60
Branded Data > Lotame > Automobiles > Makes and Models > Volvo > XC90
Branded Data > Lotame > Business
Branded Data > Lotame > Business > C-Level Executives
Branded Data > Lotame > Business > Career & Employment
Branded Data > Lotame > Charitable Donors
Branded Data > Lotame > Demographics > Age > 45-54
Branded Data > Lotame > Demographics > Age > 45-54 > 50-54
Branded Data > Lotame > Entertainment
Branded Data > Lotame > Entertainment > Movies
Branded Data > Lotame > Entertainment > Movies > Sci-Fi Movies
Branded Data > Lotame > Entertainment > Movies > Summer Blockbusters
Branded Data > Lotame > Entertainment > Music
Branded Data > Lotame > Entertainment > Music > Music Festivals
Branded Data > Lotame > Entertainment > Pop Culture & Celebrity Gossip
Branded Data > Lotame > Entertainment > Sports & Recreation
Branded Data > Lotame > Entertainment > Sports & Recreation > Baseball
Branded Data > Lotame > Entertainment > Sports & Recreation > Basketball
Branded Data > Lotame > Entertainment > Sports & Recreation > College Sports
Branded Data > Lotame > Entertainment > Sports & Recreation > Football
Branded Data > Lotame > Entertainment > Sports & Recreation > Hockey
Branded Data > Lotame > Entertainment > Sports & Recreation > Skiing



Segment Detail View

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

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

Branded Data > Lotame > Entertainment > Television

Branded Data > Lotame > Entertainment > Television > Drama TV

Branded Data > Lotame > Entertainment > Video Games

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

Branded Data > Lotame > Food & Restaurants

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

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

Branded Data > Lotame > Food & Restaurants > Holiday Bakers

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

Branded Data > Lotame > Healthy Living

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

Branded Data > Lotame > Healthy Living > Health & Fitness

Branded Data > Lotame > Holidays & Special Events

Branded Data > Lotame > Holidays & Special Events > Holidays

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Branded Data > Lotame > Holidays & Special Events > Special Events > March College Basketball



Segment Detail View

Branded Data > Lotame > Holidays & Special Events > Special Events > NBA Finals
Branded Data > Lotame > Holidays & Special Events > Special Events > NFL Draft
Branded Data > Lotame > Holidays & Special Events > Special Events > Olympic Sports
Branded Data > Lotame > Holidays & Special Events > Special Events > Olympic Sports > Olympic Tennis & Racquet Sports
Branded Data > Lotame > Holidays & Special Events > Special Events > Olympic Sports > Olympic Wrestling & Weight Lifting
Branded Data > Lotame > Holidays & Special Events > Special Events > Olympic Sports > Winter Olympic Sports
Branded Data > Lotame > Holidays & Special Events > Special Events > Olympic Sports > Winter Olympic Sports > Olympic Skiing
Branded Data > Lotame > Holidays & Special Events > Special Events > Stanley Cup Finals
Branded Data > Lotame > Holidays & Special Events > Special Events > Super Bowl
Branded Data > Lotame > Holidays & Special Events > Special Events > US Open (Tennis)
Branded Data > Lotame > Holidays & Special Events > Special Events > Wimbledon (Tennis)
Branded Data > Lotame > Home & Family
Branded Data > Lotame > Home & Family > Affluent Households
Branded Data > Lotame > Home & Family > Animal Lovers
Branded Data > Lotame > Home & Family > Cat Lovers
Branded Data > Lotame > Home & Family > Do It Yourself (DIY)
Branded Data > Lotame > Home & Family > Dog Lovers
Branded Data > Lotame > Home & Family > Green Living
Branded Data > Lotame > Home & Family > Home Decorating
Branded Data > Lotame > Home & Family > Home Improvement
Branded Data > Lotame > Home & Family > New Years Resolution Makers
Branded Data > Lotame > Home & Family > Outdoor Enthusiasts
Branded Data > Lotame > Home & Family > Parenting
Branded Data > Lotame > Home & Family > School & Education
Branded Data > Lotame > Home & Family > School & Education > Science & Mathematics
Branded Data > Lotame > News & Politics
Branded Data > Lotame > Offline CPG Purchasers
Branded Data > Lotame > Offline CPG Purchasers > Brand Segment
Branded Data > Lotame > Offline CPG Purchasers > Brand Segment > Nestle
Branded Data > Lotame > Offline CPG Purchasers > Brand Segment > Nestle > Perrier
Branded Data > Lotame > Offline CPG Purchasers > Brand Segment > Proctor & Gamble
Branded Data > Lotame > Offline CPG Purchasers > Brand Segment > Proctor & Gamble > Bounty
Branded Data > Lotame > Offline CPG Purchasers > Brand Segment > Proctor & Gamble > Cascade



Segment Detail View

Branded Data > Lotame > Offline CPG Purchasers > Brand Segment > Proctor & Gamble > Oral-B

Branded Data > Lotame > Offline CPG Purchasers > Health Food Buyer

Branded Data > Lotame > Offline CPG Purchasers > Pet Product Buyer

Branded Data > Lotame > Offline CPG Purchasers > Product Segment

Branded Data > Lotame > Offline CPG Purchasers > Product Segment > Baby

Branded Data > Lotame > Offline CPG Purchasers > Product Segment > Beverages

Branded Data > Lotame > Offline CPG Purchasers > Product Segment > Cookies / Snacks / Candy

Branded Data > Lotame > Offline CPG Purchasers > Product Segment > Cookies / Snacks / Candy > Candy

Branded Data > Lotame > Offline CPG Purchasers > Product Segment > Cookies / Snacks / Candy > Candy > Chocolate

Branded Data > Lotame > Offline CPG Purchasers > Product Segment > Cookies / Snacks / Candy > Candy > Non-Chocolate

Branded Data > Lotame > Offline CPG Purchasers > Product Segment > Electronics, Records & Tapes

Branded Data > Lotame > Offline CPG Purchasers > Product Segment > Floral / Gardening

Branded Data > Lotame > Offline CPG Purchasers > Product Segment > Frozen Foods

Branded Data > Lotame > Offline CPG Purchasers > Product Segment > Frozen Foods > Frozen Pizza, Snacks & Hors D'oeuvres

Branded Data > Lotame > Offline CPG Purchasers > Product Segment > Health / Beauty

Branded Data > Lotame > Offline CPG Purchasers > Product Segment > Health / Beauty > Cosmetics

Branded Data > Lotame > Offline CPG Purchasers > Product Segment > Health / Beauty > Eye Care

Branded Data > Lotame > Offline CPG Purchasers > Product Segment > Health / Beauty > Hair Care

Branded Data > Lotame > Offline CPG Purchasers > Product Segment > Health / Beauty > Health

Branded Data > Lotame > Offline CPG Purchasers > Product Segment > Health / Beauty > Health > Vitamins

Branded Data > Lotame > Offline CPG Purchasers > Product Segment > Health / Beauty > Hosiery & Socks

Branded Data > Lotame > Offline CPG Purchasers > Product Segment > Home Supplies

Branded Data > Lotame > Offline CPG Purchasers > Product Segment > Home Supplies > Appliances & Housewares

Branded Data > Lotame > Offline CPG Purchasers > Product Segment > Home Supplies > Home Tools

Branded Data > Lotame > Offline CPG Purchasers > Product Segment > Home Supplies > Home Tools > Tools & Hardware

Branded Data > Lotame > Offline CPG Purchasers > Product Segment > Home Supplies > Kitchen Supplies

Branded Data > Lotame > Offline CPG Purchasers > Product Segment > Home Supplies > Kitchen Supplies > Kitchen Gadgets

Branded Data > Lotame > Offline CPG Purchasers > Product Segment > Meat / Seafood

Branded Data > Lotame > Offline CPG Purchasers > Product Segment > Meat / Seafood > Packaged Bacon

Branded Data > Lotame > Offline CPG Purchasers > Product Segment > Meat / Seafood > Packaged Lunchmeat

Branded Data > Lotame > Offline CPG Purchasers > Product Segment > Pet Care

Branded Data > Lotame > Offline CPG Purchasers > Product Segment > Pet Care > Cat Food

Branded Data > Lotame > Offline CPG Purchasers > Product Segment > Pet Care > Dog & Cat Treats



Segment Detail View

Branded Data > Lotame > Offline CPG Purchasers > Product Segment > Pet Care > Dog Food
Branded Data > Lotame > Offline CPG Purchasers > Product Segment > Pet Care > Pet Food (Not Cat or Dog)
Branded Data > Lotame > Offline CPG Purchasers > Product Segment > School Supplies
Branded Data > Lotame > Offline CPG Purchasers > Product Segment > Toys / Party Supplies
Branded Data > Lotame > Offline CPG Purchasers > Product Segment > Toys / Party Supplies > Greeting Cards, Party Needs & Novelties
Branded Data > Lotame > Offline CPG Purchasers > Product Segment > Weight Control & Diet Aids
Branded Data > Lotame > Online Shoppers
Branded Data > Lotame > Online Shoppers > Online Shoppers
Branded Data > Lotame > Online Shoppers > Online Shoppers Luxury
Branded Data > Lotame > Personal Finance
Branded Data > Lotame > Personal Finance > Auto Insurance
Branded Data > Lotame > Personal Finance > Online Banking
Branded Data > Lotame > Personal Finance > Real Estate
Branded Data > Lotame > Personal Finance > Stocks
Branded Data > Lotame > Social Media
Branded Data > Lotame > Social Media > Influencers
Branded Data > Lotame > Social Media > Influencers > Photo/Video Uploaders
Branded Data > Lotame > Social Media > Online Dating
Branded Data > Lotame > Social Media > Social Media Users
Branded Data > Lotame > Social Media > Social Media Users > Photo Viewers
Branded Data > Lotame > Style, Fashion & Clothing
Branded Data > Lotame > Style, Fashion & Clothing > Children's Clothing Shoppers
Branded Data > Lotame > Style, Fashion & Clothing > Clothing Shoppers
Branded Data > Lotame > Style, Fashion & Clothing > Cosmetics Luxury Shoppers
Branded Data > Lotame > Style, Fashion & Clothing > Cosmetics Shoppers
Branded Data > Lotame > Style, Fashion & Clothing > Jewelry, Watches & Fashion Accessories
Branded Data > Lotame > Style, Fashion & Clothing > Men's Clothing Luxury Shoppers
Branded Data > Lotame > Style, Fashion & Clothing > Men's Clothing Shoppers
Branded Data > Lotame > Style, Fashion & Clothing > Style & Fashion
Branded Data > Lotame > Style, Fashion & Clothing > Trendsetters
Branded Data > Lotame > Style, Fashion & Clothing > Women's Clothing Luxury Shoppers
Branded Data > Lotame > Style, Fashion & Clothing > Women's Clothing Shoppers
Branded Data > Lotame > Technology



Segment Detail View

Branded Data > Lotame > Technology > Computers & Software
Branded Data > Lotame > Technology > Electronics & Gadgets
Branded Data > Lotame > Technology > Home Audio & Video
Branded Data > Lotame > Technology > Mobile Phones
Branded Data > Lotame > Travel
Branded Data > Lotame > Travel > Cruise Travel
Branded Data > Lotame > Travel > Domestic Travel
Branded Data > Lotame > Travel > Frequent Travel
Branded Data > Lotame > Travel > International Travel
Branded Data > Lotame > Travel > Summer Travel
Branded Data > Lotame > Travel > Vacation Travel
Branded Data > Media Source
Branded Data > Media Source > Browser Activity
Branded Data > Media Source > Browser Activity > Big Tech
Branded Data > Media Source > Browser Activity > Big Tech > Amazon
Branded Data > Media Source > Browser Activity > Demographics
Branded Data > Media Source > Browser Activity > Demographics > Females
Branded Data > Media Source > Browser Activity > Education
Branded Data > Media Source > Browser Activity > Education > Colleges
Branded Data > Media Source > Browser Activity > Entertainment
Branded Data > Media Source > Browser Activity > Entertainment > Comedy
Branded Data > Media Source > Browser Activity > Entertainment > Streaming Multi Player Gaming
Branded Data > Media Source > Browser Activity > Entertainment > Streaming Music
Branded Data > Media Source > Browser Activity > Entertainment > Streaming Video
Branded Data > Media Source > Browser Activity > Food and Dining
Branded Data > Media Source > Browser Activity > Food and Dining > Fast Food Dinner
Branded Data > Media Source > Browser Activity > Food and Dining > Fast Food Lunch
Branded Data > Media Source > Browser Activity > Food and Dining > Grocery Delivery
Branded Data > Media Source > Browser Activity > Health and Wellness
Branded Data > Media Source > Browser Activity > Health and Wellness > Online Healthcare Service Users
Branded Data > Media Source > Browser Activity > Recent Purchases
Branded Data > Media Source > Browser Activity > Recent Purchases > Computer Accessory
Branded Data > Media Source > Browser Activity > Recent Purchases > Smartphone



Segment Detail View

Branded Data > Media Source > Browser Activity > Recent Purchases > Video Game Console

Branded Data > Media Source > Browser Activity > Shoppers

Branded Data > Media Source > Browser Activity > Shoppers > Online Shopping

Branded Data > Media Source > Demographic > Children in Household > No

Branded Data > Media Source > Demographic > Children in Household > No > Empty Nester

Branded Data > Media Source > Demographic > Family Composition > Working Woman

Branded Data > Media Source > Demographic > Gender > Male

Branded Data > Media Source > Demographic > Housing Attributes > Ownership > Owner

Branded Data > Media Source > Demographic > Housing Attributes > Ownership > Renter

Branded Data > Media Source > Financial Attributes > Household Income

Branded Data > Media Source > Financial Attributes > Household Income > \$175,000-\$199,999

Branded Data > Media Source > Interests > Arts & Entertainment

Branded Data > Media Source > Interests > Arts & Entertainment > Books & Magazines

Branded Data > Media Source > Interests > Arts & Entertainment > Books & Magazines > Magazines

Branded Data > Media Source > Interests > Arts & Entertainment > Hobbies

Branded Data > Media Source > Interests > Arts & Entertainment > Hobbies > Auto Work

Branded Data > Media Source > Interests > Home & Family

Branded Data > Media Source > Interests > Home & Family > Decorating

Branded Data > Media Source > Interests > Home & Family > Food

Branded Data > Media Source > Interests > Home & Family > Food > Cooking

Branded Data > Media Source > Interests > Home & Family > Food > Gourmet

Branded Data > Media Source > Interests > Home & Family > Gardening

Branded Data > Media Source > Interests > Home & Family > Home Improvement

Branded Data > Media Source > Interests > Lifestyles > DIY

Branded Data > Media Source > Interests > Sports & Fitness

Branded Data > Media Source > Interests > Travel

Branded Data > Media Source > Interests > Travel > Domestic

Branded Data > Media Source > Interests > Travel > International

Branded Data > Media Source > Interests > Travel > RV

Branded Data > Media Source > Purchases > Active Outdoors

Branded Data > Media Source > Purchases > Automotive Tools & Gadgets

Branded Data > Media Source > Purchases > Broadband

Branded Data > Media Source > Purchases > Food & Beverage



Segment Detail View

Branded Data > Media Source > Purchases > Home Decor
Branded Data > Media Source > Purchases > Lawn & Garden
Branded Data > Specialists Marketing Services
Branded Data > Specialists Marketing Services > Customer Modeled
Branded Data > Specialists Marketing Services > Customer Modeled > Cooking
Branded Data > Specialists Marketing Services > Customer Modeled > Science
Branded Data > Specialists Marketing Services > Demographic
Branded Data > Specialists Marketing Services > Demographic > Education Level
Branded Data > Specialists Marketing Services > Demographic > Education Level > Completed High School
Branded Data > Specialists Marketing Services > Demographic > Education Level Census
Branded Data > Specialists Marketing Services > Demographic > Education Level Census > Bachelor'S Degree
Branded Data > Specialists Marketing Services > Demographic > English Proficiency
Branded Data > Specialists Marketing Services > Demographic > English Proficiency > English Speaking
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 Owner
Branded Data > Specialists Marketing Services > Demographic > Housing Attributes > Length Of Residence
Branded Data > Specialists Marketing Services > Demographic > Housing Attributes > Length Of Residence > 6 Years
Branded Data > Specialists Marketing Services > Demographic > Housing Attributes > Movers
Branded Data > Specialists Marketing Services > Demographic > Housing Attributes > Movers > Family
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
Branded Data > Specialists Marketing Services > Demographic > Language
Branded Data > Specialists Marketing Services > Demographic > Language > English
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 > Estimated Household Income



Segment Detail View

Branded Data > Specialists Marketing Services > Financial Attributes > Estimated Household Income > \$100,000 - \$149,999

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

Branded Data > Specialists Marketing Services > Financial Attributes > Estimated Net Worth > Greater than \$499,999

Branded Data > Specialists Marketing Services > Purchase Behaviors

Branded Data > Specialists Marketing Services > Purchase Behaviors > Automotive

Branded Data > Specialists Marketing Services > Purchase Behaviors > Books & Magazines

Branded Data > Specialists Marketing Services > Purchase Behaviors > Books & Magazines > Magazines

Branded Data > Specialists Marketing Services > Purchase Behaviors > Cooking & Food

Branded Data > Specialists Marketing Services > Purchase Behaviors > Cooking & Food > Gourmet

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 Improvement

Branded Data > Specialists Marketing Services > Purchase Behaviors > Outdoor Activities

Branded Data > Specialists Marketing Services > Purchase Behaviors > Outdoor Activities > Boating & Sailing

Branded Data > Specialists Marketing Services > Purchase Behaviors > Travel

Branded Data > Specialists Marketing Services > Purchase Behaviors > Travel > Domestic

Branded Data > Specialists Marketing Services > Purchase Behaviors > Travel > International

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 Cars

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



Segment Detail View

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 > Mazda
Custom Categories - Private > DataXu > Autos > In-Market > Makes > Nissan
Custom Categories - Private > DataXu > Autos > In-Market > Makes > Toyota
Custom Categories - Private > DataXu > Autos > Interest
Custom Categories - Private > DataXu > Autos > Interest > Auto Enthusiasts
Custom Categories - Private > DataXu > Autos > Interest > Auto Enthusiasts > DIY Repair & Maintenance
Custom Categories - Private > DataXu > Autos > Interest > Body Styles
Custom Categories - Private > DataXu > Autos > Interest > Body Styles > Compacts & Subcompacts
Custom Categories - Private > DataXu > Autos > Interest > Body Styles > Luxury Cars
Custom Categories - Private > DataXu > Autos > Interest > Condition
Custom Categories - Private > DataXu > Autos > Interest > Condition > New
Custom Categories - Private > DataXu > Autos > Interest > Makes
Custom Categories - Private > DataXu > Autos > Interest > Makes > Acura
Custom Categories - Private > DataXu > Autos > Interest > Makes > Audi
Custom Categories - Private > DataXu > Autos > Interest > Makes > BMW
Custom Categories - Private > DataXu > Autos > Interest > Makes > Cadillac
Custom Categories - Private > DataXu > Autos > Interest > Makes > Chevrolet
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 > Infiniti
Custom Categories - Private > DataXu > Autos > Interest > Makes > Jeep
Custom Categories - Private > DataXu > Autos > Interest > Makes > Lexus
Custom Categories - Private > DataXu > Autos > Interest > Makes > Mazda
Custom Categories - Private > DataXu > Autos > Interest > Makes > Mercedes-Benz
Custom Categories - Private > DataXu > Autos > Interest > Makes > Nissan
Custom Categories - Private > DataXu > Autos > Interest > Makes > Subaru
Custom Categories - Private > DataXu > Autos > Interest > Makes > Toyota



Segment Detail View

Custom Categories - Private > DataXu > Autos > Interest > Makes > Volkswagen

Custom Categories - Private > DataXu > Autos > Interest > Makes > Volvo

Custom Categories - Private > DataXu > Autos > Owners

Custom Categories - Private > DataXu > Autos > Owners > Body Styles

Custom Categories - Private > DataXu > Autos > Owners > Body Styles > Full-Size Cars

Custom Categories - Private > DataXu > Autos > Owners > Body Styles > SUVs

Custom Categories - Private > DataXu > Autos > Owners > Makes

Custom Categories - Private > DataXu > Autos > Owners > Makes > Acura

Custom Categories - Private > DataXu > Autos > Owners > Makes > Mercedes-Benz

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 > Eating Styles > Healthy

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 > Eye Care

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

Custom Categories - Private > DataXu > Consumer Technology

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

Custom Categories - Private > DataXu > Demographic

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

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

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

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

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

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



Segment Detail View

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

Custom Categories - Private > DataXu > Retail

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

Custom Categories - Private > DataXu > Retail > In-Market > Arts & Crafts

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

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

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

Custom Categories - Private > MediaMath

Custom Categories - Private > MediaMath > Demographic

Custom Categories - Private > MediaMath > Demographic > Education

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

Custom Categories - Private > MediaMath > Demographic > Education > Some Graduate School

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 > Financial Attributes

Custom Categories - Private > MediaMath > Demographic > Financial Attributes > Estimated Household Income (USD)

Custom Categories - Private > MediaMath > Demographic > Financial Attributes > Estimated Household Income (USD) > \$150,000 - \$249,999

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

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

Custom Categories - Private > MediaMath > Demographic > Financial Attributes > Wealth Decile

Custom Categories - Private > MediaMath > Demographic > Financial Attributes > Wealth Decile > 1st (Greatest Wealth)

Custom Categories - Private > MediaMath > Demographic > Generations

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 Tweens/Teenagers (11-18)

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

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

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

Custom Categories - Private > MediaMath > Demographic > Household Composition > Family Member Age > 40-49

Custom Categories - Private > MediaMath > Demographic > Household Composition > Family Member Age > 50-59



Segment Detail View

Custom Categories - Private > MediaMath > Demographic > Household Composition > Number of Adults
Custom Categories - Private > MediaMath > Demographic > Household Composition > Number of Adults > 1 Adult
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 3+ Children (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) > \$500,000 - \$799,000
Custom Categories - Private > MediaMath > Demographic > Housing Attributes > Length of Residence
Custom Categories - Private > MediaMath > Demographic > Housing Attributes > Length of Residence > 5-10 Years
Custom Categories - Private > MediaMath > Demographic > Housing Attributes > Ownership
Custom Categories - Private > MediaMath > Demographic > Housing Attributes > Ownership > Home Owners
Custom Categories - Private > MediaMath > Demographic > Housing Attributes > Property Type
Custom Categories - Private > MediaMath > Demographic > Housing Attributes > Property Type > Single Family
Custom Categories - Private > MediaMath > Demographic > Marital Status
Custom Categories - Private > MediaMath > Demographic > Marital Status > Married
Custom Categories - Private > MediaMath > Demographic > Validated Demographic
Custom Categories - Private > MediaMath > Demographic > Validated Demographic > Income
Custom Categories - Private > MediaMath > Demographic > Validated Demographic > Income > \$100,000+
Custom Categories - Private > Special Demographic > Total Reach > Broad Age > 50-64
Custom Categories - Private > Special Demographic > Total Reach > Gender > Male
Custom Categories - Private > Special Demographic > Total Reach > Narrow Age > 50-54
Custom Categories - Private > Teads TV > Demographics
Custom Categories - Private > Teads TV > Demographics > Education
Custom Categories - Private > Teads TV > Demographics > Education > High School Diploma
Custom Categories - Private > Teads TV > Demographics > Education > Some Graduate School
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 Tweens/Teenagers (11-18)
Custom Categories - Private > Teads TV > Demographics > Family Composition (Household) > Children in Household (Kids)
Custom Categories - Private > Teads TV > Demographics > Family Composition (Household) > Children in Household (Kids) > Parents with Children in Household (Kids)
Custom Categories - Private > Teads TV > Demographics > Family Composition (Household) > Family Member Age
Custom Categories - Private > Teads TV > Demographics > Family Composition (Household) > Family Member Age > Ages 40-49



Segment Detail View

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

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

Custom Categories - Private > Teads TV > Demographics > Family Composition (Household) > Number of Adults > 1 Adult

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

Custom Categories - Private > Teads TV > Demographics > Family Composition (Household) > Number of Children in Household (Kids) > Parents of 3+ Children (Kids)

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

Custom Categories - Private > Teads TV > Demographics > Financial Attributes > Estimated Household Income (USD)

Custom Categories - Private > Teads TV > Demographics > Financial Attributes > Estimated Household Income (USD) > HHI: \$150,000 - \$249,999

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

Custom Categories - Private > Teads TV > Demographics > Financial Attributes > Estimated Net Worth (USD) > \$500,000 - \$999,999

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

Custom Categories - Private > Teads TV > Demographics > Financial Attributes > Wealth Decile > 1st (Greatest Wealth)

Custom Categories - Private > Teads TV > Demographics > Generations

Custom Categories - Private > Teads TV > Demographics > Generations > GenX'ers

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Custom Categories - Private > The Trade Desk > APAC Demographic

Custom Categories Internal - Private > Non-Mutex Logically Exclusive

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

Custom Categories Internal - Private > Non-Mutex Logically Exclusive > Oracle > Age Broad > 40-49



Segment Detail View

Custom Categories Internal - Private > Non-Mutex Logically Exclusive > Oracle > Age Broad > 50-64
Custom Categories Internal - Private > Non-Mutex Logically Exclusive > Oracle > Age Narrow > 40-44
Custom Categories Internal - Private > Non-Mutex Logically Exclusive > Oracle > Age Narrow > 50-54
Custom Categories Internal - Private > Non-Mutex Logically Exclusive > Oracle > Gender > Male
Custom Categories Internal - Private > Providers for M360
Custom Categories Internal - Private > Providers for M360 > comScore Probability Versions
Custom Categories Internal - Private > Providers for M360 > comScore Probability Versions > Age
Custom Categories Internal - Private > Providers for M360 > comScore Probability Versions > Age > 40-44
Custom Categories Internal - Private > Providers for M360 > comScore Probability Versions > Age > 40-44 > High Segment
Custom Categories Internal - Private > Providers for M360 > comScore Probability Versions > Age > 55-64
Custom Categories Internal - Private > Providers for M360 > comScore Probability Versions > Age > 55-64 > Low Segment
Custom Categories Internal - Private > Providers for M360 > comScore Probability Versions > Gender
Custom Categories Internal - Private > Providers for M360 > comScore Probability Versions > Gender > Males
Custom Categories Internal - Private > Providers for M360 > comScore Probability Versions > Gender > Males > High Segment
Custom Categories Internal - Private > Signal Data > Source Categories
Custom Categories Internal - Private > Signal Data > Source Categories > Business (B2B) > 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 > Management Level > Executives > C-Level Executives
Custom Categories Internal - Private > Signal Data > Source Categories > Business (B2B) > Employee Attributes > Occupations and Job Functions
Custom Categories Internal - Private > Signal Data > Source Categories > Business (B2B) > Employee Attributes > Occupations and Job Functions > Administration and Support
Custom Categories Internal - Private > Signal Data > Source Categories > Business (B2B) > Employee Attributes > Occupations and Job Functions > Finance
Custom Categories Internal - Private > Signal Data > Source Categories > Business (B2B) > Employee Attributes > Occupations and Job Functions > IT and Technology
Custom Categories Internal - Private > Signal Data > Source Categories > Business (B2B) > Employee Attributes > Occupations and Job Functions > Operations
Custom Categories Internal - Private > Signal Data > Source Categories > Business (B2B) > Firmographics (Company Attributes)
Custom Categories Internal - Private > Signal Data > Source Categories > Business (B2B) > Firmographics (Company Attributes) > Business Type
Custom Categories Internal - Private > Signal Data > Source Categories > Business (B2B) > Firmographics (Company Attributes) > Business Type > Minority Owned Business
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 > Financial and Insurance Services
Custom Categories Internal - Private > Signal Data > Source Categories > Business (B2B) > Firmographics (Company Attributes) > Company Industry > Financial and Insurance Services > Investment Ban



Segment Detail View

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

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

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 > Under 10 Employees

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

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

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

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

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 > Some Graduate School

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 Tweens / Teenagers (11-18)

Custom Categories Internal - Private > Signal Data > Source Categories > Demographics > Family Composition (Household) > Family Member Age > Ages 40-49

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) > Number of Children in Household (Kids) > Parents of 3+ Children (Kids)

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

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

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

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

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

Custom Categories Internal - Private > Signal Data > Source Categories > Demographics > Financial Attributes > Estimated Net Worth (USD) > \$1,000,000+

Custom Categories Internal - Private > Signal Data > Source Categories > Demographics > Financial Attributes > Estimated Net Worth (USD) > \$500,000 - \$999,999

Custom Categories Internal - Private > Signal Data > Source Categories > Demographics > Gender > Males

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 > 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) > \$500,000 - \$799,999

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

Custom Categories Internal - Private > Signal Data > Source Categories > Real Estate and Home Property Services > Real Estate Attributes > Length of Residence > 5-10 Years



Segment Detail View

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 > Adapt.tv
Datalogix - Private > Adapt.tv > Gender > Male
Datalogix - Private > Internal
Datalogix - Private > Internal > All Users
Device Data
Device Data > Browser > Firefox
Device Data > Type > Computer
Equifax / IXI - Private
Equifax / IXI - Private > General > AFS Buckets
Equifax / IXI - Private > General > AFS Buckets > 3
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 > 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 > High Net Worth
Equifax / IXI - Private > Network Products > Banking Propensity Segments > MMDA Investors
Equifax / IXI - Private > Network Products > Financial Cohorts
Equifax / IXI - Private > Network Products > Financial Cohorts > \$1MM+ Assets, Age 35-54, Major Metro - High-Powered Careers - Investors - J35
Equifax / IXI - Private > Network Products > Investment Target Segments
Equifax / IXI - Private > Network Products > Investment Target Segments > Advice-Oriented
Equifax / IXI - Private > Network Products > Investment Target Segments > CD Investors
Equifax / IXI - Private > Network Products > Investment Target Segments > Discount Brokerage Investors
Equifax / IXI - Private > Network Products > Investment Target Segments > ETF IRA Investors



Segment Detail View

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 > Individual Stocks
Equifax / IXI - Private > Network Products > Investment Target Segments > Mutual Funds
Equifax / IXI - Private > Network Products > Small Business Assets
Equifax / IXI - Private > Network Products > Small Business Assets > Small Business Asset Range \$50,000 - \$99,999
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 \$250,000+
Equifax / IXI - Private > Network Products > WealthComplete Total Investable Assets
Equifax / IXI - Private > Network Products > WealthComplete Total Investable Assets > Asset Range \$1,000,000 - \$1,999,999
Equifax / IXI - Private > Network Products > WealthComplete® HD Total Investable Assets
Equifax / IXI - Private > Network Products > WealthComplete® HD Total Investable Assets > Asset Range \$2,000,000 - \$2,999,999
Experian - Private
Experian - Private > Alfa Romeo
Experian - Private > Alfa Romeo > Experian In Market Alfa Romeo Competitor_V2
Experian - Private > Alfa Romeo > Experian In Market Alfa Romeo Giulia_V2
Experian - Private > Alfa Romeo > Experian In Market Alfa Romeo Stelvio_V2
Experian - Private > Auto
Experian - Private > Auto > In Market - Body Styles
Experian - Private > Auto > In Market - Body Styles > Luxury Compact
Experian - Private > Auto > In Market - Lease
Experian - Private > Auto > In Market - Lease > Lease
Experian - Private > Auto > In Market - Lease > Luxury Lease
Experian - Private > Auto > In Market - Make and Models
Experian - Private > Auto > In Market - Make and Models > Acura > Acura TLX
Experian - Private > Auto > In Market - Make and Models > Audi > Audi A5
Experian - Private > Auto > In Market - Make and Models > Audi > Audi Q5
Experian - Private > Auto > In Market - Make and Models > BMW > BMW 3 Series
Experian - Private > Auto > In Market - Make and Models > BMW > BMW 4 Series
Experian - Private > Auto > In Market - Make and Models > BMW > BMW 5 Series
Experian - Private > Auto > In Market - Make and Models > BMW > BMW X1
Experian - Private > Auto > In Market - Make and Models > BMW > BMW X3



Segment Detail View

Experian - Private > Auto > In Market - Make and Models > BMW > BMW X5
Experian - Private > Auto > In Market - Make and Models > Cadillac > Cadillac Escalade
Experian - Private > Auto > In Market - Make and Models > Chevrolet > Chevrolet Corvette
Experian - Private > Auto > In Market - Make and Models > Chevrolet > Chevrolet Impala
Experian - Private > Auto > In Market - Make and Models > Chevrolet > Chevrolet Malibu
Experian - Private > Auto > In Market - Make and Models > Chevrolet > Chevrolet Silverado 1500
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 > Dodge > Dodge Challenger
Experian - Private > Auto > In Market - Make and Models > Dodge > Dodge Charger
Experian - Private > Auto > In Market - Make and Models > Ford > Ford Expedition
Experian - Private > Auto > In Market - Make and Models > Ford > Ford Explorer
Experian - Private > Auto > In Market - Make and Models > Ford > Ford F150
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 > Ford > Ford Mustang
Experian - Private > Auto > In Market - Make and Models > GMC > GMC Yukon
Experian - Private > Auto > In Market - Make and Models > Genesis
Experian - Private > Auto > In Market - Make and Models > Honda > Honda Accord
Experian - Private > Auto > In Market - Make and Models > Honda > Honda CR V
Experian - Private > Auto > In Market - Make and Models > Honda > Honda Odyssey
Experian - Private > Auto > In Market - Make and Models > Honda > Honda Pilot
Experian - Private > Auto > In Market - Make and Models > Infiniti > Infiniti Q50
Experian - Private > Auto > In Market - Make and Models > Infiniti > Infiniti QX60
Experian - Private > Auto > In Market - Make and Models > Jeep > Jeep Wrangler
Experian - Private > Auto > In Market - Make and Models > Land Rover > Land Rover Range Rover
Experian - Private > Auto > In Market - Make and Models > Land Rover > Land Rover Range Rover Sport
Experian - Private > Auto > In Market - Make and Models > Lexus > Lexus ES
Experian - Private > Auto > In Market - Make and Models > Lexus > Lexus GX
Experian - Private > Auto > In Market - Make and Models > Lexus > Lexus IS
Experian - Private > Auto > In Market - Make and Models > Lexus > Lexus NX
Experian - Private > Auto > In Market - Make and Models > Lexus > Lexus RX
Experian - Private > Auto > In Market - Make and Models > Lincoln > Lincoln MKZ



Segment Detail View

Experian - Private > Auto > In Market - Make and Models > Mazda > Mazda CX 5
Experian - Private > Auto > In Market - Make and Models > Mazda > Mazda CX 9
Experian - Private > Auto > In Market - Make and Models > Mazda > Mazda6
Experian - Private > Auto > In Market - Make and Models > Mercedes-Benz > Mercedes-Benz C Class
Experian - Private > Auto > In Market - Make and Models > Mercedes-Benz > Mercedes-Benz E Class
Experian - Private > Auto > In Market - Make and Models > Mercedes-Benz > Mercedes-Benz GLC Class
Experian - Private > Auto > In Market - Make and Models > Mercedes-Benz > Mercedes-Benz GLE Class
Experian - Private > Auto > In Market - Make and Models > Nissan > Nissan Altima
Experian - Private > Auto > In Market - Make and Models > Nissan > Nissan Maxima
Experian - Private > Auto > In Market - Make and Models > Nissan > Nissan Murano
Experian - Private > Auto > In Market - Make and Models > Toyota > Toyota Avalon
Experian - Private > Auto > In Market - Make and Models > Toyota > Toyota Camry
Experian - Private > Auto > In Market - Make and Models > Toyota > Toyota Sienna
Experian - Private > Auto > In Market - Make and Models > Toyota > Toyota Tundra
Experian - Private > Auto > In Market - Make and Models > Volvo > Volvo XC60
Experian - Private > Auto > In Market - Make and Models > Volvo > Volvo XC90
Experian - Private > Auto > In Market - New/Used
Experian - Private > Auto > In Market - New/Used > Used car 0-5 years
Experian - Private > Auto > In Market - Vehicle Price
Experian - Private > Auto > In Market - Vehicle Price > 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 > 75K+
Experian - Private > Auto > Ownership - Body Styles
Experian - Private > Auto > Ownership - Body Styles > Luxury Compact
Experian - Private > Auto > Ownership - Make and Models
Experian - Private > Auto > Ownership - Make and Models > Acura > Acura MDX
Experian - Private > Auto > Ownership - Make and Models > Acura > Acura RDX
Experian - Private > Auto > Ownership - Make and Models > Acura > Acura TL
Experian - Private > Auto > Ownership - Make and Models > Acura > Acura TLX
Experian - Private > Auto > Ownership - Make and Models > Audi > Audi A3



Segment Detail View

Experian - Private > Auto > Ownership - Make and Models > Audi > Audi A5
Experian - Private > Auto > Ownership - Make and Models > Audi > Audi A7
Experian - Private > Auto > Ownership - Make and Models > Audi > Audi A8
Experian - Private > Auto > Ownership - Make and Models > Audi > Audi Q3
Experian - Private > Auto > Ownership - Make and Models > Audi > Audi Q5
Experian - Private > Auto > Ownership - Make and Models > Audi > Audi Q7
Experian - Private > Auto > Ownership - Make and Models > BMW > BMW 2 Series
Experian - Private > Auto > Ownership - Make and Models > BMW > BMW 4 Series
Experian - Private > Auto > Ownership - Make and Models > BMW > BMW 6 Series
Experian - Private > Auto > Ownership - Make and Models > BMW > BMW 7 Series
Experian - Private > Auto > Ownership - Make and Models > BMW > BMW X1
Experian - Private > Auto > Ownership - Make and Models > BMW > BMW X3
Experian - Private > Auto > Ownership - Make and Models > BMW > BMW X6
Experian - Private > Auto > Ownership - Make and Models > Cadillac > Cadillac ATS
Experian - Private > Auto > Ownership - Make and Models > Cadillac > Cadillac Escalade
Experian - Private > Auto > Ownership - Make and Models > Cadillac > Cadillac XT5
Experian - Private > Auto > Ownership - Make and Models > Chevrolet > Chevrolet Suburban
Experian - Private > Auto > Ownership - Make and Models > Fiat > Fiat 500c
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 > Infiniti > Infiniti Q50
Experian - Private > Auto > Ownership - Make and Models > Infiniti > Infiniti Q60
Experian - Private > Auto > Ownership - Make and Models > Infiniti > Infiniti QX30
Experian - Private > Auto > Ownership - Make and Models > Infiniti > Infiniti QX50
Experian - Private > Auto > Ownership - Make and Models > Infiniti > Infiniti QX60
Experian - Private > Auto > Ownership - Make and Models > Jeep > Jeep Wrangler
Experian - Private > Auto > Ownership - Make and Models > Land Rover > Land Rover Discovery Sport
Experian - Private > Auto > Ownership - Make and Models > Land Rover > Land Rover Range Rover
Experian - Private > Auto > Ownership - Make and Models > Land Rover > Land Rover Range Rover Evoque
Experian - Private > Auto > Ownership - Make and Models > Land Rover > Land Rover Range Rover Sport
Experian - Private > Auto > Ownership - Make and Models > Lexus > Lexus ES
Experian - Private > Auto > Ownership - Make and Models > Lexus > Lexus GS
Experian - Private > Auto > Ownership - Make and Models > Lexus > Lexus GX



Segment Detail View

Experian - Private > Auto > Ownership - Make and Models > Lexus > Lexus IS
Experian - Private > Auto > Ownership - Make and Models > Lexus > Lexus LX
Experian - Private > Auto > Ownership - Make and Models > Lexus > Lexus NX
Experian - Private > Auto > Ownership - Make and Models > Lexus > Lexus RX
Experian - Private > Auto > Ownership - Make and Models > Lincoln > Lincoln Navigator
Experian - Private > Auto > Ownership - Make and Models > Mercedes-Benz > Mercedes-Benz CLA Class
Experian - Private > Auto > Ownership - Make and Models > Mercedes-Benz > Mercedes-Benz GLA Class
Experian - Private > Auto > Ownership - Make and Models > Mercedes-Benz > Mercedes-Benz GLE Class
Experian - Private > Auto > Ownership - Make and Models > Mercedes-Benz > Mercedes-Benz S Class
Experian - Private > Auto > Ownership - Make and Models > Mini > Mini Cooper
Experian - Private > Auto > Ownership - Make and Models > Mini > Mini Cooper Countryman
Experian - Private > Auto > Ownership - Make and Models > Nissan > Nissan Murano
Experian - Private > Auto > Ownership - Make and Models > RAM > RAM 1500
Experian - Private > Auto > Ownership - Make and Models > RAM > RAM 2500
Experian - Private > Auto > Ownership - Make and Models > Volvo > Volvo XC60
Experian - Private > Auto > Ownership - Make and Models > Volvo > Volvo XC90
Experian - Private > Chevy > ODC Experian In Market Ford Mach E _Proxy1
Experian - Private > Chevy > ODC Experian In Market Ford Mach E _Proxy1a
Experian - Private > Chevy > ODC Experian In Market Ford Mach E _Proxy2
Experian - Private > Custom
Experian - Private > Custom > BBVA
Experian - Private > Custom > BBVA > BBVA Good Profitability
Experian - Private > Custom > BBVA > BBVA High Profitability
Experian - Private > FCA > Experian In Market Buick LaCrosse_V2
Experian - Private > FCA > Experian In Market Chevrolet Camaro_V2
Experian - Private > FCA > Experian In Market Dodge Challenger_V2
Experian - Private > FCA > Experian In Market Dodge Charger_V2
Experian - Private > FCA > Experian In Market Ford Mustang_V2
Experian - Private > FCA > Experian In Market Nissan Maxima_V2
Experian - Private > FCA > Experian In Market Sports Car_V2
Experian - Private > Financial
Experian - Private > Financial - Analytics IQ
Experian - Private > Financial - Analytics IQ > Discretionary Spend



Segment Detail View

Experian - Private > Financial - Analytics IQ > Discretionary Spend > All Categories \$21,952-\$31,618
Experian - Private > Financial - Analytics IQ > Discretionary Spend > All Categories: \$31,619-99,999
Experian - Private > Financial - Analytics IQ > Discretionary Spend > Apparel: \$2,818-\$99,999
Experian - Private > Financial - Analytics IQ > Discretionary Spend > Dine Out: \$4,302-\$99,999
Experian - Private > Financial - Analytics IQ > Discretionary Spend > Donation: \$2,568-\$99,999
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: \$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: \$2,602-\$99,999
Experian - Private > Financial - Analytics IQ > Discretionary Spend > Personal: \$993-\$99,999
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 > Good profitability - Tier 4
Experian - Private > Financial > Profitability > High profitability - Tier 1
Experian - Private > Financial Propensity Models
Experian - Private > Financial Propensity Models > Financial
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 > TX
Experian - Private > Housing Attributes
Experian - Private > Housing Attributes > Home Equity > \$120,000-\$139,999
Experian - Private > Lifestyle and Interests



Segment Detail View

Experian - Private > Lifestyle and Interests > Financial Behavior

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 > MMGY

Experian - Private > MMGY > Meritage Affluent Traveler

Experian - Private > Mosaic

Experian - Private > Mosaic > Group A: Power Elite

Experian - Private > Mosaic > Group A: Power Elite > A03 - Kids and Cabernet

Experian - Private > Online Behaviors

Experian - Private > Online Behaviors > Art & Entertainment

Experian - Private > Online Behaviors > Art & Entertainment > Books & Literature

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

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

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

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

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

Experian - Private > Online Behaviors > Automotive

Experian - Private > Online Behaviors > Automotive > Car Culture

Experian - Private > Online Behaviors > Food & Drink

Experian - Private > Online Behaviors > Food & Drink > Desserts & Baking

Experian - Private > Online Behaviors > Home & Garden

Experian - Private > Online Behaviors > Local News

Experian - Private > Online Behaviors > Shopping

Experian - Private > Online Behaviors > Society

Experian - Private > Online Behaviors > Travel

Experian - Private > Retail Transactions

Experian - Private > Retail Transactions > All Categories Frequency

Experian - Private > Retail Transactions > All Categories Frequency > Number of Credit Purchases Total: 1-2

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

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



Segment Detail View

Experian - Private > Retail Transactions > Continuity/Subscriptions
Experian - Private > Retail Transactions > Continuity/Subscriptions > Dollars Spent: Mid-Level Spender
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 > LinkedIn
Experian - Private > Social Media > Subscription Boxes - Cosmetics
Experian - Private > Social Media > Timeshare Vacation Rental
Experian - Private > TeamOne (Lexus) > Experian_Own_A7
Experian - Private > TeamOne (Lexus) > Experian_Own_A8
Experian - Private > TeamOne (Lexus) > Experian_Own_Model_S
Geographic
Geographic > IP based > United States
Geographic > IP based > United States > Washington
Geographic > IP based > United States > Washington > Seattle-Tacoma-Bellevue
Lotame - Private
Lotame - Private > COVID
Lotame - Private > COVID > Beauty/Skincare - Female
Lotame - Private > COVID > Beauty/Skincare - Male
Lotame - Private > COVID > CPG - Groceries + Meals
Lotame - Private > COVID > CPG - Home + Kitchen
Lotame - Private > COVID > CPG - Pet Owners
Lotame - Private > COVID > Consumption - Appliances
Lotame - Private > COVID > Consumption - Keep Your Spirits High
Lotame - Private > COVID > Consumption - Top Chef
Lotame - Private > COVID > DIY - Green Thumb
Lotame - Private > COVID > DIY - HGTV Wannabes
Lotame - Private > COVID > Entertainment - Devices Needs
Lotame - Private > COVID > Parenting + Young Children
Lotame - Private > COVID > WFH - Home Office Needs
NCS - Private



Segment Detail View

NCS - Private > J&J

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+CNC-026+3P_Clean & Clear_Acne_2020_TA-In Category_558992_CP_ACQ_GM_BE-AB_CE-AB_T-R52W -PD558992

NCS - Private > J&J > N/A > NCS+NTG-113+3P_Neutrogena_Cleansing_2020_TA-In Category_558983_CP_ACQ_GM_BE-AB_CE-AB_T-R52W -PD558983

NCS - Private > J&J > N/A > NCS+NTG-115+3P_Neutrogena_All Other Beauty SubBrand_2020_TA-In Category_558988_CP_ACQ_GM_BE-AB_CE-AB_T-R52W -PD558988

NCS - Private > J&J > N/A > NCS+TYL-044+3P_Tylenol_Tylenol Rapid Release Gels_2020_TA-In Category_558999_CP_ACQ_GM_BE-AB_CE-AB_T-R52W -PD558999

NCS - Private > J&J > N/A > NCS+ZYR-027+3P_Zyrtec_Zyrtec Allergy_2020_TA-In Category_558995_CP_ACQ_GM_BE-AB_CE-AB_T-R52W -PD558995

NCS - Private > J&J > Neutrogena

NCS - Private > J&J > Neutrogena > NCS+NTG-114+3P_Neutrogena_Facial Moisture & Treatment_2020_TA-In Category_603444_CP_ACQ_GM_BE-AB_CE-AB_T-R52W -PD603444

NCS - Private > J&J > Neutrogena > NCS+NTG-128+3P_Neutrogena_Acne_2020_TA-In Category_603451_CP_ACQ_GM_BE-AB_CE-AB_T-R52W -PD603451

ODC Custom Demographic - Private

ODC Custom Demographic - Private > P&G

ODC Custom Demographic - Private > P&G > 18-49 Option 3

ODC Custom Demographic - Private > P&G > 18-49 RFI Test

ODC Custom Demographic - Private > P&G > A18+ RFI Test

ODC Custom Demographic - Private > P&G > A25+ RFI Test

ODC Custom Demographic - Private > P&G > A25-54 RFI Test

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

Oracle BlueKai

Oracle BlueKai > Business (B2B)

Oracle BlueKai > Business (B2B) > Company Size > Under 10 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) > Groups > High Income

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

Oracle BlueKai > Business (B2B) > Industries & Occupations > Business & Finance > Investment Banking

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 > Production & Manufacturing

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



Segment Detail View

Oracle BlueKai > Business (B2B) > Industries & Occupations > Sales > Real Estate

Oracle BlueKai > Business (B2B) > Roles > Business Owners

Oracle BlueKai > Business (B2B) > Roles > Managers

Oracle BlueKai > Business (B2B) > Roles > Managers > Executives

Oracle BlueKai > Business (B2B) > Roles > Managers > Executives > C-Level

Oracle BlueKai > Custom Categories

Oracle BlueKai > Custom Categories > Baseball Buyers

Oracle BlueKai > Custom Categories > Coupon Enthusiasts

Oracle BlueKai > Custom Categories > Earth Day Enthusiasts

Oracle BlueKai > Custom Categories > Halloween Buyers

Oracle BlueKai > Custom Categories > Holiday Shoppers

Oracle BlueKai > Custom Categories > NCAA March Madness

Oracle BlueKai > Custom Categories > NFL Enthusiast

Oracle BlueKai > Custom Categories > New Year's Resolution

Oracle BlueKai > Custom Categories > Summer Olympics Enthusiast

Oracle BlueKai > Custom Categories > Super Bowl

Oracle BlueKai > Custom Categories > Tax Preparation

Oracle BlueKai > Custom Categories > The Academy Awards

Oracle BlueKai > Custom Categories > Winter Olympics Enthusiast

Oracle BlueKai > Custom Categories > World Cup Enthusiast

Oracle BlueKai > Demographics

Oracle BlueKai > Demographics > Age > Lifestages > Gen X

Oracle BlueKai > Demographics > Age > Lifestages > Gen Y / Millennials

Oracle BlueKai > Demographics > Education > High School Diploma

Oracle BlueKai > Demographics > Education > Some Graduate School

Oracle BlueKai > Demographics > Education > Undergraduate Degree

Oracle BlueKai > Demographics > Family Composition (Household) > Children in Household (Kids) > Yes

Oracle BlueKai > Demographics > Family Composition (Household) > Children in Household (Kids) > Yes > Age of Children in Household (Kids) > Parents of Tweens/Teenagers (Ages 11-18)

Oracle BlueKai > Demographics > Family Composition (Household) > Children in Household (Kids) > Yes > Number of Children in Household (Kids) > Parents of 3+ Children (Kids)

Oracle BlueKai > Demographics > Financial Attributes > Credit and Debt > Credit Card Holder

Oracle BlueKai > Demographics > Financial Attributes > Credit and Debt > Mortgage

Oracle BlueKai > Demographics > Financial Attributes > Estimated Household Income (USD) > HHI: \$60,000-\$74,999

Oracle BlueKai > Demographics > Financial Attributes > Estimated Household Income (USD) > HHI: Greater than \$100,000



Segment Detail View

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: \$200,000-\$249,999

Oracle BlueKai > Demographics > Financial Attributes > Estimated Household Income (USD) > HHI: Greater than \$100,000 > HHI: Greater than \$125,000 > HHI: Greater than \$250,000

Oracle BlueKai > Demographics > Financial Attributes > Estimated Net Worth > \$1,000,000+

Oracle BlueKai > Demographics > Financial Attributes > Investments

Oracle BlueKai > Demographics > Financial Attributes > Wealth Decile > 1st (Greatest Wealth)

Oracle BlueKai > Demographics > Home Attributes > Home Owners

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

Oracle BlueKai > Demographics > Home Attributes > Median Home Value > \$600,000-\$699,999

Oracle BlueKai > Demographics > Home Attributes > Property Type > Single Family

Oracle BlueKai > Demographics > Marital Status (Relationship) > Married

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 > Full-Size 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 > Acura

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 > Honda > Honda Accord

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 > Mazda



Segment Detail View

Oracle BlueKai > In-Market > Auto, Cars and Trucks > Makes and Models > Mercedes-Benz
Oracle BlueKai > In-Market > Auto, Cars and Trucks > Makes and Models > Nissan
Oracle BlueKai > In-Market > Auto, Cars and Trucks > Makes and Models > Subaru
Oracle BlueKai > In-Market > Auto, Cars and Trucks > Makes and Models > Toyota
Oracle BlueKai > In-Market > Auto, Cars and Trucks > Makes and Models > Volkswagen
Oracle BlueKai > In-Market > Financial Products and Services
Oracle BlueKai > In-Market > Financial Products and Services > Insurance
Oracle BlueKai > In-Market > Financial Products and Services > Loans
Oracle BlueKai > In-Market > Financial Products and Services > Loans > Mortgages
Oracle BlueKai > In-Market > Real Estate (Home and Commercial)
Oracle BlueKai > In-Market > Retail
Oracle BlueKai > In-Market > Retail > Babies and Kids
Oracle BlueKai > In-Market > Retail > Electronics
Oracle BlueKai > In-Market > Retail > Electronics > Audio and Video
Oracle BlueKai > In-Market > Retail > Electronics > Audio and Video > Televisions
Oracle BlueKai > In-Market > Retail > Electronics > Audio and Video > Televisions > HDTVs
Oracle BlueKai > In-Market > Retail > Hobbies, Games and Toys
Oracle BlueKai > In-Market > Retail > Hobbies, Games and Toys > Arts and Crafts
Oracle BlueKai > In-Market > Retail > Hobbies, Games and Toys > Toys
Oracle BlueKai > Interest
Oracle BlueKai > Interest > Animals
Oracle BlueKai > Interest > Animals > Pets
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 > Science Fiction and Fantasy
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 > Music
Oracle BlueKai > Interest > Arts and Entertainment > Music > Alternative/Punk/Metal



Segment Detail View

Oracle BlueKai > Interest > Arts and Entertainment > Music > Classical

Oracle BlueKai > Interest > Arts and Entertainment > Music > Country and Folk

Oracle BlueKai > Interest > Arts and Entertainment > Music > Rap and Hip-Hop

Oracle BlueKai > Interest > Arts and Entertainment > Music > Rock and Pop

Oracle BlueKai > Interest > Arts and Entertainment > Pop Culture

Oracle BlueKai > Interest > Arts and Entertainment > Pop Culture > Celebrities and Gossip

Oracle BlueKai > Interest > Arts and Entertainment > Reading

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

Oracle BlueKai > Interest > Arts and Entertainment > Visual Arts and Galleries

Oracle BlueKai > Interest > Auto, Cars and Trucks

Oracle BlueKai > Interest > Auto, Cars and Trucks > Auto Enthusiasts

Oracle BlueKai > Interest > Auto, Cars and Trucks > Auto Enthusiasts > Car Culture and Gearheads

Oracle BlueKai > Interest > Auto, Cars and Trucks > Auto Enthusiasts > DIY Auto Repair and Maintenance

Oracle BlueKai > Interest > Auto, Cars and Trucks > Classes > Cars

Oracle BlueKai > Interest > Auto, Cars and Trucks > Classes > Cars > Compact and Sub-Compact Cars

Oracle BlueKai > Interest > Auto, Cars and Trucks > Classes > Cars > Full-Size Cars

Oracle BlueKai > Interest > Auto, Cars and Trucks > Classes > Cars > Luxury Cars

Oracle BlueKai > Interest > Auto, Cars and Trucks > Classes > Cars > Midsize Cars

Oracle BlueKai > Interest > Auto, Cars and Trucks > Classes > Cars > Sedans

Oracle BlueKai > Interest > Auto, Cars and Trucks > Classes > 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

Oracle BlueKai > Interest > Auto, Cars and Trucks > Condition > New Cars

Oracle BlueKai > Interest > Auto, Cars and Trucks > Makes and Models > Acura

Oracle BlueKai > Interest > Auto, Cars and Trucks > Makes and Models > Acura > Acura MDX

Oracle BlueKai > Interest > Auto, Cars and Trucks > Makes and Models > Audi

Oracle BlueKai > Interest > Auto, Cars and Trucks > Makes and Models > Audi > Audi A3

Oracle BlueKai > Interest > Auto, Cars and Trucks > Makes and Models > Audi > Audi A4

Oracle BlueKai > Interest > Auto, Cars and Trucks > Makes and Models > BMW

Oracle BlueKai > Interest > Auto, Cars and Trucks > Makes and Models > BMW > BMW 1-Series

Oracle BlueKai > Interest > Auto, Cars and Trucks > Makes and Models > BMW > BMW 3-Series



Segment Detail View

Oracle BlueKai > Interest > Auto, Cars and Trucks > Makes and Models > BMW > BMW X-Series
Oracle BlueKai > Interest > Auto, Cars and Trucks > Makes and Models > BMW > BMW X-Series > BMW X3
Oracle BlueKai > Interest > Auto, Cars and Trucks > Makes and Models > BMW > BMW X-Series > BMW X5
Oracle BlueKai > Interest > Auto, Cars and Trucks > Makes and Models > Cadillac
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 > Ford > Ford Escape
Oracle BlueKai > Interest > Auto, Cars and Trucks > Makes and Models > Ford > Ford Explorer
Oracle BlueKai > Interest > Auto, Cars and Trucks > Makes and Models > Ford > Ford Focus
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 > Honda > Honda CR-V
Oracle BlueKai > Interest > Auto, Cars and Trucks > Makes and Models > Honda > Honda Civic
Oracle BlueKai > Interest > Auto, Cars and Trucks > Makes and Models > Honda > Honda Fit/Jazz
Oracle BlueKai > Interest > Auto, Cars and Trucks > Makes and Models > Honda > Honda Pilot
Oracle BlueKai > Interest > Auto, Cars and Trucks > Makes and Models > Hyundai
Oracle BlueKai > Interest > Auto, Cars and Trucks > Makes and Models > Infiniti
Oracle BlueKai > Interest > Auto, Cars and Trucks > Makes and Models > Jeep
Oracle BlueKai > Interest > Auto, Cars and Trucks > Makes and Models > Lexus
Oracle BlueKai > Interest > Auto, Cars and Trucks > Makes and Models > Lexus > Lexus IS
Oracle BlueKai > Interest > Auto, Cars and Trucks > Makes and Models > Lexus > Lexus RX
Oracle BlueKai > Interest > Auto, Cars and Trucks > Makes and Models > MINI
Oracle BlueKai > Interest > Auto, Cars and Trucks > Makes and Models > MINI > MINI Cooper
Oracle BlueKai > Interest > Auto, Cars and Trucks > Makes and Models > Mazda
Oracle BlueKai > Interest > Auto, Cars and Trucks > Makes and Models > Mercedes-Benz
Oracle BlueKai > Interest > Auto, Cars and Trucks > Makes and Models > Mercedes-Benz > Mercedes-Benz C-Class
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 > Auto, Cars and Trucks > Makes and Models > Volkswagen
Oracle BlueKai > Interest > Auto, Cars and Trucks > Makes and Models > Volvo
Oracle BlueKai > Interest > Auto, Cars and Trucks > Makes and Models > Volvo > Volvo XC-Series



Segment Detail View

Oracle BlueKai > Interest > Auto, Cars and Trucks > Makes and Models > Volvo > Volvo XC-Series > Volvo XC90

Oracle BlueKai > Interest > Business and Finance

Oracle BlueKai > Interest > Business and Finance > Business News

Oracle BlueKai > Interest > Business and Finance > Small Business

Oracle BlueKai > Interest > Education

Oracle BlueKai > Interest > Education > Career Improvement and Advice

Oracle BlueKai > Interest > Food and Drink

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

Oracle BlueKai > Interest > Food and Drink > Eating Styles

Oracle BlueKai > Interest > Food and Drink > Eating Styles > Healthy

Oracle BlueKai > Interest > Food and Drink > Recipes and Cooking

Oracle BlueKai > Interest > Food and Drink > Recipes and Cooking > Desserts and Baking

Oracle BlueKai > Interest > Food and Drink > Restaurants

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

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

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

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 > Home Improvement (DIY) > Remodeling and Construction



Segment Detail View

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 > Social Networking
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 > Lifestyles
Oracle BlueKai > Interest > Lifestyles > Do It Yourselfers (DIY)
Oracle BlueKai > Interest > Lifestyles > Gift Giving
Oracle BlueKai > Interest > Lifestyles > Green Living
Oracle BlueKai > Interest > Lifestyles > Healthy Living
Oracle BlueKai > Interest > Lifestyles > Holidays and Seasonal Events
Oracle BlueKai > Interest > News and Current Events
Oracle BlueKai > Interest > News and Current Events > Formats
Oracle BlueKai > Interest > News and Current Events > Formats > Online News Sites
Oracle BlueKai > Interest > Parenting and Family
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 > Life Insurance
Oracle BlueKai > Interest > Personal Finance > Loans
Oracle BlueKai > Interest > Personal Finance > Loans > Mortgages
Oracle BlueKai > Interest > Personal Finance > Online Banking
Oracle BlueKai > Interest > Personal Finance > Personal Savings and Investments
Oracle BlueKai > Interest > Personal Finance > Personal Savings and Investments > Retirement Savings
Oracle BlueKai > Interest > Personal Finance > Personal Savings and Investments > Stocks and Bonds
Oracle BlueKai > Interest > Personal Finance > Real Estate (Home and Commercial)
Oracle BlueKai > Interest > Personal Finance > Tax Planning



Segment Detail View

Oracle BlueKai > Interest > Public Interest
Oracle BlueKai > Interest > Public Interest > Charities and Non-Profits
Oracle BlueKai > Interest > Public Interest > Charities and Non-Profits > Art/Culture/Humanities
Oracle BlueKai > Interest > Public Interest > Charities and Non-Profits > Children
Oracle BlueKai > Interest > Public Interest > Charities and Non-Profits > Environment
Oracle BlueKai > Interest > Public Interest > Charities and Non-Profits > Public Broadcasting
Oracle BlueKai > Interest > Public Interest > Charities and Non-Profits > Religious
Oracle BlueKai > Interest > Public Interest > Charities and Non-Profits > Veterans
Oracle BlueKai > Interest > Science and Humanities
Oracle BlueKai > Interest > Shopping
Oracle BlueKai > Interest > Shopping > Apparel and Accessories
Oracle BlueKai > Interest > Shopping > Apparel and Accessories > Jewelry
Oracle BlueKai > Interest > Shopping > Apparel and Accessories > Men's
Oracle BlueKai > Interest > Shopping > Apparel and Accessories > Women's
Oracle BlueKai > Interest > Shopping > Coupon Shoppers
Oracle BlueKai > Interest > Shopping > Discount and Big Box Stores
Oracle BlueKai > Interest > Shopping > Luxury Buyers
Oracle BlueKai > Interest > Shopping > Online Shoppers
Oracle BlueKai > Interest > Sports and Recreation
Oracle BlueKai > Interest > Sports and Recreation > Fitness
Oracle BlueKai > Interest > Sports and Recreation > Fitness > Aerobics
Oracle BlueKai > Interest > Sports and Recreation > Fitness > Strength Training
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 > Fishing
Oracle BlueKai > Interest > Sports and Recreation > Outdoor Activities > Horseback Riding (Equestrian)
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 > Outdoor Activities > Walking
Oracle BlueKai > Interest > Sports and Recreation > Sports
Oracle BlueKai > Interest > Sports and Recreation > Sports > Boxing, Martial Arts and Wrestling
Oracle BlueKai > Interest > Sports and Recreation > Sports > Fantasy Sports
Oracle BlueKai > Interest > Sports and Recreation > Sports > Golf



Segment Detail View

Oracle BlueKai > Interest > Sports and Recreation > Sports > Motor Sports
Oracle BlueKai > Interest > Sports and Recreation > Sports > NASCAR
Oracle BlueKai > Interest > Sports and Recreation > Sports > Olympics and International Competitions
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 > Winter Sports
Oracle BlueKai > Interest > Sports and Recreation > Sports > Winter Sports > Skiing
Oracle BlueKai > Interest > Technology and Computers
Oracle BlueKai > Interest > Technology and Computers > Audio and Visual
Oracle BlueKai > Interest > Technology and Computers > Brands > Amazon
Oracle BlueKai > Interest > Technology and Computers > Brands > Apple
Oracle BlueKai > Interest > Technology and Computers > Brands > LG
Oracle BlueKai > Interest > Technology and Computers > Brands > Microsoft
Oracle BlueKai > Interest > Technology and Computers > Brands > Samsung
Oracle BlueKai > Interest > Technology and Computers > Brands > Sony
Oracle BlueKai > Interest > Technology and Computers > Cameras and Camcorders
Oracle BlueKai > Interest > Technology and Computers > Cell Phones and Plans
Oracle BlueKai > Interest > Technology and Computers > Cell Phones and Plans > Providers
Oracle BlueKai > Interest > Technology and Computers > Cell Phones and Plans > Providers > AT&T
Oracle BlueKai > Interest > Technology and Computers > Cell Phones and Plans > Providers > Sprint
Oracle BlueKai > Interest > Technology and Computers > Cell Phones and Plans > Providers > T-Mobile
Oracle BlueKai > Interest > Technology and Computers > Cell Phones and Plans > Providers > Verizon
Oracle BlueKai > Interest > Technology and Computers > Computers
Oracle BlueKai > Interest > Technology and Computers > Computers > Handheld Devices
Oracle BlueKai > Interest > Technology and Computers > Computers > Networking and Wireless



Segment Detail View

Oracle BlueKai > Interest > Technology and Computers > Enthusiasts
Oracle BlueKai > Interest > Technology and Computers > Enthusiasts > Programming Languages
Oracle BlueKai > Interest > Technology and Computers > Gadgets and Tech Toys
Oracle BlueKai > Interest > Technology and Computers > Smart Home
Oracle BlueKai > Interest > Travel and Tourism
Oracle BlueKai > Interest > Travel and Tourism > Destination Locations > International
Oracle BlueKai > Interest > Travel and Tourism > Destination Locations > International > Europe
Oracle BlueKai > Interest > Travel and Tourism > Destination Locations > International > Europe > Italy
Oracle BlueKai > Interest > Travel and Tourism > Destination Locations > International > North America
Oracle BlueKai > Interest > Travel and Tourism > Destination Locations > United States
Oracle BlueKai > Interest > Travel and Tourism > Products > Air Travel
Oracle BlueKai > Interest > Travel and Tourism > Products > Cruises
Oracle BlueKai > Interest > Travel and Tourism > Products > Guided Tours
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 > Platforms > Computer (PC)
Oracle BlueKai > Interest > Video Games > Platforms > Sony
Oracle BlueKai > Interest > Video Games > Platforms > Sony > PlayStation
Oracle BlueKai > Past Purchases
Oracle BlueKai > Past Purchases > Consumer Packaged Goods (CPG)
Oracle BlueKai > Past Purchases > Consumer Packaged Goods (CPG) > Brands
Oracle BlueKai > Past Purchases > Consumer Packaged Goods (CPG) > Brands > Household Supplies
Oracle BlueKai > Past Purchases > Consumer Packaged Goods (CPG) > Brands > Household Supplies > Bounty
Oracle BlueKai > Past Purchases > Consumer Packaged Goods (CPG) > Food & Beverages
Oracle BlueKai > Past Purchases > Consumer Packaged Goods (CPG) > Food & Beverages > Beverages
Oracle BlueKai > Past Purchases > Consumer Packaged Goods (CPG) > Food & Beverages > Beverages > Soda
Oracle BlueKai > Past Purchases > Consumer Packaged Goods (CPG) > Food & Beverages > Beverages > Soda > Diet
Oracle BlueKai > Past Purchases > Consumer Packaged Goods (CPG) > Food & Beverages > Frozen Foods
Oracle BlueKai > Past Purchases > Consumer Packaged Goods (CPG) > Food & Beverages > Meat & Seafood
Oracle BlueKai > Past Purchases > Consumer Packaged Goods (CPG) > Food & Beverages > Meat & Seafood > Packaged & Prepared Meats
Oracle BlueKai > Past Purchases > Consumer Packaged Goods (CPG) > Food & Beverages > Snacks, Cookies & Candy



Segment Detail View

Oracle BlueKai > Past Purchases > Consumer Packaged Goods (CPG) > Food & Beverages > Snacks, Cookies & Candy > Candy

Oracle BlueKai > Past Purchases > Consumer Packaged Goods (CPG) > Food & Beverages > Snacks, Cookies & Candy > Chocolate

Oracle BlueKai > Past Purchases > Consumer Packaged Goods (CPG) > Food & Beverages > Special Types

Oracle BlueKai > Past Purchases > Consumer Packaged Goods (CPG) > Food & Beverages > Special Types > Gourmet

Oracle BlueKai > Past Purchases > Consumer Packaged Goods (CPG) > Gifts

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

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

Oracle BlueKai > Past Purchases > Consumer Packaged Goods (CPG) > Health & Beauty > Beauty > Cosmetics

Oracle BlueKai > Past Purchases > Consumer Packaged Goods (CPG) > Health & Beauty > Beauty > Hair Care

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

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

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

Oracle BlueKai > Past Purchases > Consumer Packaged Goods (CPG) > Health & Beauty > Health > Weight Management

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

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

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

Oracle BlueKai > Past Purchases > Consumer Packaged Goods (CPG) > Pet Supplies > Cat Food & Supplies

Oracle BlueKai > Past Purchases > Consumer Packaged Goods (CPG) > Pet Supplies > Dog Food & Supplies

Oracle BlueKai > Past Purchases > Education

Oracle BlueKai > Past Purchases > Financial Products & Services

Oracle BlueKai > Past Purchases > Financial Products & Services > Credit Cards

Oracle BlueKai > Past Purchases > Financial Products & Services > Insurance

Oracle BlueKai > Past Purchases > Financial Products & Services > Insurance > Health Insurance

Oracle BlueKai > Past Purchases > Financial Products & Services > Loans

Oracle BlueKai > Past Purchases > Financial Products & Services > Loans > Mortgages

Oracle BlueKai > Past Purchases > Financial Products & Services > Retirement & Investing

Oracle BlueKai > Past Purchases > Financial Products & Services > Retirement & Investing > Stocks & Bonds

Oracle BlueKai > Past Purchases > Retail

Oracle BlueKai > Past Purchases > Retail > 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



Segment Detail View

Oracle BlueKai > Past Purchases > Retail > Clothing, Shoes & Accessories
Oracle BlueKai > Past Purchases > Retail > Clothing, Shoes & Accessories > Accessories
Oracle BlueKai > Past Purchases > Retail > Clothing, Shoes & Accessories > Clothing
Oracle BlueKai > Past Purchases > Retail > Clothing, Shoes & Accessories > Clothing > Styles
Oracle BlueKai > Past Purchases > Retail > Clothing, Shoes & Accessories > Clothing > Styles > Luxury
Oracle BlueKai > Past Purchases > Retail > Clothing, Shoes & Accessories > Clothing > Type
Oracle BlueKai > Past Purchases > Retail > Clothing, Shoes & Accessories > Clothing > Type > Men's
Oracle BlueKai > Past Purchases > Retail > Clothing, Shoes & Accessories > Clothing > Type > Women's
Oracle BlueKai > Past Purchases > Retail > Clothing, Shoes & Accessories > Clothing > Type > Young Women's
Oracle BlueKai > Past Purchases > Retail > Clothing, Shoes & Accessories > Footwear
Oracle BlueKai > Past Purchases > Retail > Computers
Oracle BlueKai > Past Purchases > Retail > 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 > Concerts
Oracle BlueKai > Past Purchases > Retail > Entertainment > Activity & Event Tickets > Concerts > Rock & Pop
Oracle BlueKai > Past Purchases > Retail > Entertainment > Books & Magazines
Oracle BlueKai > Past Purchases > Retail > Entertainment > Books & Magazines > Books
Oracle BlueKai > Past Purchases > Retail > Entertainment > Books & Magazines > Magazines & Newspapers
Oracle BlueKai > Past Purchases > Retail > Entertainment > Movies, Television & Video
Oracle BlueKai > Past Purchases > Retail > Hobbies, Games & Toys
Oracle BlueKai > Past Purchases > Retail > Hobbies, Games & Toys > Arts & Crafts
Oracle BlueKai > Past Purchases > Retail > Home & Garden
Oracle BlueKai > Past Purchases > Retail > Home & Garden > Home Improvement
Oracle BlueKai > Past Purchases > Retail > Home & Garden > Home Improvement > Tools
Oracle BlueKai > Past Purchases > Retail > Home & Garden > Indoors
Oracle BlueKai > Past Purchases > Retail > Home & Garden > Indoors > Appliances
Oracle BlueKai > Past Purchases > Retail > Home & Garden > Indoors > Kitchen
Oracle BlueKai > Past Purchases > Retail > Home & Garden > Outdoors
Oracle BlueKai > Past Purchases > Retail > Home & Garden > Outdoors > Gardening & Landscaping
Oracle BlueKai > Past Purchases > Retail > Sports Equipment & Outdoor Gear
Oracle BlueKai > Past Purchases > Retail > Sports Equipment & Outdoor Gear > Outdoor Activities



Segment Detail View

Oracle BlueKai > Past Purchases > Retail > Sports Equipment & Outdoor Gear > Outdoor Activities > Water Sports

Oracle BlueKai > Past Purchases > Retail > Sports Equipment & Outdoor Gear > Outdoor Activities > Water Sports > Boating, Kayaking & Canoeing

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 > Travel

Oracle BlueKai > Past Purchases > Travel > Locations > Domestic (United States)

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 > Shows

Oracle BlueKai > Television > Viewership > Shows > Netflix

Oracle DLX (Datalogix)

Oracle DLX (Datalogix) > DLX Demographics

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

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

Oracle Data Cloud Models - Private

Oracle Data Cloud Models - Private > Validated Demographic

Oracle Data Cloud Models - Private > Validated Demographic > Exclusive

Oracle Data Cloud Models - Private > Validated Demographic > Exclusive > Income

Oracle Data Cloud Models - Private > Validated Demographic > Exclusive > Income > Max Scale

Oracle Data Cloud Models - Private > Validated Demographic > Exclusive > Income > Max Scale > \$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



Segment Detail View

Oracle Limited - Private > Automotive > In-Market > Body Styles > Cars > Full-Size 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
Oracle Limited - Private > Automotive > In-Market > Makes and Models > Acura
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 > Honda > Honda Accord
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 > Mazda
Oracle Limited - Private > Automotive > In-Market > Makes and Models > Mercedes-Benz
Oracle Limited - Private > Automotive > In-Market > Makes and Models > Nissan
Oracle Limited - Private > Automotive > In-Market > Makes and Models > Subaru
Oracle Limited - Private > Automotive > In-Market > Makes and Models > Toyota
Oracle Limited - Private > Automotive > In-Market > Makes and Models > Volkswagen (VW)
Oracle Limited - Private > Automotive > Interest (Affinity)
Oracle Limited - Private > Automotive > Interest (Affinity) > Auto Enthusiasts
Oracle Limited - Private > Automotive > Interest (Affinity) > Auto Enthusiasts > Car Culture and Gearheads



Segment Detail View

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 > Acura
Oracle Limited - Private > Automotive > Interest (Affinity) > Makes and Models > Audi
Oracle Limited - Private > Automotive > Interest (Affinity) > Makes and Models > BMW
Oracle Limited - Private > Automotive > Interest (Affinity) > Makes and Models > Cadillac
Oracle Limited - Private > Automotive > Interest (Affinity) > Makes and Models > Infiniti
Oracle Limited - Private > Automotive > Interest (Affinity) > Makes and Models > Lexus
Oracle Limited - Private > Automotive > Interest (Affinity) > Makes and Models > Mercedes-Benz
Oracle Limited - Private > Automotive > Interest (Affinity) > Makes and Models > Volvo
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 > Audi
Oracle Limited - Private > Automotive > Vehicle Owners > Makes > BMW
Oracle Limited - Private > Automotive > Vehicle Owners > Makes > Cadillac
Oracle Limited - Private > Automotive > Vehicle Owners > Makes > Infiniti
Oracle Limited - Private > Automotive > Vehicle Owners > Makes > Land Rover
Oracle Limited - Private > Automotive > Vehicle Owners > Makes > Lexus
Oracle Limited - Private > Automotive > Vehicle Owners > Makes > Mercedes-Benz
Oracle Limited - Private > Automotive > Vehicle Owners > Makes > Porsche
Oracle Limited - Private > Automotive > Vehicle Owners > Makes > Volvo
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) > Eating Styles
Oracle Limited - Private > Consumer Packaged Goods (CPG) Plus > Interest (Affinity) > Eating Styles > Healthy
Oracle Limited - Private > Consumer Packaged Goods (CPG) Plus > Interest (Affinity) > Product Categories
Oracle Limited - Private > Consumer Packaged Goods (CPG) Plus > Interest (Affinity) > Product Categories > Beverages (Drinks)
Oracle Limited - Private > Consumer Packaged Goods (CPG) Plus > Interest (Affinity) > Product Categories > Beverages (Drinks) > Coffee
Oracle Limited - Private > Consumer Packaged Goods (CPG) Plus > Interest (Affinity) > Product Categories > Health and Beauty Products
Oracle Limited - Private > Consumer Packaged Goods (CPG) Plus > Interest (Affinity) > Product Categories > Pet Care
Oracle Limited - Private > Consumer Packaged Goods (CPG) Plus > Interest (Affinity) > Recipes and Cooking
Oracle Limited - Private > Consumer Packaged Goods (CPG) Plus > Interest (Affinity) > Recipes and Cooking > Desserts and Baking



Segment Detail View

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 40-49
Oracle Limited - Private > Demographics > Family Composition (Household) > Family Member Age > Ages 50-59
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) > \$1,000,000+
Oracle Limited - Private > Demographics > Financial Attributes > Estimated Net Worth (USD) > \$500,000 - \$999,999
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 > 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
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



Segment Detail View

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 > Fashion and Accessories > Men's

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 > Collecting

Oracle Limited - Private > Hobbies and Interests (Affinity) > Hobbies > Photography

Oracle Limited - Private > Hobbies and Interests (Affinity) > Hobbies > Reading

Oracle Limited - Private > Hobbies and Interests (Affinity) > Hobbies > Reading > Magazines

Oracle Limited - Private > Hobbies and Interests (Affinity) > Home and Garden

Oracle Limited - Private > Hobbies and Interests (Affinity) > Home and Garden > Gardening, Lawn and Yard Care

Oracle Limited - Private > Hobbies and Interests (Affinity) > Home and Garden > Home Decorating

Oracle Limited - Private > Hobbies and Interests (Affinity) > Home and Garden > Home Improvement (DIY)

Oracle Limited - Private > Hobbies and Interests (Affinity) > Home and Garden > Housewares and Furnishings

Oracle Limited - Private > Hobbies and Interests (Affinity) > Internet and Online Activities

Oracle Limited - Private > Hobbies and Interests (Affinity) > Internet and Online Activities > Heavy Internet Users

Oracle Limited - Private > Hobbies and Interests (Affinity) > Outdoor Activities

Oracle Limited - Private > Hobbies and Interests (Affinity) > Outdoor Activities > Fishing

Oracle Limited - Private > Hobbies and Interests (Affinity) > Outdoor Activities > 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



Segment Detail View

Oracle Limited - Private > Hobbies and Interests (Affinity) > Parenting and Family

Oracle Limited - Private > Hobbies and Interests (Affinity) > Pets

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 > Tech + M&E

Oracle Limited - Private > Tech + M&E > Consumer Technology

Oracle Limited - Private > Tech + M&E > Consumer Technology > Interest (Affinity)

Oracle Limited - Private > Tech + M&E > Consumer Technology > Interest (Affinity) > Brand Affinity

Oracle Limited - Private > Tech + M&E > Consumer Technology > Interest (Affinity) > Brand Affinity > Apple

Oracle Limited - Private > Tech + M&E > Consumer Technology > Interest (Affinity) > 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)



Segment Detail View

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 > Drama

Oracle Limited - Private > Tech + M&E > Media and Entertainment > Movies > Genres > Horror and Thriller

Oracle Limited - Private > Tech + M&E > Media and Entertainment > Movies > Genres > Sci-Fi and Fantasy

Oracle Limited - Private > Tech + M&E > Media and Entertainment > Music

Oracle Limited - Private > Tech + M&E > Media and Entertainment > Music > Genres

Oracle Limited - Private > Tech + M&E > Media and Entertainment > Music > Genres > Alternative, Punk and Metal

Oracle Limited - Private > Tech + M&E > Media and Entertainment > Music > Genres > Classical

Oracle Limited - Private > Tech + M&E > Media and Entertainment > Music > Genres > Country and Folk

Oracle Limited - Private > Tech + M&E > Media and Entertainment > Music > Genres > Rap and Hip-Hop

Oracle Limited - Private > Tech + M&E > Media and Entertainment > Music > Genres > Rock and Pop

Oracle Limited - Private > Tech + M&E > Media and Entertainment > News and Current Events

Oracle Limited - Private > Tech + M&E > Media and Entertainment > News and Current Events > Celebrities and Gossip

Oracle Limited - Private > Tech + M&E > Media and Entertainment > Sports and Recreational Activities

Oracle Limited - Private > Tech + M&E > Media and Entertainment > Sports and Recreational Activities > Interest (Affinity)

Oracle Limited - Private > Tech + M&E > Media and Entertainment > Sports and Recreational Activities > Interest (Affinity) > Individual Sports

Oracle Limited - Private > Tech + M&E > Media and Entertainment > Sports and Recreational Activities > Interest (Affinity) > Individual Sports > Golf

Oracle Limited - Private > Tech + M&E > Media and Entertainment > Sports and Recreational Activities > Interest (Affinity) > Individual Sports > Tennis and Racquet Sports

Oracle Limited - Private > Tech + M&E > Media and Entertainment > Sports and Recreational Activities > Interest (Affinity) > Team Sports

Oracle Limited - Private > Tech + M&E > Media and Entertainment > Sports and Recreational Activities > Interest (Affinity) > Team Sports > 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 > Basketball

Oracle Limited - Private > Tech + M&E > Media and Entertainment > Sports and Recreational Activities > Interest (Affinity) > Team Sports > Basketball > College Basketball (NCAA)

Oracle Limited - Private > Tech + M&E > Media and Entertainment > Sports and Recreational Activities > Interest (Affinity) > Team Sports > Basketball > Professional Basketball (NBA)

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) > College Football (NCAA)



Segment Detail View

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 > 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 > Air Travel

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 > 10-15%

User Counts > AdAdvisor > Targus GET - 2831

User Counts > Lotame > Lotame ID Swap Pixel - 5907

Ziff Davis - ODC Seat - Private

Ziff Davis - ODC Seat - Private > Best Buy

Ziff Davis - ODC Seat - Private > Best Buy > Home Appliances

Ziff Davis - ODC Seat - Private > Best Buy > Unlocked Phones



Segment Detail View

Ziff Davis - ODC Seat - Private > Connected Home
Ziff Davis - ODC Seat - Private > Connected Home > Home Heating and Cooling Controllers
Ziff Davis - ODC Seat - Private > Connected Home > Security Systems & Remote Monitoring Kits
Ziff Davis - ODC Seat - Private > Connected Home > Smart Appliances
Ziff Davis - ODC Seat - Private > Connected Home > Smart Lighting
Ziff Davis - ODC Seat - Private > Connected Home > Smart TV
Ziff Davis - ODC Seat - Private > Custom Categories
Ziff Davis - ODC Seat - Private > Custom Categories > Gamers
Ziff Davis - ODC Seat - Private > Custom Categories > Gamers > Action/Adventure Switch Gamers have not played Breath of Wild
Ziff Davis - ODC Seat - Private > Custom Categories > Gamers > Breath of Wild Gamers +100 hrs
Ziff Davis - ODC Seat - Private > Custom Categories > Gamers > Breath of Wild Gamers +50 hrs
Ziff Davis - ODC Seat - Private > Custom Categories > Gamers > Breath of Wild Gamers have played Super Smash Bros
Ziff Davis - ODC Seat - Private > Custom Categories > Gamers > Musou Gamers have played Breath of Wild
Ziff Davis - ODC Seat - Private > Custom Categories > Gamers > Musou Gamers playing Hyrule Warriors DE, Fire Emblem Warriors, etc.
Ziff Davis - ODC Seat - Private > Gaming
Ziff Davis - ODC Seat - Private > Gaming > Consoles & Platforms
Ziff Davis - ODC Seat - Private > Gaming > Consoles & Platforms > Microsoft Xbox 360
Ziff Davis - ODC Seat - Private > Gaming > Consoles & Platforms > Microsoft Xbox One
Ziff Davis - ODC Seat - Private > Gaming > Consoles & Platforms > Mobile & App Based Gaming
Ziff Davis - ODC Seat - Private > Gaming > Consoles & Platforms > Nintendo 3DS
Ziff Davis - ODC Seat - Private > Gaming > Consoles & Platforms > Nintendo Wii & Wii-U
Ziff Davis - ODC Seat - Private > Gaming > Consoles & Platforms > PC Games
Ziff Davis - ODC Seat - Private > Gaming > Consoles & Platforms > Sony PlayStation 3 (PS3)
Ziff Davis - ODC Seat - Private > Gaming > Consoles & Platforms > Sony PlayStation 4 (PS4)
Ziff Davis - ODC Seat - Private > Gaming > Consoles & Platforms > Sony PlayStation Vita
Ziff Davis - ODC Seat - Private > Gaming > Franchise
Ziff Davis - ODC Seat - Private > Gaming > Franchise > Assassin's Creed
Ziff Davis - ODC Seat - Private > Gaming > Franchise > Batman
Ziff Davis - ODC Seat - Private > Gaming > Franchise > Call of Duty
Ziff Davis - ODC Seat - Private > Gaming > Franchise > Fallout
Ziff Davis - ODC Seat - Private > Gaming > Franchise > Halo
Ziff Davis - ODC Seat - Private > Gaming > Franchise > South Park
Ziff Davis - ODC Seat - Private > Gaming > Franchise > Starwars



Segment Detail View

Ziff Davis - ODC Seat - Private > Gaming > Franchise > The Legend of Zelda
Ziff Davis - ODC Seat - Private > Google
Ziff Davis - ODC Seat - Private > Google > Connected Home
Ziff Davis - ODC Seat - Private > In-Market
Ziff Davis - ODC Seat - Private > In-Market > Brand
Ziff Davis - ODC Seat - Private > In-Market > Brand > Apple
Ziff Davis - ODC Seat - Private > In-Market > Brand > CyberLink
Ziff Davis - ODC Seat - Private > In-Market > Brand > DELL
Ziff Davis - ODC Seat - Private > In-Market > Brand > GOOGLE
Ziff Davis - ODC Seat - Private > In-Market > Brand > MOTOROLA
Ziff Davis - ODC Seat - Private > In-Market > Brand > Nokia
Ziff Davis - ODC Seat - Private > In-Market > Brand > QUALCOMM
Ziff Davis - ODC Seat - Private > In-Market > Brand > SONY
Ziff Davis - ODC Seat - Private > In-Market > Brand > SYMANTEC
Ziff Davis - ODC Seat - Private > In-Market > Device Type
Ziff Davis - ODC Seat - Private > In-Market > Device Type > Computers
Ziff Davis - ODC Seat - Private > In-Market > Device Type > Computers > Networking
Ziff Davis - ODC Seat - Private > Interests
Ziff Davis - ODC Seat - Private > Interests > Technology
Ziff Davis - ODC Seat - Private > Interests > Technology > Casual Puzzle
Ziff Davis - ODC Seat - Private > Interests > Technology > Custom BK
Ziff Davis - ODC Seat - Private > Interests > Technology > Custom BK > 1 to 3 hours
Ziff Davis - ODC Seat - Private > Interests > Technology > Custom BK > 15 or more
Ziff Davis - ODC Seat - Private > Interests > Technology > Custom Pokemon Sword/Shield Purchase
Ziff Davis - ODC Seat - Private > Interests > Technology > Cute Animal
Ziff Davis - ODC Seat - Private > Self-Classification > Ziff Davis CORE
Ziff Davis - ODC Seat - Private > Self-Classification > Ziff Davis CORE > B2B
Ziff Davis - ODC Seat - Private > Self-Classification > Ziff Davis CORE > B2B > Game Development
Ziff Davis - ODC Seat - Private > Self-Classification > Ziff Davis CORE > B2B > IT Decision Makers
Ziff Davis - ODC Seat - Private > Self-Classification > Ziff Davis CORE > B2B > Productivity Software
Ziff Davis - ODC Seat - Private > Self-Classification > Ziff Davis CORE > B2B > Web Hosting
Ziff Davis - ODC Seat - Private > Self-Classification > Ziff Davis CORE > Gaming
Ziff Davis - ODC Seat - Private > Self-Classification > Ziff Davis CORE > Gaming > Franchises



Segment Detail View

Ziff Davis - ODC Seat - Private > Self-Classification > Ziff Davis CORE > Gaming > Franchises > Forza
Ziff Davis - ODC Seat - Private > Self-Classification > Ziff Davis CORE > Gaming > Platforms and Consoles
Ziff Davis - ODC Seat - Private > Self-Classification > Ziff Davis CORE > Gaming > Platforms and Consoles > Computer (PC)
Ziff Davis - ODC Seat - Private > Self-Classification > Ziff Davis CORE > Gaming > Platforms and Consoles > Gaming PCs and Accessories
Ziff Davis - ODC Seat - Private > Self-Classification > Ziff Davis CORE > Gaming > Platforms and Consoles > Microsoft Xbox One
Ziff Davis - ODC Seat - Private > Self-Classification > Ziff Davis CORE > Gaming > Platforms and Consoles > Mobile App Based Gaming
Ziff Davis - ODC Seat - Private > Self-Classification > Ziff Davis CORE > Gaming > Platforms and Consoles > Nintendo 3DS
Ziff Davis - ODC Seat - Private > Self-Classification > Ziff Davis CORE > Gaming > Platforms and Consoles > Nintendo Switch
Ziff Davis - ODC Seat - Private > Self-Classification > Ziff Davis CORE > Gaming > Platforms and Consoles > Nintendo Wii and Wii-U
Ziff Davis - ODC Seat - Private > Self-Classification > Ziff Davis CORE > Gaming > Platforms and Consoles > Sony PlayStation 3 (PS3)
Ziff Davis - ODC Seat - Private > Self-Classification > Ziff Davis CORE > Gaming > Platforms and Consoles > Sony PlayStation 4 (PS4)
Ziff Davis - ODC Seat - Private > Self-Classification > Ziff Davis CORE > Gaming > Platforms and Consoles > Sony PlayStation Vita
Ziff Davis - ODC Seat - Private > Self-Classification > Ziff Davis CORE > Gaming > Virtual Reality (VR) Games and Hardware
Ziff Davis - ODC Seat - Private > Self-Classification > Ziff Davis CORE > Shopping
Ziff Davis - ODC Seat - Private > Self-Classification > Ziff Davis CORE > Shopping > Holiday Shoppers
Ziff Davis - ODC Seat - Private > Self-Classification > Ziff Davis CORE > Shopping > Luxury Shoppers and Intenders
Ziff Davis - ODC Seat - Private > Self-Classification > Ziff Davis CORE > Technology
Ziff Davis - ODC Seat - Private > Self-Classification > Ziff Davis CORE > Technology > Connected Home Voice Devices
Ziff Davis - ODC Seat - Private > Self-Classification > Ziff Davis CORE > Technology > Nest Intenders Custom
Ziff Davis - ODC Seat - Private > Self-Classification > Ziff Davis CORE > Technology > Unlocked Phones custom
Ziff Davis - ODC Seat - Private > Self-Classification > Ziff Davis CORE > Technology > Wearable Tech
Ziff Davis - ODC Seat - Private > Sites
Ziff Davis - ODC Seat - Private > Sites > Tech - CE
Ziff Davis - ODC Seat - Private > Sites > Tech - CE > PCMag.com
Ziff Davis - ODC Seat - Private > Sites > Tech - CE > speedtest.net
Ziff Davis - ODC Seat - Private > Streaming Media
Ziff Davis - ODC Seat - Private > Streaming Media > Amazon Fire
Ziff Davis - ODC Seat - Private > Streaming Media > Apple TV
Ziff Davis - ODC Seat - Private > Streaming Media > Cable Cutters
Ziff Davis - ODC Seat - Private > Streaming Media > Chromecast
Ziff Davis - ODC Seat - Private > Streaming Media > Google Play
Ziff Davis - ODC Seat - Private > Streaming Media > HBO
Ziff Davis - ODC Seat - Private > Streaming Media > Netflix



Segment Detail View

Ziff Davis - ODC Seat - Private > Streaming Media > Roku
Ziff Davis - ODC Seat - Private > Streaming Media > Sling TV
Ziff Davis - ODC Seat - Private > Streaming Media > Starz

