ORACLE
Data Cloud

# ORACLE DATA CLOUD SEGMENT SUMMARY

Generated: Thu Dec 16 2021 18:56:50 GMT-0800 (Pacific Standard Time)

# Oracle Advertising Segment Summary

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

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

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

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

**Oracle Advertising Privacy Policy.**

# Oracle and Partner Segments

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

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

Example of an interest segment created by Oracle:
Audiences by Oracle > Shopping > Shopping & Cuisine Style: Fresh & Healthy

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

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

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

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

## Segment Detail View

A/B Test Groups > Group 01

Adstra (formerly ALC) - Private

Adstra (formerly ALC) - Private > Self-Classification > The Trade Desk

Adstra (formerly ALC) - Private > Self-Classification > The Trade Desk > Cross Device Media

Adstra (formerly ALC) - Private > Self-Classification > The Trade Desk > Cross Device Media > Kidney Disease Propensity Caregivers

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: $50,000 - $74,999

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 > Buy or Lease

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

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

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

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

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

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

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

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

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

Audiences by Oracle > Auto, Cars and Trucks > Parts, Service and Tires

Audiences by Oracle > Auto, Cars and Trucks > Parts, Service and Tires > Brands and Retailers > Jiffy Lube

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

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

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

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

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

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

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

Audiences by Oracle > Business (B2B)

## Segment Detail View

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

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

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

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

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

Audiences by Oracle > Consumer Packaged Goods (CPG)

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

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

Audiences by Oracle > Demographics

Audiences by Oracle > Demographics > Education > High School Diploma

Audiences by Oracle > Demographics > Education > Some College

Audiences by Oracle > Demographics > Education > Undergraduate Degree

Audiences by Oracle > Demographics > Family Composition (Household) > Age of Children in Household (Kids) > Parents of Preschoolers (3-5)

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

Audiences by Oracle > Demographics > Family Composition (Household) > Elderly Parent in Household

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

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

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

Audiences by Oracle > Demographics > Financial Attributes > Estimated Household Income (USD) > HHI: $50,000 - $74,999

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

Audiences by Oracle > Demographics > Generations > Baby Boomers

Audiences by Oracle > Demographics > Generations > Gen X

Audiences by Oracle > Demographics > Generations > Millennials

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

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

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

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

Audiences by Oracle > Education

Audiences by Oracle > Education > Interest (Affinity)

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

Audiences by Oracle > Financial Services

Audiences by Oracle > Financial Services > Banking

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

## Segment Detail View

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

Audiences by Oracle > Financial Services > FinTech (Financial Technology) > Cryptocurrencies (incl. Bitcoin)

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

Audiences by Oracle > Financial Services > Insurance

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

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

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

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

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

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

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

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

Audiences by Oracle > Financial Services > Insurance > Policy Holders > Health Insurance > Blue Cross Blue Shield Insured

Audiences by Oracle > Financial Services > Investing and Trading

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

Audiences by Oracle > Financial Services > Loans

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

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

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

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

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

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

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

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

Audiences by Oracle > Hobbies and Interests (Affinity)

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

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

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

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

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

**Segment Detail View**

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 > Musical Instruments and Performance

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

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

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

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

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 > Online Dating

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

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

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

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

## Segment Detail View

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Audiences by Oracle > Life Stages and Events

Audiences by Oracle > Life Stages and Events > Moving

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

Audiences by Oracle > Media and Entertainment

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

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

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

Audiences by Oracle > Media and Entertainment > Consumer Entertainment Technology

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

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

Audiences by Oracle > Media and Entertainment > Events and Attractions

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

Audiences by Oracle > Media and Entertainment > Gaming

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

**Segment Detail View**

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) > Platforms and Consoles > Mobile Gaming

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

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

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

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

Audiences by Oracle > Media and Entertainment > Movies

Audiences by Oracle > Media and Entertainment > Music

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

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) > Fantasy 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) > 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 > Football (American)

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

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

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

**Segment Detail View**

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

Audiences by Oracle > Real Estate and Home Property Services

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

Audiences by Oracle > Real Estate and Home Property Services > Real Estate Attributes > Estimated Home Value (USD) > $100,000 - $199,999

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

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

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

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

Audiences by Oracle > Restaurants

Audiences by Oracle > Restaurants > Dining Type > Casual Dining

Audiences by Oracle > Restaurants > Dining Type > Fast Casual Dining

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

Audiences by Oracle > Retail

Audiences by Oracle > Retail > In-Market

Audiences by Oracle > Retail > Purchase-Based

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

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

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

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

Audiences by Oracle > Retail > 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 > 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 > Dell

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

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

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

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

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

**Segment Detail View**

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

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

Audiences by Oracle > Telecommunications and Mobile Tech

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

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

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

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

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

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

Audiences by Oracle > Telecommunications and Mobile Tech > Mobile Devices and Connected Technology > In-Market

Audiences by Oracle > Telecommunications and Mobile Tech > Mobile Devices and Connected Technology > In-Market > Smart Home

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

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

Audiences by Oracle > Travel and Tourism

Audiences by Oracle > Travel and Tourism > In-Market

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

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

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) > Products > Cruises

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

Audiences by Oracle > Travel and Tourism > Travelers

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

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

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: 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)

## Segment Detail View

BlueKai Internal - Private > Overlap > Pool: 35244(Beeswax P3931)

BlueKai Internal - Private > Overlap > Pool: 4413 (TubeMogul P920)

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

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

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

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

BlueKai Internal - Private > User Type > Desktop Cookie

Branded Data

Branded Data > AcquireWeb - Claritas

Branded Data > AcquireWeb - Claritas > Business

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

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

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

Branded Data > AdAdvisor by Neustar

Branded Data > AdAdvisor by Neustar > Automotive

Branded Data > AdAdvisor by Neustar > Automotive > Auto Insurance

Branded Data > AdAdvisor by Neustar > Automotive > Auto Insurance > Geico

Branded Data > AdAdvisor by Neustar > Automotive > Auto Parts/Auto Repair

Branded Data > AdAdvisor by Neustar > Automotive > Auto Parts/Auto Repair > Auto Zone

Branded Data > AdAdvisor by Neustar > Automotive > Auto Parts/Auto Repair > Jiffy Lube

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

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

Branded Data > AdAdvisor by Neustar > Demographics > Employment > Occupation > Professional/Technical > Legal/Education & Training

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

Branded Data > AdAdvisor by Neustar > Demographics > Lifestage > Upper Mid Income Families

Branded Data > AdAdvisor by Neustar > Education

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

Branded Data > AdAdvisor by Neustar > Entertainment

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

Branded Data > AdAdvisor by Neustar > Entertainment > Downloaded/Streaming > Amazon Prime Instant Video - Last 30 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

## Segment Detail View

Branded Data > AdAdvisor by Neustar > Grocery > Brands
Branded Data > AdAdvisor by Neustar > Grocery > Brands > Johnsonville
Branded Data > AdAdvisor by Neustar > Grocery > Brands > Snyder's Of Hanover
Branded Data > AdAdvisor by Neustar > Grocery > Frozen Pizza
Branded Data > AdAdvisor by Neustar > Grocery > Hot Dogs
Branded Data > AdAdvisor by Neustar > Grocery > Ice Cream
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 > 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 > Household Composition
Branded Data > AdAdvisor by Neustar > Household Demographics > Household Composition > Presence of 1 Adult Female
Branded Data > AdAdvisor by Neustar > Household Demographics > Household Income Range
Branded Data > AdAdvisor by Neustar > Household Demographics > Household Income Range > $60,000-$69,999
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 > Less than $100,000 total home value
Branded Data > AdAdvisor by Neustar > Household Demographics > Household Property > Length of Residence
Branded Data > AdAdvisor by Neustar > Household Demographics > Household Property > Length of Residence > 1-4 Years
Branded Data > AdAdvisor by Neustar > Household Demographics > Language
Branded Data > AdAdvisor by Neustar > Household Demographics > Language > Household Member Speaks English
Branded Data > AdAdvisor by Neustar > Household Demographics > Number of Adults in Living Unit
Branded Data > AdAdvisor by Neustar > Household Demographics > Number of Adults in Living Unit > 1
Branded Data > AdAdvisor by Neustar > Household Demographics > Number of People in Living Unit
Branded Data > AdAdvisor by Neustar > Household Demographics > Number of People in Living Unit > 1

**Segment Detail View**

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 > 25-34

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 > 10-12

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

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

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

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

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 > Lifestyle Statements

Branded Data > AdAdvisor by Neustar > Lifestyle Statements > Technology

Branded Data > AdAdvisor by Neustar > Lifestyle Statements > Technology > I Try Keep Up/Developments in Technology

Branded Data > AdAdvisor by Neustar > Lifestyle Statements > Technology > Smart Tech Shopper: Far Above Average

Branded Data > AdAdvisor by Neustar > Personal Care

Branded Data > AdAdvisor by Neustar > Personal Care > Shaving Cream

Branded Data > AdAdvisor by Neustar > Personal Finance

Branded Data > AdAdvisor by Neustar > Personal Finance > Credit Cards

Branded Data > AdAdvisor by Neustar > Personal Finance > Credit Cards > Use Credit Monitoring

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 > Pets

Branded Data > AdAdvisor by Neustar > Pets > Flea/Tick Care Prods

Branded Data > AdAdvisor by Neustar > Pets > Flea/Tick Care Prods > Bayer Advantage

Branded Data > AdAdvisor by Neustar > Pets > Flea/Tick Care Prods > Collar

Branded Data > AdAdvisor by Neustar > Pets > Flea/Tick Care Prods > Frontline

## Segment Detail View

Branded Data > AdAdvisor by Neustar > Pets > Flea/Tick Care Prods > Hartz
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 > Restaurants
Branded Data > AdAdvisor by Neustar > Restaurants > Family Restaurants
Branded Data > AdAdvisor by Neustar > Restaurants > Family Restaurants > Frequent Diners
Branded Data > AdAdvisor by Neustar > Shopping
Branded Data > AdAdvisor by Neustar > Shopping > Brands
Branded Data > AdAdvisor by Neustar > Shopping > Brands > Food Lion
Branded Data > AdAdvisor by Neustar > Shopping > Brands > Lowe's
Branded Data > AdAdvisor by Neustar > Shopping > Grocery Stores
Branded Data > AdAdvisor by Neustar > Shopping > Home Improvement
Branded Data > AdAdvisor by Neustar > Style & Fashion
Branded Data > AdAdvisor by Neustar > Style & Fashion > Jeans
Branded Data > AdAdvisor by Neustar > Style & Fashion > Jeans > Old Navy
Branded Data > AdAdvisor by Neustar > Technology & Computing
Branded Data > AdAdvisor by Neustar > Technology & Computing > Computer Brand
Branded Data > AdAdvisor by Neustar > Technology & Computing > Computer Brand > Dell
Branded Data > AdAdvisor by Neustar > Technology & Computing > Mobile
Branded Data > AdAdvisor by Neustar > Technology & Computing > Mobile > HH Is Likely to Switch Carrier Next 6 Months and Would Consider Switching to Cricket
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 Phone Brand
Branded Data > AdAdvisor by Neustar > Technology & Computing > Mobile Phone Brand > HTC
Branded Data > AdAdvisor by Neustar > Technology & Computing > Mobile Phone Brand > LG
Branded Data > AdAdvisor by Neustar > Technology & Computing > Mobile Phone Brand > LG > LG Optimus Select
Branded Data > AdAdvisor by Neustar > Technology & Computing > Mobile Phone Brand > Samsung
Branded Data > AdAdvisor by Neustar > Technology & Computing > Mobile 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 > Verizon
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

**Segment Detail View**

Branded Data > AdAdvisor by Neustar > Technology & Computing > Tablets
Branded Data > AdAdvisor by Neustar > Technology & Computing > Tablets > Amazon Kindle Fire
Branded Data > AdAdvisor by Neustar > Technology & Computing > Video Games
Branded Data > AdAdvisor by Neustar > Technology & Computing > Video Games > Genre
Branded Data > AdAdvisor by Neustar > Technology & Computing > Video Games > Genre > Action/Adventure
Branded Data > Adstra (formerly ALC)
Branded Data > Adstra (formerly ALC) > Caregivers
Branded Data > Adstra (formerly ALC) > Caregivers > Caregiver / Caregivees by Propensity to Donate
Branded Data > Adstra (formerly ALC) > Caregivers > Caregiver / Caregivees by Propensity to Donate > Caregiver Donors
Branded Data > Adstra (formerly ALC) > Caregivers > Caregiver by Age
Branded Data > Adstra (formerly ALC) > Caregivers > Caregiver by Age > Caregiver Age 30-39
Branded Data > Adstra (formerly ALC) > Caregivers > Caregiver by Caregivee HHI
Branded Data > Adstra (formerly ALC) > Caregivers > Caregiver by Caregivee HHI > Caregivee HHI $100,000-$199,999
Branded Data > Adstra (formerly ALC) > Caregivers > Caregiver by Caregivee Relationship
Branded Data > Adstra (formerly ALC) > Caregivers > Caregiver by Caregivee Relationship > Sibling Caregivers
Branded Data > Adstra (formerly ALC) > Caregivers > Caregiver by HHI
Branded Data > Adstra (formerly ALC) > Caregivers > Caregiver by HHI > Caregiver HHI $100,000-$199,999
Branded Data > Adstra (formerly ALC) > Caregivers > Caregiver by Location
Branded Data > Adstra (formerly ALC) > Caregivers > Caregiver by Location > Local Caregivers
Branded Data > Adstra (formerly ALC) > Caregivers > Caregiver by Location > Long Distance Caregivers
Branded Data > Adstra (formerly ALC) > Caregivers > Caregiver by Location > Same Household Caregivers
Branded Data > Adstra (formerly ALC) > Caregivers > Lifestyle Indicator
Branded Data > Adstra (formerly ALC) > Caregivers > Lifestyle Indicator > Fitness Score: Low Caregiver
Branded Data > Adstra (formerly ALC) > Caregivers > Lifestyle Indicator > Health Attitude: Passive Caregiver
Branded Data > Adstra (formerly ALC) > Caregivers > Prevention Indicators
Branded Data > Adstra (formerly ALC) > Caregivers > Prevention Indicators > Men's Preventive Care: Likely - Caregiver
Branded Data > Adstra (formerly ALC) > Caregivers > Prevention Indicators > Men's Preventive Care: Unlikely - Caregiver
Branded Data > Adstra (formerly ALC) > Caregivers > Prevention Indicators > Women's Preventive Care: Likely - Caregiver
Branded Data > Adstra (formerly ALC) > Caregivers > Prevention Indicators > Women's Preventive Care: Unlikely - Caregiver
Branded Data > Adstra (formerly ALC) > Caregivers > Propensities
Branded Data > Adstra (formerly ALC) > Caregivers > Propensities > Dental Health Caregiver
Branded Data > Adstra (formerly ALC) > Consumer
Branded Data > Adstra (formerly ALC) > Consumer > Age

## Segment Detail View

Branded Data > Adstra (formerly ALC) > Consumer > Age > 25-34
Branded Data > Adstra (formerly ALC) > Consumer > Age > 35-44
Branded Data > Adstra (formerly ALC) > Consumer > Age > Female
Branded Data > Adstra (formerly ALC) > Consumer > Age > Female > 25-34
Branded Data > Adstra (formerly ALC) > Consumer > Age > Female > 35-44
Branded Data > Adstra (formerly ALC) > Consumer > Age > Male
Branded Data > Adstra (formerly ALC) > Consumer > Age > Male > 25-34
Branded Data > Adstra (formerly ALC) > Consumer > Age > Male > 35-44
Branded Data > Adstra (formerly ALC) > Consumer > Education
Branded Data > Adstra (formerly ALC) > Consumer > Education > College Graduate
Branded Data > Adstra (formerly ALC) > Consumer > Education > High School Graduate
Branded Data > Adstra (formerly ALC) > Consumer > Families with Children
Branded Data > Adstra (formerly ALC) > Consumer > Families with Children > Presence of Child 3-5
Branded Data > Adstra (formerly ALC) > Consumer > Generation
Branded Data > Adstra (formerly ALC) > Consumer > Generation > Millennials
Branded Data > Adstra (formerly ALC) > Consumer > Home Value
Branded Data > Adstra (formerly ALC) > Consumer > Home Value > $100,000-$199,999
Branded Data > Adstra (formerly ALC) > Consumer > Household Income
Branded Data > Adstra (formerly ALC) > Consumer > Household Income > $100,000-$149,999
Branded Data > Adstra (formerly ALC) > Consumer > Household Income > Less than $75,000
Branded Data > Adstra (formerly ALC) > Consumer > Marital Status
Branded Data > Adstra (formerly ALC) > Consumer > Marital Status > Married
Branded Data > Adstra (formerly ALC) > Consumer > Renter/Owner
Branded Data > Adstra (formerly ALC) > Consumer > Renter/Owner > Home Owners
Branded Data > Adstra (formerly ALC) > Consumer > Seasonal
Branded Data > Adstra (formerly ALC) > Consumer > Seasonal > Back To School
Branded Data > Adstra (formerly ALC) > Consumer > Seasonal > Back To School > Consumer
Branded Data > Adstra (formerly ALC) > Consumer > Seasonal > Back To School > Consumer with Pre-School Aged Kids
Branded Data > Adstra (formerly ALC) > Consumer > Seasonal > Christmas & Holiday Consumer
Branded Data > Adstra (formerly ALC) > Consumer > Seasonal > Easter Consumer
Branded Data > Adstra (formerly ALC) > Consumer > Seasonal > Halloween Consumer
Branded Data > Adstra (formerly ALC) > Consumer > Seasonal > Thanksgiving Consumer
Branded Data > Adstra (formerly ALC) > Consumer In-Market

## Segment Detail View

Branded Data > Adstra (formerly ALC) > Consumer In-Market > In-Market Lifestyle & Interests

Branded Data > Adstra (formerly ALC) > Consumer In-Market > In-Market Lifestyle & Interests > Healthy Living

Branded Data > Adstra (formerly ALC) > Orbits

Branded Data > Adstra (formerly ALC) > Orbits > Price Driven Consumers

Branded Data > Affinity Answers

Branded Data > Affinity Answers > Sports

Branded Data > Affinity Answers > Sports > Baseball

Branded Data > Affinity Answers > Sports > Baseball > MLB

Branded Data > Affinity Answers > Sports > Baseball > Toronto Blue Jays

Branded Data > Affinity Answers > Sports > Hockey

Branded Data > Affinity Answers > Sports > Hockey > Toronto Maple Leafs

Branded Data > Affinity Answers > Streaming Video

Branded Data > Affinity Answers > Streaming Video > What's Trending

Branded Data > Affinity Answers > Streaming Video > What's Trending > Sports

Branded Data > Affinity Answers > TV

Branded Data > Affinity Answers > TV > FOX

Branded Data > Affinity Answers > TV > FOX > 9-1-1 (Drama)

Branded Data > Affinity Answers > TV > Netflix

Branded Data > Affinity Answers > TV > Netflix > Dead to Me (Comedy)

Branded Data > Alliant

Branded Data > Alliant > Brand Propensities

Branded Data > Alliant > Brand Propensities > Apparel

Branded Data > Alliant > Brand Propensities > Apparel > Bloomingdale's Buyer Propensity

Branded Data > Alliant > Brand Propensities > Apparel > Blue Nile Buyer Propensity

Branded Data > Alliant > Brand Propensities > Apparel > Boot Barn Buyer Propensity

Branded Data > Alliant > Brand Propensities > Apparel > Converse Buyer Propensity

Branded Data > Alliant > Brand Propensities > Apparel > Fossil 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 > Neiman Marcus Buyer Propensity

Branded Data > Alliant > Brand Propensities > Apparel > Nike 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

## Segment Detail View

Branded Data > Alliant > Brand Propensities > Apparel > Shopbop Buyer Propensity
Branded Data > Alliant > Brand Propensities > Apparel > The Men's Wearhouse Buyer Propensity
Branded Data > Alliant > Brand Propensities > Apparel > Under Armour Buyer Propensity
Branded Data > Alliant > Brand Propensities > Apparel > Urban Outfitters Buyer Propensity
Branded Data > Alliant > Brand Propensities > Apparel > asos Buyer Propensity
Branded Data > Alliant > Brand Propensities > Automotive
Branded Data > Alliant > Brand Propensities > Automotive > Advance Auto Parts Buyer Propensity
Branded Data > Alliant > Brand Propensities > Automotive > AutoZone Buyer Propensity
Branded Data > Alliant > Brand Propensities > Automotive > RockAuto Buyer Propensity
Branded Data > Alliant > Brand Propensities > Big Box Retail
Branded Data > Alliant > Brand Propensities > Big Box Retail > Dollar General Buyer Propensity
Branded Data > Alliant > Brand Propensities > Big Box Retail > Sears 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 > Go Daddy Buyer Propensity
Branded Data > Alliant > Brand Propensities > Ecommerce > Google Wallet Buyer Propensity
Branded Data > Alliant > Brand Propensities > Ecommerce > HSN Buyer Propensity
Branded Data > Alliant > Brand Propensities > Ecommerce > Jo-Ann Buyer Propensity
Branded Data > Alliant > Brand Propensities > Ecommerce > Office Depot Buyer Propensity
Branded Data > Alliant > Brand Propensities > Ecommerce > QVC Buyer Propensity
Branded Data > Alliant > Brand Propensities > Ecommerce > USPS Buyer Propensity
Branded Data > Alliant > Brand Propensities > Ecommerce > delivery.com Buyer Propensity
Branded Data > Alliant > Brand Propensities > Ecommerce > linkedin Buyer Propensity
Branded Data > Alliant > Brand Propensities > Electronics
Branded Data > Alliant > Brand Propensities > Electronics > Adobe Buyer Propensity
Branded Data > Alliant > Brand Propensities > Electronics > Apple Buyer Propensity
Branded Data > Alliant > Brand Propensities > Electronics > Best Buy Buyer Propensity
Branded Data > Alliant > Brand Propensities > Electronics > Bose Buyer Propensity
Branded Data > Alliant > Brand Propensities > Electronics > Electronic Arts Buyer Propensity
Branded Data > Alliant > Brand Propensities > Electronics > GameFly Buyer Propensity
Branded Data > Alliant > Brand Propensities > Electronics > GoPro Buyer Propensity
Branded Data > Alliant > Brand Propensities > Electronics > Microsoft Buyer Propensity
Branded Data > Alliant > Brand Propensities > Electronics > Microsoft Store Buyer Propensity

## Segment Detail View

Branded Data > Alliant > Brand Propensities > Electronics > Motorola Buyer Propensity
Branded Data > Alliant > Brand Propensities > Electronics > Samsung Buyer Propensity
Branded Data > Alliant > Brand Propensities > Electronics > Sony Buyer Propensity
Branded Data > Alliant > Brand Propensities > Electronics > Toshiba Buyer Propensity
Branded Data > Alliant > Brand Propensities > Financial
Branded Data > Alliant > Brand Propensities > Financial > American Express Buyer Propensity
Branded Data > Alliant > Brand Propensities > Financial > H&R Block Buyer Propensity
Branded Data > Alliant > Brand Propensities > Financial > Intuit Buyer Propensity
Branded Data > Alliant > Brand Propensities > Food & Drugstore
Branded Data > Alliant > Brand Propensities > Food & Drugstore > Caviar Buyer Propensity
Branded Data > Alliant > Brand Propensities > Food & Drugstore > DoorDash Buyer Propensity
Branded Data > Alliant > Brand Propensities > Food & Drugstore > Eat24 Buyer Propensity
Branded Data > Alliant > Brand Propensities > Food & Drugstore > Instacart Buyer Propensity
Branded Data > Alliant > Brand Propensities > Food & Drugstore > Postmates Buyer Propensity
Branded Data > Alliant > Brand Propensities > Health / Beauty & Cosmetics
Branded Data > Alliant > Brand Propensities > Health / Beauty & Cosmetics > Birchbox Buyer Propensity
Branded Data > Alliant > Brand Propensities > Health / Beauty & Cosmetics > Bodybuilding.com Buyer Propensity
Branded Data > Alliant > Brand Propensities > Health / Beauty & Cosmetics > Dollar Shave Club Buyer Propensity
Branded Data > Alliant > Brand Propensities > Health / Beauty & Cosmetics > Harry's Buyer Propensity
Branded Data > Alliant > Brand Propensities > Home & Household Goods
Branded Data > Alliant > Brand Propensities > Home & Household Goods > Ace Hardware Corporation Buyer Propensity
Branded Data > Alliant > Brand Propensities > Home & Household Goods > Bath & Body Works Buyer Propensity
Branded Data > Alliant > Brand Propensities > Home & Household Goods > Home Depot Buyer Propensity
Branded Data > Alliant > Brand Propensities > Home & Household Goods > Lowe's Buyer Propensity
Branded Data > Alliant > Brand Propensities > Insurance
Branded Data > Alliant > Brand Propensities > Insurance > Progressive Casualty Insurance Company Buyer Propensity
Branded Data > Alliant > Brand Propensities > Insurance > United Services Automobile Association Buyer Propensity
Branded Data > Alliant > Brand Propensities > Kids Products
Branded Data > Alliant > Brand Propensities > Kids Products > Aeropostale Buyer Propensity
Branded Data > Alliant > Brand Propensities > Kids Products > Diapers.com Buyer Propensity
Branded Data > Alliant > Brand Propensities > Kids Products > Disney Buyer Propensity
Branded Data > Alliant > Brand Propensities > Kids Products > Party City Buyer Propensity
Branded Data > Alliant > Brand Propensities > Kids Products > The Children's Place Buyer Propensity

## Segment Detail View

Branded Data > Alliant > Brand Propensities > Kids Products > Toys R Us Buyer Propensity
Branded Data > Alliant > Brand Propensities > Media & Entertainment
Branded Data > Alliant > Brand Propensities > Media & Entertainment > Blizzard Buyer Propensity
Branded Data > Alliant > Brand Propensities > Media & Entertainment > DraftKings Buyer Propensity
Branded Data > Alliant > Brand Propensities > Media & Entertainment > Fandango Buyer Propensity
Branded Data > Alliant > Brand Propensities > Media & Entertainment > Gamestop Buyer Propensity
Branded Data > Alliant > Brand Propensities > Media & Entertainment > Google Play Buyer Propensity
Branded Data > Alliant > Brand Propensities > Media & Entertainment > Hulu Buyer Propensity
Branded Data > Alliant > Brand Propensities > Media & Entertainment > Match.com Buyer Propensity
Branded Data > Alliant > Brand Propensities > Media & Entertainment > Pandora Buyer Propensity
Branded Data > Alliant > Brand Propensities > Media & Entertainment > Sony Network Entertainment International Buyer Propensity
Branded Data > Alliant > Brand Propensities > Media & Entertainment > Spotify Buyer Propensity
Branded Data > Alliant > Brand Propensities > Media & Entertainment > Steam Community Buyer Propensity
Branded Data > Alliant > Brand Propensities > Media & Entertainment > StubHub Buyer Propensity
Branded Data > Alliant > Brand Propensities > Media & Entertainment > Ticketfly Buyer Propensity
Branded Data > Alliant > Brand Propensities > Media & Entertainment > Ticketmaster Buyer Propensity
Branded Data > Alliant > Brand Propensities > Media & Entertainment > iTunes Buyer Propensity
Branded Data > Alliant > Brand Propensities > Personas
Branded Data > Alliant > Brand Propensities > Personas > Active & Tech-Savvy
Branded Data > Alliant > Brand Propensities > Personas > Black Friday Buyer Propensity
Branded Data > Alliant > Brand Propensities > Personas > Connected Techies
Branded Data > Alliant > Brand Propensities > Personas > Cyber Monday Buyer Propensity
Branded Data > Alliant > Brand Propensities > Personas > Urban Commuters
Branded Data > Alliant > Brand Propensities > Restaurants & Dining
Branded Data > Alliant > Brand Propensities > Restaurants & Dining > Chipotle Buyer Propensity
Branded Data > Alliant > Brand Propensities > Restaurants & Dining > Domino's Buyer Propensity
Branded Data > Alliant > Brand Propensities > Restaurants & Dining > Olive Garden Buyer Propensity
Branded Data > Alliant > Brand Propensities > Restaurants & Dining > Papa John's Buyer Propensity
Branded Data > Alliant > Brand Propensities > Restaurants & Dining > Papa Murphy's Buyer Propensity
Branded Data > Alliant > Brand Propensities > Restaurants & Dining > Pizza Hut Buyer Propensity
Branded Data > Alliant > Brand Propensities > Restaurants & Dining > Starbucks Buyer Propensity
Branded Data > Alliant > Brand Propensities > Restaurants & Dining > Wingstop Buyer Propensity
Branded Data > Alliant > Brand Propensities > Sporting Goods

**Segment Detail View**

Branded Data > Alliant > Brand Propensities > Sporting Goods > Academy Sports Outdoors Buyer Propensity
Branded Data > Alliant > Brand Propensities > Sporting Goods > Bass Pro Shops Buyer Propensity
Branded Data > Alliant > Brand Propensities > Sporting Goods > Cabela's Buyer Propensity
Branded Data > Alliant > Brand Propensities > Telecom & Service Providers
Branded Data > Alliant > Brand Propensities > Telecom & Service Providers > Cable ONE Buyer Propensity
Branded Data > Alliant > Brand Propensities > Telecom & Service Providers > Cricket Wireless Buyer Propensity
Branded Data > Alliant > Brand Propensities > Telecom & Service Providers > Net10 Buyer Propensity
Branded Data > Alliant > Brand Propensities > Telecom & Service Providers > Republic Wireless Buyer Propensity
Branded Data > Alliant > Brand Propensities > Telecom & Service Providers > Straight Talk Buyer Propensity
Branded Data > Alliant > Brand Propensities > Telecom & Service Providers > T-Mobile Buyer Propensity
Branded Data > Alliant > Brand Propensities > Telecom & Service Providers > TracFone Buyer Propensity
Branded Data > Alliant > Brand Propensities > Telecom & Service Providers > U.S. Cellular Buyer Propensity
Branded Data > Alliant > Brand Propensities > Telecom & Service Providers > Virgin Mobile Buyer Propensity
Branded Data > Alliant > Brand Propensities > Travel
Branded Data > Alliant > Brand Propensities > Travel > Airbnb Buyer Propensity
Branded Data > Alliant > Brand Propensities > Travel > Amtrak Buyer Propensity
Branded Data > Alliant > Brand Propensities > Travel > Best Western Buyer Propensity
Branded Data > Alliant > Brand Propensities > Travel > Choice Hotels 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 > Hotel Tonight Buyer Propensity
Branded Data > Alliant > Brand Propensities > Travel > Hyatt Buyer Propensity
Branded Data > Alliant > Brand Propensities > Travel > IHG Buyer Propensity
Branded Data > Alliant > Brand Propensities > Travel > Lyft Buyer Propensity
Branded Data > Alliant > Brand Propensities > Travel > Marriott Buyer Propensity
Branded Data > Alliant > Brand Propensities > Travel > Priceline Buyer Propensity
Branded Data > Alliant > Brand Propensities > Travel > Residence Inn Buyer Propensity
Branded Data > Alliant > Brand Propensities > Travel > Sandals Resorts Buyer Propensity
Branded Data > Alliant > Brand Propensities > Travel > Uber Buyer Propensity
Branded Data > Alliant > Brand Propensities > Travel > Yelp Buyer Propensity
Branded Data > Alliant > Demographics
Branded Data > Alliant > Demographics > Age 30-39
Branded Data > Alliant > Demographics > Age 30-39 > Age 30-34 years

## Segment Detail View

Branded Data > Alliant > Demographics > Family - Households with 1 Adult
Branded Data > Alliant > Demographics > Family - Male Head of Household
Branded Data > Alliant > Demographics > Family - Single
Branded Data > Alliant > Demographics > Gen Y / Millennial
Branded Data > Alliant > Demographics > Home Value $100-199k
Branded Data > Alliant > Demographics > Household Estimated Wealth $1,000,000 Plus
Branded Data > Alliant > Demographics > Household Income $41,000 - $50,000
Branded Data > Alliant > Demographics > Length of Residence 3-5 years
Branded Data > Alliant > Demographics > Renter
Branded Data > Alliant > Demographics > Work at Home
Branded Data > Alliant > Financially in Charge
Branded Data > Alliant > Gender
Branded Data > Alliant > Gender > Male
Branded Data > Alliant > Home & Garden Interests
Branded Data > Alliant > Home & Garden Interests > Cooking/Food Enthusiasts
Branded Data > Alliant > Home & Garden Interests > House & Garden Merchandise Buyers
Branded Data > Alliant > Interest Propensities
Branded Data > Alliant > Interest Propensities > Brands
Branded Data > Alliant > Interest Propensities > Brands > Audible
Branded Data > Alliant > Interest Propensities > Brands > General Electric
Branded Data > Alliant > Interest Propensities > Brands > John Deere
Branded Data > Alliant > Interest Propensities > Brands > LG Electronics
Branded Data > Alliant > Interest Propensities > Brands > La-Z-Boy
Branded Data > Alliant > Interest Propensities > Brands > Podcasts
Branded Data > Alliant > Interest Propensities > Brands > Sherwin Williams
Branded Data > Alliant > Interest Propensities > CPG
Branded Data > Alliant > Interest Propensities > CPG > 7UP
Branded Data > Alliant > Interest Propensities > CPG > Axe
Branded Data > Alliant > Interest Propensities > CPG > Coca Cola
Branded Data > Alliant > Interest Propensities > CPG > Crest
Branded Data > Alliant > Interest Propensities > CPG > Dove
Branded Data > Alliant > Interest Propensities > CPG > Downy
Branded Data > Alliant > Interest Propensities > CPG > Gatorade

**Segment Detail View**

Branded Data > Alliant > Interest Propensities > CPG > Head & Shoulders
Branded Data > Alliant > Interest Propensities > CPG > Heinz Ketchup
Branded Data > Alliant > Interest Propensities > CPG > Herbal Essences
Branded Data > Alliant > Interest Propensities > CPG > L'oreal
Branded Data > Alliant > Interest Propensities > CPG > Lunchables
Branded Data > Alliant > Interest Propensities > CPG > Maxwell House
Branded Data > Alliant > Interest Propensities > CPG > Mountain Dew
Branded Data > Alliant > Interest Propensities > CPG > Nestle Candy
Branded Data > Alliant > Interest Propensities > CPG > Pepsi
Branded Data > Alliant > Interest Propensities > CPG > Planters Nuts
Branded Data > Alliant > Interest Propensities > CPG > Secret
Branded Data > Alliant > Interest Propensities > CPG > Sprite
Branded Data > Alliant > Interest Propensities > CPG > Swiffer
Branded Data > Alliant > Interest Propensities > CPG > Tide
Branded Data > Alliant > Interest Propensities > Celebrities
Branded Data > Alliant > Interest Propensities > Celebrities > Beyonce
Branded Data > Alliant > Interest Propensities > Celebrities > Britney Spears
Branded Data > Alliant > Interest Propensities > Celebrities > Bruno Mars
Branded Data > Alliant > Interest Propensities > Celebrities > Drake
Branded Data > Alliant > Interest Propensities > Celebrities > Dwayne Johnson (The Rock)
Branded Data > Alliant > Interest Propensities > Celebrities > John Cena
Branded Data > Alliant > Interest Propensities > Celebrities > John Hamm
Branded Data > Alliant > Interest Propensities > Celebrities > Justin Bieber
Branded Data > Alliant > Interest Propensities > Celebrities > Lady Gaga
Branded Data > Alliant > Interest Propensities > Celebrities > Matthew McConaughey
Branded Data > Alliant > Interest Propensities > Celebrities > Michael Jordan
Branded Data > Alliant > Interest Propensities > Celebrities > Rihanna
Branded Data > Alliant > Interest Propensities > Events/Shows
Branded Data > Alliant > Interest Propensities > Events/Shows > Anime
Branded Data > Alliant > Interest Propensities > Events/Shows > ComiCon
Branded Data > Alliant > Interest Propensities > Events/Shows > National Automobile Dealers Association
Branded Data > Alliant > Interest Propensities > MLB Teams
Branded Data > Alliant > Interest Propensities > MLB Teams > Atlanta Braves

## Segment Detail View

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 > Milwaukee Brewers
Branded Data > Alliant > Interest Propensities > MLB Teams > Minnesota Twins
Branded Data > Alliant > Interest Propensities > MLB Teams > Philadelphia Phillies
Branded Data > Alliant > Interest Propensities > MLB Teams > San Francisco Giants
Branded Data > Alliant > Interest Propensities > MLB Teams > St. Louis Cardinals
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 > Veteran Associations
Branded Data > Alliant > Interest Propensities > Movies
Branded Data > Alliant > Interest Propensities > Movies > Avatar
Branded Data > Alliant > Interest Propensities > Movies > Cars
Branded Data > Alliant > Interest Propensities > Movies > Fantastic Four
Branded Data > Alliant > Interest Propensities > Movies > Pirates of the Caribbean
Branded Data > Alliant > Interest Propensities > NFL
Branded Data > Alliant > Interest Propensities > NFL > Dallas Cowboys
Branded Data > Alliant > Interest Propensities > NHL Teams
Branded Data > Alliant > Interest Propensities > NHL Teams > Carolina Hurricanes
Branded Data > Alliant > Interest Propensities > NHL Teams > New York Islanders
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 > New York 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) > Chick-Fil-A
Branded Data > Alliant > Interest Propensities > Quick Service Restaurants (QSRs) > Hardee's
Branded Data > Alliant > Interest Propensities > Quick Service Restaurants (QSRs) > Jack In the Box
Branded Data > Alliant > Interest Propensities > Quick Service Restaurants (QSRs) > McDonald's
Branded Data > Alliant > Interest Propensities > Quick Service Restaurants (QSRs) > Quiznos

## Segment Detail View

Branded Data > Alliant > Interest Propensities > Quick Service Restaurants (QSRs) > Sonic
Branded Data > Alliant > Interest Propensities > Quick Service Restaurants (QSRs) > Subway
Branded Data > Alliant > Interest Propensities > TV Shows
Branded Data > Alliant > Interest Propensities > TV Shows > Better Call Saul
Branded Data > Alliant > Interest Propensities > TV Shows > Big Little Lies
Branded Data > Alliant > Interest Propensities > TV Shows > Game of Thrones
Branded Data > Alliant > Interest Propensities > TV Shows > Stranger Things
Branded Data > Alliant > Interest Propensities > TV Shows > Supernatural
Branded Data > Alliant > Interest Propensities > TV Shows > The Simpsons
Branded Data > Alliant > Interest Propensities > TV Shows > The Walking Dead
Branded Data > Alliant > Multibuyer Behaviors
Branded Data > Alliant > Multibuyer Behaviors > Club/Continuity Buyers
Branded Data > Alliant > Multibuyer Behaviors > Paid with Credit Card
Branded Data > Alliant > Product Propensities
Branded Data > Alliant > Product Propensities > Casual Wear
Branded Data > Alliant > Product Propensities > Casual Wear > Costume Accessories
Branded Data > Alliant > Products & Services Propensities
Branded Data > Alliant > Products & Services Propensities > Baby Product Buyer - Propensity
Branded Data > Alliant > Products & Services Propensities > Frozen Dinner Buyers - Propensity
Branded Data > Alliant > Products & Services Propensities > Professional Football Fans - Propensity
Branded Data > Alliant > Products & Services Propensities > Smart Phone Users - Propensity
Branded Data > Alliant > Response Performance
Branded Data > Alliant > Response Performance > Box / Product Subscribers
Branded Data > Alliant > Response Performance > Direct Marketing Purchasers
Branded Data > Alliant > Response Performance > Direct Marketing Responders
Branded Data > Alliant > Response Performance > Online Service Subscribers
Branded Data > 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

**Segment Detail View**

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 > Cosmetology & Beauty Professionals
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 25-34
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Demographics > Age > Age 25-44
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Demographics > Age > Age 25-54
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Demographics > Age > Age 25-64
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Demographics > Age > Age 55-64
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Demographics > Age > Age 65+

**Segment Detail View**

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 18-54
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 25-44
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 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 18-44
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 25-54
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 55-64
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 > 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

## Segment Detail View

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

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

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

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

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

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

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

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

Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Luggage & Travel Accessories

Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Spas & Beauty Services

## Segment Detail View

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 > Ecotourism

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 > Ice Skating

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 > AmeribaseDigital

Branded Data > AmeribaseDigital > Businesses by Top Industry

Branded Data > AmeribaseDigital > Businesses by Top Industry > Technology

Branded Data > AmeribaseDigital > OTT & CTV

Branded Data > AmeribaseDigital > OTT & CTV > Interests

Branded Data > AmeribaseDigital > OTT & CTV > Interests > Streaming Media & Downloads

Branded Data > AmeribaseDigital > Social Media Users

Branded Data > AmeribaseDigital > Social Media Users > Facebook

Branded Data > AmeribaseDigital > Social Media Users > Twitter

Branded Data > AmeribaseDigital > Social Media Users > YouTube

Branded Data > AmeribaseDigital > Technology & Software Buyers By Brand

Branded Data > AmeribaseDigital > Technology & Software Buyers By Brand > Google

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

Branded Data > AmeribaseDigital > Xennials - The First Millennials (Age 31-41) > 80s, 90s and Early 2000s Music Lovers

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

Branded Data > AmeribaseDigital > Xennials - The First Millennials (Age 31-41) > Health, Wellness and Healing

Branded Data > AmeribaseDigital > Xennials - The First Millennials (Age 31-41) > Home Cooking

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

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

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

Branded Data > AnalyticsIQ

Branded Data > AnalyticsIQ > Automotive

Branded Data > AnalyticsIQ > Automotive > In Garage

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

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

Branded Data > AnalyticsIQ > Automotive > In Garage > Number of Vehicles Owned > 3 or More Cars Owned

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

Branded Data > AnalyticsIQ > Automotive > In Garage > Vehicle Age > 10 to 14 Year Old Car

Branded Data > AnalyticsIQ > Automotive > In Garage > Vehicle Age > 2 or Less Year Old Car

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

Branded Data > AnalyticsIQ > Automotive > In Garage > Vehicle Type > Coupe Owners

**Segment Detail View**

Branded Data > AnalyticsIQ > Automotive > In Garage > Vehicle Type > Truck Owners

Branded Data > AnalyticsIQ > Automotive > In Market

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

Branded Data > AnalyticsIQ > Automotive > In Market > Buyer Type > Budget Driven Buyers

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

Branded Data > AnalyticsIQ > Automotive > In Market > Buyer Type > Safety Conscious Buyers

Branded Data > AnalyticsIQ > Automotive > In Market > Buyer Type > Smooth 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 Used Vehicle

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

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

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

Branded Data > AnalyticsIQ > B2B

Branded Data > AnalyticsIQ > B2B > Employee Attributes

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

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

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

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

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

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

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

Branded Data > AnalyticsIQ > B2B > Employee Attributes > Business Decision Influencers > Decision Drivers & Behavior Motivations > Financially Adventurous

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

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

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

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

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

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

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

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

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

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

## Segment Detail View

Branded Data > AnalyticsIQ > B2B > Employee Attributes > Business Decision Makers > Decision Drivers & Behavior Motivations > Decision Makers Interested in Cryptocurrency

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

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

Branded Data > AnalyticsIQ > B2B > Employee Attributes > Business Executives > Business Profession

Branded Data > AnalyticsIQ > B2B > Employee Attributes > Business Executives > Business Profession > Professional Tech Business Executives

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

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

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

Branded Data > AnalyticsIQ > B2B > Employee Attributes > Business Executives > Frequent Uber & Lyft Riders

Branded Data > AnalyticsIQ > B2B > Employee Attributes > Business Executives > Health & Wellness

Branded Data > AnalyticsIQ > B2B > Employee Attributes > Business Executives > Health & Wellness > Exercise

Branded Data > AnalyticsIQ > B2B > Employee Attributes > Business Executives > Health & Wellness > Exercise > Moderate Exercisers

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

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

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

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 > Video

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 > Business Profession

Branded Data > AnalyticsIQ > B2B > Employee Attributes > Business Owners > Business Profession > Professional Tech Business 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 > Financially Adventurous

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

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

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

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

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

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

## Segment Detail View

Branded Data > AnalyticsIQ > Channel
Branded Data > AnalyticsIQ > Channel > Banner Responder
Branded Data > AnalyticsIQ > Channel > Device
Branded Data > AnalyticsIQ > Channel > Device > Android Owner
Branded Data > AnalyticsIQ > Channel > Device > iPhone Owner
Branded Data > AnalyticsIQ > Channel > Podcasts
Branded Data > AnalyticsIQ > Channel > Podcasts > Apple Podcast Listeners
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
Branded Data > AnalyticsIQ > Channel > Podcasts > iHeartRadio Listeners
Branded Data > AnalyticsIQ > Channel > Social Networks
Branded Data > AnalyticsIQ > Channel > Social Networks > Pinterest Influencers
Branded Data > AnalyticsIQ > Charitable Contributors
Branded Data > AnalyticsIQ > Charitable Contributors > Donation Motivations
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 > Religious Cause Donors
Branded Data > AnalyticsIQ > Demographics
Branded Data > AnalyticsIQ > Demographics > Age
Branded Data > AnalyticsIQ > Demographics > Age > Narrow Age Range
Branded Data > AnalyticsIQ > Demographics > Age > Narrow Age Range > 35-39
Branded Data > AnalyticsIQ > Demographics > Age > Narrow Age Range > 50-54
Branded Data > AnalyticsIQ > Demographics > Age > Narrow Age Range > 55-59
Branded Data > AnalyticsIQ > Demographics > Age > Narrow Age Range > 70-74
Branded Data > AnalyticsIQ > Demographics > Age > Staggered Age Range
Branded Data > AnalyticsIQ > Demographics > Age > Staggered Age Range > 35-44
Branded Data > AnalyticsIQ > Demographics > Age > Staggered Age Range > 45-54

## Segment Detail View

Branded Data > AnalyticsIQ > Demographics > Age > Staggered Age Range > 55-64
Branded Data > AnalyticsIQ > Demographics > Age > Staggered Age Range > 65-74
Branded Data > AnalyticsIQ > Demographics > Business Owner
Branded Data > AnalyticsIQ > Demographics > Education
Branded Data > AnalyticsIQ > Demographics > Education > Bachelor Degree
Branded Data > AnalyticsIQ > Demographics > Education > High School Degree
Branded Data > AnalyticsIQ > Demographics > Education > Some College
Branded Data > AnalyticsIQ > Demographics > Employment
Branded Data > AnalyticsIQ > Demographics > Employment > Actively Seeking New Job
Branded Data > AnalyticsIQ > Demographics > Employment > Blue Collar
Branded Data > AnalyticsIQ > Demographics > Employment > Full-time
Branded Data > AnalyticsIQ > Demographics > Employment > Homemaker
Branded Data > AnalyticsIQ > Demographics > Employment > Part-time
Branded Data > AnalyticsIQ > Demographics > Employment > Professional Tech
Branded Data > AnalyticsIQ > Demographics > Employment > Retired
Branded Data > AnalyticsIQ > Demographics > Gender
Branded Data > AnalyticsIQ > Demographics > Gender > Female
Branded Data > AnalyticsIQ > Demographics > Gender > Male
Branded Data > AnalyticsIQ > Demographics > Generation
Branded Data > AnalyticsIQ > Demographics > Generation > Baby Boomers
Branded Data > AnalyticsIQ > Demographics > Generation > Generation X
Branded Data > AnalyticsIQ > Demographics > Generation > Millennials
Branded Data > AnalyticsIQ > Demographics > Household Composition
Branded Data > AnalyticsIQ > Demographics > Household Composition > Age of Children in Household
Branded Data > AnalyticsIQ > Demographics > Household Composition > Age of Children in Household > 11-15
Branded Data > AnalyticsIQ > Demographics > Household Composition > Age of Children in Household > 3-5
Branded Data > AnalyticsIQ > Demographics > Household Composition > Children Present in Household
Branded Data > AnalyticsIQ > Demographics > Household Composition > Cohabitation
Branded Data > AnalyticsIQ > Demographics > Household Composition > Has Grandchildren
Branded Data > AnalyticsIQ > Demographics > Household Composition > Number of Children in Household
Branded Data > AnalyticsIQ > Demographics > Household Composition > Number of Children in Household > 0
Branded Data > AnalyticsIQ > Demographics > Household Composition > Number of Children in Household > 1
Branded Data > AnalyticsIQ > Demographics > Household Composition > Parents

## Segment Detail View

Branded Data > AnalyticsIQ > Demographics > Household Composition > Parents > Dads
Branded Data > AnalyticsIQ > Demographics > Household Composition > Parents > Moms
Branded Data > AnalyticsIQ > Demographics > Household Composition > Parents > Single Parent
Branded Data > AnalyticsIQ > Demographics > Household Composition > Pet Owners
Branded Data > AnalyticsIQ > Demographics > Household Composition > Pet Owners > Cat Owners
Branded Data > AnalyticsIQ > Demographics > Household Composition > Pet Owners > Dog Owners
Branded Data > AnalyticsIQ > Demographics > Household Composition > Pet Owners > Pet Owner (Cat or Dog)
Branded Data > AnalyticsIQ > Demographics > Household Composition > Senior Adult in Household
Branded Data > AnalyticsIQ > Demographics > Household Composition > Working Women
Branded Data > AnalyticsIQ > Demographics > Housing Attributes
Branded Data > AnalyticsIQ > Demographics > Housing Attributes > Dwelling Type
Branded Data > AnalyticsIQ > Demographics > Housing Attributes > Dwelling Type > Single-Family Home
Branded Data > AnalyticsIQ > Demographics > Housing Attributes > Length of Residence
Branded Data > AnalyticsIQ > Demographics > Housing Attributes > Length of Residence > 4-6 Years
Branded Data > AnalyticsIQ > Demographics > Housing Attributes > Ownership
Branded Data > AnalyticsIQ > Demographics > Housing Attributes > Ownership > Homeowners
Branded Data > AnalyticsIQ > Demographics > Housing Attributes > PreMovers
Branded Data > AnalyticsIQ > Demographics > Housing Attributes > PreMovers > Furnishings Big Spenders
Branded Data > AnalyticsIQ > Demographics > Housing Attributes > PreMovers > Homeowners
Branded Data > AnalyticsIQ > Demographics > Marital Status
Branded Data > AnalyticsIQ > Demographics > Marital Status > Married
Branded Data > AnalyticsIQ > Demographics > Marital Status > Single
Branded Data > AnalyticsIQ > Finance
Branded Data > AnalyticsIQ > Finance > Estimated Net Worth
Branded Data > AnalyticsIQ > Finance > Estimated Net Worth > $100,000 to $149,999
Branded Data > AnalyticsIQ > Finance > Estimated Net Worth > $75,000 to $99,999
Branded Data > AnalyticsIQ > Finance > FinTech
Branded Data > AnalyticsIQ > Finance > FinTech > Mobile Investing
Branded Data > AnalyticsIQ > Finance > FinTech > Mobile Wallets
Branded Data > AnalyticsIQ > Finance > Household Income
Branded Data > AnalyticsIQ > Finance > Household Income > $40,000 - $49,999
Branded Data > AnalyticsIQ > Finance > Household Income > $50,000 - $59,999
Branded Data > AnalyticsIQ > Finance > Investing

**Segment Detail View**

Branded Data > AnalyticsIQ > Finance > Investing > Accredited Investors
Branded Data > AnalyticsIQ > Finance > Investing > Presence of Checking Account
Branded Data > AnalyticsIQ > Finance > Investing > Presence of Savings Account
Branded Data > AnalyticsIQ > Finance > Investing > Presence of a Mortgage
Branded Data > AnalyticsIQ > Finance > Loan Account Holders
Branded Data > AnalyticsIQ > Finance > Loan Account Holders > Active Federal or Private Student Loans
Branded Data > AnalyticsIQ > Health & Wellness
Branded Data > AnalyticsIQ > Health & Wellness > Diet
Branded Data > AnalyticsIQ > Health & Wellness > Diet > Lifestyle Dieters
Branded Data > AnalyticsIQ > Health & Wellness > Exercise
Branded Data > AnalyticsIQ > Health & Wellness > Exercise > Moderate Exerciser
Branded Data > AnalyticsIQ > Health & Wellness > Exercise > Non-Exerciser
Branded Data > AnalyticsIQ > Health & Wellness > Exercise > Weight Lifting
Branded Data > AnalyticsIQ > Health & Wellness > Intensity
Branded Data > AnalyticsIQ > Health & Wellness > Intensity > High Intensity Consumers
Branded Data > AnalyticsIQ > Health & Wellness > Interests
Branded Data > AnalyticsIQ > Health & Wellness > Interests > Herbal Remedies
Branded Data > AnalyticsIQ > Health & Wellness > Interests > Meditation
Branded Data > AnalyticsIQ > Health & Wellness > Interests > Vitamin & Nutrition Supplement Buyers
Branded Data > AnalyticsIQ > Health & Wellness > Medical Utilization
Branded Data > AnalyticsIQ > Health & Wellness > Medical Utilization > WebMD
Branded Data > AnalyticsIQ > In Market
Branded Data > AnalyticsIQ > In Market > Aldi Shoppers
Branded Data > AnalyticsIQ > In Market > Amazon Shoppers
Branded Data > AnalyticsIQ > In Market > Annual Discretionary Spending
Branded Data > AnalyticsIQ > In Market > Annual Discretionary Spending > Personal Care
Branded Data > AnalyticsIQ > In Market > Annual Discretionary Spending > Personal Care > $1,000 to $1,499
Branded Data > AnalyticsIQ > In Market > Apple Products
Branded Data > AnalyticsIQ > In Market > Coupon Users
Branded Data > AnalyticsIQ > In Market > Coupon Users > Avid Couponer
Branded Data > AnalyticsIQ > In Market > Dining Out
Branded Data > AnalyticsIQ > In Market > Dining Out > Casual Restaurant Enthusiasts
Branded Data > AnalyticsIQ > In Market > Dining Out > Fast Food Restaurant Enthusiasts

## Segment Detail View

Branded Data > AnalyticsIQ > In Market > Discount Designer Shoppers
Branded Data > AnalyticsIQ > In Market > Google Products
Branded Data > AnalyticsIQ > In Market > Online Dating
Branded Data > AnalyticsIQ > In Market > Online Shoppers
Branded Data > AnalyticsIQ > In Market > Online Shoppers > Online Grocery Shoppers
Branded Data > AnalyticsIQ > In Market > Online Shoppers > Online Grocery Shoppers > In Market for Cold Grocery Items, InstantCart, Shipt, Amazon Fresh
Branded Data > AnalyticsIQ > In Market > Online Shoppers > Online Grocery Shoppers > In Market for Grocery Delivery
Branded Data > AnalyticsIQ > In Market > Online Shoppers > Shops for Furniture Primarily Online
Branded Data > AnalyticsIQ > In Market > Online Shoppers > Shops for Gifts Primarily Online
Branded Data > AnalyticsIQ > In Market > Online Shoppers > Shops for Housewares Primarily Online
Branded Data > AnalyticsIQ > In Market > Online Shoppers > Shops for Music Primarily Online
Branded Data > AnalyticsIQ > In Market > Sam's Club Shoppers
Branded Data > AnalyticsIQ > In Market > Sephora Shoppers
Branded Data > AnalyticsIQ > In Market > Smart Speaker Shoppers
Branded Data > AnalyticsIQ > In Market > Subscription Boxes
Branded Data > AnalyticsIQ > In Market > Subscription Boxes > Food & Beverage Subscription Box Lovers
Branded Data > AnalyticsIQ > In Market > Subscription Boxes > Makeup & Beauty Subscription Box Lovers
Branded Data > AnalyticsIQ > In Market > Subscription Boxes > Pet Subscription Box Lovers
Branded Data > AnalyticsIQ > In Market > Term Life Insurance
Branded Data > AnalyticsIQ > In Market > VRBO Services
Branded Data > AnalyticsIQ > In Market > Walmart Shoppers
Branded Data > AnalyticsIQ > Interest
Branded Data > AnalyticsIQ > Interest > Aerobic Exercise
Branded Data > AnalyticsIQ > Interest > Arts & Crafts
Branded Data > AnalyticsIQ > Interest > Auto Work
Branded Data > AnalyticsIQ > Interest > Avid Music Listener
Branded Data > AnalyticsIQ > Interest > Board Games/Puzzles
Branded Data > AnalyticsIQ > Interest > Boating / Sailing
Branded Data > AnalyticsIQ > Interest > Camping / Hiking
Branded Data > AnalyticsIQ > Interest > Career Improvement
Branded Data > AnalyticsIQ > Interest > Career Oriented
Branded Data > AnalyticsIQ > Interest > Collecting Movies
Branded Data > AnalyticsIQ > Interest > Collecting Music

**Segment Detail View**

Branded Data > AnalyticsIQ > Interest > Consumer Electronics
Branded Data > AnalyticsIQ > Interest > Cooking & Food
Branded Data > AnalyticsIQ > Interest > Cooking & Food > Organic Ingredient & Cooking Enthusiasts
Branded Data > AnalyticsIQ > Interest > Cooking Enthusiasts
Branded Data > AnalyticsIQ > Interest > DIY Living
Branded Data > AnalyticsIQ > Interest > Dance Enthusiasts
Branded Data > AnalyticsIQ > Interest > Dieting & Weight Loss
Branded Data > AnalyticsIQ > Interest > Dish Satellite Owners
Branded Data > AnalyticsIQ > Interest > Exercise Of Running / Jogging
Branded Data > AnalyticsIQ > Interest > Exercise Of Walking
Branded Data > AnalyticsIQ > Interest > Exercise Pilates & Barre
Branded Data > AnalyticsIQ > Interest > Fantasy Sports Gaming
Branded Data > AnalyticsIQ > Interest > Fishing Enthusiasts
Branded Data > AnalyticsIQ > Interest > Gardening
Branded Data > AnalyticsIQ > Interest > Hardcore Outdoor Enthusiasts
Branded Data > AnalyticsIQ > Interest > Health or The Medical Field
Branded Data > AnalyticsIQ > Interest > Home Furnishings/Decorating
Branded Data > AnalyticsIQ > Interest > Home Improvement
Branded Data > AnalyticsIQ > Interest > Hunting / Shooting Interest
Branded Data > AnalyticsIQ > Interest > Investment Opportunity Seekers
Branded Data > AnalyticsIQ > Interest > Motorcycle Enthusiasts
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 > Science/Space
Branded Data > AnalyticsIQ > Interest > Scuba Diving
Branded Data > AnalyticsIQ > Interest > Sports
Branded Data > AnalyticsIQ > Interest > Sports > Auto/Motorcycle Racing Enthusiasts
Branded Data > AnalyticsIQ > Interest > Sports > Basketball Enthusiasts
Branded Data > AnalyticsIQ > Interest > Sports > Female Sports Fanatics
Branded Data > AnalyticsIQ > Interest > Sports > Female Sports Fans

## Segment Detail View

Branded Data > AnalyticsIQ > Interest > Sports > Football Enthusiasts

Branded Data > AnalyticsIQ > Interest > Sports > Golf Lovers

Branded Data > AnalyticsIQ > Interest > Sports > Soccer Enthusiasts

Branded Data > AnalyticsIQ > Interest > Sports > Sports Memorabilia

Branded Data > AnalyticsIQ > Interest > Sports > Water Sports

Branded Data > AnalyticsIQ > Interest > Transportation

Branded Data > AnalyticsIQ > Interest > Transportation > Frequent Uber or Lyft Users

Branded Data > AnalyticsIQ > Interest > Travel

Branded Data > AnalyticsIQ > Interest > Travel > Domestic Travel Interest

Branded Data > AnalyticsIQ > Interest > Video Games

Branded Data > AnalyticsIQ > Interest > Video Games > Dedication Spectrum

Branded Data > AnalyticsIQ > Interest > Video Games > Dedication Spectrum > Casual Female Gamers

Branded Data > AnalyticsIQ > Interest > Video Games > Dedication Spectrum > Hardcore Gamers

Branded Data > AnalyticsIQ > Interest > Video Games > Dedication Spectrum > Mid-core Female Gamers

Branded Data > AnalyticsIQ > Interest > Video Games > Interest in Console Video Games

Branded Data > AnalyticsIQ > Interest > Video Games > Interest in Handheld Video Games

Branded Data > AnalyticsIQ > Interest > Video Games > Preferred Gaming Platforms

Branded Data > AnalyticsIQ > Interest > Video Games > Preferred Gaming Platforms > Console & Mobile Video Game Players

Branded Data > AnalyticsIQ > Interest > Video Games > Preferred Gaming Platforms > Console Only Video Game Players

Branded Data > AnalyticsIQ > Interest > Video Games > Preferred Gaming Platforms > Mobile & PC Video Game Players

Branded Data > AnalyticsIQ > Interest > Video Games > Preferred Gaming Platforms > Mobile Only Video Game Players

Branded Data > AnalyticsIQ > Interest > Woodworking

Branded Data > AnalyticsIQ > Past Purchases

Branded Data > AnalyticsIQ > Past Purchases > Auto Parts or Accessories Recently

Branded Data > AnalyticsIQ > Past Purchases > Children's General Baby Care Items

Branded Data > AnalyticsIQ > Past Purchases > Children's Items

Branded Data > AnalyticsIQ > Past Purchases > Children's Learning Toys

Branded Data > AnalyticsIQ > Past Purchases > Computer Games

Branded Data > AnalyticsIQ > Past Purchases > Crafts & Hobbies Products

Branded Data > AnalyticsIQ > Past Purchases > DVDs or Videos Recently

Branded Data > AnalyticsIQ > Past Purchases > High End Appliances

Branded Data > AnalyticsIQ > Past Purchases > Infant & Toddler Apparel

Branded Data > AnalyticsIQ > Past Purchases > Jewelry

## Segment Detail View

Branded Data > AnalyticsIQ > Past Purchases > Men's Apparel
Branded Data > AnalyticsIQ > Past Purchases > Musical Instruments Recently
Branded Data > AnalyticsIQ > Past Purchases > Online Educational Courses
Branded Data > AnalyticsIQ > Past Purchases > Online Purchaser
Branded Data > AnalyticsIQ > Past Purchases > Photography or Video Equipment
Branded Data > AnalyticsIQ > Past Purchases > TV/Video/Movie Watching Products
Branded Data > AnalyticsIQ > Past Purchases > Women's Apparel
Branded Data > AnalyticsIQ > Past Purchases > Women's Plus Sizes Apparel
Branded Data > AnalyticsIQ > Persona
Branded Data > AnalyticsIQ > Persona > Creative Consumers
Branded Data > AnalyticsIQ > Persona > Deal Seekers
Branded Data > AnalyticsIQ > Persona > Financially Adventurous
Branded Data > AnalyticsIQ > Persona > Luxury Brand Buyers
Branded Data > AnalyticsIQ > Persona > Professionally Adventurous
Branded Data > AnalyticsIQ > Persona > Spontaneous Buyers
Branded Data > AnalyticsIQ > Persona > Sustainable Living Spenders
Branded Data > AnalyticsIQ > Persona > Technology Adopter
Branded Data > AnalyticsIQ > Persona > Technology Laggard
Branded Data > AnalyticsIQ > Regulation B (Reg B) Friendly Audiences
Branded Data > AnalyticsIQ > Regulation B (Reg B) Friendly Audiences > Finance
Branded Data > AnalyticsIQ > Regulation B (Reg B) Friendly Audiences > Finance > Estimated Net Worth
Branded Data > AnalyticsIQ > Regulation B (Reg B) Friendly Audiences > Finance > Estimated Net Worth > $100,000 - $149,999
Branded Data > AnalyticsIQ > Regulation B (Reg B) Friendly Audiences > Finance > FinTech
Branded Data > AnalyticsIQ > Regulation B (Reg B) Friendly Audiences > Finance > FinTech > Cryptocurrency
Branded Data > AnalyticsIQ > Regulation B (Reg B) Friendly Audiences > Finance > FinTech > Mobile Investing
Branded Data > AnalyticsIQ > Regulation B (Reg B) Friendly Audiences > Finance > Household Income
Branded Data > AnalyticsIQ > Regulation B (Reg B) Friendly Audiences > Finance > Household Income > $30,000 - $39,999
Branded Data > AnalyticsIQ > Regulation B (Reg B) Friendly Audiences > Finance > Household Income > $40,000 - $49,999
Branded Data > AnalyticsIQ > Regulation B (Reg B) Friendly Audiences > Finance > Investing
Branded Data > AnalyticsIQ > Regulation B (Reg B) Friendly Audiences > Finance > Investing > Presence of a Checking Account
Branded Data > AnalyticsIQ > Regulation B (Reg B) Friendly Audiences > Finance > Investing > Presence of a Savings Account
Branded Data > AnalyticsIQ > Regulation B (Reg B) Friendly Audiences > Finance > Mortgages & Loans
Branded Data > AnalyticsIQ > Regulation B (Reg B) Friendly Audiences > Finance > Mortgages & Loans > Account Holders

## Segment Detail View

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 > Low Home Equity Value

Branded Data > AnalyticsIQ > Regulation B (Reg B) Friendly Audiences > Finance > Mortgages & Loans > Home Equity Percentage

Branded Data > AnalyticsIQ > Regulation B (Reg B) Friendly Audiences > Finance > Mortgages & Loans > Home Equity Percentage > 1% to 25%

Branded Data > AnalyticsIQ > Regulation B (Reg B) Friendly Audiences > Finance > Mortgages & Loans > Home Value

Branded Data > AnalyticsIQ > Regulation B (Reg B) Friendly Audiences > Finance > Mortgages & Loans > Home Value > $100,001 to $200,000

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) > 60 to 89 months

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

Branded Data > AnalyticsIQ > Regulation B (Reg B) Friendly Audiences > Finance > Mortgages & Loans > Length of Residence (Months) > 60 to 89 months

Branded Data > AnalyticsIQ > Seasonal

Branded Data > AnalyticsIQ > Seasonal > Back to School

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

Branded Data > AnalyticsIQ > Seasonal > Holiday

Branded Data > AnalyticsIQ > Seasonal > Holiday > Holiday Shoppers

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

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

Branded Data > AnalyticsIQ > Technology

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

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

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

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

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

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 TV Streamers

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 Enjoy Watching Children's Shows

**Segment Detail View**

Branded Data > AnalyticsIQ > Television (TV) Viewership > Likely Programming and Content Preferences > Likely to Enjoy Watching Documentaries
Branded Data > AnalyticsIQ > Television (TV) Viewership > Likely Programming and Content Preferences > Likely to Enjoy Watching Family Shows
Branded Data > AnalyticsIQ > Television (TV) Viewership > Likely Programming and Content Preferences > Likely to Enjoy Watching Food Shows
Branded Data > AnalyticsIQ > Television (TV) Viewership > Likely Programming and Content Preferences > Likely to Enjoy Watching Reality Shows
Branded Data > AnalyticsIQ > Television (TV) Viewership > Likely Programming and Content Preferences > Likely to Enjoy Watching Sci-Fi
Branded Data > AnalyticsIQ > Television (TV) Viewership > Likely TV Provider
Branded Data > AnalyticsIQ > Television (TV) Viewership > Likely TV Provider > Likely Cable Subscribers
Branded Data > AnalyticsIQ > Television (TV) Viewership > Likely TV Provider > Multiple On-Demand Streaming Service Subscriptions
Branded Data > AnalyticsIQ > Television (TV) Viewership > TV Dayparts
Branded Data > AnalyticsIQ > Television (TV) Viewership > TV Dayparts > Likely Early Fringe Viewers
Branded Data > AnalyticsIQ > Television (TV) Viewership > TV Dayparts > Likely Primetime Viewers
Branded Data > AnalyticsIQ > Television (TV) Viewership > Viewer Profile
Branded Data > AnalyticsIQ > Television (TV) Viewership > Viewer Profile > Children Under 11 Watching TV in Household
Branded Data > AnalyticsIQ > Travel Intenders
Branded Data > AnalyticsIQ > Travel Intenders > Annual Discretionary Spending
Branded Data > AnalyticsIQ > Travel Intenders > Annual Discretionary Spending > Cruise Travel
Branded Data > AnalyticsIQ > Travel Intenders > Annual Discretionary Spending > Cruise Travel > $800 to $1,099
Branded Data > AnalyticsIQ > Travel Intenders > Pandemic Travel Plans
Branded Data > AnalyticsIQ > Travel Intenders > Pandemic Travel Plans > Likely to Travel Because of New Discounts
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 > Battlefield
Branded Data > Audiences by Ziff Davis > IGN > Interests > Gaming & Video Games > Franchises > BioShock
Branded Data > Audiences by Ziff Davis > IGN > Interests > Gaming & Video Games > Franchises > Call of Duty
Branded Data > Audiences by Ziff Davis > IGN > Interests > Gaming & Video Games > Franchises > Dead Redemption
Branded Data > Audiences by Ziff Davis > IGN > Interests > Gaming & Video Games > Franchises > Destiny

## Segment Detail View

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Branded Data > Audiences by Ziff Davis > IGN > Interests > Gaming & Video Games > Platforms & Consoles > Microsoft Xbox 360

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

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

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

## Segment Detail View

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

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

## Segment Detail View

Branded Data > Audiences by Ziff Davis > Interests > Technology > Brands > Apple
Branded Data > Audiences by Ziff Davis > Interests > Technology > Brands > Best Buy
Branded Data > Audiences by Ziff Davis > Interests > Technology > Brands > CyberLink
Branded Data > Audiences by Ziff Davis > Interests > Technology > Brands > Dell
Branded Data > Audiences by Ziff Davis > Interests > Technology > Brands > Fitbit
Branded Data > Audiences by Ziff Davis > Interests > Technology > Brands > Google
Branded Data > Audiences by Ziff Davis > Interests > Technology > Brands > HBO
Branded Data > Audiences by Ziff Davis > Interests > Technology > Brands > Hisense
Branded Data > Audiences by Ziff Davis > Interests > Technology > Brands > Hulu
Branded Data > Audiences by Ziff Davis > Interests > Technology > Brands > IDrive
Branded Data > Audiences by Ziff Davis > Interests > Technology > Brands > Instagram
Branded Data > Audiences by Ziff Davis > Interests > Technology > Brands > Intel
Branded Data > Audiences by Ziff Davis > Interests > Technology > Brands > Marvel
Branded Data > Audiences by Ziff Davis > Interests > Technology > Brands > Microsoft
Branded Data > Audiences by Ziff Davis > Interests > Technology > Brands > Motorola
Branded Data > Audiences by Ziff Davis > Interests > Technology > Brands > Netflix
Branded Data > Audiences by Ziff Davis > Interests > Technology > Brands > Nintendo
Branded Data > Audiences by Ziff Davis > Interests > Technology > Brands > Qualcomm
Branded Data > Audiences by Ziff Davis > Interests > Technology > Brands > Showtime
Branded Data > Audiences by Ziff Davis > Interests > Technology > Brands > Sony
Branded Data > Audiences by Ziff Davis > Interests > Technology > Brands > TP-Link
Branded Data > Audiences by Ziff Davis > Interests > Technology > Brands > TunnelBear
Branded Data > Audiences by Ziff Davis > Interests > Technology > Brands > Twitter
Branded Data > Audiences by Ziff Davis > Interests > Technology > Brands > Walmart
Branded Data > Audiences by Ziff Davis > Interests > Technology > Brands > Windows
Branded Data > Audiences by Ziff Davis > Interests > Technology > Brands > iPad
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

## Segment Detail View

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

**Segment Detail View**

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

## Segment Detail View

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

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

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

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

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

Branded Data > Audiences by Ziff Davis > Tech - B2B

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

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

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

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

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

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

Branded Data > BusinessWatch & ConsumerWatch Network

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

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

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

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

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

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

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 Purchased Years Ago

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

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

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

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

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

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

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

Branded Data > Clickagy, a ZoomInfo Company

Branded Data > Clickagy, a ZoomInfo Company > B2B

## Segment Detail View

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 > Facebook
Branded Data > Clickagy, a ZoomInfo Company > Brand > Google
Branded Data > Clickagy, a ZoomInfo Company > Brand > Twitter
Branded Data > Clickagy, a ZoomInfo Company > Brand > YouTube
Branded Data > Clickagy, a ZoomInfo Company > In-Market
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 > Interests
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 > News
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 > Equifax / IXI
Branded Data > Equifax / IXI > Ability to Pay
Branded Data > Equifax / IXI > Ability to Pay > High Ability to Pay
Branded Data > Equifax / IXI > Ability to Pay > Millennials - 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 Loan - Very Likely In Market
Branded Data > Equifax / IXI > Auto, Cars and Trucks > In Market > Auto Loan - Very Likely In Market with Good Credit
Branded Data > Equifax / IXI > Auto, Cars and Trucks > In Market > Car Buyer - Likely In Market
Branded Data > Equifax / IXI > Auto, Cars and Trucks > In Market > Car Buyer - Very Likely In Market
Branded Data > Equifax / IXI > Auto, Cars and Trucks > Vehicle Owners
Branded Data > Equifax / IXI > Auto, Cars and Trucks > Vehicle Owners > Millennials - Vehicle Owners
Branded Data > Equifax / IXI > Auto, Cars and Trucks > Vehicle Owners > Recently Purchased Automobile
Branded Data > Equifax / IXI > Credit Cards
Branded Data > Equifax / IXI > Credit Cards > Likely to Respond
Branded Data > Equifax / IXI > Credit Cards > Low APR
Branded Data > Equifax / IXI > Credit Cards > Millennials - Likely to Respond to Credit Card Offer
Branded Data > Equifax / IXI > Credit Cards > Open to New Credit Card Offer
Branded Data > Equifax / IXI > Credit Cards > Optimum
Branded Data > Equifax / IXI > Credit Cards > Standard
Branded Data > Equifax / IXI > Demographics and Segmentation

**Segment Detail View**

Branded Data > Equifax / IXI > Demographics and Segmentation > Economic Cohorts

Branded Data > Equifax / IXI > Demographics and Segmentation > Economic Cohorts > $100-$200K Income, Age - Young (<35), Charge-It Champs - Young Suburban Families - I43

Branded Data > Equifax / IXI > Demographics and Segmentation > Economic Spectrum

Branded Data > Equifax / IXI > Demographics and Segmentation > Economic Spectrum > Mass Affluent - Moderate Spenders

Branded Data > Equifax / IXI > Demographics and Segmentation > Generations

Branded Data > Equifax / IXI > Demographics and Segmentation > Generations > Millennials

Branded Data > Equifax / IXI > Discretionary Spending

Branded Data > Equifax / IXI > Discretionary Spending > $40,000 - $49,999

Branded Data > Equifax / IXI > Equifax B2B

Branded Data > Equifax / IXI > Equifax B2B > Company Employees

Branded Data > Equifax / IXI > Equifax B2B > Company Employees > Micro (1 - 4)

Branded Data > Equifax / IXI > Equifax B2B > Company Sales

Branded Data > Equifax / IXI > Equifax B2B > Company Sales > Micro (Less Than $200K)

Branded Data > Equifax / IXI > Equifax B2B > Company Tenure

Branded Data > Equifax / IXI > Equifax B2B > Company Tenure > 5 Years or Less

Branded Data > Equifax / IXI > Equifax B2B > Decision Makers

Branded Data > Equifax / IXI > Equifax B2B > Decision Makers > Small Business Enterprise Decision Makers

Branded Data > Equifax / IXI > Equifax B2B > Industry

Branded Data > Equifax / IXI > Equifax B2B > Industry > Services

Branded Data > Equifax / IXI > Equifax B2B > Industry > Services > Business Services

Branded Data > Equifax / IXI > Equifax B2B > Job Function

Branded Data > Equifax / IXI > Equifax B2B > Job Function > C-Suite

Branded Data > Equifax / IXI > Equifax B2B > Job Role

Branded Data > Equifax / IXI > Equifax B2B > Job Role > Officer

Branded Data > Equifax / IXI > Equifax B2B > Small Business Enterprise

Branded Data > Equifax / IXI > Financial Mobility

Branded Data > Equifax / IXI > Financial Mobility > Future Income Range $100,000 - $149,999

Branded Data > Equifax / IXI > Household Income (HHI)

Branded Data > Equifax / IXI > Household Income (HHI) > Income 360

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

Branded Data > Equifax / IXI > Household Income (HHI) > Income 360 > Millennials - Income Range More than $100,000

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

Branded Data > Equifax / IXI > Insurance Segments

**Segment Detail View**

Branded Data > Equifax / IXI > Insurance Segments > Auto Insurance Target
Branded Data > Equifax / IXI > Insurance Segments > High Lifetime Value Households
Branded Data > Equifax / IXI > Insurance Segments > Life stage changes leading to new auto insurance
Branded Data > Equifax / IXI > Insurance Segments > Life stage changes leading to new home insurance
Branded Data > Equifax / IXI > Insurance Segments > Likely to Respond to Auto Insurance Offer
Branded Data > Equifax / IXI > Insurance Segments > Likely to Respond to Home Insurance Offer
Branded Data > Equifax / IXI > Insurance Segments > Millennials - Auto Insurance Target
Branded Data > Equifax / IXI > Insurance Segments > Millennials - High Propensity for Auto Insurance
Branded Data > Equifax / IXI > Insurance Segments > Millennials - Multiple Insurance Policy Prospects
Branded Data > Equifax / IXI > Insurance Segments > Multiple Policy Prospects
Branded Data > Equifax / IXI > Insurance Segments > Optimum Auto Insurance Target
Branded Data > Equifax / IXI > Insurance Segments > Optimum Insurance Target
Branded Data > Equifax / IXI > Mortgage Segments
Branded Data > Equifax / IXI > Mortgage Segments > Extremely Likely Mortgage Customers
Branded Data > Equifax / IXI > Mortgage Segments > Highly Likely First Time Mortgage Customers
Branded Data > Equifax / IXI > Mortgage Segments > Highly Likely New Mortgage Customer
Branded Data > Equifax / IXI > Mortgage Segments > Highly Likely to Refinance
Branded Data > Equifax / IXI > Mortgage Segments > Highly Likely to Refinance - Conventional Loan
Branded Data > Equifax / IXI > Mortgage Segments > Likely Conventional Loan Holders
Branded Data > Equifax / IXI > Mortgage Segments > Likely First Time Mortgage Customers
Branded Data > Equifax / IXI > Mortgage Segments > Likely to Refinance
Branded Data > Equifax / IXI > Mortgage Segments > Reliable Mortgage Payers
Branded Data > Equifax / IXI > Restaurants and Dining
Branded Data > Equifax / IXI > Restaurants and Dining > Casual Restaurant Diners
Branded Data > Equifax / IXI > Restaurants and Dining > Fast Casual Restaurant Diners
Branded Data > Equifax / IXI > Restaurants and Dining > Fast Food Restaurant Diners
Branded Data > Equifax / IXI > Restaurants and Dining > Millennials - Casual Restaurant Diners
Branded Data > Equifax / IXI > Restaurants and Dining > Quick Serve Restaurant Diners
Branded Data > Equifax / IXI > Retail
Branded Data > Equifax / IXI > Retail > Gift Buyers
Branded Data > Equifax / IXI > Retail > Mass Market & Discount Store Shoppers
Branded Data > Equifax / IXI > Retail > Shop for Children
Branded Data > Equifax / IXI > Spending Propensities

## Segment Detail View

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

Branded Data > Equifax / IXI > Spending Propensities > Annual Credit Card Retail Spending > $2,000 - $3,000

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

Branded Data > Equifax / IXI > Spending Propensities > Annual Credit Card Spending > $7,500 to $10,000

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

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

Branded Data > Equifax / IXI > Sports

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

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

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

Branded Data > Equifax / IXI > Telecommunications / Wireless & Cable / Satellite (Voice, Video & Data)

Branded Data > Equifax / IXI > Telecommunications / Wireless & Cable / Satellite (Voice, Video & Data) > Avid Online Gamers

Branded Data > Equifax / IXI > Travel

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

Branded Data > Equifax / IXI > Travel > Millennials - Theme Park Visitors

Branded Data > Lotame

Branded Data > Lotame > Advanced Demographics > Declared Parents

Branded Data > Lotame > Advanced Demographics > Declared Parents > Parents of Pre-Teens

Branded Data > Lotame > Advanced Demographics > Declared Parents > Parents of Teens

Branded Data > Lotame > Advanced Demographics > Declared Parents > Parents of Toddlers

Branded Data > Lotame > Advanced Demographics > Declared Parents > Parents of Young Children

Branded Data > Lotame > Advanced Demographics > Home Ownership > Home Type > Single-Family Home

Branded Data > Lotame > Advanced Demographics > Home Ownership > Ownership Status > Owns Primary Residence

Branded Data > Lotame > Advanced Demographics > Home Value > $0 - $200,000

Branded Data > Lotame > Advanced Demographics > Household Income > $100,000 - $149,000

Branded Data > Lotame > Advanced Demographics > Household Income > $25,000 - $59,000

Branded Data > Lotame > Advanced Demographics > Household Income > Less than $25,000

Branded Data > Lotame > Advanced Demographics > Job Seekers

Branded Data > Lotame > Advanced Demographics > Level of Education

Branded Data > Lotame > Advanced Demographics > Level of Education > Some College

Branded Data > Lotame > Advanced Demographics > Pet Owners

Branded Data > Lotame > Advanced Demographics > Relationship Status > Married

Branded Data > Lotame > Advanced Demographics > Religious or Spiritual

**Segment Detail View**

Branded Data > Lotame > Advanced Demographics > Spanish Speakers
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 > Reading
Branded Data > Lotame > Automobiles
Branded Data > Lotame > B2B
Branded Data > Lotame > B2B > Company Revenue > $1 - 5 Million
Branded Data > Lotame > B2B > Company Size > Small (1 - 49)
Branded Data > Lotame > B2B > Decision Makers
Branded Data > Lotame > B2B > Decision Makers > Small Business Decision Makers
Branded Data > Lotame > B2B > Functional Area > C Suite
Branded Data > Lotame > B2B > Functional Area > Information Technology
Branded Data > Lotame > B2B > Industry > Business Services
Branded Data > Lotame > B2B > Industry > Construction
Branded Data > Lotame > B2B > Industry > Consumer Services
Branded Data > Lotame > B2B > Industry > Software
Branded Data > Lotame > B2B > Professional Groups
Branded Data > Lotame > B2B > Professional Groups > High Income Professionals
Branded Data > Lotame > B2B > Professional Groups > Small Business Professionals
Branded Data > Lotame > B2B > Seniority > Executives
Branded Data > Lotame > B2B > Specialty > Small Businesses
Branded Data > Lotame > Business
Branded Data > Lotame > Business > Career & Employment
Branded Data > Lotame > Business > Small Business Professionals
Branded Data > Lotame > Charitable Donors
Branded Data > Lotame > Demographics > Age > 35-44
Branded Data > Lotame > Demographics > Age > 35-44 > 35-39
Branded Data > Lotame > Entertainment
Branded Data > Lotame > Entertainment > Movies
Branded Data > Lotame > Entertainment > Movies > Children & Family Movies
Branded Data > Lotame > Entertainment > Movies > Sci-Fi Movies

## Segment Detail View

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 > Football
Branded Data > Lotame > Entertainment > Sports & Recreation > Golf
Branded Data > Lotame > Entertainment > Sports & Recreation > Soccer
Branded Data > Lotame > Entertainment > Sports & Recreation > Weightlifting
Branded Data > Lotame > Entertainment > Television
Branded Data > Lotame > Entertainment > Television > Animation & Cartoon TV
Branded Data > Lotame > Entertainment > Television > Comedy TV
Branded Data > Lotame > Entertainment > Television > Drama TV
Branded Data > Lotame > Entertainment > Video Games
Branded Data > Lotame > Entertainment > Video Games > Online Games
Branded Data > Lotame > Food & Restaurants
Branded Data > Lotame > Food & Restaurants > Food & Beverages
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 > 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)

## Segment Detail View

Branded Data > Lotame > Holidays & Special Events > Special Events > Back to School
Branded Data > Lotame > Holidays & Special Events > Special Events > Billboard Latin Music Awards
Branded Data > Lotame > Holidays & Special Events > Special Events > Black Friday and Cyber Monday
Branded Data > Lotame > Holidays & Special Events > Special Events > FIFA World Cup
Branded Data > Lotame > Holidays & Special Events > Special Events > MLB All Star Game
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 Wrestling & Weight Lifting
Branded Data > Lotame > Holidays & Special Events > Special Events > PGA Championship
Branded Data > Lotame > Holidays & Special Events > Special Events > Super Bowl
Branded Data > Lotame > Holidays & Special Events > Special Events > The Open Championship (Golf)
Branded Data > Lotame > Home & Family
Branded Data > Lotame > Home & Family > Affluent Households
Branded Data > Lotame > Home & Family > Animal Lovers
Branded Data > Lotame > Home & Family > Do It Yourself (DIY)
Branded Data > Lotame > Home & Family > Dog Lovers
Branded Data > Lotame > Home & Family > Green Living
Branded Data > Lotame > Home & Family > Home Improvement
Branded Data > Lotame > Home & Family > New Years Resolution Makers
Branded Data > Lotame > Home & Family > Parenting
Branded Data > Lotame > 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 > Clorox
Branded Data > Lotame > Offline CPG Purchasers > Brand Segment > Clorox > Glad
Branded Data > Lotame > Offline CPG Purchasers > Brand Segment > ConAgra
Branded Data > Lotame > Offline CPG Purchasers > Brand Segment > ConAgra > Peter Pan
Branded Data > Lotame > Offline CPG Purchasers > Brand Segment > Hersheys
Branded Data > Lotame > Offline CPG Purchasers > Brand Segment > Mars
Branded Data > Lotame > Offline CPG Purchasers > Brand Segment > Nestle
Branded Data > Lotame > Offline CPG Purchasers > Brand Segment > Nestle > Buitoni

## Segment Detail View

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

Branded Data > Lotame > Offline CPG Purchasers > Brand Segment > Proctor & Gamble > Gillette

Branded Data > Lotame > Offline CPG Purchasers > Brand Segment > Proctor & Gamble > Head & Shoulders

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

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 > Cookies / Snacks / Candy > Nuts

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

Branded Data > Lotame > Offline CPG Purchasers > Product Segment > Cookies / Snacks / Candy > Snacks > Dairy Spreads & Dips

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 Doeurves

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

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

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

Branded Data > Lotame > Offline CPG Purchasers > Product Segment > Health / Beauty > Shaving > Razors & Blades

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

Branded Data > Lotame > Offline CPG Purchasers > Product Segment > Home Supplies > Cleaning & Laundry

Branded Data > Lotame > Offline CPG Purchasers > Product Segment > Home Supplies > Cleaning & Laundry > Detergents

Branded Data > Lotame > Offline CPG Purchasers > Product Segment > Home Supplies > Cleaning & Laundry > Household Cleaners

Branded Data > Lotame > Offline CPG Purchasers > Product Segment > Home Supplies > Cleaning & Laundry > Laundry Supplies

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

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

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

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

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

Branded Data > Lotame > Offline CPG Purchasers > Product Segment > Toys / Party Supplies

## Segment Detail View

Branded Data > Lotame > Offline CPG Purchasers > Product Segment > Toys / Party Supplies > Greeting Cards, Party Needs & Novelties
Branded Data > Lotame > Offline CPG Purchasers > Product Segment > Toys / Party Supplies > Toys & Sporting Goods
Branded Data > Lotame > Offline CPG Purchasers > Product Segment > Weight Control & Diet Aids
Branded Data > Lotame > Online Shoppers
Branded Data > Lotame > Online Shoppers > Online Shoppers
Branded Data > Lotame > Online Shoppers > Online Shoppers Luxury
Branded Data > Lotame > Personal Finance
Branded Data > Lotame > Personal Finance > Auto Insurance
Branded Data > Lotame > Personal Finance > Homeowners Insurance
Branded Data > Lotame > Personal Finance > Online Banking
Branded Data > Lotame > Personal Finance > Real Estate
Branded Data > Lotame > Social Media
Branded Data > Lotame > Social Media > Online Dating
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 > 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
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 > Frequent Travel
Branded Data > Lotame > Travel > International Travel
Branded Data > Lotame > Travel > Summer Travel

## Segment Detail View

Branded Data > Lotame > Travel > Vacation Travel
Branded Data > Media Source
Branded Data > Media Source > Demographic > Children in Household > Yes
Branded Data > Media Source > Demographic > Children in Household > Yes > Age > 0-2 Years
Branded Data > Media Source > Demographic > Family Composition > Marital Status > Married
Branded Data > Media Source > Demographic > Housing Attributes > Ownership > Owner
Branded Data > Media Source > Demographic > Housing Attributes > Ownership > Renter
Branded Data > Media Source > Financial Attributes > Household Income
Branded Data > Media Source > Financial Attributes > Household Income > $100,000-$149,999
Branded Data > Media Source > In-Market > Entertainment
Branded Data > Media Source > In-Market > Entertainment > Streaming Services
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 > 70 - 79 Business & Personal Services
Branded Data > Media Source > Purchases > Food/Snacks
Branded Data > Specialists Marketing Services
Branded Data > Specialists Marketing Services > Customer Modeled
Branded Data > Specialists Marketing Services > Customer Modeled > Apparel
Branded Data > Specialists Marketing Services > Customer Modeled > Beauty
Branded Data > Specialists Marketing Services > Customer Modeled > Children's Products
Branded Data > Specialists Marketing Services > Customer Modeled > Collection
Branded Data > Specialists Marketing Services > Customer Modeled > Furniture
Branded Data > Specialists Marketing Services > Customer Modeled > Home Improvement DIY
Branded Data > Specialists Marketing Services > Customer Modeled > Jewelry
Branded Data > Specialists Marketing Services > Customer Modeled > Science
Branded Data > Specialists Marketing Services > Customer Modeled > Value Priced
Branded Data > Specialists Marketing Services > Demographic
Branded Data > Specialists Marketing Services > Demographic > Children in Household
Branded Data > Specialists Marketing Services > Demographic > Children in Household > 3
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

## Segment Detail View

Branded Data > Specialists Marketing Services > Demographic > Education Level Census > Some College

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 Market Value

Branded Data > Specialists Marketing Services > Demographic > Housing Attributes > Home Market Value > $50,000 - $74,999

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

Branded Data > Specialists Marketing Services > Demographic > Housing Attributes > Length Of Residence > 1 Year

Branded Data > Specialists Marketing Services > Demographic > Housing Attributes > Length Of Residence > 5 Years

Branded Data > Specialists Marketing Services > Demographic > Housing Attributes > Movers

Branded Data > Specialists Marketing Services > Demographic > Housing Attributes > Movers > Individual

Branded Data > Specialists Marketing Services > Demographic > Housing Attributes > Residence Type

Branded Data > Specialists Marketing Services > Demographic > Housing Attributes > Residence Type > Single-Family

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 > Credit Card Holder > Gas/Department/Retail Store Card

Branded Data > Specialists Marketing Services > Financial Attributes > Credit Card Holder > MasterCard

Branded Data > Specialists Marketing Services > Financial Attributes > Credit Card Holder > Visa

Branded Data > Specialists Marketing Services > Financial Attributes > Estimated Household Income

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

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

Branded Data > Specialists Marketing Services > Financial Attributes > Estimated Net Worth > $25,000 - $49,999

Branded Data > Specialists Marketing Services > Purchase Behaviors

Branded Data > Specialists Marketing Services > Purchase Behaviors > Apparel

Branded Data > Specialists Marketing Services > Purchase Behaviors > Apparel > Jewelry

## Segment Detail View

Branded Data > Specialists Marketing Services > Purchase Behaviors > Apparel > Women's
Branded Data > Specialists Marketing Services > Purchase Behaviors > Books & Magazines
Branded Data > Specialists Marketing Services > Purchase Behaviors > Books & Magazines > Magazines
Branded Data > Specialists Marketing Services > Purchase Behaviors > Children's Products
Branded Data > Specialists Marketing Services > Purchase Behaviors > Collectibles
Branded Data > Specialists Marketing Services > Purchase Behaviors > Collectibles > Military Memorabilia & Weaponry
Branded Data > Specialists Marketing Services > Purchase Behaviors > Collectibles > Stamps & Coins
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 > Crafts & Hobbies
Branded Data > Specialists Marketing Services > Purchase Behaviors > Electronics & Computers
Branded Data > Specialists Marketing Services > Purchase Behaviors > Electronics & Computers > Computers
Branded Data > Specialists Marketing Services > Purchase Behaviors > Entertainment
Branded Data > Specialists Marketing Services > Purchase Behaviors > Entertainment > DVDs & Videos
Branded Data > Specialists Marketing Services > Purchase Behaviors > Health & Wellness
Branded Data > Specialists Marketing Services > Purchase Behaviors > Health & Wellness > Beauty
Branded Data > Specialists Marketing Services > Purchase Behaviors > Home & Garden
Branded Data > Specialists Marketing Services > Purchase Behaviors > Home & Garden > Gardening
Branded Data > Specialists Marketing Services > Purchase Behaviors > Home & Garden > Home Furnishings & Decorating
Branded Data > Specialists Marketing Services > Purchase Behaviors > Home & Garden > Home Improvement
Branded Data > Specialists Marketing Services > Purchase Behaviors > Outdoor Activities
Branded Data > Specialists Marketing Services > Purchase Behaviors > Outdoor Activities > Golf
Branded Data > Specialists Marketing Services > Purchase Behaviors > Spectator Sports
Branded Data > Specialists Marketing Services > Purchase Behaviors > Travel
Branded Data > Specialists Marketing Services > Purchase Behaviors > Value-Priced Merchandise
Branded Data > Specialists Marketing Services > Vehicle Owner
Branded Data > Specialists Marketing Services > Vehicle Owner > Automobile
Branded Data > Specialists Marketing Services > Vehicle Owner > Automobile > Make
Branded Data > Specialists Marketing Services > Vehicle Owner > Automobile > Make > Pontiac
Branded Data > Specialists Marketing Services > Vehicle Owner > Automobile > Type
Branded Data > Specialists Marketing Services > Vehicle Owner > Automobile > Type > Car
Branded Data > Specialists Marketing Services > Vehicle Owner > Automobile > Year
Branded Data > Specialists Marketing Services > Vehicle Owner > Automobile > Year > 2005

**Segment Detail View**

Custom Categories - Private > DataXu
Custom Categories - Private > DataXu > Autos
Custom Categories - Private > DataXu > Autos > Aftermarket
Custom Categories - Private > DataXu > Autos > In-Market
Custom Categories - Private > DataXu > Autos > In-Market > Condition > Used
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 > Condition
Custom Categories - Private > DataXu > Autos > Interest > Condition > Used
Custom Categories - Private > DataXu > Consumer Packaged Goods (CPG)
Custom Categories - Private > DataXu > Consumer Packaged Goods (CPG) > Interest
Custom Categories - Private > DataXu > Consumer Technology
Custom Categories - Private > DataXu > Consumer Technology > In-Market
Custom Categories - Private > DataXu > Demographic
Custom Categories - Private > DataXu > Demographic > Education > High School Diploma
Custom Categories - Private > DataXu > Demographic > Education > Undergraduate Degree
Custom Categories - Private > DataXu > Demographic > Employment Status > Employed
Custom Categories - Private > DataXu > Demographic > Employment Status > Employed > Part-Time
Custom Categories - Private > DataXu > Demographic > Financial Attributes > Estimated Household Income (USD)
Custom Categories - Private > DataXu > Demographic > Financial Attributes > Estimated Household Income (USD) > $50,000 - $74,999
Custom Categories - Private > DataXu > Demographic > Financial Attributes > Estimated Net Worth (USD)
Custom Categories - Private > DataXu > Demographic > Financial Attributes > Estimated Net Worth (USD) > $100,000 - $249,999
Custom Categories - Private > DataXu > Demographic > Generations > Baby Boomers
Custom Categories - Private > DataXu > Demographic > Generations > Millennials
Custom Categories - Private > DataXu > Demographic > Household Composition > Age of Children in Household (Kids) > Parents of Toddlers (3-5)
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

**Segment Detail View**

Custom Categories - Private > DataXu > Demographic > Marital Status > Married
Custom Categories - Private > DataXu > Demographic > Marital Status > Single
Custom Categories - Private > DataXu > Life Stages & Events
Custom Categories - Private > DataXu > Life Stages & Events > Moving
Custom Categories - Private > DataXu > Life Stages & Events > Moving > Pre Movers
Custom Categories - Private > Disney EMEA > Enjoy Child-Free Activities
Custom Categories - Private > Euro Disney
Custom Categories - Private > Euro Disney > No Children in Household
Custom Categories - Private > MediaMath
Custom Categories - Private > MediaMath > Demographic
Custom Categories - Private > MediaMath > Demographic > Education
Custom Categories - Private > MediaMath > Demographic > Education > High School Diploma
Custom Categories - Private > MediaMath > Demographic > Education > Some College
Custom Categories - Private > MediaMath > Demographic > Education > Undergraduate Degree
Custom Categories - Private > MediaMath > Demographic > Employment Status
Custom Categories - Private > MediaMath > Demographic > Employment Status > Employed
Custom Categories - Private > MediaMath > Demographic > Employment Status > Employed > Part-Time
Custom Categories - Private > MediaMath > Demographic > Financial Attributes
Custom Categories - Private > MediaMath > Demographic > Financial Attributes > Estimated Household Income (USD)
Custom Categories - Private > MediaMath > Demographic > Financial Attributes > Estimated Household Income (USD) > $50,000 - $74,999
Custom Categories - Private > MediaMath > Demographic > Financial Attributes > Estimated Net Worth (USD)
Custom Categories - Private > MediaMath > Demographic > Financial Attributes > Estimated Net Worth (USD) > $100,000 - $249,999
Custom Categories - Private > MediaMath > Demographic > Generations
Custom Categories - Private > MediaMath > Demographic > Generations > Baby Boomers
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 Toddlers (3-5)
Custom Categories - Private > MediaMath > Demographic > Household Composition > Age of Children in Household (Kids) > Parents of Tweens/Teenagers (11-18)
Custom Categories - Private > MediaMath > Demographic > Household Composition > Children in Household (Kids)
Custom Categories - Private > MediaMath > Demographic > Household Composition > Children in Household (Kids) > Parents with Children in Household (Kids)
Custom Categories - Private > MediaMath > Demographic > Household Composition > Elderly Parent in Household

## Segment Detail View

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

Custom Categories - Private > MediaMath > Demographic > Household Composition > Number of Adults > 2 Adults

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

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

Custom Categories - Private > MediaMath > Demographic > Housing Attributes

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

Custom Categories - Private > MediaMath > Demographic > Housing Attributes > Estimated Home Value (USD) > $100,000 - $199,000

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 > Single

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 > 35-39

Custom Categories - Private > Teads TV > Demographics

Custom Categories - Private > Teads TV > Demographics > Education

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

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

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

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

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

Custom Categories - Private > Teads TV > Demographics > Family Composition (Household) > Age of Children in Household (Kids) > Parents of Toddlers (3-5)

Custom Categories - Private > Teads TV > Demographics > Family Composition (Household) > Age of Children in Household (Kids) > Parents of Tweens/Teenagers (11-18)

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

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

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

## Segment Detail View

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

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

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

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

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

Custom Categories - Private > Teads TV > Demographics > Financial Attributes > Estimated Household Income (USD)

Custom Categories - Private > Teads TV > Demographics > Financial Attributes > Estimated Household Income (USD) > HHI: $50,000 - $74,999

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

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

Custom Categories - Private > Teads TV > Demographics > Generations

Custom Categories - Private > Teads TV > Demographics > Generations > Baby Boomers

Custom Categories - Private > Teads TV > Demographics > Generations > GenX'ers

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

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

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

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

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

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

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

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

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

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

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

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

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

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 > 30-39

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 > 35-39

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

Custom Categories Internal - Private > Non-Mutex Logically Exclusive > Oracle > Age Narrow > 55-64

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 > Medium Segment

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

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

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

Custom Categories Internal - Private > Signal Data > Source Categories

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

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

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

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

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

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

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

Custom Categories Internal - Private > Signal Data > Source Categories > Demographics > Age Broad > Ages 30-39

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 35-39

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 55-64

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

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

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

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

## Segment Detail View

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

Custom Categories Internal - Private > Signal Data > Source Categories > Demographics > Family Composition (Household) > Age of Children in Household (Kids) > Parents of Tweens / Teenagers (11-18

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

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

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

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

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

Custom Categories Internal - Private > Signal Data > Source Categories > Demographics > Financial Attributes > Estimated Household Income (USD) > HHI: $20,000 - $49,999

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 Net Worth (USD) > $25,000 - $49,999

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

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

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

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

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

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

Custom Categories Internal - Private > Signal Data > Source Categories > Demographics > Language > Spanish

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) > $100,000 - $199,999

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

## Segment Detail View

Equifax / IXI - Private > General > AFS Buckets
Equifax / IXI - Private > General > AFS Buckets > 7
Equifax / IXI - Private > General > AFS Products
Equifax / IXI - Private > General > AFS Products > Autos
Equifax / IXI - Private > General > AFS Products > Credit Cards
Equifax / IXI - Private > General > AFS Products > High
Equifax / IXI - Private > General > AFS Products > Millenials - High
Equifax / IXI - Private > General > AFS Products > Mortgage
Equifax / IXI - Private > General > Credit Cards
Equifax / IXI - Private > General > Credit Cards > Millennials - Credit Card Transactor
Equifax / IXI - Private > General > Credit Cards > Reliable with Good Credit
Equifax / IXI - Private > General > Credit Cards > Revolving Card Balance Candidate
Equifax / IXI - Private > Network Products > Banking Propensity Segments
Equifax / IXI - Private > Network Products > Banking Propensity Segments > High Checking Account Balance
Equifax / IXI - Private > Network Products > Banking Propensity Segments > High Deposits
Equifax / IXI - Private > Network Products > Banking Propensity Segments > MMDA Investors
Equifax / IXI - Private > Network Products > Banking Propensity Segments > Mass Affluent
Equifax / IXI - Private > Network Products > Banking Propensity Segments > Mass Market and Mass Affluent Checking
Equifax / IXI - Private > Network Products > Banking Propensity Segments > Millennials - Mass Affluent
Equifax / IXI - Private > Network Products > Banking Propensity Segments > Millennials - Young and On the Road to Wealth
Equifax / IXI - Private > Network Products > Banking Propensity Segments > Young and On the Road to Wealth
Equifax / IXI - Private > Network Products > Financial Cohorts
Equifax / IXI - Private > Network Products > Financial Cohorts > <$100K+ Assets, Small Town & Rural - Working Small Town - Conservative Planners - P56
Equifax / IXI - Private > Network Products > Small Business Assets
Equifax / IXI - Private > Network Products > Small Business Assets > Small Business Asset Range Less than $10,000
Equifax / IXI - Private > Network Products > WealthComplete Deposits
Equifax / IXI - Private > Network Products > WealthComplete Deposits > Deposit Range $100000 - $249,999
Equifax / IXI - Private > Network Products > WealthComplete Total Investable Assets
Equifax / IXI - Private > Network Products > WealthComplete Total Investable Assets > Asset Range $100,000 - $249,999
Equifax / IXI - Private > Network Products > WealthComplete® HD Total Investable Assets
Equifax / IXI - Private > Network Products > WealthComplete® HD Total Investable Assets > Asset Range $100,000 - $249,999
Geographic
Geographic > IP based > United States

## Segment Detail View

Geographic > IP based > United States > Washington

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

Lotame - Private

Lotame - Private > COVID

Lotame - Private > COVID > Beauty/Skincare - Female

Lotame - Private > COVID > Beauty/Skincare - Male

Lotame - Private > COVID > CPG - Cleaning Supplies

Lotame - Private > COVID > CPG - Groceries + Meals

Lotame - Private > COVID > CPG - Pet Owners

Lotame - Private > COVID > Consumption - Keep Your Spirits High

Lotame - Private > COVID > DIY - Green Thumb

Lotame - Private > COVID > DIY - HGTV Wannabes

Lotame - Private > COVID > Entertainment - Devices Needs

Lotame - Private > COVID > Entertainment - Gamers

Lotame - Private > COVID > Parenting + Young Children

Lotame - Private > COVID > WFH - Home Office Needs

NCS - Private

NCS - Private > J&J

NCS - Private > J&J > Aveeno

NCS - Private > J&J > Aveeno > NCS+AVO-172+3P_Aveeno_Restorative Therapy_2021_TA-In Category_795612_CP_ACQ_GM_BE-AB_CE-AB_T-R52W -PD795612

NCS - Private > J&J > Lactaid

NCS - Private > J&J > Lactaid > NCS+LAC-023+3P_Lactaid_Milk_2020_TA-In Category_603484_CP_ACQ_GM_BE-AB_CE-AB_T-R52W -PD603484

NCS - Private > J&J > N/A

NCS - Private > J&J > N/A > NCS+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-128+3P_Neutrogena_Acne_2020_TA-In Category_603451_CP_ACQ_GM_BE-AB_CE-AB_T-R52W -PD603451

NCS - Private > J&J > Tylenol

NCS - Private > J&J > Tylenol > NCS+TYL-156+3P_Tylenol_SCC_2021_TA-In Category_796071_CP_ACQ_GM_BE-AB_CE-AB_T-R52W -PD796071

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

**Segment Detail View**

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) > Employment Status > Employed
Oracle BlueKai > Business (B2B) > Industries & Occupations > Computer & Mathematical
Oracle BlueKai > Business (B2B) > Industries & Occupations > Computer & Mathematical > Information Technology & Computing
Oracle BlueKai > Business (B2B) > Roles > Business Owners
Oracle BlueKai > Business (B2B) > Roles > Managers
Oracle BlueKai > Business (B2B) > Roles > Managers > Executives
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 > The Academy Awards
Oracle BlueKai > Custom Categories > Winter Olympics Enthusiast
Oracle BlueKai > Custom Categories > World Cup Enthusiast
Oracle BlueKai > Demographics
Oracle BlueKai > Demographics > Age > Lifestages > Baby Boomers
Oracle BlueKai > Demographics > Age > Lifestages > Gen X
Oracle BlueKai > Demographics > Age > Lifestages > Gen Y / Millennials
Oracle BlueKai > Demographics > Education > High School Diploma
Oracle BlueKai > Demographics > Education > Some College
Oracle BlueKai > Demographics > Education > Undergraduate Degree

**Segment Detail View**

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 Toddlers (Ages 3-5)

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

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

Oracle BlueKai > Demographics > Family Composition (Household) > Elderly Parent in Household

Oracle BlueKai > Demographics > Financial Attributes > Credit and Debt > Mortgage

Oracle BlueKai > Demographics > Financial Attributes > Estimated Household Income (USD) > HHI: $40,000-$49,999

Oracle BlueKai > Demographics > Financial Attributes > Estimated Household Income (USD) > HHI: $50,000-$59,999

Oracle BlueKai > Demographics > Financial Attributes > Estimated Household Income (USD) > HHI: Greater than $100,000

Oracle BlueKai > Demographics > Financial Attributes > Estimated Household Income (USD) > HHI: Greater than $100,000 > HHI: $100,000-$124,999

Oracle BlueKai > Demographics > Home Attributes > Home Owners

Oracle BlueKai > Demographics > Home Attributes > Length of Residence > 4-6 Years

Oracle BlueKai > Demographics > Home Attributes > Median Home Value > $100,000-$199,999

Oracle BlueKai > Demographics > Home Attributes > Pre-Movers

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 > Condition > Used Cars

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 > Retail

Oracle BlueKai > In-Market > Retail > Electronics

Oracle BlueKai > In-Market > Travel and Tourism

Oracle BlueKai > In-Market > Travel and Tourism > Hotels and Lodging

Oracle BlueKai > In-Market > Travel and Tourism > Hotels and Lodging > Lodging Types > Vacation Rentals

Oracle BlueKai > Interest

Oracle BlueKai > Interest > Animals

Oracle BlueKai > Interest > Animals > Pets

Oracle BlueKai > Interest > Animals > Pets > Cats

Oracle BlueKai > Interest > Animals > Pets > Dogs

## Segment Detail View

Oracle BlueKai > Interest > Arts and Entertainment
Oracle BlueKai > Interest > Arts and Entertainment > Events and Attractions
Oracle BlueKai > Interest > Arts and Entertainment > Events and Attractions > Theme and Amusement Parks
Oracle BlueKai > Interest > Arts and Entertainment > Film and Television
Oracle BlueKai > Interest > Arts and Entertainment > Film and Television > Animation
Oracle BlueKai > Interest > Arts and Entertainment > Film and Television > Movies
Oracle BlueKai > Interest > Arts and Entertainment > Film and Television > TV
Oracle BlueKai > Interest > Arts and Entertainment > Music
Oracle BlueKai > Interest > Arts and Entertainment > Pop Culture
Oracle BlueKai > Interest > Arts and Entertainment > Visual Arts and Galleries
Oracle BlueKai > Interest > Auto, Cars and Trucks
Oracle BlueKai > Interest > Auto, Cars and Trucks > Auto Enthusiasts
Oracle BlueKai > Interest > Auto, Cars and Trucks > Auto Enthusiasts > DIY Auto Repair and Maintenance
Oracle BlueKai > Interest > Auto, Cars and Trucks > Condition > Used Cars
Oracle BlueKai > Interest > Business and Finance
Oracle BlueKai > Interest > Business and Finance > Small Business
Oracle BlueKai > Interest > Education
Oracle BlueKai > Interest > Education > Career Improvement and Advice
Oracle BlueKai > Interest > Food and Drink
Oracle BlueKai > Interest > Food and Drink > Coffee and Tea
Oracle BlueKai > Interest > Food and Drink > Recipes and Cooking
Oracle BlueKai > Interest > Food and Drink > Restaurants
Oracle BlueKai > Interest > Food and Drink > Restaurants > Casual Dining
Oracle BlueKai > Interest > Health, Beauty and Style
Oracle BlueKai > Interest > Health, Beauty and Style > Dieting and Weight Loss
Oracle BlueKai > Interest > Health, Beauty and Style > Fashion
Oracle BlueKai > Interest > Health, Beauty and Style > Health
Oracle BlueKai > Interest > Health, Beauty and Style > Health > Alternative Medicine
Oracle BlueKai > Interest > Health, Beauty and Style > Personal Care
Oracle BlueKai > Interest > Health, Beauty and Style > Personal Care > Makeup and Skincare
Oracle BlueKai > Interest > Health, Beauty and Style > Wellness
Oracle BlueKai > Interest > Hobbies, Games and Toys
Oracle BlueKai > Interest > Hobbies, Games and Toys > Arts and Crafts

## Segment Detail View

Oracle BlueKai > Interest > Hobbies, Games and Toys > Collecting

Oracle BlueKai > Interest > Hobbies, Games and Toys > Games

Oracle BlueKai > Interest > Hobbies, Games and Toys > Musical Instruments and Performance

Oracle BlueKai > Interest > Hobbies, Games and Toys > Photography

Oracle BlueKai > Interest > Hobbies, Games and Toys > Woodworking

Oracle BlueKai > Interest > Home and Garden

Oracle BlueKai > Interest > Home and Garden > Appliances

Oracle BlueKai > Interest > Home and Garden > Gardening, Lawn and Yard Care

Oracle BlueKai > Interest > Home and Garden > Home Decorating

Oracle BlueKai > Interest > Home and Garden > Home Improvement (DIY)

Oracle BlueKai > Interest > Home and Garden > Home Improvement (DIY) > Remodeling and Construction

Oracle BlueKai > Interest > Home and Garden > Housewares and Furnishings

Oracle BlueKai > Interest > Internet and Online Activities

Oracle BlueKai > Interest > Internet and Online Activities > Online Dating

Oracle BlueKai > Interest > Internet and Online Activities > Streaming Media and Downloads

Oracle BlueKai > Interest > Internet and Online Activities > Streaming Media and Downloads > Online Radio

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 > Other Vehicles

Oracle BlueKai > Interest > Other Vehicles > Boats

Oracle BlueKai > Interest > Other Vehicles > Motorcycles and ATVs

Oracle BlueKai > Interest > Other Vehicles > Motorcycles and ATVs > Motorcycles

Oracle BlueKai > Interest > Parenting and Family

Oracle BlueKai > Interest > Parenting and Family > Grandparenting

Oracle BlueKai > Interest > Personal Finance

Oracle BlueKai > Interest > Personal Finance > Credit Products and Services

**Segment Detail View**

Oracle BlueKai > Interest > Personal Finance > Credit Products and Services > Credit Cards
Oracle BlueKai > Interest > Personal Finance > Credit Products and Services > Credit Reporting
Oracle BlueKai > Interest > Personal Finance > Insurance
Oracle BlueKai > Interest > Personal Finance > Insurance > Auto Insurance
Oracle BlueKai > Interest > Personal Finance > Insurance > Home and Property Insurance
Oracle BlueKai > Interest > Personal Finance > Insurance > Life Insurance
Oracle BlueKai > Interest > Personal Finance > Loans
Oracle BlueKai > Interest > Personal Finance > Loans > Auto Loans
Oracle BlueKai > Interest > Personal Finance > Loans > Mortgages
Oracle BlueKai > Interest > Personal Finance > Online Banking
Oracle BlueKai > Interest > Personal Finance > Personal Savings and Investments
Oracle BlueKai > Interest > Personal Finance > Real Estate (Home and Commercial)
Oracle BlueKai > Interest > Public Interest
Oracle BlueKai > Interest > Public Interest > Charities and Non-Profits
Oracle BlueKai > Interest > Science and Humanities
Oracle BlueKai > Interest > Shopping
Oracle BlueKai > Interest > Shopping > Apparel and Accessories
Oracle BlueKai > Interest > Shopping > Apparel and Accessories > Jewelry
Oracle BlueKai > Interest > Shopping > Apparel and Accessories > Men's
Oracle BlueKai > Interest > Shopping > Apparel and Accessories > Women's
Oracle BlueKai > Interest > Shopping > Bargain Hunting Shoppers
Oracle BlueKai > Interest > Shopping > Children's Product Shoppers
Oracle BlueKai > Interest > Shopping > Coupon Shoppers
Oracle BlueKai > Interest > Shopping > Discount and Big Box Stores
Oracle BlueKai > Interest > Shopping > Online Shoppers
Oracle BlueKai > Interest > 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 > Fishing
Oracle BlueKai > Interest > Sports and Recreation > Outdoor Activities > Hunting
Oracle BlueKai > Interest > Sports and Recreation > Outdoor Activities > Running and Jogging

**Segment Detail View**

Oracle BlueKai > Interest > Sports and Recreation > Outdoor Activities > Walking

Oracle BlueKai > Interest > Sports and Recreation > Sports

Oracle BlueKai > Interest > Sports and Recreation > Sports > Fantasy Sports

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 > Water Sports

Oracle BlueKai > Interest > Sports and Recreation > Sports > Water Sports > Scuba Diving

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 > Dell

Oracle BlueKai > Interest > Technology and Computers > Brands > Google (including Android)

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

## Segment Detail View

Oracle BlueKai > Interest > Technology and Computers > Computers > Handheld Devices
Oracle BlueKai > Interest > Technology and Computers > Computers > Handheld Devices > Tablets
Oracle BlueKai > Interest > Technology and Computers > Computers > Networking and Wireless
Oracle BlueKai > Interest > Technology and Computers > Enthusiasts
Oracle BlueKai > Interest > Technology and Computers > Enthusiasts > Programming Languages
Oracle BlueKai > Interest > Technology and Computers > Gadgets and Tech Toys
Oracle BlueKai > Interest > Technology and Computers > Smart Home
Oracle BlueKai > Interest > Travel and Tourism
Oracle BlueKai > Interest > Travel and Tourism > Destination Locations > International
Oracle BlueKai > Interest > Travel and Tourism > Destination Locations > International > Europe
Oracle BlueKai > Interest > Travel and Tourism > Destination Locations > International > Europe > Italy
Oracle BlueKai > Interest > Travel and Tourism > Products > Cruises
Oracle BlueKai > Interest > Travel and Tourism > Products > Guided Tours
Oracle BlueKai > Interest > Travel and Tourism > Products > Hotel and Lodgings
Oracle BlueKai > Interest > Travel and Tourism > Types > Leisure and Vacation
Oracle BlueKai > Interest > Video Games
Oracle BlueKai > Interest > Video Games > Gamers
Oracle BlueKai > Interest > Video Games > Genres > Casual
Oracle BlueKai > Interest > Video Games > Platforms > Computer (PC)
Oracle BlueKai > Interest > Video Games > Platforms > Online Games
Oracle BlueKai > 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 > Food & Beverages
Oracle BlueKai > Past Purchases > Consumer Packaged Goods (CPG) > Brands > Food & Beverages > Hersheys
Oracle BlueKai > Past Purchases > Consumer Packaged Goods (CPG) > Brands > Health & Beauty
Oracle BlueKai > Past Purchases > Consumer Packaged Goods (CPG) > Brands > Health & Beauty > Gillette
Oracle BlueKai > Past Purchases > Consumer Packaged Goods (CPG) > Brands > Household Supplies
Oracle BlueKai > Past Purchases > Consumer Packaged Goods (CPG) > Food & Beverages
Oracle BlueKai > Past Purchases > Consumer Packaged Goods (CPG) > Food & Beverages > Beverages
Oracle BlueKai > Past Purchases > Consumer Packaged Goods (CPG) > Food & Beverages > Frozen Foods

**Segment Detail View**

Oracle BlueKai > Past Purchases > Consumer Packaged Goods (CPG) > Food & Beverages > Snacks, Cookies & Candy
Oracle BlueKai > Past Purchases > Consumer Packaged Goods (CPG) > Food & Beverages > Snacks, Cookies & Candy > Candy
Oracle BlueKai > Past Purchases > Consumer Packaged Goods (CPG) > Food & Beverages > Snacks, Cookies & Candy > Chocolate
Oracle BlueKai > Past Purchases > Consumer Packaged Goods (CPG) > Food & Beverages > Snacks, Cookies & Candy > Nuts & Trail Mix
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 > Hair Care
Oracle BlueKai > Past Purchases > Consumer Packaged Goods (CPG) > Health & Beauty > Health
Oracle BlueKai > Past Purchases > Consumer Packaged Goods (CPG) > Health & Beauty > Health > Weight Management
Oracle BlueKai > Past Purchases > Consumer Packaged Goods (CPG) > Health & Beauty > Personal Care
Oracle BlueKai > Past Purchases > Consumer Packaged Goods (CPG) > Health & Beauty > Personal Care > Shaving
Oracle BlueKai > Past Purchases > Consumer Packaged Goods (CPG) > Health & Beauty > Personal Care > Shaving > Razors & Blades
Oracle BlueKai > Past Purchases > Consumer Packaged Goods (CPG) > Household Supplies
Oracle BlueKai > Past Purchases > Consumer Packaged Goods (CPG) > Household Supplies > Cleaning & Laundry
Oracle BlueKai > Past Purchases > Consumer Packaged Goods (CPG) > Household Supplies > Cleaning & Laundry > Household Cleaners
Oracle BlueKai > Past Purchases > Consumer Packaged Goods (CPG) > Household Supplies > Cleaning & Laundry > Laundry Products
Oracle BlueKai > Past Purchases > Consumer Packaged Goods (CPG) > Pet Supplies
Oracle BlueKai > Past Purchases > Education
Oracle BlueKai > Past Purchases > Education > Online Education
Oracle BlueKai > Past Purchases > Financial Products & Services
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 > Retail
Oracle BlueKai > Past Purchases > Retail > Automotive Parts & Accessories
Oracle BlueKai > Past Purchases > Retail > Babies & Kids
Oracle BlueKai > Past Purchases > Retail > Babies & Kids > Apparel
Oracle BlueKai > Past Purchases > Retail > Babies & Kids > Babies & Toddlers
Oracle BlueKai > Past Purchases > Retail > Babies & Kids > Babies & Toddlers > Care

## Segment Detail View

Oracle BlueKai > Past Purchases > Retail > Babies & Kids > Babies & Toddlers > Toys
Oracle BlueKai > Past Purchases > Retail > Babies & Kids > Babies & Toddlers > Toys > Learning
Oracle BlueKai > Past Purchases > Retail > Clothing, Shoes & Accessories
Oracle BlueKai > Past Purchases > Retail > Clothing, Shoes & Accessories > Clothing
Oracle BlueKai > Past Purchases > Retail > Clothing, Shoes & Accessories > Clothing > Styles
Oracle BlueKai > Past Purchases > Retail > Clothing, Shoes & Accessories > Clothing > Styles > Luxury
Oracle BlueKai > Past Purchases > Retail > Clothing, Shoes & Accessories > Clothing > Styles > Plus Size
Oracle BlueKai > Past Purchases > Retail > Clothing, Shoes & Accessories > Clothing > Type
Oracle BlueKai > Past Purchases > Retail > Clothing, Shoes & Accessories > Clothing > Type > Men's
Oracle BlueKai > Past Purchases > Retail > Clothing, Shoes & Accessories > Clothing > Type > Women's
Oracle BlueKai > Past Purchases > Retail > Clothing, Shoes & Accessories > Jewelry & Watches
Oracle BlueKai > Past Purchases > Retail > Computers
Oracle BlueKai > Past Purchases > Retail > Computers > Desktops & Laptops
Oracle BlueKai > Past Purchases > Retail > Electronics
Oracle BlueKai > Past Purchases > Retail > Electronics > Cameras & Photography
Oracle BlueKai > Past Purchases > Retail > Entertainment
Oracle BlueKai > Past Purchases > Retail > Entertainment > Activity & Event Tickets
Oracle BlueKai > Past Purchases > Retail > Entertainment > Activity & Event Tickets > Concerts
Oracle BlueKai > Past Purchases > Retail > Entertainment > Activity & Event Tickets > Concerts > Rock & Pop
Oracle BlueKai > Past Purchases > Retail > Entertainment > Activity & Event Tickets > Sporting Events
Oracle BlueKai > Past Purchases > Retail > Entertainment > Books & Magazines
Oracle BlueKai > Past Purchases > Retail > Entertainment > Books & Magazines > Magazines & Newspapers
Oracle BlueKai > Past Purchases > Retail > Entertainment > Movies, Television & Video
Oracle BlueKai > Past Purchases > Retail > Entertainment > Movies, Television & Video > DVDs
Oracle BlueKai > Past Purchases > Retail > Hobbies, Games & Toys
Oracle BlueKai > Past Purchases > Retail > Hobbies, Games & Toys > Arts & Crafts
Oracle BlueKai > Past Purchases > Retail > Hobbies, Games & Toys > Musical Instruments
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 > Outdoors

## Segment Detail View

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

Oracle BlueKai > Past Purchases > Retail > Sports Equipment & Outdoor Gear > Outdoor Activities > Golf

Oracle BlueKai > Past Purchases > Retail > Video Games

Oracle BlueKai > Past Purchases > Services

Oracle BlueKai > Past Purchases > Services > Restaurants

Oracle BlueKai > Past Purchases > Services > Restaurants > Casual Dining

Oracle BlueKai > Past Purchases > Services > Restaurants > Family Restaurants

Oracle BlueKai > Past Purchases > Services > Restaurants > Fast Food

Oracle BlueKai > Television

Oracle BlueKai > Television > Viewership

Oracle BlueKai > Television > Viewership > Shows

Oracle BlueKai > Television > Viewership > Shows > Fox

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 > Buy or Lease

Oracle Limited - Private > Automotive > In-Market > Buy or Lease > Buy

Oracle Limited - Private > Automotive > In-Market > Condition

Oracle Limited - Private > Automotive > In-Market > Condition > Used

Oracle Limited - Private > Automotive > Interest (Affinity)

Oracle Limited - Private > Automotive > Interest (Affinity) > Auto Enthusiasts

Oracle Limited - Private > Automotive > Interest (Affinity) > Auto Enthusiasts > DIY Auto Repair and Maintenance

Oracle Limited - Private > Automotive > Interest (Affinity) > Body Styles

Oracle Limited - Private > Automotive > Interest (Affinity) > Body Styles > Motorcycles

Oracle Limited - Private > Automotive > Interest (Affinity) > Other Vehicles

Oracle Limited - Private > Automotive > Interest (Affinity) > Other Vehicles > Boats

Oracle Limited - Private > Automotive > Vehicle Owners

Oracle Limited - Private > Automotive > Vehicle Owners > Makes

Oracle Limited - Private > Automotive > Vehicle Owners > Makes > Buick

Oracle Limited - Private > Automotive > Vehicle Owners > Makes > Chevrolet

Oracle Limited - Private > Automotive > Vehicle Owners > Makes > Hyundai

Oracle Limited - Private > Automotive > Vehicle Owners > Makes > Mazda

Oracle Limited - Private > Automotive > Vehicle Owners > Makes > Nissan

Oracle Limited - Private > Automotive > Vehicle Owners > Recent Buyers

Oracle Limited - Private > Automotive > Vehicle Owners > Recent Buyers > Recent Car and Truck Buyers (New Owners)

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

## Segment Detail View

Ziff Davis - ODC Seat - Private > Connected Home > Smart Appliances
Ziff Davis - ODC Seat - Private > Connected Home > Smart Lighting
Ziff Davis - ODC Seat - Private > Connected Home > Smart TV
Ziff Davis - ODC Seat - Private > Custom Categories
Ziff Davis - ODC Seat - Private > Custom Categories > Gamers
Ziff Davis - ODC Seat - Private > Custom Categories > Gamers > Action/Adventure Switch Gamers have not played Breath of Wild
Ziff Davis - ODC Seat - Private > Custom Categories > Gamers > Breath of Wild Gamers +100 hrs
Ziff Davis - ODC Seat - Private > Custom Categories > Gamers > Breath of Wild Gamers +50 hrs
Ziff Davis - ODC Seat - Private > Custom Categories > Gamers > Breath of Wild Gamers have played Super Smash Bros
Ziff Davis - ODC Seat - Private > Custom Categories > Gamers > Musou Gamers have played Breath of Wild
Ziff Davis - ODC Seat - Private > Custom Categories > Gamers > Musou Gamers playing Hyrule Warriors DE, Fire Emblem Warriors, etc.
Ziff Davis - ODC Seat - Private > Gaming
Ziff Davis - ODC Seat - Private > Gaming > Consoles & Platforms
Ziff Davis - ODC Seat - Private > Gaming > Consoles & Platforms > Microsoft Xbox 360
Ziff Davis - ODC Seat - Private > Gaming > Consoles & Platforms > Microsoft Xbox One
Ziff Davis - ODC Seat - Private > Gaming > Consoles & Platforms > Mobile & App Based Gaming
Ziff Davis - ODC Seat - Private > Gaming > Consoles & Platforms > Nintendo 3DS
Ziff Davis - ODC Seat - Private > Gaming > Consoles & Platforms > Nintendo Wii & Wii-U
Ziff Davis - ODC Seat - Private > Gaming > Consoles & Platforms > PC Games
Ziff Davis - ODC Seat - Private > Gaming > Consoles & Platforms > Sony PlayStation 3 (PS3)
Ziff Davis - ODC Seat - Private > Gaming > Consoles & Platforms > Sony PlayStation 4 (PS4)
Ziff Davis - ODC Seat - Private > Gaming > Consoles & Platforms > Sony PlayStation Vita
Ziff Davis - ODC Seat - Private > Gaming > Franchise
Ziff Davis - ODC Seat - Private > Gaming > Franchise > Assassin's Creed
Ziff Davis - ODC Seat - Private > Gaming > Franchise > Batman
Ziff Davis - ODC Seat - Private > Gaming > Franchise > Battlefield
Ziff Davis - ODC Seat - Private > Gaming > Franchise > Call of Duty
Ziff Davis - ODC Seat - Private > Gaming > Franchise > Fallout
Ziff Davis - ODC Seat - Private > Gaming > Franchise > God of War
Ziff Davis - ODC Seat - Private > Gaming > Franchise > Halo
Ziff Davis - ODC Seat - Private > Gaming > Franchise > Pokemon
Ziff Davis - ODC Seat - Private > Gaming > Franchise > South Park
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 360

Ziff Davis - ODC Seat - Private > Self-Classification > Ziff Davis CORE > Gaming > Platforms and Consoles > Microsoft Xbox One

Ziff Davis - ODC Seat - Private > Self-Classification > Ziff Davis CORE > Gaming > Platforms and Consoles > Mobile App Based Gaming

Ziff Davis - ODC Seat - Private > Self-Classification > Ziff Davis CORE > Gaming > Platforms and Consoles > Nintendo 3DS

Ziff Davis - ODC Seat - Private > Self-Classification > Ziff Davis CORE > Gaming > Platforms and Consoles > Nintendo Switch

Ziff Davis - ODC Seat - Private > Self-Classification > Ziff Davis CORE > Gaming > Platforms and Consoles > Nintendo Wii and Wii-U

Ziff Davis - ODC Seat - Private > Self-Classification > Ziff Davis CORE > Gaming > Platforms and Consoles > Sony PlayStation 3 (PS3)

Ziff Davis - ODC Seat - Private > Self-Classification > Ziff Davis CORE > Gaming > Platforms and Consoles > Sony PlayStation 4 (PS4)

Ziff Davis - ODC Seat - Private > Self-Classification > Ziff Davis CORE > Gaming > Platforms and Consoles > Sony PlayStation Vita

Ziff Davis - ODC Seat - Private > Self-Classification > Ziff Davis CORE > Gaming > Virtual Reality (VR) Games and Hardware

Ziff Davis - ODC Seat - Private > Self-Classification > Ziff Davis CORE > Shopping

Ziff Davis - ODC Seat - Private > Self-Classification > Ziff Davis CORE > Shopping > Holiday Shoppers

Ziff Davis - ODC Seat - Private > Self-Classification > Ziff Davis CORE > Shopping > Luxury Shoppers and Intenders

Ziff Davis - ODC Seat - Private > Self-Classification > Ziff Davis CORE > Technology

Ziff Davis - ODC Seat - Private > Self-Classification > Ziff Davis CORE > Technology > Connected Home Voice Devices

Ziff Davis - ODC Seat - Private > Self-Classification > Ziff Davis CORE > Technology > Nest Intenders Custom

Ziff Davis - ODC Seat - Private > Self-Classification > Ziff Davis CORE > Technology > Unlocked Phones custom

Ziff Davis - ODC Seat - Private > Self-Classification > Ziff Davis CORE > Technology > Wearable Tech

Ziff Davis - ODC Seat - Private > Sites

Ziff Davis - ODC Seat - Private > Sites > Tech - CE

Ziff Davis - ODC Seat - Private > Sites > Tech - CE > PCMag.com

Ziff Davis - ODC Seat - Private > Sites > Tech - CE > speedtest.net

Ziff Davis - ODC Seat - Private > Streaming Media

Ziff Davis - ODC Seat - Private > Streaming Media > Amazon Fire

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

Ziff Davis - ODC Seat - Private > Streaming Media > Cable Cutters

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

Ziff Davis - ODC Seat - Private > Streaming Media > Google Play

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

## Segment Detail View

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