



ORACLE DATA CLOUD SEGMENT SUMMARY

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Oracle Advertising Segment Summary

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

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

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

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

Oracle Advertising Privacy Policy.

Oracle and Partner Segments

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

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

Example of an interest segment created by Oracle:

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

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

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

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

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



Segment Detail View

A/B Test Groups > Group 11

Audiences by Oracle

Audiences by Oracle > Business (B2B)

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

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

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

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

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

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

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

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

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

Audiences by Oracle > Hobbies and Interests (Affinity)

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

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

Audiences by Oracle > Media and Entertainment

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

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

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

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

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

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

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 > Interest

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

Audiences by Oracle > Media and Entertainment > Gaming

Audiences by Oracle > Media and Entertainment > Gaming > 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



Segment Detail View

Audiences by Oracle > Media and Entertainment > News and Current Events
Audiences by Oracle > Retail
Audiences by Oracle > Retail > In-Market
Audiences by Oracle > Technology and Computing
Audiences by Oracle > Technology and Computing > In-Market
Audiences by Oracle > Technology and Computing > In-Market > Computers, Software and Printers
Audiences by Oracle > Technology and Computing > Interest (Affinity)
Audiences by Oracle > Technology and Computing > Interest (Affinity) > Brand Affinity
Audiences by Oracle > Technology and Computing > Interest (Affinity) > Brand Affinity > Microsoft
Audiences by Oracle > Technology and Computing > Interest (Affinity) > Brand Affinity > Samsung
Audiences by Oracle > Technology and Computing > Interest (Affinity) > Brand Affinity > Sony
Audiences by Oracle > Technology and Computing > Interest (Affinity) > Computers
Audiences by Oracle > Telecommunications and Mobile Tech
Audiences by Oracle > Telecommunications and Mobile Tech > Mobile Devices and Connected Technology
Audiences by Oracle > Telecommunications and Mobile Tech > Mobile Devices and Connected Technology > In-Market
Audiences by Oracle > Telecommunications and Mobile Tech > Mobile Devices and Connected Technology > In-Market > Mobile Phones (Cell Phones)
Audiences by Oracle > Telecommunications and Mobile Tech > Mobile Devices and Connected Technology > In-Market > Mobile Phones (Cell Phones) > Mobile Phone Accessories
Audiences by Oracle > Telecommunications and Mobile Tech > Mobile Devices and Connected Technology > In-Market > Mobile Phones (Cell Phones) > Mobile Phone Brands > Apple iPhone
Audiences by Oracle > Telecommunications and Mobile Tech > Mobile Devices and Connected Technology > In-Market > Mobile Phones (Cell Phones) > Mobile Phone Brands > Samsung
Audiences by Oracle > Telecommunications and Mobile Tech > Mobile Devices and Connected Technology > In-Market > Mobile Phones (Cell Phones) > Mobile Phone Type > Smartphones
Audiences by Oracle > Telecommunications and Mobile Tech > Mobile Devices and Connected Technology > In-Market > Tablets and e-Readers
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 > Mobile Phones (Cell Phones) > iOS (iPhone)
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)
BlueKai Internal - Private > Data Center
BlueKai Internal - Private > Data Center > Phoenix
BlueKai Internal - Private > Overlap > Pool: 17724 (Centro DSP P2076)



Segment Detail View

BlueKai Internal - Private > Overlap > Pool: 2768 (Datalogix P1)
BlueKai Internal - Private > Overlap > Pool: 2964 (DataXu P173)
BlueKai Internal - Private > Overlap > Pool: 2981 (Google P623) - All
BlueKai Internal - Private > Overlap > Pool: 2981 (Google P623) - All > Pool: 2981 (Google P623) - Add
BlueKai Internal - Private > Overlap > Pool: 3085 (AppNexus P608)
BlueKai Internal - Private > Overlap > Pool: 35244(Beeswax P3931)
BlueKai Internal - Private > Overlap > Pool: 4413 (TubeMogul P920)
BlueKai Internal - Private > Overlap > Pool: 4448 (MediaMath P922)
BlueKai Internal - Private > Overlap > Pool: 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 > AmeriLINK
Branded Data > AmeriLINK > AmeriLINK Consumer Buying Behavior
Branded Data > AmeriLINK > AmeriLINK Consumer Buying Behavior > Demographics
Branded Data > AmeriLINK > AmeriLINK Consumer Buying Behavior > Demographics > Age
Branded Data > AmeriLINK > AmeriLINK Consumer Buying Behavior > Demographics > Age > 40 - 44
Branded Data > AmeriLINK > AmeriLINK Consumer Buying Behavior > Demographics > Gender
Branded Data > AmeriLINK > AmeriLINK Consumer Buying Behavior > Demographics > Gender > Male
Branded Data > AmeriLINK > AmeriLINK Consumer Database
Branded Data > AmeriLINK > AmeriLINK Consumer Database > Demographics & Segmentation
Branded Data > AmeriLINK > AmeriLINK Consumer Database > Demographics & Segmentation > Age
Branded Data > AmeriLINK > AmeriLINK Consumer Database > Demographics & Segmentation > Age > 40 - 44
Branded Data > AmeriLINK > AmeriLINK Consumer Database > Demographics & Segmentation > Dual Income Index
Branded Data > AmeriLINK > AmeriLINK Consumer Database > Demographics & Segmentation > Dual Income Index > Least Likely
Branded Data > AmeriLINK > AmeriLINK Consumer Database > Demographics & Segmentation > Dwelling Type
Branded Data > AmeriLINK > AmeriLINK Consumer Database > Demographics & Segmentation > Dwelling Type > Single Family
Branded Data > AmeriLINK > AmeriLINK Consumer Database > Demographics & Segmentation > Estimated Discretionary Income Percent



Segment Detail View

Branded Data > AmeriLINK > AmeriLINK Consumer Database > Demographics & Segmentation > Estimated Discretionary Income Percent > 40 - 49%

Branded Data > AmeriLINK > AmeriLINK Consumer Database > Demographics & Segmentation > Estimated Household Income

Branded Data > AmeriLINK > AmeriLINK Consumer Database > Demographics & Segmentation > Estimated Household Income > \$20K-\$29.9K

Branded Data > AmeriLINK > AmeriLINK Consumer Database > Demographics & Segmentation > Estimated Household Investable Assets

Branded Data > AmeriLINK > AmeriLINK Consumer Database > Demographics & Segmentation > Estimated Household Investable Assets > Less than \$5,000

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

Branded Data > AmeriLINK > AmeriLINK Consumer Database > Demographics & Segmentation > Family Position > Male HOH

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

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

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

Branded Data > AmeriLINK > AmeriLINK Consumer Database > Demographics & Segmentation > Home Value > \$750K+

Branded Data > AmeriLINK > AmeriLINK Consumer Database > Demographics & Segmentation > Length of Residence

Branded Data > AmeriLINK > AmeriLINK Consumer Database > Demographics & Segmentation > Length of Residence > 1 - 5 Years

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

Branded Data > AmeriLINK > AmeriLINK Consumer Database > Demographics & Segmentation > Net Worth > \$0 or Less

Branded Data > AmeriLINK > AmeriLINK Consumer Database > Demographics & Segmentation > Number of Adults in Household

Branded Data > AmeriLINK > AmeriLINK Consumer Database > Demographics & Segmentation > Number of Adults in Household > 1

Branded Data > AmeriLINK > AmeriLINK Consumer Database > Demographics & Segmentation > Number of Children in Household

Branded Data > AmeriLINK > AmeriLINK Consumer Database > Demographics & Segmentation > Number of Children in Household > 0

Branded Data > AmeriLINK > AmeriLINK Health

Branded Data > AmeriLINK > AmeriLINK Health > Behaviors

Branded Data > AmeriLINK > AmeriLINK Health > Behaviors > Adherence

Branded Data > AmeriLINK > AmeriLINK Health > Behaviors > Adherence > Brand Preference

Branded Data > AmeriLINK > AmeriLINK Health > Behaviors > Health Personality Segments

Branded Data > AmeriLINK > AmeriLINK Health > Behaviors > Health Personality Segments > Willful Endurer

Branded Data > AmeriLINK > AmeriLINK Health > Health Ranks

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

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

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

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

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

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

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



Segment Detail View

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

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

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

Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data

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

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

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

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

Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Banking

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

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

Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Banking > Savings Accounts

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

Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Beauty Pageants

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

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

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

Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Carpooling & Vehicle Sharing

Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > College Sports

Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Cosmetic Procedures

Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Credit & Lending

Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Credit & Lending > Credit Cards

Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Credit & Lending > Loans

Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > 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 25-34

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

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



Segment Detail View

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



Segment Detail View

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



Segment Detail View

Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Investing
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Investing > Brokerages & Day Trading
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Investing > Commodities & Futures Trading
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Investing > Currencies & Foreign Exchange
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Investing > Derivatives
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Investing > Funds
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Investing > Real Estate Investment Trusts
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Investing > Stocks & Bonds
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Luggage & Travel Accessories
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Spas & Beauty Services
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Spas & Beauty Services > Massage Therapy
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Specialty Travel
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Specialty Travel > Adventure Travel
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > 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



Segment Detail View

Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Water Sports
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Water Sports > Swimming
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Weight Loss
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Winter Sports
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Winter Sports > Ice Skating
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Winter Sports > Skiing & Snowboarding
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > World Sports Competitions
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > World Sports Competitions > Olympics
Branded Data > AmeribaseDigital
Branded Data > AmeribaseDigital > Ameribiz B2B
Branded Data > AmeribaseDigital > Ameribiz B2B > BPG - Business Product Buyers
Branded Data > AmeribaseDigital > Ameribiz B2B > BPG - Business Product Buyers > By Industry
Branded Data > AmeribaseDigital > Ameribiz B2B > BPG - Business Product Buyers > By Industry > Art & Membership Organizations
Branded Data > AmeribaseDigital > Businesses by Top Industry
Branded Data > AmeribaseDigital > Businesses by Top Industry > Consumer Retail
Branded Data > AmeribaseDigital > Businesses by Top Industry > Consumer Retail > Walmart
Branded Data > AmeribaseDigital > Businesses by Top Industry > Media
Branded Data > AmeribaseDigital > Businesses by Top Industry > Media > Netflix
Branded Data > AmeribaseDigital > Businesses by Top Industry > Technology
Branded Data > AmeribaseDigital > Businesses by Top Industry > Technology > Apple
Branded Data > AmeribaseDigital > CPG - Consumer Product Buyers
Branded Data > AmeribaseDigital > CPG - Consumer Product Buyers > Retail Shoppers By Brand
Branded Data > AmeribaseDigital > CPG - Consumer Product Buyers > Retail Shoppers By Brand > Walmart
Branded Data > AmeribaseDigital > Fortune 500 Companies
Branded Data > AmeribaseDigital > Fortune 500 Companies > Apple
Branded Data > AmeribaseDigital > Fortune 500 Companies > Walmart
Branded Data > AmeribaseDigital > Holiday Shoppers
Branded Data > AmeribaseDigital > Holiday Shoppers > Back To School
Branded Data > AmeribaseDigital > New Mover Trigger Events
Branded Data > AmeribaseDigital > New Mover Trigger Events > In-Market Cell Phone Carrier Plans
Branded Data > AmeribaseDigital > New Mover Trigger Events > In-Market Cell Phone Carrier Plans > Apple
Branded Data > AmeribaseDigital > Social Media Users
Branded Data > AmeribaseDigital > Social Media Users > Facebook



Segment Detail View

Branded Data > AmeribaseDigital > Social Media Users > Twitter

Branded Data > AmeribaseDigital > Streaming Services

Branded Data > AmeribaseDigital > Streaming Services > Netflix

Branded Data > AmeribaseDigital > TV Binge Watchers

Branded Data > AmeribaseDigital > TV Binge Watchers > NBC

Branded Data > AmeribaseDigital > TV Binge Watchers > Netflix

Branded Data > AmeribaseDigital > Way of Life - Lifestyle

Branded Data > AmeribaseDigital > Way of Life - Lifestyle > Health Conscious

Branded Data > AmeribaseDigital > Way of Life - Lifestyle > Movie Lovers

Branded Data > AmeribaseDigital > Way of Life - Lifestyle > Retail Shoppers

Branded Data > Audiences by Ziff Davis

Branded Data > Audiences by Ziff Davis > IGN

Branded Data > Audiences by Ziff Davis > IGN > Interests

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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



Segment Detail View

Branded Data > Audiences by Ziff Davis > IGN > Interests > Gaming & Video Games > Franchises > Pokemon
Branded Data > Audiences by Ziff Davis > IGN > Interests > Gaming & Video Games > Franchises > Portal
Branded Data > Audiences by Ziff Davis > IGN > Interests > Gaming & Video Games > Franchises > Saints Row
Branded Data > Audiences by Ziff Davis > IGN > Interests > Gaming & Video Games > Franchises > Sonic the Hedgehog
Branded Data > Audiences by Ziff Davis > IGN > Interests > Gaming & Video Games > Franchises > Splinter Cell
Branded Data > Audiences by Ziff Davis > IGN > Interests > Gaming & Video Games > Franchises > Tom Clancy's Division
Branded Data > Audiences by Ziff Davis > IGN > Interests > Gaming & Video Games > Franchises > Tom Clancy's Rainbow Six
Branded Data > Audiences by Ziff Davis > IGN > Interests > Gaming & Video Games > Franchises > Total War
Branded Data > Audiences by Ziff Davis > IGN > Interests > Gaming & Video Games > Franchises > Uncharted
Branded Data > Audiences by Ziff Davis > IGN > Interests > Gaming & Video Games > Franchises > Wolfenstein
Branded Data > Audiences by Ziff Davis > IGN > Interests > Gaming & Video Games > Franchises > World of Warcraft
Branded Data > Audiences by Ziff Davis > IGN > Interests > Gaming & Video Games > Genres
Branded Data > Audiences by Ziff Davis > IGN > Interests > Gaming & Video Games > Genres > Open World Games
Branded Data > Audiences by Ziff Davis > IGN > Interests > Gaming & Video Games > Platforms & Consoles
Branded Data > Audiences by Ziff Davis > IGN > Interests > Gaming & Video Games > Platforms & Consoles > Microsoft Xbox 360
Branded Data > Audiences by Ziff Davis > IGN > Interests > Gaming & Video Games > Platforms & Consoles > Microsoft Xbox One
Branded Data > Audiences by Ziff Davis > IGN > Interests > Gaming & Video Games > Platforms & Consoles > Nintendo Wii & Nintendo Wii U
Branded Data > Audiences by Ziff Davis > IGN > Interests > Gaming & Video Games > Platforms & Consoles > Sony PlayStation 4 (PS4)
Branded Data > Audiences by Ziff Davis > IGN > Interests > Gaming & Video Games > 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
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



Segment Detail View

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



Segment Detail View

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

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

Branded Data > Audiences by Ziff Davis > Mashable

Branded Data > Audiences by Ziff Davis > Mashable > Interests

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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



Segment Detail View

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

Branded Data > Audiences by Ziff Davis > PCMag

Branded Data > Audiences by Ziff Davis > PCMag > Interests

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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



Segment Detail View

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Branded Data > Audiences by Ziff Davis > Tech - B2B

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

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

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

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

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

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

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

Branded Data > Bombora

Branded Data > Bombora > B2B

Branded Data > Bombora > B2B > Company Revenue

Branded Data > Bombora > B2B > Company Revenue > XXL Large (\$1B+)

Branded Data > Bombora > B2B > Company Size

Branded Data > Bombora > B2B > Company Size > XXL Large (10,000+ Employees)

Branded Data > Bombora > B2B > Industry

Branded Data > Bombora > B2B > Industry > Education & Teaching

Branded Data > Bombora > B2B > Industry > Education & Teaching > Colleges & Universities

Branded Data > Bombora > B2B > Install Data

Branded Data > Bombora > B2B > Install Data > Cloud Services



Segment Detail View

Branded Data > Bombora > B2B > Install Data > Cloud Services > Cloud Infrastructure Computing
Branded Data > Bombora > B2B > Install Data > Cloud Services > Infrastructure as a Service (IaaS)
Branded Data > Bombora > B2B > Install Data > Cloud Services > Platform as a Service (PaaS)
Branded Data > Bombora > B2B > Install Data > Communications Technologies
Branded Data > Bombora > B2B > Install Data > Communications Technologies > Telephony
Branded Data > Bombora > B2B > Install Data > Customer Relationship Management
Branded Data > Bombora > B2B > Install Data > Customer Relationship Management > Contact Center Management
Branded Data > Bombora > B2B > Install Data > Customer Relationship Management > Customer Relationship Management (CRM)
Branded Data > Bombora > B2B > Install Data > Customer Relationship Management > Help Desk Management
Branded Data > Bombora > B2B > Install Data > Data Center Solutions
Branded Data > Bombora > B2B > Install Data > Data Center Solutions > Data Archiving Back-Up & Recovery
Branded Data > Bombora > B2B > Install Data > Data Center Solutions > Database Management Software
Branded Data > Bombora > B2B > Install Data > Data Center Solutions > Disaster Recovery (DR)
Branded Data > Bombora > B2B > Install Data > Data Center Solutions > IT Infrastructure & Operations Management
Branded Data > Bombora > B2B > Install Data > Data Center Solutions > Security Information and Event Management (SIEM)
Branded Data > Bombora > B2B > Install Data > Data Center Solutions > System Analytics & Monitoring
Branded Data > Bombora > B2B > Install Data > Data Center Solutions > System Security Services
Branded Data > Bombora > B2B > Install Data > Enterprise Applications
Branded Data > Bombora > B2B > Install Data > Enterprise Applications > Business Process Management (BPM)
Branded Data > Bombora > B2B > Install Data > Enterprise Applications > Enterprise Business Solutions (EBS)
Branded Data > Bombora > B2B > Install Data > Enterprise Applications > Enterprise Performance Management (EPM)
Branded Data > Bombora > B2B > Install Data > Enterprise Applications > Enterprise Resource Planning (ERP)
Branded Data > Bombora > B2B > Install Data > Enterprise Applications > HR Management Systems (HRMS)/Human Capital Management (HCM)
Branded Data > Bombora > B2B > Install Data > Enterprise Applications > Procurement
Branded Data > Bombora > B2B > Install Data > Enterprise Applications > Supplier Relationship Management (SRM)
Branded Data > Bombora > B2B > Install Data > Enterprise Applications > Supply Chain Management (SCM)
Branded Data > Bombora > B2B > Install Data > Enterprise Content
Branded Data > Bombora > B2B > Install Data > Enterprise Content > Enterprise Content Management (ECM)
Branded Data > Bombora > B2B > Install Data > Hardware (Basic)
Branded Data > Bombora > B2B > Install Data > Hardware (Basic) > Mainframe Computers
Branded Data > Bombora > B2B > Install Data > Hardware (Basic) > Server Technologies (Hardware)
Branded Data > Bombora > B2B > Install Data > IT Governance
Branded Data > Bombora > B2B > Install Data > IT Governance > Application Development & Management



Segment Detail View

Branded Data > Bombora > B2B > Install Data > IT Governance > Software Configuration Management (SCM)

Branded Data > Bombora > B2B > Install Data > Marketing Performance Management

Branded Data > Bombora > B2B > Install Data > Marketing Performance Management > Business Intelligence

Branded Data > Bombora > B2B > Install Data > Marketing Performance Management > Marketing Performance Measurement

Branded Data > Bombora > B2B > Install Data > Network Computing

Branded Data > Bombora > B2B > Install Data > Network Computing > Network Management (Hardware)

Branded Data > Bombora > B2B > Install Data > Productivity Solutions

Branded Data > Bombora > B2B > Install Data > Productivity Solutions > Productivity Solutions

Branded Data > Bombora > B2B > Install Data > Software (Basic)

Branded Data > Bombora > B2B > Install Data > Software (Basic) > Server Technologies (Software)

Branded Data > Bombora > B2B > Install Data > Vertical Markets

Branded Data > Bombora > B2B > Install Data > Vertical Markets > Construction

Branded Data > Bombora > B2B > Install Data > Vertical Markets > Manufacturing/Engineering

Branded Data > Bombora > B2B > Install Data > Web-Oriented Architecture

Branded Data > Bombora > B2B > Install Data > Web-Oriented Architecture > Remote Computer/Server Solutions

Branded Data > Bombora > B2B > Install Data > Web-Oriented Architecture > Virtualization: Application & Desktop

Branded Data > Bombora > B2B > Install Data > Web-Oriented Architecture > Virtualization: Platform Management

Branded Data > Bombora > B2B > Install Data > Web-Oriented Architecture > Virtualization: Server & Data Center

Branded Data > Bombora > B2B > Install Data > Web-Oriented Architecture > Web & Portal Technology

Branded Data > Bombora > B2B > Install Data > Web-Oriented Architecture > Web Content Management System (WCMS)

Branded Data > Bombora > B2B > Professional Groups

Branded Data > Bombora > B2B > Professional Groups > Business Professional

Branded Data > Clickagy, a ZoomInfo Company

Branded Data > Clickagy, a ZoomInfo Company > B2B

Branded Data > Clickagy, a ZoomInfo Company > B2B > Industries & Occupations

Branded Data > Clickagy, a ZoomInfo Company > B2B > Industries & Occupations > Arts, Entertainment & Media

Branded Data > Clickagy, a ZoomInfo Company > B2B > Industries & Occupations > Arts, Entertainment & Media > Broadcasting

Branded Data > Clickagy, a ZoomInfo Company > B2B > Industries & Occupations > Transportation & Logistics

Branded Data > Clickagy, a ZoomInfo Company > B2B > Industries & Occupations > Transportation & Logistics > Logistics & Warehousing

Branded Data > Clickagy, a ZoomInfo Company > B2B > Services

Branded Data > Clickagy, a ZoomInfo Company > B2B > Services > VoIP

Branded Data > Clickagy, a ZoomInfo Company > Brand

Branded Data > Clickagy, a ZoomInfo Company > Brand > Apple



Segment Detail View

Branded Data > Clickagy, a ZoomInfo Company > Brand > Facebook
Branded Data > Clickagy, a ZoomInfo Company > Brand > Google
Branded Data > Clickagy, a ZoomInfo Company > Brand > KitchenAid
Branded Data > Clickagy, a ZoomInfo Company > Brand > NBC
Branded Data > Clickagy, a ZoomInfo Company > Brand > Netflix
Branded Data > Clickagy, a ZoomInfo Company > Brand > Pokémon
Branded Data > Clickagy, a ZoomInfo Company > Brand > Samsung
Branded Data > Clickagy, a ZoomInfo Company > Brand > Twitter
Branded Data > Clickagy, a ZoomInfo Company > Brand > Walmart
Branded Data > Clickagy, a ZoomInfo Company > Brand > YouTube
Branded Data > Clickagy, a ZoomInfo Company > In-Market
Branded Data > Clickagy, a ZoomInfo Company > In-Market > Cell Phones & Mobile Carriers
Branded Data > Clickagy, a ZoomInfo Company > In-Market > Cell Phones & Mobile Carriers > Samsung
Branded Data > Clickagy, a ZoomInfo Company > In-Market > Electronics
Branded Data > Clickagy, a ZoomInfo Company > In-Market > Electronics > Audio & Video
Branded Data > Clickagy, a ZoomInfo Company > In-Market > Electronics > Audio & Video > MP3 Players
Branded Data > Clickagy, a ZoomInfo Company > In-Market > Electronics > Handhelds & Tablets
Branded Data > Clickagy, a ZoomInfo Company > In-Market > Entertainment
Branded Data > Clickagy, a ZoomInfo Company > In-Market > Entertainment > Streaming Services
Branded Data > Clickagy, a ZoomInfo Company > In-Market > Exercise & Fitness
Branded Data > Clickagy, a ZoomInfo Company > In-Market > Exercise & Fitness > Cardio Equipment
Branded Data > Clickagy, a ZoomInfo Company > In-Market > Seasonal
Branded Data > Clickagy, a ZoomInfo Company > In-Market > Seasonal > Black Friday
Branded Data > Clickagy, a ZoomInfo Company > In-Market > Shopping
Branded Data > Clickagy, a ZoomInfo Company > In-Market > Shopping > Venue
Branded Data > Clickagy, a ZoomInfo Company > In-Market > Shopping > Venue > Discount & Big Box Stores
Branded Data > Clickagy, a ZoomInfo Company > In-Market > Shopping > Venue > Online Shopping
Branded Data > Clickagy, a ZoomInfo Company > Interests
Branded Data > Clickagy, a ZoomInfo Company > Interests > Arts & Entertainment
Branded Data > Clickagy, a ZoomInfo Company > Interests > Arts & Entertainment > Movies
Branded Data > Clickagy, a ZoomInfo Company > Interests > Arts & Entertainment > Movies > Documentaries
Branded Data > Clickagy, a ZoomInfo Company > Interests > Arts & Entertainment > TV
Branded Data > Clickagy, a ZoomInfo Company > Interests > Arts & Entertainment > TV > Genres



Segment Detail View

Branded Data > Clickagy, a ZoomInfo Company > Interests > Arts & Entertainment > TV > Genres > Action

Branded Data > Clickagy, a ZoomInfo Company > Interests > Arts & Entertainment > TV > Networks

Branded Data > Clickagy, a ZoomInfo Company > Interests > Arts & Entertainment > TV > Networks > NBC

Branded Data > Clickagy, a ZoomInfo Company > Interests > Exercise & Fitness

Branded Data > Clickagy, a ZoomInfo Company > Interests > Exercise & Fitness > Jump Rope

Branded Data > Clickagy, a ZoomInfo Company > Interests > Internet & Online Activities

Branded Data > Clickagy, a ZoomInfo Company > Interests > Internet & Online Activities > Social Networking

Branded Data > Clickagy, a ZoomInfo Company > Interests > Internet & Online Activities > Streaming Media & Downloads

Branded Data > Clickagy, a ZoomInfo Company > Interests > Internet & Online Activities > Streaming Media & Downloads > Video

Branded Data > Clickagy, a ZoomInfo Company > Interests > Lifestyles

Branded Data > Clickagy, a ZoomInfo Company > Interests > Lifestyles > Gift Giving

Branded Data > Clickagy, a ZoomInfo Company > Interests > Lifestyles > Social Activists

Branded Data > Clickagy, a ZoomInfo Company > Interests > News

Branded Data > Clickagy, a ZoomInfo Company > Interests > News > Blogs

Branded Data > Clickagy, a ZoomInfo Company > Interests > News > Weather

Branded Data > Comscore

Branded Data > Comscore > Digital

Branded Data > Comscore > Digital > Demos (US)

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

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

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

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

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

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

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

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

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

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

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

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

Branded Data > Comscore > Digital > Demos (US) > Age & Gender > Males: 45+

Branded Data > Comscore > Digital > Demos (US) > Age & Gender > Males: 55+

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



Segment Detail View

Branded Data > Comscore > Digital > Demos (US) > Age & Gender > Persons: 18-44
Branded Data > Comscore > Digital > Demos (US) > Age & Gender > Persons: 18-49
Branded Data > Comscore > Digital > Demos (US) > Age & Gender > Persons: 18-54
Branded Data > Comscore > Digital > Demos (US) > Age & Gender > Persons: 21+
Branded Data > Comscore > Digital > Demos (US) > Age & Gender > Persons: 25+
Branded Data > Comscore > Digital > Demos (US) > Age & Gender > Persons: 25-44
Branded Data > Comscore > Digital > Demos (US) > Age & Gender > Persons: 25-49
Branded Data > Comscore > Digital > Demos (US) > Age & Gender > Persons: 25-54
Branded Data > Comscore > Digital > Demos (US) > Age & Gender > Persons: 35+
Branded Data > Comscore > Digital > Demos (US) > Age & Gender > Persons: 35-54
Branded Data > Comscore > Digital > Demos (US) > Age & Gender > Persons: 45+
Branded Data > Comscore > Digital > Demos (US) > Age & Gender > Persons: 55+
Branded Data > Media Source
Branded Data > Media Source > Demographic > Children in Household > Yes
Branded Data > Media Source > Demographic > Children in Household > Yes > Age > 16-17 Years
Branded Data > Media Source > In-Market > Cell Phones & Mobile Carriers
Branded Data > Media Source > In-Market > Cell Phones & Mobile Carriers > Samsung
Branded Data > Media Source > In-Market > Entertainment
Branded Data > Media Source > In-Market > Entertainment > Streaming Services
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 > Audio Books
Branded Data > Media Source > Interests > Arts & Entertainment > Hobbies
Branded Data > Media Source > Interests > Arts & Entertainment > Hobbies > Collecting
Branded Data > Media Source > Interests > Arts & Entertainment > Hobbies > Collecting > Movies
Branded Data > Media Source > Interests > Electronics & Gadgets
Branded Data > Media Source > Interests > Electronics & Gadgets > Music Players
Branded Data > Media Source > LBDigital
Branded Data > Media Source > LBDigital > Open For Business B2B
Branded Data > Media Source > LBDigital > Open For Business B2B > Industry - Type of Business
Branded Data > Media Source > LBDigital > Open For Business B2B > Industry - Type of Business > 40 - 49 Transportation, Communications & Utilities
Branded Data > Media Source > LBDigital > Open For Business B2B > Industry - Type of Business > 70 - 79 Business & Personal Services
Branded Data > Media Source > LBDigital > Open For Business B2B > Industry - Type of Business > 84 - 86 Art & Membership Organizations



Segment Detail View

Branded Data > Media Source > Purchases > Electronics & Gadgets

Custom Categories - Private > DataXu

Custom Categories - Private > DataXu > Consumer Technology

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

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

Custom Categories - Private > DataXu > Consumer Technology > In-Market > Mobile Phones > Accessories

Custom Categories - Private > DataXu > Consumer Technology > In-Market > Mobile Phones > Devices

Custom Categories - Private > DataXu > Consumer Technology > In-Market > Mobile Phones > Devices > Apple iPhone

Custom Categories - Private > DataXu > Consumer Technology > In-Market > Mobile Phones > Devices > Samsung

Custom Categories Internal - Private > Non-Mutex Logically Exclusive

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

Custom Categories Internal - Private > Non-Mutex Logically Exclusive > Oracle > Age Broad > 40-49

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

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

Custom Categories Internal - Private > Providers for M360

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

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

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

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

Custom Categories Internal - Private > Providers for M360 > comScore Probability Versions > 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) > Firmographics (Company Attributes)

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

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

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

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

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

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

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



Segment Detail View

Custom Categories Internal - Private > Signal Data > Source Categories > Demographics > Gender > Males

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

Geographic

Geographic > IP based > United States

Geographic > IP based > United States > Washington

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

ODC Custom Demographic - Private

ODC Custom Demographic - Private > P&G

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

Oracle BlueKai

Oracle BlueKai > Business (B2B)

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

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

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

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

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

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

Oracle BlueKai > Custom Categories

Oracle BlueKai > Custom Categories > Graduation Gift Buyers

Oracle BlueKai > In-Market

Oracle BlueKai > In-Market > Retail

Oracle BlueKai > In-Market > Retail > Cell Phones and Plans

Oracle BlueKai > In-Market > Retail > Cell Phones and Plans > Accessories

Oracle BlueKai > In-Market > Retail > Cell Phones and Plans > Devices

Oracle BlueKai > In-Market > Retail > Cell Phones and Plans > Devices > Apple (iPhone)

Oracle BlueKai > In-Market > Retail > Cell Phones and Plans > Devices > Samsung

Oracle BlueKai > In-Market > Retail > Cell Phones and Plans > Types > Smartphones



Segment Detail View

Oracle BlueKai > In-Market > Retail > Computers
Oracle BlueKai > In-Market > Retail > Computers > Handheld
Oracle BlueKai > In-Market > Retail > Electronics
Oracle BlueKai > Interest
Oracle BlueKai > Interest > Arts and Entertainment
Oracle BlueKai > Interest > Business and Finance
Oracle BlueKai > Interest > Hobbies, Games and Toys
Oracle BlueKai > Interest > Hobbies, Games and Toys > Games
Oracle BlueKai > Interest > News and Current Events
Oracle BlueKai > Interest > Other Vehicles
Oracle BlueKai > Interest > Other Vehicles > Motorcycles and ATVs
Oracle BlueKai > Interest > Shopping
Oracle BlueKai > Interest > Shopping > Coupon Shoppers
Oracle BlueKai > Interest > Technology and Computers
Oracle BlueKai > Interest > Technology and Computers > Audio and Visual
Oracle BlueKai > Interest > Technology and Computers > Audio and Visual > Music Players
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 > Smartphones
Oracle BlueKai > Interest > Technology and Computers > Cell Phones and Plans > Smartphones > iOS (iPhone)
Oracle BlueKai > Interest > Technology and Computers > Computers
Oracle BlueKai > Interest > Technology and Computers > Computers > Handheld Devices
Oracle BlueKai > Interest > Technology and Computers > Computers > Networking and Wireless
Oracle BlueKai > Interest > Technology and Computers > Smart Home
Oracle BlueKai > Interest > Travel and Tourism
Oracle BlueKai > Interest > Travel and Tourism > Destination Locations > International
Oracle BlueKai > Interest > Travel and Tourism > Destination Locations > International > Europe
Oracle BlueKai > Interest > Travel and Tourism > Destination Locations > International > Europe > Italy
Oracle BlueKai > Interest > Travel and Tourism > Products > Guided Tours
Oracle BlueKai > Interest > Video Games



Segment Detail View

Oracle BlueKai > Interest > Video Games > Platforms > Sony
Oracle BlueKai > Interest > Video Games > Platforms > Sony > PlayStation
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 Modeling 360 - Private
Oracle Modeling 360 - Private > RhythmOne LLC DMP
Oracle Modeling 360 - Private > RhythmOne LLC DMP > unruly_cultural_insecure1P_US
Oracle Modeling 360 - Private > RhythmOne LLC DMP > unruly_cultural_insecure1P_US > 20-30%
User Counts > AdAdvisor > Targus GET - 2831
User Counts > Lotame > Lotame ID Swap Pixel - 5907
Ziff Davis - ODC Seat - Private
Ziff Davis - ODC Seat - Private > Best Buy
Ziff Davis - ODC Seat - Private > Best Buy > Home Appliances
Ziff Davis - ODC Seat - Private > Best Buy > Unlocked Phones
Ziff Davis - ODC Seat - Private > Connected Home
Ziff Davis - ODC Seat - Private > Connected Home > Home Heating and Cooling Controllers
Ziff Davis - ODC Seat - Private > Connected Home > Security Systems & Remote Monitoring Kits
Ziff Davis - ODC Seat - Private > Connected Home > Smart Appliances
Ziff Davis - ODC Seat - Private > Connected Home > Smart Lighting
Ziff Davis - ODC Seat - Private > Connected Home > Smart TV
Ziff Davis - ODC Seat - Private > Custom Categories
Ziff Davis - ODC Seat - Private > Custom Categories > Gamers
Ziff Davis - ODC Seat - Private > Custom Categories > Gamers > Action/Adventure Switch Gamers have not played Breath of Wild
Ziff Davis - ODC Seat - Private > Gaming
Ziff Davis - ODC Seat - Private > Gaming > Consoles & Platforms
Ziff Davis - ODC Seat - Private > Gaming > Consoles & Platforms > Microsoft Xbox 360
Ziff Davis - ODC Seat - Private > Gaming > Consoles & Platforms > Microsoft Xbox One
Ziff Davis - ODC Seat - Private > Gaming > Consoles & Platforms > Mobile & App Based Gaming
Ziff Davis - ODC Seat - Private > Gaming > Consoles & Platforms > Nintendo 3DS
Ziff Davis - ODC Seat - Private > Gaming > Consoles & Platforms > Nintendo Wii & Wii-U
Ziff Davis - ODC Seat - Private > Gaming > Consoles & Platforms > PC Games



Segment Detail View

Ziff Davis - ODC Seat - Private > Gaming > Consoles & Platforms > Sony PlayStation 3 (PS3)
Ziff Davis - ODC Seat - Private > Gaming > Consoles & Platforms > Sony PlayStation 4 (PS4)
Ziff Davis - ODC Seat - Private > Gaming > Consoles & Platforms > Sony PlayStation Vita
Ziff Davis - ODC Seat - Private > Gaming > Franchise
Ziff Davis - ODC Seat - Private > Gaming > Franchise > Assassin's Creed
Ziff Davis - ODC Seat - Private > Gaming > Franchise > Battlefield
Ziff Davis - ODC Seat - Private > Gaming > Franchise > God of War
Ziff Davis - ODC Seat - Private > Gaming > Franchise > Halo
Ziff Davis - ODC Seat - Private > Gaming > Franchise > Pokemon
Ziff Davis - ODC Seat - Private > Gaming > Franchise > South Park
Ziff Davis - ODC Seat - Private > Google
Ziff Davis - ODC Seat - Private > Google > Connected Home
Ziff Davis - ODC Seat - Private > In-Market
Ziff Davis - ODC Seat - Private > In-Market > Brand
Ziff Davis - ODC Seat - Private > In-Market > Brand > Apple
Ziff Davis - ODC Seat - Private > In-Market > Brand > CyberLink
Ziff Davis - ODC Seat - Private > In-Market > Brand > DELL
Ziff Davis - ODC Seat - Private > In-Market > Brand > GOOGLE
Ziff Davis - ODC Seat - Private > In-Market > Brand > MOTOROLA
Ziff Davis - ODC Seat - Private > In-Market > Brand > Nokia
Ziff Davis - ODC Seat - Private > In-Market > Brand > QUALCOMM
Ziff Davis - ODC Seat - Private > In-Market > Brand > SONY
Ziff Davis - ODC Seat - Private > In-Market > Brand > SYMANTEC
Ziff Davis - ODC Seat - Private > In-Market > Device Type
Ziff Davis - ODC Seat - Private > In-Market > Device Type > Computers
Ziff Davis - ODC Seat - Private > In-Market > Device Type > Computers > Networking
Ziff Davis - ODC Seat - Private > Interests
Ziff Davis - ODC Seat - Private > Interests > Technology
Ziff Davis - ODC Seat - Private > Interests > Technology > Custom BK
Ziff Davis - ODC Seat - Private > Interests > Technology > Custom BK > 1 to 3 hours
Ziff Davis - ODC Seat - Private > Interests > Technology > Custom BK > 15 or more
Ziff Davis - ODC Seat - Private > Interests > Technology > Custom Pokemon Sword/Shield Purchase
Ziff Davis - ODC Seat - Private > Interests > Technology > Cute Animal



Segment Detail View

Ziff Davis - ODC Seat - Private > Self-Classification > Ziff Davis CORE
Ziff Davis - ODC Seat - Private > Self-Classification > Ziff Davis CORE > B2B
Ziff Davis - ODC Seat - Private > Self-Classification > Ziff Davis CORE > B2B > Game Development
Ziff Davis - ODC Seat - Private > Self-Classification > Ziff Davis CORE > B2B > IT Decision Makers
Ziff Davis - ODC Seat - Private > Self-Classification > Ziff Davis CORE > B2B > Productivity Software
Ziff Davis - ODC Seat - Private > Self-Classification > Ziff Davis CORE > B2B > Web Hosting
Ziff Davis - ODC Seat - Private > Self-Classification > Ziff Davis CORE > Gaming
Ziff Davis - ODC Seat - Private > Self-Classification > Ziff Davis CORE > Gaming > Platforms and Consoles
Ziff Davis - ODC Seat - Private > Self-Classification > Ziff Davis CORE > Gaming > Platforms and Consoles > Gaming PCs and Accessories
Ziff Davis - ODC Seat - Private > Self-Classification > Ziff Davis CORE > Gaming > Platforms and Consoles > Microsoft Xbox 360
Ziff Davis - ODC Seat - Private > Self-Classification > Ziff Davis CORE > Gaming > Platforms and Consoles > Microsoft Xbox One
Ziff Davis - ODC Seat - Private > Self-Classification > Ziff Davis CORE > Gaming > Platforms and Consoles > Nintendo Switch
Ziff Davis - ODC Seat - Private > Self-Classification > Ziff Davis CORE > Gaming > Platforms and Consoles > Nintendo Wii and Wii-U
Ziff Davis - ODC Seat - Private > Self-Classification > Ziff Davis CORE > Gaming > Platforms and Consoles > Sony PlayStation 4 (PS4)
Ziff Davis - ODC Seat - Private > Self-Classification > Ziff Davis CORE > Gaming > Virtual Reality (VR) Games and Hardware
Ziff Davis - ODC Seat - Private > Self-Classification > Ziff Davis CORE > Shopping
Ziff Davis - ODC Seat - Private > Self-Classification > Ziff Davis CORE > Shopping > Holiday Shoppers
Ziff Davis - ODC Seat - Private > Self-Classification > Ziff Davis CORE > Shopping > Luxury Shoppers and Intenders
Ziff Davis - ODC Seat - Private > Self-Classification > Ziff Davis CORE > Technology
Ziff Davis - ODC Seat - Private > Self-Classification > Ziff Davis CORE > Technology > Connected Home Voice Devices
Ziff Davis - ODC Seat - Private > Self-Classification > Ziff Davis CORE > Technology > Nest Intenders Custom
Ziff Davis - ODC Seat - Private > Self-Classification > Ziff Davis CORE > Technology > Unlocked Phones custom
Ziff Davis - ODC Seat - Private > Self-Classification > Ziff Davis CORE > Technology > Wearable Tech
Ziff Davis - ODC Seat - Private > Sites
Ziff Davis - ODC Seat - Private > Sites > Tech - CE
Ziff Davis - ODC Seat - Private > Sites > Tech - CE > PCMag.com
Ziff Davis - ODC Seat - Private > Sites > Tech - CE > speedtest.net
Ziff Davis - ODC Seat - Private > Streaming Media
Ziff Davis - ODC Seat - Private > Streaming Media > Amazon Fire
Ziff Davis - ODC Seat - Private > Streaming Media > Apple TV
Ziff Davis - ODC Seat - Private > Streaming Media > Cable Cutters
Ziff Davis - ODC Seat - Private > Streaming Media > Chromecast
Ziff Davis - ODC Seat - Private > Streaming Media > Google Play



Segment Detail View

Ziff Davis - ODC Seat - Private > Streaming Media > HBO

Ziff Davis - ODC Seat - Private > Streaming Media > Netflix

Ziff Davis - ODC Seat - Private > Streaming Media > Roku

Ziff Davis - ODC Seat - Private > Streaming Media > Sling TV

Ziff Davis - ODC Seat - Private > Streaming Media > Starz

