

Epsilon Data Dictionary

EPSILON®

Audience creation and
omnichannel activation



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HOW WE CAN HELP

Audience recommendations:

Don't know what you want? Tell us your goal and let our team of experts provide suggestions.

Custom data requests: Already know what you want? We'll make it and send it your way.

Omnichannel activation:

Choose from any of our partners to make the data available where you need it.

Data taxonomy: Need help finding our audiences within the platforms? We can direct you to the path.

General education & questions: Want to know more about Epsilon, how our data is sourced or online data in general? Ask away!

Get in touch.

For more information about how our data is sourced and where you can find our audiences, Email onlinedatahotline@epsilon.com or visit epsilon.com/datahotline.

DATA OVERVIEW

Epsilon knows consumers better than anyone else and we know where to find them. We help the world's leading brands design custom audiences and reach the right people in any channel, in the moments that matter most.

Our comprehensive suite of audience data encompasses:

- More transactional data for marketing purposes than any other company
- An industry-leading compiled file with insights on virtually every U.S. consumer spanning demographics, lifestyles and interests, vehicle information and more
- Proprietary consumer survey data with unique interest, behavioral and ailment information

We work with you to understand your campaign goals and deliver precision audiences across all channels: direct mail, email, digital, mobile, social and advanced TV.

AUDIENCE LISTING



Ailments & Medications



Lifestyles & Interests



Automotive



Restaurants



Banking & Finance



Retail



Charitable Donors



Technology & Connectivity



Food & Grocery



Transactional



Demographics



Travel



Insurance



CONDITIONS

ADD/ADHD

Allergies • Nasal Allergies

Anemia

Anxiety

Arthritis • Gout
• Osteoarthritis
• Rheumatoid Arthritis

Bladder & Bowel Ailments • Bedwetting
• Bladder Leakage
• Constipation
• Overactive Bladder

Colitis

Dental Ailments • Sensitive Teeth

Depression

Diabetes • Diet & Exercise Treatment
• Type 1 Diabetes
• Type 2 Diabetes

Digestive Ailments • Acid Indigestion
• GERD
• Heartburn
• Irregularity
• Lactose Intolerance

Foot Ailments

Hearing Loss

Heart Conditions • Angina • Heart Disease
• Atrial Fibrillation • Irregular Heart Rhythm
• Heart Attack • Stroke

High Blood Pressure

High Cholesterol

Insomnia • Nighttime Sleeplessness

Menopause

Nasal Congestion • Frequent
• Infrequent
• Trouble Sleeping Due to Breathing
• Very Frequent

CONDITIONS (continued)

Osteoporosis	
Pain	<ul style="list-style-type: none">• Back Pain• Difficulty Walking• Headaches & Migraines• Joint Pain
Respiratory Ailments	<ul style="list-style-type: none">• Asthma• COPD
Sinus & Nasal Ailments	
Skin Ailments	<ul style="list-style-type: none">• Acne• Cold Sores• Eczema or Psoriasis
Snoring	
Vision Conditions	<ul style="list-style-type: none">• Macular Degeneration

MEDICAL & HEALTH PRODUCTS

Dentures
Glasses or Contact Lenses
Laxatives
Preventative Health Screenings
Uses Adult Diapers or Liners
Uses Diabetes Monitor
Uses Hearing Aids

MEDICATIONS

Acid Indigestion Medications

Allergy Medication	<ul style="list-style-type: none">Nasal SpraysOral Medications
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Arthritis Medications	<ul style="list-style-type: none">Daily Aspirin TherapyRheumatoid Arthritis Medications
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Cold Sore Medications

Depression Medications

Diabetes Medications	<ul style="list-style-type: none">InsulinOral Medications
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Heart Condition Medications

High Cholesterol Medications

Pain Medications	<ul style="list-style-type: none">Back Pain MedicationsBody Pain MedicationsHeadache & Migraine MedicationsJoint Pain Medications
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Respiratory Medications	<ul style="list-style-type: none">Asthma Medications
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Auto Purchase Intenders		
Average Current Market Value: All Vehicles	<ul style="list-style-type: none"><\$1,000-\$30,001+ <i>Contact us for full segment listing</i>	
In Market for a Domestic Vehicle		
In Market for a Luxury Full-Size Truck		
In Market for a Luxury Vehicle		
In Market for a Midsize Car		
In Market for a Midsize SUV		
In Market for a New Vehicle		
In Market for a Used Vehicle		
In Market for an Economy Car		
In Market for an Economy SUV		
In Market for an Imported Vehicle		
In Market to Lease a Vehicle		
Last Household Member Seen at Service	<ul style="list-style-type: none">Available for Persons 1-5 in the household	
New Luxury Vehicle Purchasers		
New Non-Luxury Vehicle Purchasers		
Other Transportation	<ul style="list-style-type: none">Boat OwnersMotorcycle OwnersRV Owners	
Repeat Car Brand Purchasers		
Specific Vehicle Type	<ul style="list-style-type: none">Cargo VansCompact PickupsConvertiblesCrossoversExoticsFull Size PickupsFull Size SUVsHeavy Duty PickupsLarge CarsLuxury SUVsLuxury VehiclesMidsize CarsMidsize SUVsMini Sport Utilities	<ul style="list-style-type: none">MinivansNear Luxury CarsOpen TopsPassenger VansSmall CarsSpecialty TrucksSporty CarsStately WagonStation Wagons

Total Current Market Value: All Vehicles	<ul style="list-style-type: none"> • <\$1,000-\$30,001+ <i>Contact us for full segment listing</i>	
Total Current Market Value: Cars	<ul style="list-style-type: none"> • <\$1,000-\$30,001+ <i>Contact us for full segment listing</i>	
Total Current Market Value: Trucks	<ul style="list-style-type: none"> • <\$1,000-\$30,001+ <i>Contact us for full segment listing</i>	
Vehicle Class	<ul style="list-style-type: none"> • Crossover • Full Size Car • Full Size SUV • Full Size Truck • Full Size Van • Mid Size Car 	<ul style="list-style-type: none"> • Mid Size Truck • Minivan • Small Car • Small SUV • Small Truck
Vehicle Current Market Value	<ul style="list-style-type: none"> • <\$1,000-\$30,001+ <i>Contact us for full segment listing</i>	
Vehicle Fuel Type	<ul style="list-style-type: none"> • Bio Diesel • Compressed Natural Gas • Diesel • Electric • Flexible Fuel 	<ul style="list-style-type: none"> • Gas • Gas/Electric Hybrid • Plug In Hybrid • Propane Gas
Vehicle Make	<ul style="list-style-type: none"> • Acura • Audi • BMW • Buick • Cadillac • Chevrolet • Chrysler • Dodge • Ford • GMC • Honda • Hyundai • Infiniti • Jeep • KIA 	<ul style="list-style-type: none"> • Lexus • Lincoln • Mazda • Mercedes-Benz • Mercury • Mitsubishi • Nissan • Oldsmobile • Plymouth • Pontiac • Saturn • Subaru • Toyota • Volkswagen • Volvo
Vehicle Manufacturer Type	<ul style="list-style-type: none"> • Antique • Chrysler Products • Ford Products • GM Products 	<ul style="list-style-type: none"> • High End Imports • Low End Imports • Other
Vehicle Mileage	<ul style="list-style-type: none"> • 0-250,000+ miles (in 10,000-mile segments) 	

Vehicle Model

- Acura MDX
- Acura TL
- BMW 3 Series
- BMW 5 Series
- Buick Century
- Buick LeSabre
- Buick Regal
- Cadillac CTS
- Cadillac Deville
- Chevy Blazer
- Chevy C/K 1500
- Chevy Camaro
- Chevy Cavalier
- Chevy Cobalt
- Chevy Cruze
- Chevy Equinox
- Chevy Impala
- Chevy Lumina
- Chevy Malibu
- Chevy Monte Carlo
- Chevy S-10
- Chevy Silverado 1500
- Chevy Silverado 2500
- Chevy Tahoe
- Chevy Trailblazer
- Chevy Traverse
- Chrysler 300
- Chrysler PT Cruiser
- Chrysler Sebring
- Chrysler Town & Country
- Dodge Caravan
- Dodge Charger
- Dodge Dakota
- Dodge Durango
- Dodge Grand Caravan
- Dodge Intrepid
- Dodge Neon
- Dodge Ram Pickup 1500
- Dodge Ram Pickup 2500
- Dodge Stratus
- Ford Edge
- Ford Escape
- Ford Escort
- Ford Expedition
- Ford F-150
- Ford F-250
- Ford F-350
- Ford Focus
- Ford Fusion
- Ford Ranger
- Ford Taurus
- Ford Windstar
- GMC Sierra 1500
- GMC Suburban
- GMC Yukon
- Honda Accord
- Honda Civic
- Honda CR-V
- Honda Odyssey
- Honda Pilot
- Hyundai Elantra
- Hyundai Santa Fe
- Hyundai Sonata
- Jeep Cherokee
- Jeep Grand Cherokee
- Jeep Liberty
- Jeep Wrangler
- KIA Optima
- KIA Sorento
- Lexus RX 350
- Lincoln Town Car
- Mazda Mazda3
- Mercedes-Benz C-Class
- Mercedes-Benz E-Class
- Mercury Grand Marquis
- Mercury Sable
- Nissan Altima
- Nissan Frontier
- Nissan Maxima
- Nissan Murano
- Nissan Pathfinder
- Nissan Rogue
- Nissan Sentra
- Oldsmobile Cutlass
- Pontiac G6
- Pontiac Grand Am
- Pontiac Grand Prix
- Subaru Forester
- Subaru Outback
- Toyota 4Runner
- Toyota Avalon
- Toyota Camry
- Toyota Corolla
- Toyota Highlander
- Toyota Prius
- Toyota RAV4
- Toyota Sienna
- Toyota Tundra
- Volkswagen Jetta
- Volkswagen Passat

Vehicle Service Center Users

Vehicle Style	<ul style="list-style-type: none">• Convertible• Coupe 2 Door• Crossover Utility Vehicle• Luxury• Pickup	<ul style="list-style-type: none">• Sport• Utility• Van• Wagon
Vehicle Type	<ul style="list-style-type: none">• Luxury Cars• Passenger Cars• Sports Cars	<ul style="list-style-type: none">• SUV• Trucks• Vans
Vehicle Year	<ul style="list-style-type: none">• 1995-2017	

AUTOMOTIVE TRANSACTIONS*

Auto Dealer Customers	<ul style="list-style-type: none">• American Brand Car Dealership Customers• Asian Brand Car Dealership Customers• European Brand Car Dealership Customers• Foreign Brand Car Dealership Customers• German Brand Car Dealership Customers	<ul style="list-style-type: none">• High-End & Luxury Brand Car Dealership Customers• Low-End Brand Car Dealership Customers• Mid-Line Brand Car Dealership Customers
Auto Parts & Repair Customers	<ul style="list-style-type: none">• Auto Parts Buyers• Auto Repair & Maintenance Customers	<ul style="list-style-type: none">• Tire Buyers• Windshield Replacement Customers
Gas Station Customers	<ul style="list-style-type: none">• Car Wash Customers• Convenience Stores with Gas Stations	

*Sourced from a pool of non-cash transactions covering more than \$2 trillion in U.S. consumer spend. Please see the Transactional section for the full listing.



BANKING & INVESTING

401k Investors

Annuity Customers

Auto Loan Purchase Intenders

Bank Checking & Deposit Option Seekers

Banks Online at Least Weekly

Certificates of Deposit Customers

Community Bank Customers

Convenience Banking Seekers

Credit Union Members

Education Savings Plan Owners

Financial Advisor Clients

Financial Institution Switchers

Frequent ATM Users

Home Loan Intenders

Interest Checking Account Customers

Interested in Investments

Interested in Mutual Funds

Interested in Stock & Bonds

Investment & Trust Banking Seekers

Investment Broker Users

Lending Customers

Loyal Financial Institution Customers

Mobile Payment App Users

Mortgage Holders

Mortgage Refinancing Intenders

Mutual Fund Investors

National Bank Customers

New Investors

BANKING & INVESTING (continued)

Online Financial Broker Users
Online Savings Account Customers
Regional Bank Customers
Risk Averse Investors
Stocks/Bonds Investors
Student Loan Customers/Intenders
Underbanked Customers

CREDIT & DEBIT CARDS

American Express Cardholders
MasterCard Cardholders
Visa Cardholders
Bank Branded Cardholders
Branded Retail Credit Card Users
Catalog Showroom Branded Cardholders
Computer & Electronics Branded Cardholders
Finance Company Branded Cardholders
Furniture Branded Cardholders
Grocery Branded Cardholders
Home & Office Supply Branded Cardholders
Home Improvement Branded Cardholders
Low-End Department Store Branded Cardholders
Main Street Retail Branded Cardholders
Membership Warehouse Cardholders
Miscellaneous Branded Cardholders
Oil & Gas Branded Cardholders
Retail Branded Cardholders
Specialty Apparel Branded Cardholders
Sporting Goods Branded Cardholders
Standard Specialty Cardholders

CREDIT & DEBIT CARDS (continued)

Travel & Entertainment Cardholders	
TV Mail Order Branded Cardholders	
Upscale Retail Branded Cardholders	
Upscale Specialty Retail Branded Cardholders	
Bankcard Issue Date	• 2011-2017
Cash Back Rewards Cardholders	
Credit Card Balance Transfer Users	
Credit Card Revolvers	
Credit Cardholders	
Debit Card Users	
Debit Cardholders	
Debit Rewards Cardholders	
Low Interest Credit Cardholders	
Loyalty & Rewards Points Cardholders	
Open Lines of Credit	• None, 1-9+
Pays off Credit Cards in Full	
Prepaid Card Users	

FINANCIALS

401k Plan Owners		
Annuity Product Owners		
Auto Loan Holders		
Credit Active		
Date of Home Equity Loan	<ul style="list-style-type: none"> • 1999 or before • 2000 - 2009 • 2010 - 2012 • 2013 	<ul style="list-style-type: none"> • 2014 • 2015 • 2016 • 2017
First Mortgage Amount	<ul style="list-style-type: none"> • 0-\$750,000+ <i>Contact us for full segment listing</i>	
Home Equity Loan Amount	<ul style="list-style-type: none"> • <\$50,000-\$300,000+ <i>Contact us for full segment listing</i>	

FINANCIALS (continued)

Home Equity Loan Holders		
Home Loan to Value Ratio	<ul style="list-style-type: none">• Greater than or Equal to 1:1• Less than 1:1	
Home Refinancers		
Income Relative to County	<ul style="list-style-type: none">• Top Index• Above Average Index• Average Index• Below Average Index	
Income to Debt Ratio	<ul style="list-style-type: none">• Above Average• Average• Below Average• Poor	
Installment Loan Holders		
Mortgage Interest Rate	<ul style="list-style-type: none">• Below 3%• 3.0% to 3.99%• 4.0% to 4.99%	<ul style="list-style-type: none">• 5.0% to 5.99%• 6.0% to 6.99%• Above 7%
Mortgage Liability	<ul style="list-style-type: none">• 0-\$750,000+ <i>Contact us for full segment listing</i>	
Mortgage/Refinance Interest Rate Type	<ul style="list-style-type: none">• Fixed Rate Loan• Graduated Payment Loan• Variable Rate Loan	
Mortgage/Refinance Loan Type	<ul style="list-style-type: none">• Conventional• Federal Housing Authority• New Construction• Veterans Administration	
Net Worth	<ul style="list-style-type: none">• <\$25,000-\$1M+ <i>Contact us for full segment listing</i>	
Paycheck to Paycheck Consumers		
Pays All Bills on Time	<ul style="list-style-type: none">• For all ‘Pays on Time’ audiences, the following segments are available: Most Likely, More Than Likely, Less Likely, Likely, Unlikely	
Pays on Time: Auto Loans		
Pays On Time: Bank Card Bills		
Pays On Time: Retail Credit Card Bills		
Second Mortgage Amount	<ul style="list-style-type: none">• \$0-\$750,000+ <i>Contact us for full segment listing</i>	

FINANCIALS (continued)

Short Term Liabilities	<ul style="list-style-type: none"> None; \$1-\$50,000+ <i>Contact us for full segment listing</i>
Student Loan Holders	
Time Since Mortgage Taken	<ul style="list-style-type: none"> 0-30 years <i>Contact us for full segment listing</i>
Total Cash & Investment Resources	<ul style="list-style-type: none"> <\$25,000-\$500,000+ <i>Contact us for full segment listing</i>
Total Current Cash Savings	<ul style="list-style-type: none"> <\$500-\$100,000+ <i>Contact us for full segment listing</i>
Total Investment Resources	<ul style="list-style-type: none"> No investments; <\$4,999-\$500,000+ <i>Contact us for full segment listing</i>

FINANCIAL SERVICES TRANSACTIONS

Credit Score Customers	<ul style="list-style-type: none"> Credit Score & Identity Protection Customers Identity Protection Customers
Insurance Customers	<ul style="list-style-type: none"> National Brand Insurance Buyers Off-Brand Insurance Buyers Online Insurance Buyers Supplemental Insurance Buyers
Investment Services Clients	<ul style="list-style-type: none"> Financial Advisor Clients Stock Trading Platform Customers
Tax Software & Advisory Services Customers	<ul style="list-style-type: none"> Tax Advisor Customers Tax Software Users

*Sourced from a pool of non-cash transactions covering more than \$2 trillion in U.S. consumer spend. Please see the Transactional section for the full listing.



Active Military Causes Donors		
Alzheimer’s Causes Donors		
Animal Welfare Causes Donors		
Arts & Cultural Causes Donors		
Cancer Causes Donors		
Catholic Causes Donors		
Charitable Causes Donors		
Children’s Causes Donors		
Conservative Causes Donors		
Donates to Charities	<ul style="list-style-type: none">• Very Frequent Donors• Frequent Donors• Infrequent Donors	
Food Bank Donors		
Health Causes Donors		
High Dollar Charitable Donors		
High Dollar Religious Donors		
Humanitarian Causes Donors		
Hunger Relief Causes Donors		
LGBT Causes Donors		
Liberal Causes Donors		
Native American Causes Donors		
Planned Givers		
Political Donor Propensity	<ul style="list-style-type: none">• Democrat• Republican	
Religious Causes Donors		
Senior Citizens Causes Donors		
Veteran Causes Donors		
Wildlife & Environmental Causes Donors		
World Relief Causes Donors		



PURCHASE BEHAVIORS*

Brand Loyalists

Discount Seekers

Everyday Low Price Shoppers

Green/Natural Product Purchasers

Heavy Coupon Redeemers

Home Cleaning

- Brand-Loyal Home Cleaning Product Purchasers
- Convenience-Seeking Home Cleaning Product Purchasers
- Green/Natural Home Cleaning Product Purchasers
- Heavy Cleaners
- New Home Cleaning Product Seekers
- Online Home Cleaning Product Purchasers
- Premium Natural Home Cleaning Purchasers
- Price-Driven Home Cleaning Products Purchasers

Impulse Purchasers

Laundry

- Brand-Loyal Laundry Purchasers
- New Laundry Product Seekers
- Online Laundry Product Purchasers
- Premium Natural Laundry Product Purchasers
- Price-Driven Laundry Product Purchasers

Mobile Shopping List Users

Multi-Retailer Shoppers

One-Stop Shoppers

Organic Product Purchasers

Paper Shopping List Users

Personal Care

- Brand-Loyal Personal Care Product Purchasers
- Convenience-Seeking Personal Care Product Users
- Natural Personal Care Product Purchasers
- New Personal Care Product Seekers
- Online Personal Care Product Buyers
- Premium Natural Personal Care Product Purchasers
- Price-Driven Personal Care Product Purchasers

Pre-Shop Planners

Price Match Shoppers

Product Label Readers

*Sourced from Epsilon's proprietary consumer survey.

PURCHASE BEHAVIORS (continued)*

Quick-Shops at Walmart or Target**Retail Flyer Readers****Scented Product Seekers****Stock-Up at Grocery Store Purchasers****Stock-Up at Walmart Purchasers****Stock-Up Shoppers****Store Brand Shoppers****Target App Users****Target Shoppers****Unscented Product Seekers****Walmart App Users****Walmart Shoppers****What's On Sale Shoppers**

PURCHASE TRANSACTIONS*

Cat Food Purchasers

- Dry Cat Food Purchasers
- Wet Cat Food Purchasers

Cat Treat Purchasers**Coffee Purchasers****Coffee Brand Preference**

- Dunkin Donuts Coffee Purchasers
- Eight O'Clock Coffee Purchasers
- Green Mountain Coffee Purchasers
- Starbucks Coffee Purchasers
- Other Coffee Brand Purchasers

Disc or Pod Coffee Maker Owners**Do Not Own Coffee Maker****Drip Coffee Maker Owners****Roast Preference**

- Dark Roast Purchasers
- Light or Medium Roast Purchasers

Dog Food Purchasers

- Dry Dog Food Purchasers
- Wet Dog Food Purchasers

*Sourced from Epsilon's proprietary consumer survey.

PURCHASE TRANSACTIONS (continued)*

Dog Treat Purchasers

Facial Product Purchasers	<ul style="list-style-type: none"> Garnier Purchasers L'Oreal Purchasers Neutrogena Purchasers Olay Purchasers 	<ul style="list-style-type: none"> ROC Cleanser or Moisturizer Purchasers Store Brand Facial Product Purchasers Other Facial Product Purchasers
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Hair Care

Hair Coloring Product Purchasers	<ul style="list-style-type: none"> Clairol Purchasers Colorsilk Purchasers Garnier Purchasers JFreida Precision Foam Purchasers 	<ul style="list-style-type: none"> L'Oreal Purchasers Nice n Easy Purchasers Other Brands Purchasers
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Most Important Feature	<ul style="list-style-type: none"> Color Protection Define Curl or Reduce Frizz Repair Dry or Damaged 	<ul style="list-style-type: none"> Straighter and Smoother Sulfate Free Products
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Laundry

Fabric Softener Purchasers	<ul style="list-style-type: none"> Downy Purchasers Gain Purchasers Snuggle Purchasers 	<ul style="list-style-type: none"> Suavitel Purchasers Other Fabric Softener Brand Purchasers
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Laundry Detergent Purchasers	<ul style="list-style-type: none"> All Purchasers Gain Purchasers Liquid or Powder Detergent Purchasers Pods or Packs Detergent Purchasers 	<ul style="list-style-type: none"> Purex Purchasers Tide Purchasers Other Detergent Brand Purchasers
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Scent Booster Purchasers	<ul style="list-style-type: none"> Bounce Bursts Purchasers Downy Unstopables Purchasers Gain Fireworks Purchasers 	<ul style="list-style-type: none"> Purex Crystals Purchasers Other Brands Purchasers
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Oral Care

Oral Care Benefits	<ul style="list-style-type: none"> Cavity Prevention Fresh Breath Healthy Gums 	<ul style="list-style-type: none"> Sensitivity Teeth Whitening
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Toothbrush Purchasers	<ul style="list-style-type: none"> Battery Toothbrush Users Manual Toothbrush Users 	
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Razor Purchasers

Men's Razor Purchasers	<ul style="list-style-type: none"> Disposable Razor Users Electric Razor Users Refillable Razor Users Razor with 1 or 2 Blades Razor with 3 or 4 Blades 	<ul style="list-style-type: none"> Razor with 5+ Blades Gillette Men Purchasers Schick Men Purchasers Other Men's Brand Purchasers
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*Sourced from Epsilon's proprietary consumer survey.

PURCHASE TRANSACTIONS (continued)*

Women's Razor Purchasers	<ul style="list-style-type: none"> • Razor with 1 or 2 Blades • Razor with 3 or 4 Blades • Razor with 5+ Blades 	<ul style="list-style-type: none"> • Gillette Venus Purchasers • Schick Women Purchasers • Other Women's Brand Purchasers
Soap & Body Wash Purchasers	<ul style="list-style-type: none"> • Aveeno Purchasers • Axe Purchasers • Bar Soap Users • Bath & Body Works Purchasers • Body Wash Purchasers • Caress Purchasers 	<ul style="list-style-type: none"> • Dove Purchasers • Lever Purchasers • Olay Purchasers • Old Spice Purchasers • Other Soap & Body Wash Brand Purchasers

FOOD & COOKING

Baking from Mixes Enthusiasts
Baking from Scratch Enthusiasts
Bar & Lounge Food Enthusiasts
Budget Meal Planners
Carry Out Food Enthusiasts
Coffee Enthusiasts
Convenience Cooks
Experimental Cooks
Fine Dining Enthusiasts
Food Delivery Purchasers
Frequent Takeout Food Purchasers
Fresh Food Purchasers
Fresh Ingredient Cooks
Gluten Free Food Purchasers
Gourmet Cooking Enthusiasts
High Fiber Food Purchasers
Home Style Cooking Enthusiasts
Low Fat Cooking Enthusiasts

*Sourced from Epsilon's proprietary consumer survey.

FOOD & COOKING (continued)

Low Fat Food Purchasers

Master Cooks

Meal Planners

Natural Foods Enthusiasts

Online Order Food Purchasers

Organic Food Purchasers

Takeout Food Purchasers

FOOD & COOKING TRANSACTIONS*

Convenience Store Customers

- 24 Hour Convenience Store Customers

Drug Store
& Pharmacy Customers

- National Chain Drug Store Shoppers
- Pharmacy Customers

Food Delivery Customers

- Online Grocery Delivery
- Online Meal Delivery Customers
- Subscription Food Buyers

Grocery Store Customers

- Discount Supermarket/Grocery Store Customers
- Independent Grocery Store/Supermarket Customers
- Mid-Market Supermarket/Grocery Store Customers
- National Chain Grocery Store & Supermarket Shoppers
- Organic Focused Grocery Store/Supermarket Customers
- Private-Label Focused Grocery Store/Supermarket Customers

Supermarket Customers

*Sourced from a pool of non-cash transactions covering more than \$2 trillion in U.S. consumer spend. Please see the Transactional section for the full listing.



Age	<ul style="list-style-type: none">18-75+ years old <i>Contact us for full segment listing</i>	
Birth Month	<ul style="list-style-type: none">January-December	
Birth Year	<ul style="list-style-type: none">1915-1999	
Birthday Week	<ul style="list-style-type: none">Jan 1 - Jan 7 - Dec 24 - Dec 31 (in week-long segments)	
Children in Household	<ul style="list-style-type: none">0-17 years old <i>Contact us for full segment listing</i>	
Education	<ul style="list-style-type: none">Some High School or LessHigh SchoolSome College	<ul style="list-style-type: none">CollegeGraduate School
Ethnicity	<ul style="list-style-type: none">African AmericanCentral or Southwest AsianEastern EuropeanFar East AsianHispanicMediterraneanMiddle Eastern	<ul style="list-style-type: none">Native AmericanOther Ethnic GroupPolynesianScandinavianSoutheast AsianWestern European
Gender	<ul style="list-style-type: none">FemaleMale	
Generation & Life Stage	<ul style="list-style-type: none">Baby BoomersDual Income No KidsGeneration XMarried MillennialsMarried With KidsMillennial Homeowners	<ul style="list-style-type: none">MillennialsMillennials Living with ParentsMillennials with ChildrenSingle MillennialsYoung AdultsHas Grandchildren
Head of Household		

Heritage	<ul style="list-style-type: none"> • African American • Albanian • Arabian • Armenian • Austrian • Belarussian • Belgian • Bulgarian • Cambodian • Chinese • Croatian • Czech • Danish • Dutch • Egyptian • English • Estonian • Ethiopian • Finnish • French • German • Ghanaian • Greek • Hawaiian • Hispanic • Hungarian • Indian • Irish • Italian • Japanese 	<ul style="list-style-type: none"> • Jewish • Kenyan • Korean • Laotian • Latvian • Lithuanian • Native American • Nigerian • Norwegian • Other Asian • Pakistani • Persian • Philippine • Polish • Portuguese • Romanian • Russian • Rwandan • Scotch • Serbian • Slovakian • Slovenian • Swaziland • Swedish • Swiss • Thai • Turkish • Ukrainian • Vietnamese • Welsh
Hispanic Country of Origin	<ul style="list-style-type: none"> • Brazil • Colombia • Cuba • Ecuador • El Salvador 	<ul style="list-style-type: none"> • Guatemala • Honduras • Mexico • Puerto Rico

Household Age	<ul style="list-style-type: none">18-75+ years old <i>Contact us for full segment listing</i>	
Household Income	<ul style="list-style-type: none">0-\$250,000+ <i>Contact us for full segment listing</i>	
Household Income > Narrow Band	<ul style="list-style-type: none"><\$14,999-\$250,000+ in narrow bands. <i>Contact us for full segment listing.</i>	
Job Switchers		
Language Preference	<ul style="list-style-type: none">English Speaking OnlyBilingualNative Language Only	
Marital Status	<ul style="list-style-type: none">MarriedSingle	
Occupation	<ul style="list-style-type: none">Business OwnerClerical/Service WorkerContractorsHomemakerLawyers or JudgesManagementMilitaryMilitary Retired	<ul style="list-style-type: none">NursingOtherProfessional or TechnicalRetiredSales or MarketingStudentTeacher/Educator
Office Type	<ul style="list-style-type: none">CorporationHome OfficeSmall Office	
Political Affiliation & Voting	<ul style="list-style-type: none">Democratic VotersHousehold Political Party<ul style="list-style-type: none">DemocratDemocrat and IndependentDemocrat and RepublicanDemocrat, Republican, and IndependentIndependentRepublicanRepublican and Independent	<ul style="list-style-type: none">Independent VotersLikely VotersPolitical Party<ul style="list-style-type: none">DemocratIndependentRepublicanRepublican VoterSwing Voters
Religion	<ul style="list-style-type: none">BuddhistCatholicEastern OrthodoxGreek OrthodoxHinduIslamic/Muslim	<ul style="list-style-type: none">JewishLutheranMormonProtestantShintoSikh
“Retired” but Still Working		
Specific Age	<ul style="list-style-type: none">18-101+ years old	
State of Residence		
Upcoming Retirees (50-64)		

HOME & REAL ESTATE

Dwelling Type**Exterior Building Material****Has a Swimming Pool****Heating Fuel Type****Home Architectural Style****Home Equity Available****Home Heat Source****Home Market Value****Home Owner****Home Purchase Intenders****Home Purchase Price****Home Roof Type****Home Sale Date****Length of Residence****Likely to Move****Property Size****Second Homeowners****Square Footage of Home****Year Home Built**

HOUSEHOLD

Caregiver for Elderly in Household**Household Size****Language Spoken at Home****Members in Household****Military Veteran in Household****Number of Adults in Household****Number of Children in Household****Number of Generations in Household****Presence of Children**

PETS

Cat Owners
Dog Owners
Large Dog Owners
Online Pet Food Purchasers
Pet Owners
Small Dog Owners
Treats Pets Like Family
Veterinarian-Recommended Pet Food Purchasers



ACA Health Insurance Purchasers
Auto Insurance Renewal Month
Auto Warranty Purchasers
Auto-Insurance GPS Users
Burial Insurance Policyholders
Burial Insurance Purchase Intenders
Dental Insurance Owners
Employer Provided Health Insurance Holders
Group Retiree Health Plan Members
Home and Auto Insurance Joint Policyholders
Home Warranty Plan Owners
Insurance Information Seekers
Insurance Quote Seekers
Juvenile Life Insurance Policyholders/Intenders
Life Insurance Policyholders/Intenders
Life Insurance Policyholders
Long Term Care Insurance Policyholders
Medicaid Qualified Households
Medicare Advantage Plan Purchasers
Medicare Dual Eligible Household
Medicare Information Seekers
Medicare Plan D Prescription Drug Purchasers
Medicare Supplemental Insurance Policyholders
Multi-Policy Insurance Owners
Online Insurance Purchasers
Prescription Drug Plan Policyholders

Purchased Auto Insurance From Agent
Purchased Auto Insurance From Call Center
Renters and Auto Insurance Joint Policyholders
Self-Insured (Health)
Self-Insured Dental Customers
Term Life Insurance Policyholders
Term Life Insurance Purchase Intenders
Uninsured (Health)
Usage-Based Auto Insurance Discount Seekers
Usage-Based Auto Insurance Purchase Intenders
Whole Life Insurance Policyholders
Whole Life Insurance Purchase Intenders
Works for a Small Company that Offers Health Insurance



BOOKS & MAGAZINES

Avid Book Readers

Avid Magazine Readers

Bible & Devotional Readers

Book Genre Preference

- Astrology
- Best Selling Fiction
- Bible & Devotional
- Children's Book
- Classic Novels
- Computer
- Cooking & Culinary
- Country Lifestyle
- Entertainment
- Fashion
- History
- Interior Decorating
- Medical & Health
- Military
- Mystery
- Romance
- Science Fiction
- Science or Technology
- Sports
- World News

Book Readers

- Heavy Readers
- Moderate Readers
- Light Readers

Entertainment Magazine Readers

Financial & Health Paid Newsletter Subscribers

Home Cleaning Tip Seekers

Interested in Food Magazines

Magazine Readers

- Heavy Readers
- Moderate Readers
- Light Readers

Online Magazine & News Subscribers

Romance Novel Readers

Sports News Readers

EDUCATION TRANSACTIONS*

Education Customers

*Sourced from a pool of non-cash transactions covering more than \$2 trillion in U.S. consumer spend. Please see the Transactional section for the full listing.

ENTERTAINMENT TRANSACTIONS*

Amusement Park Customers	<ul style="list-style-type: none"> • Roller Coaster/Thrill Ride Park Visitors • Theme Park Visitors
Daily Deals Site Shoppers	
Movie Goers	<ul style="list-style-type: none"> • Movie Renters • National Brand Theater Customers • Online Movie Ticket Buyers • Small & Independent Theater Customers
News/Magazine Customers	
Streaming Music Service Customers	<ul style="list-style-type: none"> • Satellite Radio Customers
SVOD Customers	<ul style="list-style-type: none"> • Subscription Streaming Video Customers
Ticket Shoppers	
Video/PC Game Store Customers	<ul style="list-style-type: none"> • App Store Game Buyers • Brick & Mortar Video Game Shoppers • Online/Mobile Video Game Buyers

GENERAL LIFESTYLES & INTERESTS

AAA Members
AARP Members
Art & Antique Collectors
Arts & Crafts Enthusiasts
Attends Church Weekly
Auto Repair Course Seekers
Automotive Work Enthusiasts
Baking Enthusiasts
Bars, Clubs or Lounges
Bird Watchers
Boat Owners
Career Advancement Courses Pursuers
Casino Gambling Enthusiasts
Christmas Ornaments & Collectibles Purchasers

*Sourced from a pool of non-cash transactions covering more than \$2 trillion in U.S. consumer spend. Please see the Transactional section for the full listing.

GENERAL LIFESTYLES & INTERESTS (continued)

Cigar & Pipe Enthusiasts		
Coin Collectors		
Collectibles Enthusiasts		
Computer Technology Course Seekers		
Concert Goers		
Contests & Sweepstakes Enthusiasts		
Cooking Enthusiasts		
Cultural & Arts Events Attendees		
Cultural & Arts Events Enthusiasts		
Diet Concerns	<ul style="list-style-type: none"> • Eat Organically • Include Fiber • Include Probiotics • Include Vitamin Supplements 	<ul style="list-style-type: none"> • Lose Weight • Manage Diabetes • Reduce Fat & Cholesterol • Reduce Gluten
Diet Conscious Households		
Doll Collectors		
Environmentally Conscious		
Extreme Fitness Enthusiasts		
Figurine Collectors		
Flower Gardening Enthusiasts		
Gardening Enthusiasts		
Gourmet Food Enthusiasts		
Healthy Households		
Hobby or Interest Show Attendees		
Home Improvement & DIY Enthusiasts		
Home Study Course Enthusiasts		
Insomnia Sufferers		
Interested in Solar Roofing		
Jewelry Collectors		
Latin Music Fans		
Live Music Events Attendees		
Motorcycle Riding Enthusiasts		
Music Enthusiasts		
Music Genre Preference	<ul style="list-style-type: none"> • Christian & Gospel • Classical • Country 	<ul style="list-style-type: none"> • Jazz • R&B • Rock 'n Roll

GENERAL LIFESTYLES & INTERESTS (continued)

News Watchers	<ul style="list-style-type: none"> • ABC • CBS • CNN 	<ul style="list-style-type: none"> • Fox • MSNBC
NRA Members		
Nutrition & Diet Enthusiasts		
Online Degree & Education Seekers		
Organic Gardening Enthusiasts		
Paper Crafts Enthusiasts		
Photography Enthusiasts		
Public Transportation Users		
Quilting Enthusiasts		
Scrapbooking Enthusiasts		
Self Improvement Course Pursuers		
Senior Living Searchers		
Senior Services Searchers		
Sewing, Needlework, and Knitting Enthusiasts		
Smokers	<ul style="list-style-type: none"> • Cigar Smokers • Cigarette Smokers • E-cigarette Smokers 	
Stamp Collectors		
Sweepstakes/Lottery Enthusiasts		
Theater/Performing Arts Enthusiasts		
Uber/Lyft Customers		
Vehicle Repair DIY Enthusiasts		
Vitamins & Supplements Enthusiasts		
Weight Control Enthusiasts		
Wine Enthusiasts		
Woodworking Enthusiasts		

HEALTH & WELLNESS TRANSACTIONS*

Gym & Fitness Program Customers

- Gym Customers
- Women's Gym Customers

Massage Customers**Vitamins & Supplements Buyers**

- Online Vitamins & Supplement Buyers
- Weight Loss Program Customers

SERVICES TRANSACTIONS*

Home Services Customers**Ride Sharing Customers****Shipping & Logistics Customers**

- Private Shipping Company Customers
- US Postal Service Customers

Software & Online Services Customers

- Genealogy Research Service Paid Users
- Graphic Design Software Paid Users
- Online Dating Paid Users
- Online Review Services Paid Users

SPORTS

Baseball Fans**Baseball Players****Basketball Fans****Basketball Players****Big Game Hunting Enthusiasts****Boaters & Sailors****Campers & Hikers****Cyclists****Fishing Enthusiasts****Fitness & Exercise Enthusiasts****Fly Fishing Enthusiasts****Football Fans**

*Sourced from a pool of non-cash transactions covering more than \$2 trillion in U.S. consumer spend. Please see the Transactional section for the full listing.

SPORTS (continued)

Football Players

Golfers

Hockey Players

Hunting & Shooting Enthusiasts

MLB Fans

NASCAR Fans

NBA Fans

NHL Fans

Professional Sport Events Attendees

Runners & Joggers

Snowboarders

Soccer Fans

Soccer Players

Sporting Event Attendees

Sports Players

Walking for Health Enthusiasts

Water Sports Enthusiasts

Yoga/Pilates Enthusiasts

SPORTS TRANSACTIONS*

Sporting Good Store Customers

- Big Box Sporting Goods Stores
- Camping Store Shoppers
- Fishing Store Shoppers
- Golf Store Customers
- Running Store Shoppers
- Small/Independent Sporting Goods Store Shoppers

*Sourced from a pool of non-cash transactions covering more than \$2 trillion in U.S. consumer spend. Please see the Transactional section for the full listing.



RESTAURANTS TRANSACTIONS*

Fast Casual Dining Customers

Fast Food/QSR Customers

- Sit Down Fast Food/QSR Customers

Genres

- American Restaurant Customers
- Asian Restaurant Customers
- Bakery & Pastry Restaurant Customers
- BBQ Restaurant Customers
- Breakfast Food Customers
- Burger Restaurant Customers
- Cafe Restaurant Customers
- Chicken Restaurant Customers
- Chicken Wing Restaurant Customers
- Coffee Shop Customers
- Delivery Pizza Restaurant Customers
- Dessert Restaurant Customers
- Donut Shop Customers
- French Restaurant Customers
- Ice Cream Restaurant Customers
- Italian Restaurant Customers
- Lobster Restaurant Customers
- Mediterranean Restaurant Customers
- Mexican Restaurant Customers
- Pasta Restaurant Customers
- Pizza Restaurant Customers
- Sandwich & Sub Restaurant Customers
- Seafood Restaurant Customers
- Steakhouse Customers

Sit Down Casual Dining Customers

- Arcade & Entertainment Restaurant Customers
- Lunch & Dinner Focused Restaurant Customers
- Upscale Casual Restaurant Customers

Sit Down Upscale Dining Customers

- Upscale Asian Fusion Restaurant Customers
- Upscale Seafood Restaurant Customers
- Upscale Steakhouse Customers

*Sourced from a pool of non-cash transactions covering more than \$2 trillion in U.S. consumer spend. Please see the Transactional section for the full listing.



PURCHASE BEHAVIORS*

Average Dollars per Order

Bargain Shoppers

Brick-and-Mortar Shoppers

Catalog Shoppers

Club/Subscription Buyers

Coupon Users

Direct Mail Responders

Fall Seasonal Shoppers

Gym Member Purchase Intenders

Heavy Mobile Purchasers

High-End Clothing Shoppers

**Home Security System
Purchase Intenders**

Luxury Buyers

Mail Order Buyers

Men's Big and Tall Apparel Purchasers

Mobile Browsers

Number of Returns

Number of Returns within Last Year

One-Shot Orders

Online Product Review Seekers

Online Shoppers

Opens Texts Messages From Retailers

Preferred Payment Method

Retail Email Subscribers

Social Media Review Readers

Spring Seasonal Shoppers

Summer Seasonal Shoppers

Sweepstakes Participants

Telemarketer Customers

*Originated by Epsilon and its retail partners, all of whom have direct visibility into purchase transactions.

PURCHASE BEHAVIORS (continued)*

Total Dollars Spent Offline
Total Dollars Spent Online
Total Dollars Spent Online & Offline
Total Number of Purchases Made Offline
Total Number of Purchases Made Online
Total Number of Purchases Made Online & Offline
Value of Returned Items
Web and Brick & Mortar Viewer/Online Purchasers
Web Surfer/Brick & Mortar Purchasers
Winter Seasonal Shoppers
Women's Plus Size Apparel Purchasers

PURCHASE HISTORY**

Accessories and Beauty Products
Arts & Crafts Products
B2B Maintenance, Repair, and Operations Products
B2B Marketing Products
B2B Office and Corporate Gifts
B2B Training and Publications
Beauty & Spa Products
Beverages
Books
Children's Products
Exercise Equipment Owners
Female & Male Apparel
Garden and Backyard Products
General Gifts

*Originated by Epsilon and its retail partners, all of whom have direct visibility into purchase transactions.

**Originated by Epsilon and its retail partners, all of whom have direct visibility into purchase transactions. Each of these audiences can be further refined by recency and spend. Contact us for full segment listing.

PURCHASE HISTORY (continued)*

Health, Wellness, Vitamins
& Supplements

High Ticket Female Apparel
& Accessories

High Ticket Home Décor

High-Efficiency (HE) Washing
Machine Owner

Intimate Apparel & Undergarments

Kitchen & Home Publications

Low Ticket Female Apparel
& Accessories

Low Ticket Male Apparel

Low to Mid Ticket Home Decor

Magazines

Mail Order Buyers

- Apparel
- Books
- Children's Products
- Cosmetics
- Food
- Gifts
- Health & Beauty Products
- Home Furnishing
- Infomercial Products
- Insurance
- Jewelry
- Magazines
- Men's Big & Tall Apparel
- Shoes
- Videos/DVDs
- Vitamins/Supplements
- Women's Petite Apparel
- Women's Plus Size Apparel

Male Apparel

Mid & High Ticket Male Apparel

Mid Ticket Female Apparel
& Accessories

Modern & Contemporary Decor

Music/Videos

Paid Newsletters

Purchase Date Range

Senior Products

Shoes

Specialty Foods and Gifts

Sports and Outdoor Products

Sports Merchandise & Activewear

Tools & Electronics

*Originated by Epsilon and its retail partners, all of whom have direct visibility into purchase transactions.

RETAIL TRANSACTIONS*

Apparel Shoppers	<ul style="list-style-type: none"> • Adult-Oriented Apparel Shoppers • Baby Apparel Shoppers • Big Box Apparel Buyers • Boutique Apparel Shoppers • Designer Brand Customers • Durable & Outdoors Wear Apparel Shoppers • Family Shopping Apparel Shoppers • Fashion Apparel Buyers 	<ul style="list-style-type: none"> • Fast Fashion Apparel Buyers • Low Priced Apparel Shoppers • Luxury/Aspirational Apparel Shoppers • Mid-Scale Apparel Buyers • Sensible Apparel Buyers • Upscale Apparel Shoppers • Women's Apparel Shoppers • Young Adult's Apparel Shoppers
Department Store Customers	<ul style="list-style-type: none"> • Discount Department Store Shoppers • Mass Retailer Department Store Customers • Upscale Department Store Shoppers 	
Discount Store Customers	<ul style="list-style-type: none"> • Dollar Store Customers 	
Electronics Store Customers	<ul style="list-style-type: none"> • Big Box Electronic Store Shoppers • Online Electronic Retailer Shoppers • Single Brand Electronic Store Customers • Small & Independent Electronic Store Shoppers 	
Home Improvement Store Customers	<ul style="list-style-type: none"> • Big Box Home Improvement Stores • Hardware Store Shoppers • Paint Store Customers • Tools & Industrial Supply Buyers 	
Mass Merchandiser Customers	<ul style="list-style-type: none"> • Discount Mass Merchandiser Shoppers • Upscale Mass Merchandiser Shoppers 	
Warehouse Club Customers		

*Sourced from a pool of non-cash transactions covering more than \$2 trillion in U.S. consumer spend. Please see the Transactional section for the full listing.

SPECIALTY RETAIL TRANSACTIONS*

Beauty Store Customers	<ul style="list-style-type: none"> • Barbers & Salon Customers • Body Care Store Shoppers • Cosmetic Store Shoppers • Shaving Store Shoppers
Book Store Customers	<ul style="list-style-type: none"> • National Chain Book Store Shoppers • Small & Independent Book Stores
Bridal Store Customers	
Camping Store Customers	
Craft Store Customers	
Furniture Store Customers	<ul style="list-style-type: none"> • Discount Furniture Shoppers • High-End Furniture Store Shoppers • Mattress Store Shoppers • Mid-Market Furniture Shoppers • Online Home Goods Shoppers • Small/Independent Furniture Store Shoppers
Gift Store Customers	<ul style="list-style-type: none"> • Flower Buyers • Greeting Card Buyers • Party Supply Buyers • Specialty Chocolate Buyers
Home Furnishing Store Customers	<ul style="list-style-type: none"> • Appliance Store Customers • Big Box Home Furnishing Buyers • Storage & Organization Buyers
Jewelry Store Customers	<ul style="list-style-type: none"> • High End Jewelry Store Shoppers • Independent Jewelry Store Shoppers • National Chain Jewelry Store Shoppers
Lease-To-Own Store Customers	
Luggage Store Customers	
Music Store Shoppers	
Office Supply Store Customers	<ul style="list-style-type: none"> • Big Brand Office Supply Retailer Shoppers • Small & Independent Office Supply Store Shoppers
Online Merchandise Customers	<ul style="list-style-type: none"> • Auction Site Customers • Online Fashion Retailer Shoppers • Online Shoe Shoppers • TV Home Shoppers

*Sourced from a pool of non-cash transactions covering more than \$2 trillion in U.S. consumer spend. Please see the Transactional section for the full listing.

SPECIALTY RETAIL TRANSACTIONS (continued)*

Optical/Eyewear Stores Customers	<ul style="list-style-type: none">• Eyewear Chain Store Customers• Small & Independent Eyewear Store Customers	
Pet Store Customers	<ul style="list-style-type: none">• Independent Pet Store Shoppers• National Chain Pet Store Shoppers• Pet Food Store Shoppers	
Shoe Store Customers	<ul style="list-style-type: none">• Athletic Shoe Store Shoppers• Big Box Shoe Store Customers• Discount Shoe Store Shoppers	<ul style="list-style-type: none">• Single Brand Shoe Store Customers• Small/Independent Shoe Store Shoppers
Sporting Good Store Customers	<ul style="list-style-type: none">• Big Box Sporting Goods Stores• Camping Store Shoppers• Fishing Store Shoppers	<ul style="list-style-type: none">• Golf Store Customers• Running Store Shoppers• Small/Independent Sporting Goods Store Shoppers
Toy Store Shoppers	<ul style="list-style-type: none">• Big Box Toy Store Customers• Doll Store Customers• Independent Toy Store Shoppers	

*Sourced from a pool of non-cash transactions covering more than \$2 trillion in U.S. consumer spend. Please see the Transactional section for the full listing.



AT&T Cell Phone Customers

Blu-ray Owners

Cable Bundle Customers

Cable/Fiber Optics Users

CD Player Owners

Cord Cutters

Download Videos

Download Videos > Frequency

DVD Player Owners

eBook Reader Owners

Electronics Enthusiast

Gamers

HD DVD Player Owners

High Definition TV Owners

High Speed Internet Users

Home Security System Owners

International Phone Service Customers

On Demand Movie Subscribers

Online Gamers

Online Gamers > Frequency

Owns Apple Products

Premium Cable TV Subscribers

Prepaid Wireless Service Customers

Printer Owners

Satellite Bundle Customers

Satellite Radio Subscribers

Science & New Tech Enthusiasts

Smart Phone Owners

Smart Phone Users

Smart TV & OTT Users

Sprint Cell Phone Customers

Stream Music

Stream Music > Frequency
Stream Videos
Stream Videos > Frequency
Streaming Music Purchasers
Streaming Video Watchers
Tablet Owners
T-Mobile Cell Phone Customers
Uses Mobile as Primary Phone
Verizon Cell Phone Customers
VOIP Landline Customers
Wearable Technology & Connectivity Users
Wired Service Customers

COMMUNICATIONS SERVICE PROVIDERS TRANSACTIONS*

Satellite/Cable/Telecom Customers	<ul style="list-style-type: none"> Cord Cutters Home Phone Customers Mobile Virtual Network Operator (MVNO) Customers 	<ul style="list-style-type: none"> National Brand Satellite/Cable/Telecom Customers Regional Brand Telecom Customers Satellite TV Customers
Wireless Customers	<ul style="list-style-type: none"> National Brand Wireless Providers Regional & Contract Wireless Providers Wireless Monthly Payers Wireless Switchers/Lapsed Customers 	

*Sourced from a pool of non-cash transactions covering more than \$2 trillion in U.S. consumer spend. Please see the Transactional section for the full listing.



AUTOMOTIVE*

Auto Dealer Customers

- American Brand Car Dealership Customers
- Asian Brand Car Dealership Customers
- European Brand Car Dealership Customers
- Foreign Brand Car Dealership Customers
- German Brand Car Dealership Customers
- High-End & Luxury Brand Car Dealership Customers
- Low-End Brand Car Dealership Customers
- Mid-Line Brand Car Dealership Customers

Auto Parts & Repair Customers

- Auto Parts Buyers
- Auto Repair & Maintenance Customers
- Tire Buyers
- Windshield Replacement Customers

Gas Station Customers

- Car Wash Customers
- Convenience Stores with Gas Stations

COMMUNICATIONS SERVICE PROVIDERS*

Satellite/Cable/Telecom Customers

- Cord Cutters
- Home Phone Customers
- Mobile Virtual Network Operator (MVNO) Customers
- National Brand Satellite/Cable/Telecom Customers
- Regional Brand Telecom Customers
- Satellite TV Customers

Wireless Customers

- National Brand Wireless Providers
- Regional & Contract Wireless Providers
- Wireless Monthly Payers
- Wireless Switchers/Lapsed Customers

* All Transactional audiences are sourced from a pool of non-cash transactions covering more than \$2 trillion in U.S. consumer spend. Each of these audiences can be further refined by recency and spend. Contact us for full segment listing.

CONVENIENCE & GROCERY*

Convenience Store Customers	<ul style="list-style-type: none"> • 24 Hour Convenience Store Customers 	
Drug Store & Pharmacy Customers	<ul style="list-style-type: none"> • National Chain Drug Store Shoppers • Pharmacy Customers 	
Food Delivery Customers	<ul style="list-style-type: none"> • Online Grocery Delivery • Online Meal Delivery Customers • Subscription Food Buyers 	
Grocery Store Customers	<ul style="list-style-type: none"> • Discount Supermarket/Grocery Store Customers • Independent Grocery Store/Supermarket Customers • Mid-Market Supermarket/Grocery Store Customers 	<ul style="list-style-type: none"> • National Chain Grocery Store & Supermarket Shoppers • Organic Focused Grocery Store/Supermarket Customers • Private-Label Focused Grocery Store/Supermarket Customers
Supermarket Customers		

EDUCATION*

Education Customers

ENTERTAINMENT*

Amusement Park Customers	<ul style="list-style-type: none"> • Roller Coaster/Thrill Ride Park Visitors • Theme Park Visitors 	
Daily Deals Site Shoppers		
Movie Goers	<ul style="list-style-type: none"> • Movie Renters • National Brand Theater Customers • Online Movie Ticket Buyers • Small & Independent Theater Customers 	
News/Magazine Customers		
Streaming Music Service Customers	<ul style="list-style-type: none"> • Satellite Radio Customers 	
SVOD Customers	<ul style="list-style-type: none"> • Subscription Streaming Video Customers 	
Ticket Shoppers		
Video/PC Game Store Customers	<ul style="list-style-type: none"> • App Store Game Buyers • Brick & Mortar Video Game Shoppers • Online/Mobile Video Game Buyers 	

* All Transactional audiences are sourced from a pool of non-cash transactions covering more than \$2 trillion in U.S. consumer spend. Each of these audiences can be further refined by recency and spend. Contact us for full segment listing.

FINANCIAL SERVICES*

Credit Score Customers	<ul style="list-style-type: none"> • Credit Score & Identity Protection Customers • Identity Protection Customers
Insurance Customers	<ul style="list-style-type: none"> • National Brand Insurance Buyers • Off-Brand Insurance Buyers • Online Insurance Buyers • Supplemental Insurance Buyers
Investment Services Clients	<ul style="list-style-type: none"> • Financial Advisor Clients • Stock Trading Platform Customers
Tax Software & Advisory Services Customers	<ul style="list-style-type: none"> • Tax Advisor Customers • Tax Software Users

HEALTH & WELLNESS*

Gym & Fitness Program Customers	<ul style="list-style-type: none"> • Gym Customers • Women's Gym Customers
Massage Customers	
Vitamins & Supplements Buyers	<ul style="list-style-type: none"> • Online Vitamins & Supplement Buyers • Weight Loss Program Customers

RESTAURANTS*

Fast Casual Dining Customers	
Fast Food/QSR Customers	<ul style="list-style-type: none"> • Sit Down Fast Food/QSR Customers
Genres	<ul style="list-style-type: none"> • American Restaurant Customers • Asian Restaurant Customers • Bakery & Pastry Restaurant Customers • BBQ Restaurant Customers • Breakfast Food Customers • Burger Restaurant Customers • Cafe Restaurant Customers • Chicken Restaurant Customers • Chicken Wing Restaurant Customers • Coffee Shop Customers • Delivery Pizza Restaurant Customers • Dessert Restaurant Customers • Donut Shop Customers • French Restaurant Customers • Ice Cream Restaurant Customers • Italian Restaurant Customers • Lobster Restaurant Customers • Mediterranean Restaurant Customers • Mexican Restaurant Customers • Pasta Restaurant Customers • Pizza Restaurant Customers • Sandwich & Sub Restaurant Customers • Seafood Restaurant Customers • Steakhouse Customers

* All Transactional audiences are sourced from a pool of non-cash transactions covering more than \$2 trillion in U.S. consumer spend. Each of these audiences can be further refined by recency and spend. Contact us for full segment listing.

RESTAURANTS (continued)*

Sit Down Casual Dining Customers	<ul style="list-style-type: none"> • Arcade & Entertainment Restaurant Customers • Lunch & Dinner Focused Restaurant Customers • Upscale Casual Restaurant Customers
Sit Down Upscale Dining Customers	<ul style="list-style-type: none"> • Upscale Asian Fusion Restaurant Customers • Upscale Seafood Restaurant Customers • Upscale Steakhouse Customers

RETAIL*

Apparel Shoppers	<ul style="list-style-type: none"> • Adult-Oriented Apparel Shoppers • Baby Apparel Shoppers • Big Box Apparel Buyers • Boutique Apparel Shoppers • Designer Brand Customers • Durable & Outdoors Wear Apparel Shoppers • Family Shopping Apparel Shoppers • Fashion Apparel Buyers 	<ul style="list-style-type: none"> • Fast Fashion Apparel Buyers • Low Priced Apparel Shoppers • Luxury/Aspirational Apparel Shoppers • Mid-Scale Apparel Buyers • Sensible Apparel Buyers • Upscale Apparel Shoppers • Women's Apparel Shoppers • Young Adult's Apparel Shoppers
Department Store Customers	<ul style="list-style-type: none"> • Discount Department Store Shoppers • Mass Retailer Department Store Customers • Upscale Department Store Shoppers 	
Discount Store Customers	<ul style="list-style-type: none"> • Dollar Store Customers 	
Electronics Store Customers	<ul style="list-style-type: none"> • Big Box Electronic Store Shoppers • Online Electronic Retailer Shoppers • Single Brand Electronic Store Customers • Small & Independent Electronic Store Shoppers 	
Home Improvement Store Customers	<ul style="list-style-type: none"> • Big Box Home Improvement Stores • Hardware Store Shoppers • Paint Store Customers • Tools & Industrial Supply Buyers 	

* All Transactional audiences are sourced from a pool of non-cash transactions covering more than \$2 trillion in U.S. consumer spend. Each of these audiences can be further refined by recency and spend. Contact us for full segment listing.

RETAIL (continued)*

Mass Merchandiser Customers

- Discount Mass Merchandiser Shoppers
- Upscale Mass Merchandiser Shoppers

Warehouse Club Customers

SERVICES*

Home Services Customers**Ride Sharing Customers****Shipping & Logistics Customers**

- Private Shipping Company Customers
- US Postal Service Customers

Software & Online Services Customers

- Genealogy Research Service Paid Users
- Graphic Design Software Paid Users
- Online Dating Paid Users
- Online Review Services Paid Users

SPECIALTY RETAIL*

Beauty Store Customers

- Barbers & Salon Customers
- Body Care Store Shoppers
- Cosmetic Store Shoppers
- Shaving Store Shoppers

Book Store Customers

- National Chain Book Store Shoppers
- Small & Independent Book Stores

Bridal Store Customers**Camping Store Customers****Craft Store Customers****Furniture Store Customers**

- Discount Furniture Shoppers
- High-End Furniture Store Shoppers
- Mattress Store Shoppers
- Mid-Market Furniture Shoppers
- Online Home Goods Shoppers
- Small/Independent Furniture Store Shoppers

* All Transactional audiences are sourced from a pool of non-cash transactions covering more than \$2 trillion in U.S. consumer spend. Each of these audiences can be further refined by recency and spend. Contact us for full segment listing.

SPECIALTY RETAIL (continued)*

Gift Store Customers	<ul style="list-style-type: none"> • Flower Buyers • Greeting Card Buyers • Party Supply Buyers • Specialty Chocolate Buyers 	
Home Furnishing Store Customers	<ul style="list-style-type: none"> • Appliance Store Customers • Big Box Home Furnishing Buyers • Storage & Organization Buyers 	
Jewelry Store Customers	<ul style="list-style-type: none"> • High End Jewelry Store Shoppers • Independent Jewelry Store Shoppers • National Chain Jewelry Store Shoppers 	
Lease-To-Own Store Customers		
Luggage Store Customers		
Music Store Shoppers		
Office Supply Store Customers	<ul style="list-style-type: none"> • Big Brand Office Supply Retailer Shoppers • Small & Independent Office Supply Store Shoppers 	
Online Merchandise Customers	<ul style="list-style-type: none"> • Auction Site Customers • Online Fashion Retailer Shoppers • Online Shoe Shoppers • TV Home Shoppers 	
Optical/Eyewear Stores Customers	<ul style="list-style-type: none"> • Eyewear Chain Store Customers • Small & Independent Eyewear Store Customers 	
Pet Store Customers	<ul style="list-style-type: none"> • Independent Pet Store Shoppers • National Chain Pet Store Shoppers • Pet Food Store Shoppers 	
Shoe Store Customers	<ul style="list-style-type: none"> • Athletic Shoe Store Shoppers • Big Box Shoe Store Customers • Discount Shoe Store Shoppers 	<ul style="list-style-type: none"> • Single Brand Shoe Store Customers • Small/Independent Shoe Store Shoppers
Sporting Good Store Customers	<ul style="list-style-type: none"> • Big Box Sporting Goods Stores • Camping Store Shoppers • Fishing Store Shoppers 	<ul style="list-style-type: none"> • Golf Store Customers • Running Store Shoppers • Small/Independent Sporting Goods Store Shoppers
Toy Store Shoppers	<ul style="list-style-type: none"> • Big Box Toy Store Customers • Doll Store Customers • Independent Toy Store Shoppers 	

* All Transactional audiences are sourced from a pool of non-cash transactions covering more than \$2 trillion in U.S. consumer spend. Each of these audiences can be further refined by recency and spend. Contact us for full segment listing.

TRAVEL*

Airline Customers	<ul style="list-style-type: none">• Asian Airline Customers• European Airline Customers• International Airline Customers	<ul style="list-style-type: none">• Low Cost Airline Customers• US Airline Customers
Car Rental Customers	<ul style="list-style-type: none">• Independent/Local Car Rental Customers• Low Cost Car Rental Customers• National Chain Car Rental Customers	
Cruise Line Customers	<ul style="list-style-type: none">• Luxury Cruise Line Customers• Mass Market Cruise Line Customers• Premium Cruise Line Customers	
Hotel Customers	<ul style="list-style-type: none">• Economy (1 Star) Hotel Customers• Midscale (2 Star) Hotel Customers• Upper Midscale (3 Star) Hotel Customers• Upscale (4 Star) Hotel Customers	<ul style="list-style-type: none">• Upper Upscale (4.5 Star) Hotel Customers• Luxury (5 Star) Hotel Customers• Hotel/Casino Customers
Travel Services Customers	<ul style="list-style-type: none">• Hostel & Vacation Sublet Customers• OTA Customers• Travel Agent Customers	

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Airline Upgraders

Asia Pacific Travelers

Bargain Hotel Shoppers

Business Travelers

Canada Travelers

Caribbean Travelers

Casino Gamblers

- Slots
- Table Games
- Tournaments

Casino Vacationers

Cruise Travelers

Europe Travelers

Family Travelers

Frequent Business Travelers

Frequent Personal Travelers

Hotel Loyalty Program Members

International Travelers

Las Vegas Travelers

Leisure Travelers

National Parks Travelers

RV Vacationers

Theme Park Travelers

Timeshare Enthusiasts

Timeshare Owners

Travel Enthusiasts

USA Travelers

Vacation Spenders

TRAVEL TRANSACTIONS*

Airline Customers	<ul style="list-style-type: none">• Asian Airline Customers• European Airline Customers• International Airline Customers	<ul style="list-style-type: none">• Low Cost Airline Customers• US Airline Customers
Car Rental Customers	<ul style="list-style-type: none">• Independent/Local Car Rental Customers• Low Cost Car Rental Customers• National Chain Car Rental Customers	
Cruise Line Customers	<ul style="list-style-type: none">• Luxury Cruise Line Customers• Mass Market Cruise Line Customers• Premium Cruise Line Customers	
Hotel Customers	<ul style="list-style-type: none">• Economy (1 Star) Hotel Customers• Midscale (2 Star) Hotel Customers• Upper Midscale (3 Star) Hotel Customers• Upscale (4 Star) Hotel Customers	<ul style="list-style-type: none">• Upper Upscale (4.5 Star) Hotel Customers• Luxury (5 Star) Hotel Customers• Hotel/Casino Customers
Travel Services Customers	<ul style="list-style-type: none">• Hostel & Vacation Sublet Customers• OTA Customers• Travel Agent Customers	

*Sourced from a pool of non-cash transactions covering more than \$2 trillion in U.S. consumer spend. Please see the Transactional section for the full listing.