2019 DATA DIRECTORY
Here is a list of branded data providers available through the BlueKai Marketplace.

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\(^*\)While non-branded data providers may also provide data to the BlueKai Marketplace, the branded providers designated with an * as EU/EAA providers are the only providers of EU/EAA data in the BlueKai Marketplace

\(^*\)Premier Data Providers
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Oracle policy prohibits the creation of interest segments associated with consumer profiles that reflect personal information that may be derogatory, offensive, or sensitive such as precise health information, certain aspects of a consumer’s personal life or financial situation, or interest in “adult” products or services. Specifically, Oracle policy prohibits the creation of segments for EU consumers for the following topics: health/biometric/genetic, sex life or sexual orientation, race or ethnicity, religious/philosophical beliefs, political affiliations, children under 16, or membership in a union. Oracle may decline to receive segments or remove segments at any time if the segment violates Oracle policy. We do not allow Oracle’s data services to be used for employment, credit, healthcare, or insurance eligibility purposes. Please see the Oracle Data Cloud Privacy Policy for more information on our sensitive data policy.

*While non-branded data providers may also provide data to the BlueKai Marketplace, the branded providers designated with an * as EU/EAA providers are the only providers of EU/EAA data in the BlueKai Marketplace.

†Premier Data Providers
Meet The Data Hotline

Have a question about your data-driven campaign? Contact us and within a few hours we’ll provide you with relevant insights and recommendations.

From audience sizing, RFP support, and collateral needs to case studies, measurement advice, and even on-site support, we’ve helped hundreds of marketers find quick answers to any audience challenge.

- Audience recommendations
- Audience sizing
- Order custom audiences
- RFP support
- Product education
- Collateral needs
- Case studies
- Measurement feasibility
- Order measurement study
- Onsite support

Contact The Data Hotline to get started
Quick answers & the audiences you need to win
www.oracle.com/thedatahotline
Oracle Audiences: A Buyer’s Guide

A combination of the best pre-built and custom online and offline data solutions.

**DATA TYPES:** Offline Purchased-Based, Online Intent, In-Market

**Use Our Data To:**
- Reach the right consumers at the right stage in their path to purchase
- Focus on specific known online or offline behaviors
- Thousands of high-quality, pre-built segments for quick activation

**Collection Methodology:**

Oracle Audiences are curated with the highest quality data assets without sacrificing scale. These audiences are built by combining the best offline purchase-based, online intent, and online in-market datasets. Oracle Audiences is a vertically optimized taxonomy that is aligned to the purchase path for verticals, seasons, and lifestyles.
Oracle AddThis Audiences: A Buyer’s Guide

The best online interest and intent-based behavioral data.

**DATA TYPES**: Behavioral, Interest, Intent, In-Market, Social, Mobile

**Use Our Data To:**
- Understand how consumers in your CRM interact across the web
- Reach hard-to-find users with a specific interest or intent
- Market to your brand advocates & socially active consumers
- Find users who look like your best customers with best-in-class modeling

**Collection Methodology:**
AddThis aggregates the online actions taken by unique visitors on every page across their vast publisher network. Our proprietary blend of observed (e.g., arriving on site from search, content on page, reading an article, scrolling, watching a video) and declared (e.g., click, like, share, follow, print) data yields a holistic picture of the true web habits, interests, and preferences users reveal when browsing online. We deliver unmatched audience insight and unparalleled audience segment quality at scale.
Oracle BlueKai Audiences:
A Buyer’s Guide

Multi-brand audiences built from top sources in the industry.

**DATA TYPES**: Behavioral, Demographic, Interest, Lifestyle, In-Market, Mobile, Purchase-Based

**Use Our Data To:**
- Power lower-funnel campaigns with targeting precision at scale
- Reach past online purchasers
- Drive awareness with interest & demographic data at scale

**Collection Methodology:**

BlueKai Curated audiences are aggregated from top data providers in seven key vertical markets such as auto, CPG, travel, financial, and more. This data is organized and qualified by a team of Classification Taxonomists, to ensure that all users tagged in an audience have indeed taken actions online to declare themselves as such.
Oracle DLX Audiences: A Buyer’s Guide

The best in offline purchase-based data from Oracle’s acquisition of Datalogix.

**DATA TYPES:** Buyer Behavior, Category Purchase, Demographic, Lifestyle, Offline Purchase, Purchase Intent, Proximity, Geolocation

**Use Our Data To:**
- Reach in-market, past & lapsed purchasers
- Build precision-based data strategies
- Get a 360-degree profile of target consumers
- Find users who look like your best customers with best-in-class modeling

**Collection Methodology:**
Oracle DLX audiences are sourced from offline verified data, including deep product offerings across Automotive, CPG, and Retail verticals. Oracle DLX audiences are built from:
- 115M U.S. households
- 10B SKU-level transactions
- $5T in consumer spending
- 1.5K+ leading brands
180byTwo: A Buyer’s Guide

**DATA TYPES:** ABM, B2B, Location, B2C, Intent, Auto

**180byTwo 101:**

180byTwo’s mission is to provide the industry with the highest quality data products and solutions. We accomplish this by working closely with our clients and partners handcrafting world-class audience solutions focusing solely on their needs, goals, and objectives. We firmly believe that being a visionary data partner, and trusted advisor, is an integral part of our customer’s success and profitability. Contact connect@180bytwo.com and have us build your own handcrafted audiences.

**Description of Data Types:**

180byTwo handcrafts Audience Solutions via the industry’s largest compilation of data assets through their exclusive data network using advanced Analytics, Machine Learning, and AI to produce results. Data types include the following.

**Account Based Marketing (ACCOUNT LINK)** – The industry’s only location-based ABM targeting solution covering more than 3 million active business/locations.

**Business Intent (ECHO)** – The industry’s most comprehensive B2B intent signals utilizing more than 25 billion online interactions.

**B2B Firmographics & Technographics (EXPLORER)** – Providing B2B marketers with 700+ audiences covering Industry, Profession, Technology on Site, Buying Authority, and more.
**B2C Demographics, Lifestyle & Interests (COSMOS)** – An extensive collection of consumer audiences that include Demographics, Past Purchase, Life Events, Household Income, and more.

**Location-Based POI (LOCi)** – Target consumers based on their real-world behavioral patterns across more than 1.1 thousand audiences.

**Consumer Intent (4SEE)** – Reach consumers exhibiting strong purchase intent signals with 900+ segments created from the daily consumption and categorization of 120 billion pages.

**Custom** – We handcraft custom audiences based on the client’s requirements, across all audience categories to obtain the client’s campaign objectives.

**Collection Methodology:**
Accurate, actionable data compiled from a diverse network of offline and offline publishers, and qualified premium data partners.

- Javascript tags & SDKs
- APIs & Server to Server

Unlike most other data providers, 180byTwo leverages all data types across online, location, offline, etc., across its 100+ terabyte data lake.

**Use Our Data For:**
- Targeting accounts (ABM) & key decision makers across channels.
- Reaching small business owners, or companies within certain industries or sizes.
- Creating highly qualified audiences by mixing, matching, & layering elements.
- Finding look-alikes or creating suppression filters.
- Conquering based on customers who visited your competitor, or based on their keyword searches.

**Company Website**
http://www.180bytwo.com/audience-targeting/

**Twitter:**
twitter.com/180bytwo
33Across: A Buyer’s Guide

**DATA TYPES:** Auto, B2B, Behavioral, CPG, Financial, Partner Initiated ID Syncing, Political, Retail, Seasonal, Server Side Data Transfer, Social/Lifestyle

**33Across Data 101**
For more than seven years, 33Across has created advanced data models for Fortune 1000 brands. With code on more than one million publisher sites, our publisher network yields more than 30 billion intent and interest signals from content consumption, copy and paste sharing, search keywords, and social behaviors.

**Description of Data Types:**
Top 10 Categories
- Auto
- Beauty
- Entertainment
- Environmentally conscious
- Expecting parents
- Fashionistas
- Finance
- Food & Beverage (CPG)
- Health & Wellness
- Travel
Examples of what composes an audience category

- Expecting Parents:
  » 11M+ Monthly Uniques
  » 250M+ Page Views
  » 4M+ Copy & Paste Activities
  » 2.5M+ Searches

Collection Methodology:
33Across has code on over one million publisher sites, allowing us to collect over 30 billion intent and interest signals. We can collect unique social data, like copy and paste, which paints a more accurate picture of consumer intent. Our in-house DMP compiles and analyzes data from over 1.4 billion users monthly to build audiences for distribution.

Use Our Data For:
Target and/or measure consumers according to their current interests and social behaviors.
AcquireWeb: A Buyer’s Guide

**DATA TYPES:** Analytics, Auto, B2B, Behavioral, CPG, Data Access/Audience On, Demographic, Financial, Offline Match, Political, Retail, Social/Lifestyle, Travel

**AcquireWeb Data 101**

Built on our proprietary AcquireGraph technology, our data insights are what provides marketers with the ability to build their ideal audiences, complete a broader more insightful picture of engaged customers, validate or hygiene existing data elements, and connect traditionally disconnected marketing channels. Critical data insights integrated from our industry-leading partners allows us to enhance our actionable data delivery to provide our clients with a true understanding of their audience’s specific attributes from both a consumer and business perspective.

**Description of Data Types:**

- **Location** – Business and consumer location targeted down to the Zip +4 neighborhood level.
- **Consumers** – Household demographic, lifestyle, propensity, psychographic, ownership, real estate, political, and many other characteristics.
- **Auto** – In-the-market propensities and self-reported ownership segments.
- **Shoppers** – Summarized transaction data in CPG and retail.
Research – Active interest research behavior data showing likelihood to purchase.

Businesses – Comprehensive business firmographics providing insight into business industry, location, type, and size. Small and home-based business decision makers in-market for product categories.

Audience – Custom on-boarding of any CRM or 3rd party data set for targeting audiences.

Collection Methodology:
AcquireWeb generates our linkage to IP by leveraging our 250+ million (1st party-generated), internal email activity database, unique partnerships for additional email activity data, proprietary platform web-traffic data, publicly available industry data, 26 million record business database, and proprietary algorithms analyzing recency, frequency, and sourcing. Once the IP to Geo is established, we rely on 3rd party partnerships with the largest and most respected offline data compilers to provide the targeting insight across thousands of segments.

Use Our Data For:
• Targeting specific attributes established through years of offline data compilation.
• Granular targeting across 300M+ unique devices allowing for specific targeting with reach.
• As an ideal standalone; however, it works well in conjunction with cookie-based solutions where reach and scale are not optimal.
Acxiom: A Buyer’s Guide

**DATA TYPES:** Auto, B2B, Behavioral, CPG, Demographic, Financial, Offline Match, Political, Retail, Seasonal, Social/Lifestyle, Travel

**Acxiom Data 101**
Acxiom is an enterprise data, analytics, and software as a service company. We compile insights on known consumers and households to provide the most accurate, comprehensive, up-to-the-minute data available. This enables advertisers to understand, identify, and target audience segments, whether the channel used to connect is online, mobile, television, email, or direct mail. Our secret sauce is how well we ingest, clean, match, enhance, and distribute diverse datasets at scale in a privacy-compliant way.

**Description of Datasets:**
Acxiom brings the power of our industry-leading data brands to omni-channel marketing. Our proven balance of coverage and accuracy is essential to generate high quality consumer data.

- **InfoBase** – Fact-based data collected on real people and households.
- **Personicx Lifestage** – Segmented households with similar family structure, financial means, motivations, interests, and behaviors.
- **Audience Propensities** – Predictive models leveraging rich consumer insight sources and modeled against all consumers for accuracy and reach.
Categories

- Automotive
- Business
- Charities & Causes
- Consumer Packaged Goods
- Demographic
- Financial
- And more...

Collection Methodology:

**Widest Sources** – Accurate, actionable data compiled from a diverse network of credentialed data partners using detailed purchase, survey, life stage, interests, and wealth inputs.

**Best Recognition** – Unparalleled ability to connect people across channels, time, and name change at scale by linking our repository of offline data to the online world.

**Effective Analytics** – Predictive models applied against the full consumer population deliver optimal reach and accuracy by combining attitudes, motivations, intentions, and purchase considerations.

Use Our Data For:

Leverage rich insights to reach, attract, and retain relevant audiences across devices and channels.

- Create highly qualified audiences by mixing, matching, & layering elements
- Find look-alikes & extend reach with new prospect segments
- Optimize offers & messages
- Leverage data filters & apply suppression
Affinity Answers*: A Buyer’s Guide

**DATA TYPES**: Purchase Intent, Interest, Lifestyle, Social

**Affinity Answers Data 101**

Affinity Answers is an Oracle Data Cloud Premier Data Provider that uses social data to enrich past-purchase, interest and location IDs through Act-Alike modeling. Act-Alike modeling identifies people’s brand-level interests as the fuel for a machine learning model that accurately identifies future purchase intent at scale. Our unique algorithm enables our clients to use programmatic media to find their next new customer, conquest competitors and amplify their existing sports and media sponsorships.

Affinity Answers observes 6B+ public social engagements of more than 400MM users across 50K+ consumer & media brands to understand what brands, shows, celebrities, and sports people are liking, talking about and sharing. These interactions between each person and all of the brands they engage with are anonymized and fed into our model (e.g. content likes and comments across Instagram/Facebook and Twitter replies). This provides a robust understanding of the types of brands that cluster based on different personalities, traits, and tastes. Billions of clusters and instances are analyzed through a machine learning model to create the ultimate guide to the affinities between people and brands.

*While non-branded data providers may also provide data to the BlueKai Marketplace, the branded providers designated with an * as EU/EAA providers are the only providers of EU/EAA data in the BlueKai Marketplace*
Description of Data Types:
Affinity Answers offers a diversified taxonomy with nearly 1,500 qualified consumer segments covering top verticals such as Entertainment, Automotive, Gaming, Travel, Retail, CPG, and many others. Entertainment segments are typically used for TV/Streaming tune-in, movie releases and promotion of music and sporting events.

Collection Methodology:
Affinity Answers recommender system is not a “look-alike” model, it is an “act-alike” model, similar to those used by Netflix and Amazon. Act-alike models are driven by brand-level data. That is the key. Knowing a person is interested in BMW, Patagonia, and Whole Foods provides a much clearer picture than someone who is into automobiles, outdoors and cooking.

Use Our Data For:
- Find and target your next new customer
- Conquest your competitors
- Amplify your sports and media sponsorships
- Reach lifestyles/life stages
- Create private/custom audience segments for the same price as syndicated audiences. Just ask us at audiences@affinityanswers.com.
ALC Digital: A Buyer’s Guide

**DATA TYPES:** Auto, B2B, Behavioral, CPG, Demographic, Financial, Offline Match, Political, Retail, Seasonal, Social/Lifestyle, Travel

**ALC Data 101**

ALC Real World Data is different. It’s built with fact-based, location-centered data. It provides a deeper understanding of the people you’re targeting. It has no cookies to erase and can’t be “cleared.” ALC Real World Data is rooted in reality, and doesn’t rely on inferences or faulty models. Our high-performing offline audiences are now available in the digital space with ALC Digital Audiences, and are proven to drive enhanced ROI for both B2B and B2C Brands.

**Description of Data Types:**

Our ground truth data rises above scores, models, and surveys to give marketers audience segments that get real results. WIP Audience Segments include:

- **Wealth Window** – The nation’s top 1% of consumers based on possessions, positions and proclivities.
- **ALC MD+** – Comprehensive coverage of healthcare professionals by specialty with unparalleled selectivity.
**ALC B2B** – Deep and broad access to business decision-makers from brand new and SOHO companies to Fortune 500 corporations.

**Newborn Network** – New and expecting parents with a multitude of needs for their growing families.

**Political Precision powered by Aristotle** – Represents the most current and comprehensive voter data for campaigns and causes.

**Auto+** – Allows you to reach automobile, boat and motorcycle owners based on actual ownership records.

We also build customized segments utilizing hundreds of attributes for specific needs.

**Collection Methodology:**
With over 35 years of experience working with major brands, ALC leads the data marketing industry building accurate audience targets by aggregating best-of-breed, ground truth data to deliver both precision and scale. ALC Digital Audiences’ foundation is the postal or physical address, which serves as the anchor to link hundreds of personal attributes. Our audiences are built from multi-sourced, verified information about an individual, rather than imprecise scores, surveys, or models.

**Use Our Data For:**
ALC Digital Audiences offer scale plus precision segmentation to reach powerful and influential audiences. Use it to drive results and awareness for travel, auto, financial services, consumer products, luxury merchandise, advocacy, philanthropy, and more. More than 700 targeted audiences allow digital marketers to target with scale, while minimizing waste.
Alliant: A Buyer’s Guide

DATA TYPES: Auto, Brands, CPG, Demographic, Entertainment, Family, Financial, Non-Profit, Political, Retail, Social, Lifestyle, Sports, Travel

Alliant Data 101

Alliant provides marketers with access to a unique source of predictive data, powerful data science, and strategic insight into consumer behaviors. Utilizing actual multichannel transactional data—in combination with demographic, lifestyle, social, and auto data—Alliant’s audiences connect brands with responsive consumers for both branding and direct-response campaigns.

Description of Data Types:

Product Purchase – Consumers with a proven track record of purchasing specific product types.

Performance – Detailed information on recency, frequency and frequency history.

Brand Propensities – Consumers with a high likelihood of purchasing from specific brands.

Buyers with Social Interests – Active multichannel purchasers with specific social media interests.

Propensities – Audiences with interests in specific categories and a high propensity to purchase.
**Movers, Homeowners, & Renovators** – Audiences that are current homeowners or preparing to move.

**Auto** – Sourced from service departments nationwide and enriched with additional consumer purchase behavior.

**Demographic** – Diverse audience segments based on their various life stages, family composition and education.

**Composites** – Large-scale audiences combining product purchase, performance, demographic, and lifestyle data.

**Collection Methodology:**
Alliant aggregates data directly from hundreds of leading direct-to-consumer marketing brands, which is then transformed to create a unified view of consumer-purchasing behavior. Our database includes detailed behavior across billions of purchases, as well as demographic and lifestyle data on more than 270 million U.S. consumers.

**Use Our Data For:**
- Acquisition
- Branding
- Analytics
- Segmentation/Profiling
- Customer Journey Optimization
AmeriBaseDigital: A Buyer’s Guide

AmeriBaseDigital Data 101
Founded in 1994, AmeriBaseDigital, the interactive division of Lighthouse List Company, is a full-service, integrated marketing agency. AmeriBaseDigital’s ability to bring in unique data as the exclusive marketer for several companies has allowed us to separate ourselves from other data providers. Specializing in Transactional data with a keen focus on Buying Behavior, AmeriBaseDigital’s Consumer Packaged Goods (CPG) and Real Time Buyer files uniquely capture the purchasing behavior of large segments of the business and consumer population. The ability to drill down to any transaction within a dataset, equipped with the recency and scale of AmeriBaseDigital’s offerings, provides a level of understanding of how your target audience ticks that is unsurpassed in the industry.

Description of Data Types:
**Stradalli Performance Sports Marketing** – Brings you access to responsive sports fans across the U.S., including cyclists, extreme sports lovers, NASCAR enthusiasts, and NFL, MLB, NBA, and NHL fans.

**Way of Life** – Identifies the lifestyle attributes of more than 100 million online responsive consumers. These segments consists of 100% online buyers. Available segments include New Movers, Travel & Entertainment, Pet Lovers, and Health & Fitness.
**Consumer Packaged Goods (CPG) Buyers** – Actual consumers with credit cards who purchased varied products from various points of purchase and had these products delivered to their home address.

**Super Spenders** – Based on actual household expenditures, and blended with AmeriBaseDigital’s consumer databases and digital online responder files, we have identified households that are the biggest spenders on merchandise and services. Marketers and Advertisers can now target the top spenders across the country by the actual products or services being purchased.

**Ready to Buy (Online Engagers)** – AmeriBaseDigital has identified consumers who are actively shopping for products and services online, as well as completing multiple incentivized lifestyle and purchase history surveys. Target these responsive online engagers in your next campaign today.

**Demand and Supply data** – AmeriBaseDigital is excited to offer another new dataset, allowing our clients to determine areas of high demand and low supply by specific categories of products. The data is multi-sourced from information reported from retailers and spending information from consumers.

**New to market segments** – These include Goldleaf New Phone Connects & New Movers, Mister NonProfit Donor segments, Happy Birthday America segments, and multiple ethnic niche segments.

**Collection Methodology:**

Our daily engager data is the first step in the process of making the most current, accurate information available to our clients. After capturing an online engagement or transaction, we then layer in offline data that is meticulously verified and cleansed. The end result is a dynamic dataset that begins with an online engagement and is enhanced with unique, detailed offline data to give the most complete 360-degree view of a record possible.
AnalyticsIQ: A Buyer’s Guide

**DATA TYPES**: Auto, Creative Optimization, Demographic, Financial, Retail, Travel

**AnalyticsIQ Data 101**
AnalyticsIQ is a dynamic, fast-growing marketing data and predictive analytics innovator. We are the first data company to consistently blend cognitive psychology with sophisticated data science to help you understand the who, what, and why behind consumers and the decisions they make every day. Our accurate and comprehensive consumer database, PeopleCore, provides access to data attributes you can’t find anywhere else. From demographics and affluence categories to psychological drivers and purchase predictors, marketers rely on our data to fuel personalized experiences across channels. Recognized as one of the “Top 100 Most Promising Big Data Solution Providers,” AnalyticsIQ is headquartered in Atlanta, Georgia, and employs a team of industry veterans, data scientists and cognitive psychologists with more than 100 years of collective analytical experience. Our fast, flexible approach makes it easy to get started using sophisticated data to grow your business. For more information, visit [www.analytics-iq.com](http://www.analytics-iq.com) and follow us on Twitter [@AnalyticsIQ](http://twitter.com/AnalyticsIQ) and [LinkedIn](http://www.linkedin.com).
Description of Data Types:

- Demographics
- Consumer finance
- Psychological motivators
- Lifestyle interests
- Channel preference
- Donor behaviors
- Health & wellness
- Housing/Mortgage
- Geo-credit
- Occupation
- In-market
- Auto propensity
- Travel preferences
- Past purchases

Collection Methodology:
AnalyticsIQ acquires data from dozens of sources (public and opt-in) and aggregates a proprietary file utilizing hundreds of statistical models.

Use Our Data For:
AnalyticsIQ data has been successfully leveraged to drive better results in financial services, fundraising, publishing, travel, automotive, and consumer products/services.
AuDigent: A Buyer’s Guide

AuDigent Data 101
AuDigent is an audience and data platform built around the music, entertainment, sports, and pop culture verticals with exclusive audience data segments from major record labels, influencers, and some of the largest content publishers.

Our audiences encompass a massive amount of 1st party data across the open web, mobile, and social channels. We bank the most engaged users, and their behavior, from major websites, social posts, and the hottest content across all devices and platforms.

Description of Data Types:
AuDigent data covers many categories and verticals and our team of in-house data scientists and analysts constantly produce new and exciting segments for either off-the-shelf purchase or specifically to meet a customer’s campaign requirements.

Some of our strongest categories include:

- Music
- Popular Culture
- Millennials
- Generation Z/iGen/Post-Millennials
• Celebrity Influencer Affiliation
• Music Influencer Affiliation
• Purchase Behavior
• Technology
• Travel
• Auto

Collection Methodology:
There’s a lot of audience data swirling around these days. Most of it is commoditized, full of bots, duplicates, autoloads, and siloed by the platform that controls it. AuDigent only collects 1st party data, verifies the traffic and purges any fraudulent activity.

AuDigent builds 1st party audience based on cookies and device IDs and is able to layer on in-market, affinity, and interest data to show which segments over-index for brands.

Use Our Data For:
AuDigent’s online cookie-based audiences are curated and verified to ensure maximum performance and scale.

AuDigent’s audiences are perfect for:
• Highly targeted interest/affinity/influencer segments
• Far-reaching prospecting segments
Blue Kangaroo: A Buyer’s Guide

**DATA TYPES:** Auto, Behavioral, Demographic, Financial, Political, Retail, Season, Social/Lifestyle, Travel

**Blue Kangaroo Data 101**

Blue Kangaroo (“The Roo“):

- Builds ongoing shopping profiles on each consumer
- Organizes the resulting buying intent, preferences, and context data into segments
- Sells these audience segments to marketers
- Acquires data by giving consumers a free personal shopping service in exchange for permission to build a shopping profile. The profile collects an average of 60+ new shopping events/month from a consumer’s shopping activity (mobile/PC) in browser and The Roo app.

**Description of Data Types:**

Blue Kangaroo provides demographic information as well as affinity rankings for more than 2 thousand brands and 240 categories from airline travel to women’s shoes. The Blue Kangaroo Interest Scoring System (“BLISS“) provides a score for the user’s buying intent for these brands and categories. The level of interest is based on the recency, intensity, and frequency of the users’ activity associated with the brand or category. Our shopping data covers all retail shopping categories.
A sampling of the 240+ audience segments includes:

- Apparel (men’s and women’s)
- Automobile
- Baby
- Books
- Electronics (cameras, cell phones, computers, tablets, etc.)
- Financial Services

Collection Methodology:
Blue Kangaroo provides a free, personalized shopping service in exchange for receiving permission to collect data from all of the shopping activity conducted on our users’ mobile and desktop browsers. With this permission, collected URL data show where The Roo’s users shop, as well as the products they view. From this data shopping are constructed profiles that provide unprecedented insight into the users’ buying intent by scoring the their interests.

Use Our Data For:
Audience Activity
- Segmentation & targeting
- Product/content & offer customization
- Analytics & reporting

Use Cases
- Brand & product-level affinity
- High product intent
- Belong to a particular demographic
- Cross-brand marketing
- Life stage marketing
Bombora*: A Buyer’s Guide

**DATA TYPES:** Analytics, Auto, B2B, Behavioral, Data Access, Demographic, Financial, Offline, Partner Initiated ID Syncing, Travel

**Bombora Data 101**
We are the premier provider of Demographic and Predictive Intent Data solutions for more than 1 thousand B2B marketers and publishers. Our demographic profiling and patent-pending Content Consumption Monitoring technology provides the only B2B predictive and demographic data platform in the market. Bombora adds scale and empowers B2B marketers to reach new audiences with precision. Our combination of Demographics and Predictive Intent Data is the best solution in-market.

**Description of Data Types:**
We own the largest predictive data pool with more than 4 billion interactions on 400+ million professionals profiled per month.

**B2B Intent Data** – Bombora is fully focused on the B2B user. Our widespread contributory B2B data partner network allows us to aggregate Predictive Data to enable our clients to track, score, and bucket B2B unique buying “intent” based upon their multiple online business interactions.

*While non-branded data providers may also provide data to the BlueKai Marketplace, the branded providers designated with an * as EU/EAA providers are the only providers of EU/EAA data in the BlueKai Marketplace*
**B2B Demographic Data** – Our demographic data is categorized by Company Size, Company Revenue, Functional Area, Industry, Roles, and Professional Group, which totals more than 250 segments.

**Collection Methodology:**
Bombora captures and aggregates non-PII data for Demographic and Predictive Intent marketing use cases.

**Demographics** – We tag our B2B publisher and partner network so that we collect and convert site visitors into demographic segments.

**Predictive Intent** – We are the largest aggregator of B2B Predictive Data. We tag and monitor the consumption of content across the B2B web, and organize the topics that B2B Professionals research into more than 60+ scalable Predictive Signals.

**Use Our Data For:**
Our B2B data arms marketers to find and target professionals with relevant messages wherever they travel online. Activating our data will arm marketers, publishers, partners, agencies, and trading desks to execute numerous marketing cross-channel initiatives including the following use cases:

- Ad Targeting
- Custom Segmenting
- Site-Optimization
- Analytics
CACI*: A Buyer’s Guide

DATA TYPES: Auto, Demographic, Financial, Offline Match, Retail, Travel

CACI Data 101

CACI has a more than 40 year heritage in data management, segmentation, and technology solutions. Using data-driven insight, we help organizations understand, identify, and intelligently interact with consumers. We are known for the depth, accuracy, and value of our data and have the most comprehensive consumer database in the UK. This provides organizations with unrivaled insight and marketing access to UK consumers and enables brands to target consistently across traditional and digital channels.

Description of Data Types:

**Acorn** – CACI’s powerful consumer classification segments the UK population at postcode level. By analyzing demographic data, social factors, population, and consumer behavior, it provides detailed information and an understanding of different types of people.

**Fresco** – Fresco is CACI’s powerful financial services segmentation. Using GFK’s Financial Research Survey and CACI’s own wealth of data, it describes individuals in terms of their financial product holdings, attitudes, lifestage, affluence, and digital behavior.

*While non-branded data providers may also provide data to the BlueKai Marketplace, the branded providers designated with an * as EU/EAA providers are the only providers of EU/EAA data in the BlueKai Marketplace.*
**Ocean** – Our database of the UK population is the most comprehensive in the industry. With 450+ lifestyle and demographic variables, it covers everything from contact details, income, financial products owned, and charities supported through to media consumption, digital interaction, and channel preferences.

**Collection Methodology:**
CACI uses data from a range of GDPR compliant providers. Using anonymised market research surveys, open data, government and commercial data, these are combined and propensity models built to provide scores for each of the 450 variables across every individual in the UK. These models are then validated against independently drawn samples and aggregated views of the UK to ensure accuracy.

**Use Our Data For:**
Data-driven insight to improve selections and target relevant audiences for multichannel retention and acquisition campaigns.

- Overlay various selections from a wealth of demographic, lifestyle, financial, and attitudinal variables for truly targeted audience selections
- Target ‘look-alike’ customers
- Consistent targeting/ common currency (i.e., Acorn) across off and online campaigns
Clickagy: A Buyer’s Guide

**DATA TYPES:** ABM, B2B, Location, B2C, Intent, Auto

**Clickagy 101:**
Clickagy is a filter overlaid on the world’s digital activity to better identify, understand, and reach specific audiences. By collecting real-time, granular data directly from the source—observed online behaviors of 91% of accessible devices—Clickagy can analyze anonymous user data to derive interests and psychographics.

**Description of Data Types:**
Clickagy offers pre-curated taxonomy segments and custom segments are available upon request.

- **Demographics** – Age, Marital Status, Language Spoken
- **B2B** – Event Planning, Insurance, Legal
- **Health** – Auto Accident, Allergy, Pharmacy
- **In-Market** – Entertainment, Electronics, Beauty
- **Interests** – Arts & Entertainment, Computers, Cooking

Clickagy offers thousands of pre-made audiences at a $0.69 CPM. Custom curated audiences also are available at a $0.99 CPM. The “Farm-to-Table” data provided helps connect responsive consumers with brands and digital campaigns!
Collection Methodology:
Clickagy collects data across over 1.5 billion unique devices in the U.S. every month, and it is 100% directly sourced through Clickagy’s technology running on the client’s browser exactly when they visit a page. Using sophisticated Artificial Intelligence-based NLP, Clickagy crawls web pages and extracts keywords, scoring each from 1-100% based on relevancy.

Company Website:
https://www.clickagy.com
Comscore: A Buyer’s Guide

DATA TYPES: Auto, Financial, Mobile, Travel

Comscore Data 101

Comscore is a leading cross-platform measurement company that measures audiences, brands, and consumer behavior everywhere. Built on precision and innovation, Comscore’s data footprint combines proprietary TV, digital and movie intelligence with vast demographic details to quantity consumers’ multiscreen behavior at massive scale. This approach helps media companies monetize their complete audiences and enables marketers to reach these audiences more effectively. With more than 3.2 thousand clients and presence in 70 countries, Comscore is delivering the future of measurement.

Description of Data Types:

Comscore person-level insights—based on digital, TV and OTT behaviors—help you complete targeting profiles with demographic and advanced audience data. Available audiences include:

Demographics & Digital Behaviors

- Age & Gender
- IAB 1.0 Categories
- Custom Segments
- Valid Human Segment
TV Viewing Insights
- 250+ TV Networks
- TV Dayparts, Show & Movie Genres
- Live TV Events
- Custom Segments based on series, telecast, or ad occurrence

OTT & Gaming Consumption
- OTT Providers
- OTT & SVOD Consumption Intensity
- Gaming Intensity

Collection Methodology:
Comscore’s industry-leading cross-platform datasets—coupled with proprietary, breakthrough measurement technology—provide clients with trusted, neutral insights that are used to improve marketing and monetization performance. By integrating demographics, advanced audiences, and cross-platform behaviors, clients gain a unified view of their consumers, ultimately enabling stronger, more nuanced targeting for improved campaign ROI.

Use Our Data For:
- Enrich targeting profiles with advanced audience insights to improve marketing relevance
- Build on TV advertising with strategic digital follow-up to amplify campaign exposure
- Deliver ads to hard-to-reach audience segments, such as cord-cutters and—nevers, and heavy SVOD streamers
- Leverage the same demographic audience measurement as MRC-accredited Comscore vCE® for improved in-target performance
- Continuously optimize using consistent, end-to-end data from planning through effectiveness for greater campaign ROI
Connexity: A Buyer’s Guide

**DATA TYPES:** CPG, Demographic, Retail, Seasonal, Server-Side Data Transfer Enabled, Social/Lifestyle

**Connexity Data 101**
Connexity (formerly Shopzilla) is a data-driven, marketing-solutions company with 15+ years of e-commerce and media experience. The company operates one of the world’s largest retail marketplaces, with more than 115 million product listings indexed and published for online shopping across the globe. Leveraging its premium online retail network, proprietary technology, and advanced audience modeling, Connexity helps brands and retailers find and target the right audiences on any device.

**Description of Data Types:**
Connexity offers pre-built and custom audiences to drive performance and reach across the following segment types:

- **CNX In-Market** – (Active online shoppers in all major retail verticals)
- **CNX Lifestyle** – (Consumers with consistent shopping behavior such as Household CEOs, DIYers, Fashionistas, Tech Enthusiasts, etc.)
- **CNX Life Stage** – (Personas identified by combining shopping and declared demographic data such as College Millennials, Getting Married, New Parents, etc.)
**CNX Seasonal** – (Ready-to-buy audiences for your promotional calendar such as the big football game, Mother’s Day, Back-To-School, Black Friday, Christmas, etc.)

**CNX Demo** (Self-declared profile data: Gender, Age, HHI, Children, Education, etc.)

**CNX Custom** (Modeled audiences driven by client pixel data, client CRM data, etc.)

**Collection Methodology:**
Connexity leverages 1st party proprietary data from its online retail network to create premium audience segments. Connexity collects observed shopping behaviors for active shoppers including category, brand, and product information, as well as declared demographic data from online buyers. Modeled data leverages a graph technology that combines shopping, demographic, technographic, geographic, and site data.

**Use Our Data For:**
Clients leverage Connexity data to target consumers at various stages on the path to purchase. Brands look to Connexity to drive high engagement levels from unique audiences. Retailers tap Connexity to target prospects and drive sales. Connexity delivers results across the funnel.

Many Connexity audiences are only available via the Private Data Marketplace within Oracle BlueKai. Reach out to your account manager to access Connexity’s complete suite of audience offerings.
Cross Pixel: A Buyer’s Guide

**DATA TYPES:** Auto, B2B, CPG, Financial, Retail, Seasonal, Telecommunications, Travel

**Cross Pixel Data 101**
Cross Pixel is the leading provider of high-performance audience data for the real-time advertising industry. Our mission is to provide the highest quality data to help marketers improve campaign performance. Utilizing Cross Pixel’s proprietary data management technology, audiences are built with granular and transparent control over where users are harvested and how they qualify to be targeted. This approach drives performance while giving advertisers insight and confidence of authenticity around the data powering their campaigns.

**Description of Data Types:**

**In-Market Shopping Segments** – 500+ standard in-market shopping segments identifying users actively shopping for a specific product or service.

**Audience Profiles** – 450+ psychographic audience profiles identifying users based on a variety of indicative behavioral actions these users make across the web.
**B2B Data** – 100+ segments identifying people who work for companies across all industries, as well as individuals who work in a variety of functional areas across industries.

**Custom Targeting** – Cross Pixel creates custom audiences that identify each unique advertiser’s best prospects to target for any given campaign objective. Custom audiences target brand and competitive conquesting keywords and/or behavioral traits.

**Collection Methodology:**
Cross Pixel has developed exclusive partnerships with more than 6 thousand leading e-commerce, transactional and information web sites, to harvest more than 8 billion data points per month. We identify and harvest the search and behavioral activity on more than 650 million users, capturing the specific keywords users are searching for in the URL, title, body, and meta tag of publisher sites. Our data is refreshed daily, which enables advertisers to target the most relevant and in-market users.

**Use Our Data For:**
Cross Pixel’s data is used to target audiences at each stage of the purchase funnel. Our proprietary audience building tool Audience Calculator creates custom audiences for advertisers based on the unique online behaviors of their target customers. Audiences are optimized in real time, ensuring that advertisers always target the right audience.

Our mission is to provide the highest quality data to help marketers improve campaign performance.
Cuebiq: A Buyer’s Guide

**DATA TYPES:** Geo-behavioral, Brand-level, Seasonal, Lifestyle, Auto, Retail, QSR, Financial Services, Travel, IoT

**Cuebiq Data 101**

Cuebiq is a location intelligence and measurement company helping marketers map and measure the consumer journey by leveraging the largest database of accurate and precise location data in the U.S.—leveraging more than 61 million monthly active U.S. smartphone users on over 180 mobile apps.

Cuebiq was founded with the objective to provide marketers a trusted, high quality, and transparent currency for offline visitation data while also leveraging our analytics capabilities to make the world a better place. As the source of truth for offline behavior and the industry’s leading offline intelligence platform, we have disrupted the location intelligence space by launching the industry’s first location specific SDK. With a privacy first approach to the market, Cuebiq is positioned as the new standard for location intelligence in a consumer empowered world. Partnering with Cuebiq means having access to the scale, accuracy, and predictive analytics you need to grow your business in a smart, efficient, and privacy compliant way for years to come.
Description of Data Types:
Cuebiq audiences allow marketers to segment consumers based on their offline behavior, visitation patterns, and purchase intent. Our audiences target consumers cross-platform based on campaign-specific needs or by our own proprietary AI platform recommendations (i.e., vulnerable segments, loyalists, etc.)

**Brand and product level propensities** — target consumers who frequently visit specific brick-and-mortar stores and brands, such as Walmart shoppers, McDonald’s lovers, Starbucks loyalists, etc.

**Competitive conquering** — target consumers based on interest into competitors’ brands.

**Psychographic** — target consumers based on their offline behavior and interest, such as in-market auto shoppers, QSR frequent diners, etc.

**IoT Audiences** — target consumers based on the IoT connected devices they own.

Collection Methodology:
Cuebiq’s data collection methodology is unique in the industry. Our data is collected via a proprietary SDK integrated within 180+ partner apps, persistently collecting anonymous location data for those users who opted into data collection. All data collected is non-PII and our methodology follows all privacy standards and regulations. By combining time spent, frequency, and location data into our methodology, at Cuebiq we have created the industry’s best geo-behavioral segments for targeting, which leverage the most accurate location data at scale.

Our location intelligence platform analyzes mobile users’ proximity signals (such as GPS, Wi-Fi, and IoT signals), frequency, and dwell time (time spent at POIs) to accurately profile anonymous users visitation patterns. The product output—our AI-driven platform, Clara—includes:

- Audiences for cross-platform targeting
- Attribution for in-flight optimization and post campaign visit lift measurement
• Analytics, to help marketers drive strategy and cross-channel activations based on consumers’ interests and visitation patterns

Use Our Data For:

• **Geo-Behavioral Targeting**: Target audiences based on offline behavior and purchase intent

• **Brand-level Targeting**: Target audiences who visit specific brands and brick & mortar stores

• **IoT-based Targeting**: Target consumers based on the IoT devices they own

• **Custom Segmentation**: Target customized segments and branded audiences based on your specific campaign objectives

• **Footfall Attribution**: Measure foot traffic generated by campaigns
Dataline: A Buyer’s Guide

**DATA TYPES:** Transactional Purchase Data, Demographic, Offline Match, Purchase Intent, Enthusiasts (Buyers and Subscribers), Financial, Custom Modeling, Auto, CPG, Education, Donor, MAIDS

**Dataline Data 101**

DATALINE is a leading provider of consumer transactional information, intelligent analytics, and cutting-edge modeling applications. We currently offer over 500 pre-built digital audience segments. Our data passes rigid quality control measures to ensure information accuracy.

DATALINE specializes in providing marketers with the ability to customize audiences using our proprietary database of more than 2 thousand variables from our database of over 240 million individuals. Our digital offering is flexible and allows advertisers to pick and choose variables to create their own customized segments or custom models.

**Description of Data Types:**
The DATALINE consumer transactional database has over 500 pre-built audience segments that are updated monthly. We offer:

**Demographics** – Age in bands (18-24, 25-34, 35-49, 50-54, 55-64, 65-99), Exact Age, Lifestages, Gender, Marital Status, Income in bands starting at less than $15 thousand to above $500 thousand, Ethnicity
Automotive – Owners – Domestic, Foreign, Luxury, Mini Van, SUV, and Trucks in addition to Make and Year. Sourced from Auto Centers.

Transactional Purchase Data – Over 400+ audience categories of actual Purchase Data - Enthusiasts (Buyers and Magazine Subscribers by audiences combined), Magazine Subscribers, and Purchasing Interests

Purchasing Intent/CPG Data – Modeled audience data with specific areas of interest based on Past Purchase information

Credit History/Pay Method – Excellent, Fair, High Credit, Credit Seekers based on modeling

Education – Attended Graduate School, Completed Some College Courses, High School, Took Some College Courses

Home Ownership – Homeowners, Renters

Occupation – Blue Collar, Middle Management, Nurse, Professional, Retired, Upper Management, White Collar worker

Charitable Causes – Health, Political, Religious Causes

Mobile ADIDs

Collection Methodology:
The DATALINE Database is sourced from actual purchase transaction data. Our data sources are secured through licensing agreements with direct-to-consumer companies offering monthly transactional data. Our specific audience segments are available EXCLUSIVELY through DATALINE. DATALINE is offline sourced and onboarded through partnership arrangements. With close to 300 million individuals, we can offer your advertisers endless scale.

Use Our Data For:

• Online audience targeting
• Branding campaigns
• Mobile Advertising Campaigns
• TV Campaigns
• OTT TV Campaigns
• Product Development Insights
• Video Branding Campaigns
DataXpand: A Buyer’s Guide

**DATA TYPES:** Auto, B2B, Behavioral, CPG, Demographic, Financial, Mobile, Retail, Seasonal, Social/Lifestyle, Travel

**DataXpand Data 101**
DataXpand provides rich data from previously untouched markets including Brazil and Latin America, as well as U.S. data.

Through our premium publisher partners, we create the best and most reliable audience clusters based on how users browse, search, and show interest or intent. Within our datasets consideration for language, age, and gender are top priority. Also available are custom segments and seasonal audiences.

**Description of Data Types:**
DataXpand provides access to over 170 audience clusters grouped into the following categories:

- Demographics
- Interest
- Intent
- U.S. Hispanics – Interest
- U.S. Hispanics – Intent
- Seasonal Audiences
- Custom Audiences
Examples include:

- Automobile Intenders
- Travel Intenders, Business & Finance
- U.S. Hispanics Interest & Intent
- Male & Female Audiences
- Fashion & Beauty
- CPG
- Credit Card Holders & Online Shoppers
- Sports Fans: Football, Soccer
- Parenting/Presence of Children
- Technology Enthusiasts, Cell Phones, Computer Intenders
- Real Estate Intenders

Collection Methodology:

DataXpand collects online data through our premium publisher partners. We strive to create the best and most reliable audience clusters based on the following.

- Interest and Intent, i.e., a user reading about the launch of new Ferrari has Interest in cars. An individual who visited “cars.com” or similar looking for a specific vehicle, maybe “Audi A4,” and contacted the seller is categorized into Intent to purchase luxury cars.
- Browsing Behavior
- Search Retargeting
- Social Media Usage
- Offline Data
- All Non-PII Data

Use Our Data For:

All DataXpand audience segments are updated in real time and last between 15 to 30 days. Our segments are best used for Web and Mobile (branding or performance) campaigns that aim to improve response rates, conversion, and brand recognition.
DeliDataX: A Buyer’s Guide

**DATA TYPES**: Auto, B2B, Behavioral, Demographics, Financial, Social/Lifestyle

**DeliDataX Data 101**
DeliDataX is a data network with focus in Latam and Spanish markets. We use a wide set of sites to collect our data, enabling advertisers to improve their campaigns by targeting extremely optimized audiences. Our partners provide categories with a high affinity for Comscore and a focus in Spain and Latam. Our data is repeatedly and successfully benchmarked for our clients and their brands.

**Description of Data Types:**
DeliDataX delivers intent-based segments and interest segments, as well as social data segments. We have particular strengths and focus on SMEs, entrepreneurs, and sociodemo, where our publishers have proven relationships with their visitors. We also offer a wide segment of directory services for SMEs, Real Estate, Leisure, Finance, and Parenting verticals, including:

- **Sociodemo** (registration data)
- **Interest** (behavioral)
- **Intent** (behavioral)
- **B2B** (behavioral)
Collection Methodology:
Our data has a high affinity with our segments of focus, and is refreshed on a routine basis. Our data acquisition is based on a strong relationship with midsized and large vertical websites. These websites are independent, meaning they have no affiliation to a specific brand. This provides reliability for DeliDataX because our data comes from the most trusted source, the main websites.

DeliDataX data segments have the following refresh times:

- **Demo** (45 days)
- **Interest** (15-30 days)
- **Intent** (5-10 days)

Use Our Data For:
DeliDataX categories help advertisers grow target audiences, convert prospects, and increase ROI. Our high affinity matching with Comscore helps to develop eGRP strategies. Further, DeliDataX data provides powerful predictive audiences to recent category buyers.
Dun & Bradstreet: A Buyer’s Guide

**DATA TYPES:** B2B, Deterministic, Firmographic, Persona, Predictive, Industries Include Healthcare, IT and Software, Education, Finance, Retail, Manufacturing

**Dun & Bradstreet Data 101**
Dun & Bradstreet is the world’s leading source of commercial and business insight. Powered by the Dun & Bradstreet Data Cloud of 300+ million business records, 350+ million contact records and cookies, and with our proprietary unique identifier for each entity, the D-U-N-S number – we’re connecting data from thousands of sources to help you embrace precision and eliminate waste. In an ever-changing world, businesses are evolving, which is why our DUNSRight® quality process is essential to ensure data quality and integrity – we update 5 million data points each day.

Reaching B2B audiences in digital marketing is now a lot easier. With D&B’s Audience Targeting, digital marketing teams can access hundreds of segments aligned with their needs.

**Description of Data Types:**
Dun & Bradstreet Audience Targeting provides over 400+ actionable audience segments to suit a range of B2B online targeting needs. Segments can be layered for a more targeted, cross-channel approach.
Some of the most popular include:

**Business & Professional Targeting Segments** – Our deterministic segments aggregate, organize, and expose data that originates in the real world to ensure you’re reaching the right audience.

- **People**: job function, roles, seniority
- **Company**: industry name, employee count, annual revenue, location
- **Industry**: SIC & NAICS classifications

**Predictive Targeting Segments** – Our predictive segments look for signals to indicate intent, which can help you unlock the behavior you’re looking to influence.

- Account marketability
- Company growth & spending power
- Technology budget & purchase intent
- Financial analytics

**Collection Methodology:**

Dun & Bradstreet aggregates, curates, and synthesizes more than 30 thousand data sources, including contact-level data made available on an anonymous basis to customers for offline sales and marketing. Our digital marketing products take that process a step further, bringing offline data online, using methods compliant with the highest standards of PII protection and privacy. The process continually discovers, evaluates, and harmonizes new data sources, leveraging proprietary technology to offer continually expanding addressable audiences for the B2B marketer.

**Use Our Data For:**

For the B2B marketer, Audience Targeting data provides a powerful facility to discover, engage, and verify professional audiences online though programmatic and non-programmatic buying, and on-site visitor engagement. For direct response or awareness, use our audience data to eliminate waste when seeking high-value, hard-to-reach audiences in digital channels.

For custom segments or questions, please reach out to: SupportAS@dnb.com.
Edmunds: A Buyer’s Guide

DATA TYPES: Auto, Financial, Mobile, Retail, Travel

Edmunds Data 101

Edmunds delivers an unsurpassed depth and breadth of superior, unbiased automotive content to in-market shoppers, automotive enthusiasts, and automotive lifestyle consumers. Our vast collection of pricing, ownership costs, vehicle ratings, road tests, and future vehicles have made our site a “must visit” destination for informed automotive consumers. Edmunds empowers advertisers to reach these highly valued in-market consumers and organizes them into interest groups, such as body style, make, and model.

Description of Data Types:

Edmunds data is designed to be actionable with defined segments based on a consumer’s interest. At the highest level, advertisers can reach new and used in-market researchers. Going deeper, consumers are organized into body type, make, and model segments. Examples include SUV, Honda, and Honda Accord researchers. This data is easily applicable to all media-buying tactics and is shown to perform across other industries, including financial services, insurance, travel, and luxury shopping.

Collection Methodology:

Edmunds deploys data collection technology on every page of the website. Research behaviors such as reading articles, model reviews, looking at
model specifications, and viewing photos are recorded to populate interest segments. The Edmunds powered by Oracle audiences are enhanced to provide greater scale by applying Oracle Data Cloud’s reach extension capabilities. These audiences are tested against the most important measures of performance to marketers—shopping engagement and vehicle sales. More advanced segments, based on research behaviors and specific shopping intent events, are available in the Private Data Marketplace on request.

**Use Our Data For:**

- Targeting a valuable “in-market auto” audience throughout the web at scale
- Staying in front of your audience as they make their auto purchase decision
Experian: A Buyer’s Guide

DATA TYPES: Auto, B2B, Demographic, Financial, Purchase, Psychographic and Attitudes, Mortgage & Property, Lifestyle, Travel

Experian Data 101
Experian Marketing Services is a leading provider of consumer insights, targeting, data quality, and cross-channel measurement. We use data and insights to help brands have more meaningful interactions with people. Advertising has become smarter and more personalized and Experian is helping to set new standards in data management, usability, and measurement in this new environment. Being able to identify your customers is the first step to data-driven advertising. As leaders in the evolution of the advertising landscape, Experian Marketing Services can help you identify your customers and the right potential customers, uncover the most appropriate communication channels, develop messages that resonate, and measure the effectiveness of marketing activities and campaigns.

Description of Data Types:
Experian’s vast inventory of more than 2 thousand audience segments provide marketers with proven, high-performing options when selecting their best audience based on their unique business and campaign goals. Our most commonly used data segments include:

Demographic – Consumer audiences such as age, gender, income, occupation, ethnicity, homeownership, and education. Use them on their own or in
combination with other segments to fine tune your audience.

**Auto** – Consumer audiences that include highly predictive make/model-level auto ownership audiences, auto in-the-market, and auto propensities.

**Financial** – Consumer audiences based on aggregated credit behaviors, lifetime value, likely profitability, and highly regarded Financial Personalities and Consumer Financial Insights.

**Housing Attributes** – Consumer audiences, based on mortgage and property dates, allow you to target important factors such as estimated monthly mortgage payment, estimated equity, or estimated current home value.

**Life Event** – Consumer audiences based on recent marriage, child births, and home purchases are triggers with specific needs for products and services. With life-event audiences, you can reach them at their purchase points.

**Mosaic® USA** – Experian’s premier consumer audience lifestyle segmentation system classifies households into 71 unique segments and 19 groups, providing a 360-degree view of consumer choices, preferences, and habits.

**Past Purchase** – Consumer audiences that connect purchase history in 38 product categories. Created with detailed granularity to give ultimate control in developing targeted audiences based upon purchase.

**Psychographic/Attitudes** – Consumer audiences based upon attitudes, expectations, and personal views.

**TrueTouch℠** – Consumer audiences based on how consumers’ respond to motivational messages, plus their preferred channels for engagement and transaction. Use these insights to generate high performing, personalized content and creative; and identify the proper channel placement to ensure engagement at the optimal time in the customer’s path to purchase.

**Collection Methodology:**

Experian draws on a massive base of knowledge accumulated during our five decades in business. We maintain a wealth of information about consumers
and how they make buying decisions. We compile data from hundreds of public and propriety sources. These sources include self-reported information, aggregated panel data, websites with permission to share information about visitors, public records, and historical retail purchases collected offline and then brought online through propriety online data partnerships.

Use Our Data For:
Marketers from the retail, financial services, media, telecom, and other industries use Experian’s audiences and data to improve targeting precision and predictability. Our clients trust Experian for our data quality and our 10-year expertise in executing premium audience targeting in digital display.
Factual: A Buyer’s Guide

**DATA TYPES:** Location, Mobile, Auto, CPG, QSR, Retail, Travel, Services, Food & Beverage, Lifestyle & Lifestage, Geo, Financial, Seasonal, Political, Behavioral, Demographic, Place, Brand Shoppers

**Factual Data 101**

Factual is the location data company the world’s most valuable brands and technology companies trust to intelligently grow their business.

Factual empowers marketers and agencies with the world’s most trusted location data available. With Factual’s Geopulse product suite, marketers can better understand consumers, more effectively target campaigns, and accurately measure business impact.

Factual’s Geopulse Audience solution allows advertisers to effectively target campaigns with mobile-first audience segments, based on our proprietary data describing where consumers go in the real world. Geopulse Audiences includes hundreds of pre-built audience segments designed by our location strategy experts. Additionally, Factual’s Location Strategy Team is available to create highly-customized audience segments tailored to your specific campaign KPIs. Contact strategy@factual.com for a custom targeting recommendation at no charge.

**Description of Data Types:**

Factual’s Geopulse Audiences offer a broad set of audience segments based
on real-world user location and powered by our proprietary, mobile-first data. Audience segment categories include:

**Behavioral & Lifestyle** – Target users based on their real-world behavioral patterns (e.g., frequent grocery store shoppers, luxury retail shoppers, business travelers, etc.).

**Place Category Visitors** – Target users based on the types of places, categories of businesses, and points of interest they visit (e.g., retail shoppers, QSR diners, moviegoers, etc.).

**Brand Shoppers** – Target users who frequently visit different chains across retail, QSR, automotive, dining, entertainment, travel, and more. Factual offers over 270 branded chains.

**Custom Audiences** – Factual’s Location Strategy Team can create highly customized audience segments tailored to your specific campaign KPIs. Contact strategy@factual.com for a free customized audience recommendation.

**Collection Methodology:**
Factual’s Geopulse Audiences are built using our proprietary datasets and validation technology. Factual’s Observation Graph dataset incorporates billions of mobile device user geolocation data signals from hundreds of millions of validated devices. These location signals are then combined with Factual’s demographic data, event data and other geographic data (e.g., roads, parks, rivers, lakes, parcel maps, building shapes, etc). Using our proprietary Place Attachment technology, we can determine the specific places visited and get a comprehensive understanding of real world device movements.

**Use Our Data For:**
- Targeting consumers based on where they go in the real world — including branded chain and place category visitation, and behavioral patterns
- Reaching customers who frequently visit your brick-and-mortar brand locations and related places
- Converting consumers who visit competitive brand locations
- Reaching any custom audience based on your specific campaign KPIs. Email strategy@factual.com for highly customized targeting recommendations at no charge.
Forbes: A Buyer’s Guide

DATA TYPES: Auto, B2B, Financial, Offline Match, Political, Seasonal, Social/Lifestyle, Telecommunications, Travel

Forbes Data 101
Serving as the world’s definitive source for business and finance news since 1917, Forbes and its Premium Data Platform offer unparalleled access to a highly affluent and connected audience of insiders, innovators, and influencers. Advertisers look to Forbes for exclusive access to the business community and the rest of the world’s elite with custom built, highly specified segments, and exclusive targeting solutions.

Description of Data Types:
Collection Methodology:
Using carefully verified, behavioral targeted data on the Forbes Premium Network, advertisers can pick and choose from over 80 unique Channels and Sections to create custom, highly optimized segments. This 1st party data can reach audiences broad or niche.

Use Our Data For:
Forbes Premium Data works best when segments are mixed and matched to create custom audiences of business and finance professionals and affluent consumers.
GfK: A Buyer’s Guide

**DATA TYPES**: Demographic, Financial, Political

**GfK Data 101**

GfK MRI’s National Study, the Survey of the American Consumer®, provides a detailed view of the 244 million adult consumers in the continental U.S.—their media choices, detailed demographics, consumption of over 6.5 thousand products in nearly 600 categories, and more then 1.6 thousand lifestyle and psychographic questions and segmentations. Our segments are extracted from this national study.

**Description of Data Types:**

GfK MRI offers attitudinal segments covering a variety of consumer attitudes and behavior and interests, including buying styles, food attitudes, health attitudes, technical attitudes, cellular/mobile attitudes, vacation/travel attitudes, fashion & style attitudes, and financial attitudes.

**Collection Methodology:**

The GfK collection methodology includes

- Dispersed area probability samples
- Elimination of cell-phone only and Internet sample limitations
- Inclusion of adults 18+ living in private households
• A collection of 25,000+ respondents per year in 48 states
  *Only one adult from each household is surveyed*

• Inclusion of personal interview data focused on media & demographics

• And finally, Leave-behind “product booklets” with questions on products, brands, lifestyle, and psychographics are compiled

**Use Our Data For:**

• Targeting
• Media planning & buying
• Consumer insights
• Customer acquisition & retention
• Product development
• Marketing mix strategy
**Gravy: A Buyer’s Guide**

**DATA TYPES:** B2B, In-Market, Lifestyle, Enthusiast, Mobile, Auto, CPG/Retail, QSR

**Gravy Data 101**
Gravy Analytics is the leading provider of real-world location intelligence for marketers. Our patented AdmitOne™ engine verifies mobile consumer attendances at millions of places, points-of-interest, and local events, providing unprecedented insight into consumer activities and interests. Advertisers rely on Gravy Audiences to power precision-targeted mobile advertising campaigns. Brands trust Gravy Insights to provide unmatched customer and competitive intelligence. Gravy Analytics processes billions of location signals each day from its nationwide base of opted-in, anonymous mobile devices for unparalleled reach and scale. For more information, visit [www.gravyanalytics.com](http://www.gravyanalytics.com).

**Description of Data Types:**
Gravy Audiences fall into four distinct categories: B2B, In-Market, Lifestyle, and Enthusiast, representing a broad range of interests in specific products and services. An example Lifestyle audience is Athletes, consisting of mobile consumers frequently participating in local sporting events. A popular In-Market audience is Home Buyers, consisting of mobile consumers attending homes for sale and open house events. B2B segments reach mobile consumers attending B2B venues and related events, like industry conferences. Enthusiast segments include mobile consumers with repeat attendances supporting a cause or topic, such as NFL Fan or Wine Lover.
Brand Audiences, composed of mobile consumers observed at specific brand locations (Best Buy, Costco, McDonald’s, Starbucks, Target, etc.), are also available. Gravy Analytics monitors consumer attendances at more than 2 thousand U.S. chains today. Contact us at SOG@gravyanalytics.com to learn more about Custom Audiences built to your unique specifications.

Top audiences include:

- Athletes
- Luxury Lifestylers
- Self Pamperers
- Health Nuts
- Live Music Lovers
- Expectant/New Parents
- Auto Buyers
- Home Buyers

- Mattress Buyers
- B2B – Technology
- B2B – Developers
- Beer Lovers
- Wine Lovers
- And many more

Collection Methodology:

Gravy aggregates anonymous mobile device IDs and location signals from multiple sources, including SDKs. The signals are processed using our AdmitOne™ engine, which verifies consumer attendances at millions of local places and events. Gravy Audiences are then generated using these verified attendances. Unlike other location-derived data providers, Gravy Analytics uses precision polygonal geo-fences and rich place and event metadata to confirm that an engaged consumer visit occurred. By using only verified attendances, Gravy omits mobile consumers walking or driving by locations of interest, ensuring audience accuracy and improving campaign performance.

Use Our Data For:

- **Highly Accurate Targeting** – Ensure that your advertising campaigns reach the right people with deterministic consumer segments based on verified place and event attendances.

- **Reach Committed Consumers** – Easily identify and reach mobile consumers who engage in relevant local events and activities in the physical world.
• **Intercept Intenders at the Right Time** – Use In-Market audiences to reach consumers before they make big purchase decisions. For example, Home Buyers are observed at open houses and houses for sale—leading indicators of intent to purchase a house, home insurance, appliances, moving services, and more.

• **Launch Loyalty and Geo-Conquesting Campaigns** – Identify and engage your current customers, or your key competitors’, with Gravy’s Brand Audiences.

• **Create your own Custom Audience** – Build a Custom Audience to your unique specifications. Contact the sales operations group at SOG@gravyanalytics.com for details.
Every day, HG Data uses its proprietary platform to index billions of unstructured business-related documents from offline and online resources. We go well beyond the digital signature information commonly found on public websites, processing content such as case studies, press releases, content libraries, government filings, and more to produce a detailed and accurate profile of the business needs, installed technologies, services, and other habits and interests of companies.

**Description of Data Types:**

HG Data provides detailed information on the hardware and software technologies or other products or services purchased or needed by our customers. Often called technographics, this includes the name of the technology, the location where it’s installed, and other historical data business intelligence teams can use to build models, forecasts, and trend reports.

Our dataset contains information:

- On 83M+ technology installations
- At 12M+ companies
- Representing 8K+ technology products
- Manufactured by 4K+ technology vendors
• Verified by 360M+ distinct date stamps
• With 1M+ expanding topics beyond installed tech

**Use Our Data For:**
- Digital display advertising
- More precise segmentation in ABM/demand generation campaigns
- Prioritizing sales call lists for more effective & relevant outreach
- Net new account identification
- Revenue expansion through competitive displacement campaigns, as well as cross-sell & up-sell promotions

**Collection Methodology:**
In brief, we:
1. Parse though billions of documents and more than 22 different document types
2. Digitize the information in a massive document repository
3. Use our unique IP, consisting of natural language processing, machine learning, algorithms, and analytics, to analyze and provide context for the insights we produce
4. Perform human validation of statistically relevant samples and independent phone surveys to ensure we’re providing our customers with quality business intelligence.
Hitwise: A Buyer’s Guide

DATA TYPES: Intent, Search, Behavior

Hitwise Data 101
Hitwise is a data and analytics company with nearly 20 years of experience working with brands and agencies to deliver competitive intelligence and audience analysis. We specialize in digital intent data. Our core data asset is an opt-in digital panel of more than 8 million consumers on whom we see 100% of their search and website behavior. Leveraging website visitation and search engine keywords, Hitwise delivers syndicated and custom segments fueled by observed digital intent signals.

Description of Data Types:
Hitwise offers both syndicated and custom audiences, including the following segments:

- **Automotive** – Class and Make, i.e., Luxury, Sedan, Lexus, Toyota
- **CPG** – Baby Care, Home, Health & Beauty, Pets, etc.
- **Financial Services** – Credit Cards, Insurance, Investment, Mortgages, etc.
- **Life Stage** – Expecting Baby, Getting Married, Home Buyers, etc.
- **Lifestyle & Shopper Type** – Fashion, Beauty, Home, Tech, etc.
- **Media & Entertainment** – Home Entertainment, Theatrical
- **Retail** – All Major Categories
**Tech** – Electronics, Computers, Video Games, etc.

**Travel** – Airlines, Hotels, Cruises, etc.

**Collection Methodology:**
Hitwise audiences are fueled by our opt-in panel of 8 million consumers, on whom we see 100% of their digital web behavior, including all website visitation and keyword searches. These audience building blocks lead to infinite custom audience combinations seeded with URLs and keywords, use Boolean logic and then are expanded with statistically significant modeling to achieve scale with quality. We model our audiences daily to deliver the freshest digital consumers for marketers.

**Use Our Data For:**
Hitwise audiences are leveraged in many parts of the path to purchase. Our life stage and lifestyle audiences are ideal for upper and mid-funnel, being defined by complex personas or life events. Acquisition and direct response benefit from our lower-funnel segments driven by specific URL event, purchase, and search activity.
i360: A Buyer’s Guide

**DATA TYPES:** Data Access – Audience On, Demographic, Financial, Political, Server Side Data Transfer Enabled

**i360 Data 101**

i360 is the leading data and technology resource for the pro-free-market political and advocacy community. From its database of 190+ million active voters and 250+ million U.S. consumers, with hundreds of data points on American adults, i360 arms advertisers with a wealth of data on partisanship, economic and social issue alignment, and personal characteristics to target audiences with precision and deliver results at the polls.

**Description of Data Types:**
The i360 Online Segments are custom-tailored for the political and advocacy communities. Segments include:

**Registration & Partisanship**
Registered, Unregistered and Newly Registered Voters; Primary Voters; Republican, Democrat, Independent, and Swing Voters

**Propensity or Likelihood to Vote**
High, Mid, and Low

**Issues**
Fiscally Conservative – Spending and Debt, Fiscally Conservative – Tax, Fiscally Liberal - Tax; Pro 2nd Amendment Voters; Likely Pro-Choice and Likely Pro-Life; Likely Supportive of Same Sex Marriage, Likely Supportive
of Traditional Marriage; Oppose Obamacare, Support Obamacare and Undecided on Obamacare

**Personal Demographics**

Gender; Age; Income & Wealth; Home Ownership; Children in the Home; Marital Status; Investment Voters; Sports & Gambling Interests

**Collection Methodology:**

i360 was built with a goal of maintaining a constantly updated database of voter information from states and counties across the country. Layering in hundreds of consumer data points from leading data providers, census data, precinct level election returns, and political identification and coalition data, i360 processes 4+ billion records a year.

i360 modelers then work with industry-leading software companies to build predictive models around partisanship, vote propensity, and issue alignment, answering unknowns where hard data points are unavailable.

**Use Our Data For:**

i360 data is used by pro-free-market political and advocacy organizations to target and reach voters and prospective voters with content and creative that speaks to their alignment and issue affiliation. Political, lifestyle, issue, and demographic segments can be leveraged to target audiences with precision and serve meaningful content across every channel.
i-Behavior:  
A Buyer’s Guide

**DATA TYPES:** Auto, B2B, Demographic, Financial, Mobile, Offline Match, Political, Retail, Seasonal, Social/Lifestyle, Travel

**i-Behavior Data 101**

i-Behavior data is primarily sourced from a data cooperative. This cooperative collects SKU level POS data from contributing merchants, retailers, financial services firms, insurers, catalogers, non-for-profits, etc. In addition, i-Behavior data includes sources covering B2B, demographic, psychographic, media consumption, and social media interests all connected at the individual level. Data includes:

- **U.S.** – 3K+ data contributors; 190M+ consumers
- **Canada** – 2.4K data contributors; 14M+ consumers
- **Brazil** – 70+ data contributors; 80M+ consumers

**Description of Data Types:**

**Purchase Data** – Point of Sale data from multichannel down to the SKU level as identified by data contributors.

**Demographic Data** – Information collected by Amerilink.

**Psychographic** – Information collected by print consumption, 3rd party research, and purchase data (e.g., eco-luxury travelers subscribe to travel magazines, self report on trips taken, frequently book foreign travel, and donate to environmental causes).
**Media Consumption** – Print subscriptions, book purchases, video purchases, TV viewership

**B2B** – Products and services

**Social Media Interests** – Activity on social media platforms.

**Collection Methodology:**
The data cooperative gathers SKU-level data from various data contributors, which is de-identified and anonymized for digital targeting.

**Use Our Data For:**
Create custom built audiences driven by consumer or research insights. I-Behavior syndicated data is effective for branding and customer acquisition campaigns in Retail, CPG, Financial Services, Telecom, Insurance, Health Care, and Auto.
Infogroup: A Buyer’s Guide

**DATA TYPES:** Auto, B2B, Behavioral, Demographic, Financial, Modeling, Offline Match, Political, Retail, Seasonal, Social/Lifestyle, Travel

**Infogroup Data 101**

Infogroup is the only business and consumer data compiler of scale in the industry. We’ve been compiling data since 1972, offering more than 40 years of experience and expertise in data, analytics, and marketing services.

Infogroup’s proprietary compilation, verification, and data quality processing ensures we provide the most reliable, accurate, and comprehensive data available in the industry.

Evidence of our commitment to providing the most accurate data to our clients are the more than 25 million calls we place every year to businesses, and an annual investment of more than $20 million in data quality. Our rigor and expertise in data quality and strategy are why we’re a trusted partner to 70 of the top Fortune 100 companies. This also is why our data is used to power top search engines and in-car navigation systems.

**Description of Data Types:**

**Access 1,000+ pre-built online audiences** — Each includes a combination of extensive company and professional insights, rich demographics, behaviors and deep insights so you can target with confidence.
Infogroup Business & Professional – Reach over 137 company and professional audiences.

Infogroup Consumer – Reach over 140 demographic, behavioral and interest audiences.

Infogroup Media Solutions B2B Xchange – Reach over 290 company, professional, technology, and professional interest audiences.

Infogroup Media Solutions B2C Xchange – Reach 427 consumer interests, lifestage, past purchase, political affiliation, charitable causes, and much more.

Collection Methodology:
Categories (for a full list see the BlueKai taxonomy)
- Business
- Professional
- Demographic
- Charitable Causes
- Technology
- Behavioral

Infogroup believes that a key to obtaining quality information is to blend data from multiple sources. Infogroup partners with select data providers to collect relevant information, and blend these data streams into one consistent, consumable asset. We aggregate more data from more disparate sources than any other information provider. For our business data, we partner with more than 6 thousand trusted sources. For consumer data, over 100 data partners contribute to more than 29 billion records aggregated annually. Here are some of our sources: Online Registrations, Trade Publications, Event Organizers, Online Newsletters, Company Financials, Publisher Co-ops, Business Registries, Offline & Online Publishers, State Filings, Annual Reports, Business Journals & Periodicals, Telephone Directories, Political Files, Public Tax & Real Estate Records, Public Utility Information, Transactional Data, Internet Research, Legal Filings, and Phone Verification.

Use Our Data For:
- Empowering precision insights & targeting across channels & devices
- Finding like customers for prospecting & acquisition
- Reaching niche business & professional audiences
- Audience profiling & analytics
- Omni-channel marketing solutions
- Improving ROAS
- People-based marketing
Intimate Merger: A Buyer’s Guide

**DATA TYPES**: Cookies (Desktop, Mobile)

**Intimate Merger Data 101**

Intimate Merger is one of the biggest DMP specialized companies in Japan. It won the top place in the public DMP market in Japan ranking three years in a row.

**Collection Methodology:**

We provide web performance data of the audience visiting our partner’s media as well as data estimated from statistical processing of a consumer panels provided by media research companies. In addition, we aggregate data based on keywords extracted from consumer contact via our partners.

**Use Our Data For:**

Advertisement, site analysis, research, MA/CRM collaboration, risk detection, and more.
IRI: A Buyer’s Guide

**DATA TYPES:** 100% Deterministic & Probabilistic CPG Audiences including OTC, Health & Beauty, & Consumables

**IRI Data 101**
IRI’s data asset enables CPG manufacturer and retail advertisers and their agencies to better plan, target, activate, measure, and optimize their media investments. With over 350 million frequent shopper loyalty cards, IRI has the largest loyalty card data asset available for 100% deterministic audiences and closed-loop measurement. Supplementing our loyalty card data asset is the largest collection of POS, Panel, and causal data in the industry, enabling superior granularity, accuracy, and flexibility across all of our media solutions.

Please contact IRIAudiences@IRIworldwide.com if you have any questions about how to best leverage our audience products.

**Description of Data Types:**
IRI offers two highly relevant audience targeting solutions to meet advertisers’ specific campaign needs.

**IRI Verified Audiences** – Connects brands and agencies to shoppers based on verified purchases, built at scale from 350+ million loyalty cards. These 100% deterministic audiences provide CPG advertisers unprecedented precision, reducing waste and driving greater efficiency, by only incorporating households who have exhibited the desired purchase behavior.
IRI ProScores™ – Model targetable audiences based on purchase behavior projected out to all U.S. households, identifying those households with the highest propensity to buy a particular brand, sub-category, or category.

IRI Audiences can be overlaid with location, social affinity, 1st party, and numerous other datasets for maximum flexibility, accuracy, and granularity. When compared with traditional targeting tactics like demographic, behavioral, and contextual, IRI Verified Audiences and IRI ProScores™ consistently deliver 3-4x incremental increase in ROAS.

Collection Methodology:
- **IRI Verified Audiences** – IRI collects purchase data for 350M+ loyalty cards (100M+ unique households) from CPG retailers spanning grocery, drug, club, and convenience channels. This data is collected passively, aggregated at the household level, and refreshed weekly.
- **IRI ProScores™** – IRI leverages the best-in-class, all-outlet National Consumer Panel (100K unique households) and over 1.7K+ Experian ConsumerView household attributes to create its highly predictive ProScores models.

Use Our Data For:
**IRI ProScores™ Audiences**
- Probabilistic
  - Maximum reach & scale
  - Prospecting
  - Conquesting
  - New brand launch
  - Social affinity (influencers on social platforms)
  - Health & wellness attitudes

**IRI Verified Audiences**
- 100% Deterministic
  - Health & wellness attributes (organic, natural, etc.)
  - Reach actual buying households
  - Optimize reach to best customers
» New sub-brand launch
» Share of requirements
» Switchers (HHs that buy multiple brands in the category)
» Lapsed buyers (HHs that used to buy but no longer buy)
» Decreasers (HHs whose purchase rate is decreasing)
» Increasers (HHs whose purchase rate is increasing)
» Purchase cycles (HHs that are early, late, & off-cycle)
» Price sensitivity (Engagement with discounts, private label, etc.)
» Location-based
» Owned media segmentation
**IXI™ Services**

**A division of**

**equifax**

# IXI: A Buyer’s Guide

**DATA TYPES:** Auto, B2B, Credit, Demographic, Financial, Mortgage, Offline Match, Restaurants, Retail, Seasonal, Telecommunications, Travel

**IXI Data 101**

IXI Services, a division of Equifax, offers Digital targeting solutions that enable marketers to better deliver the right message to the desired target audience based on visitors’ likely financial interests and profiles. A leader in delivering marketing solutions based on anonymous, aggregated wealth and asset data, IXI Services enables consumer segmentation according to a wide array of financial metrics, including investment behaviors, spending levels, and other financial characteristics.

**Description of Data Types:**

Consumers’ financial situations have an enormous impact on their ability to make investment decisions and spend on discretionary items. Money matters!

IXI Services offers digital targeting solutions that enable marketers to better deliver the right message to the desired target audience based on visitors’ likely financial interests and profiles.

IXI is the only data source based on direct measurement of 43% of U.S. consumer invested assets. We help marketers reach audiences based on likely financial propensity and purchase interests. Segments are based on investment behaviors, spending levels, other financial characteristics and a range of product propensities like retail, travel, auto, and more.
Collection Methodology:
To enable advertisers and agencies to target audiences online with ease, we have built intuitive targeting segments based on our proprietary measures of households’ financial capacity, propensities, preferences, and behaviors. These segments leverage IXI Services’ foundation of direct-measured asset data, aggregated credit information from Equifax, and our proprietary segmentation systems.

Use Our Data For:
With IXI Services Digital Targeting Segments, advertisers can target online audiences using a range of financial and behavioral characteristics, as well as industry specific segments for industries such as small business, auto, insurance, retail, telecommunications, credit cards, and travel. We also build customized segments to match specific client needs.
Kochava: A Buyer’s Guide

Kochava Data 101:
Curated and validated dataset with more than 1.3 billion monthly active mobile devices including app usage, location visitation, device details, interests, digital purchases, and user demographics.

Description of Data Types:
By leveraging robust audience creation tools with a rich dataset, Kochava offers both syndicated and custom audiences across every major brand vertical and form of key behavioral targeting.

Data Elements Collected At Scale Include:

- App Usage
  - All apps installed on device
  - Frequency & recency of app sessions
  - In-app events
    - Registration
    - Level Ups
    - Social Shares
    - Video Views
    - Add To Cart
    - Purchases
• Device hardware & software data
  » Make & Model
  » OS & Version
  » Carrier (including MVNOs)
  » Device Type
• Interests & behavior – mapped to IAB categories
• Visited points-of-interest – retail, QSR, travel, parks, stadiums, etc
• Demographics
  » Language
  » Age
  » Education Level
  » Gender

These Data Elements are used to create unique audiences. Some of the most popular include:

• Wireless Customers with high-churn propensity
• Fantasy Sports Players
• Parents of Young Children
• Frequent Business Travelers
• New Home Buyers
• Auto Intenders
• Mobile Gaming In-App Purchasers
• Ridesharing Riders & Drivers
• Frequent QSR Diners
• Heavy OTT Streamers

Collection Methodology:
The primary driver of Kochava Collective data is the sizable SDK footprint of our FreeAppAnalytics service, which is utilized by thousands of app developers across more than 1 billion monthly active devices. The SDK powers analytics for these developers while enabling deterministic aggregation of rich data on devices. All data is filtered through Kochava’s industry leading fraud tools and enriched by accredited data partners, with all data tied to specific Mobile Device Advertising IDs (IDFA/AAID).
Use Our Data For:

- Build precise audiences of devices with specific apps installed
- Reach customers that visited key locations
- Re-engage users in their native language
- Conquest your competitors top customers
- Reach any custom audience based on your campaign KPIs. Contact collectivesupport@kochava.com for free assistance in defining the perfect audience for your application.

Company Website:
https://www.kochava.com/kochava-collective/

Twitter:
@kochavamobile
@ko_collective
Leiki: A Buyer’s Guide

DATA TYPES: Contextual, Interest

Leiki Data 101

Leiki Ltd. provides semantics-based data solutions to publishers, including context-based intelligence, smart user profiling and audience segmentation. At our technological core, we have a proprietary 180+ thousand category natural language ontology that empowers our content and user interest analysis on which our audience segments are based. Our data is based on real-time user interests and behavior.

Description of Data Types:

Leiki offers tailored audiences based on 1st party data from our publisher partners and over 300 segments, including the following:

- Arts & Entertainment
- Automotive
- Education
- Food & Drink (IAB Tier 1, Fine Wine & Gourmet, BBQ Masters)
- Hobbies & Interest (Winter activities, Books, etc.)
- Personal Finance
- Real Estate
- Sports (Fans, Golf, Tennis)
- Technology
- Travel (Air travel, Hotels, Holidays, etc.)
- Wedding Planners
Collection Methodology:
Leiki audiences are based on our 1st party publisher data from our publisher partners. Audiences are crafted based on real-time behavioral data refined with Leiki semantic technology. Our audience data is not based on keywords or broad, generic categories—it is built on genuine user interest data, context, and up-to-date cookie data. We work closely with our publisher and agency clients to refine our segments and provide the best possible results for marketers.

Use Our Data For:
Leiki’s semantic audiences provide accuracy in terms of user interest and topicality. The power of using semantics-based behavioral data when targeting users at exactly the right time offers a fresh opportunity for marketers to boost their campaign’s performance. Every impression counts when it is delivered to the right user based on their real-time interest.
Lotame: A Buyer’s Guide

**DATA TYPES:** Human & Non-fraud scrubbed Audiences across Automotive, Behavioral Interest & Intent, Demographics, Smart TV Viewership, Entertainment, CPG Purchase, Retail, Political, Retail, Seasonal, Social, Lifestyle, Travel, Video, Gaming

Lotame Data 101
Lotame’s data exchange provides you with instant access to audience segments consisting of billions of cookies and mobile device IDs. We have captured granular data against these cookies and device IDs and packaged it into thousands of highly curated audience segments.

The data consists of self-declared and demonstrated behavioral data from unique publisher partners, as well as viewership directly from Smart TVs, yielding accurate and scalable Demographic, Behavioral Interest, TV Viewership, and Social influencer audience segments. Lotame Smart Data bundles 100% declared and demonstrated data (NOT panel-based, modeled, or inferred) into more than 5 thousand audience segments across all major verticals (Auto, Travel, Finance, Retail, CPG, Technology, and more).

Description of Data Types:

**Demographics** – 100% self-declared by a user on a profile or registration, and matched with offline sources.

**Behavioral Interest** – This data is self-declared or demonstrated by a user’s actions on a publisher. Completed actions include articles read, on-site searches, clicked on, searched for, and any other action a user could complete on a page.
**Social Influencer Action** – Users that frequently complete social actions that others online can see, such as sharing, rating, posting, or commenting.

**Offline CPG Purchase** – Through anonymous onboard partners, Lotame can provide targeting based on CPG purchases in-store.

**Lotame aiTV** – SmartTV Data Segments, Powered by Inscape. Lotame, in partnership with Inscape, offers a new class of high-quality exclusive audience segments that empower brands and agencies to have a unified conversation across all screens. Mix and match TV viewership data, including viewers of:

- Broadcast (specific programming, networks, genres)
- TV Ad Viewership, Exposure, & Competitive Conquesting
- Cord Cutters

**Political Audiences** – Best-in-class registration based political data by party, interest, affiliation, cause, and more. Since our inception, we have fueled and powered many of the top political agencies, campaigns, and advertisers and this heritage has led to a powerful and robust Political Audience Data product suite.

**Collection Methodology:**
Lotame audiences are primarily collected from our extensive group of publisher partners. Partners place proprietary Behavioral Collection Pixels (BCPs), allowing us to collect demographic, interest, action, search, purchase intent, and other data points. Our BCPs enable the collection of more than 2 billion data points/day while organizing them into 2.2 thousand categories of human behaviors.

Offline Purchase Audience taxonomy is collected in partnership with online-offline onboarding partners who anonymously match in-store purchases to online cookies for targeting.

**Use Our Data For:**
Our Audience segments are designed to cover every major vertical.

- CPG
- Automotive
- Travel
• Finance
• Green Living
• Gamers
• Advocacy
• Entertainment
• Fashion
• Technology
• Political
• TV Viewership

Ideal use cases are top-of-the-funnel, brand advertisers looking to reach large audiences and generate awareness, intent, likelihood to recommend/purchase, and view.
Mastercard:  
A Buyer’s Guide

**DATA TYPES**: Demographic, Mobile, Offline Match, Retail, Seasonal, Travel

**Mastercard Data 101**

Mastercard Audiences are powerful behavioral based segments derived from actual anonymized transaction data. Advertisers are enabled to reach the most relevant consumer populations based off of real world spending insights.

Mastercard’s standard segments are available in three categories. Leverage insights from the power of aggregated spend data to identify: (1) Top Tier Spenders, (2) Frequent Transactors & (3) users In the Market to spend by category.

Maximize your ROI with Mastercard standard, seasonal or custom insights.

**Description of Data Types:**

Mastercard Audiences are available across any category where Mastercard is accepted.

Standard categories include:

- **Auto** – New, Used Vehicle Sales, Fuel Spend
- **Hotel** – Upscale, Midscale, Motel, Casino
- **Travel** – Business, Air, Cruise, Car Rental
Retail – Consumer Electronics, Sporting Goods, Apparel, Department Stores
Entertainment – Movies, Streaming Services, Console/PC Gaming
Restaurant – QSR, Midscale, Fine Dining
Home Goods – Furniture, Mattresses, Fixtures & Accessories
Luxury – Travel, Retail, Hotel
Professional Services – Plumbing, Electricians, Accounting, Tax, Legal, Advertising

Reach users in these categories based on heavy or frequent historic spending or a statistical propensity to spend.

Collection Methodology:
Mastercard Audience data is collected through brick-and-mortar, e-commerce and mobile transactions processed by Mastercard Worldwide’s payment card network.

Mastercard cleanses and aggregates transactions with 2+ million automated rules to classify spending data in real-time. No PII is collected or leveraged in Mastercard’s processes. Data is associated with cookie populations through a proprietary privacy by design double blind matching process.

Use Our Data For:
When you need to reach the right audiences without inferred modeling, Mastercard Audiences are the best-in-class choice. Use insights from verified, reliable, and anonymous credit card transaction data to power prospecting, acquisition, and category-specific paid media efforts. Mastercard Custom Audiences allow for unparalleled customization such as competitor conquering, re-activation of lapsed customers, and more.
DATA TYPES: B2B, Healthcare

MedData Group Data 101
MedData Group is the leading provider of Healthcare Professional (HCP) data solutions for fueling multichannel digital advertising programs. With a database of more than 2 million HCP records, we offer a portfolio of highly flexible, innovative data solutions that allow for sophisticated and accurate segmentation and targeting of HCP audiences at the National Provider Identifier number (NPI) level and at the largest scale available. In addition to standard segments, we provide extensive custom audience segmentation based on a wide range of clinical behavior (Rx, Dx, Px), demographic, firmographic, and other professional data fields.

Description of Data Types:
MedData Group provides key HCP data segments based upon specific healthcare professions, physician medical specialties, and other key targeting filters.

We also create sophisticated custom segments based on a physician’s (or other healthcare professional) prescribing behavior (Rx), what conditions they diagnose (Dx), treatments they perform (Px).

MedData Group audiences are U.S. only.
Collection Methodology:

No amount of targeting matters if the resolution of an individual HCPs offline identity is inaccurately linked to their online identity. With a database of more than 2 million HCP records, MedData Group’s exclusive methodology creates the highest level of deterministic HCP audience data available anywhere to fuel your programmatic, social, search, and addressable TV advertising. It starts with the most accurate, comprehensive data collection and management process for U.S. healthcare professionals. MedData Group has weekly and monthly data feeds from more than 70 federal, state, 1st party, and commercial data sources that ensure up-to-date and accurate NPI level data including all professional, contact, demographic, and clinical behavior fields. We maintain the highest standards of data ingestion, hygiene, and maintenance.

Use Our Data For:

We provide the data you need to deterministically target a wide array of healthcare professionals at the one-to-one NPI level. In addition to our range of standard data segments, we also create highly customized segments of HCPs based on your match lists, medical specialties, age, geography, and dozens of other data elements. We also create sophisticated custom segments based on a physician’s (or other healthcare professional) prescribing behavior (Rx), what conditions they diagnose (Dx), or treatments they perform (Px).
Media Source Solutions: A Buyer’s Guide

DATA TYPES: Auto, B2B, Behavioral, CPG, Creative Optimization
Demographic, Financial, Retail, Travel

Media Source Solutions Data 101
Media Source Solutions developed a company culture evolving around the credo “yes we can.” Back when we began in 2003, we believed if we offered fresh, niche, targeted data we could carve a place for ourselves in an already crowded marketplace. Our faith that “yes we can” and expansion to include new products and services translated into 10+ years of success and continued growth. Areas of specialty include CPG, In-Market, Automobile, B2B, and Underserved.

Description of Data Types:
Our Taxonomy contains over 800+ segments that can be used to build custom audiences. Our gender segment is particularly strong and has proven to be a stand out!

**CPG** – Reach consumers who have made multiple transactions by category. It can be overlaid with any of our other segments.

**In-Market** – Reach consumers who have raised their hands to say they are ready to buy by product.
Other categories include:

- Education
- Donors
- Home Improvement/DIY
- Finance
- Underbanked
- Low Sugar/Low Fat
- Cooking/Food
- Travel
- Baby Boomers

- Millennials
- Pet Owners
- Health & Exercise
- Automotive
- Age
- Income
- Gender
- B2B and many more!

Collection Methodology:
We collect offline data from reliable unique sources using several large consumer databases built from “self declared” information, transactional, retail, and other direct response methods. In addition, we also receive daily information that provides us with many different attributes including demographic, lifestyle, CPG, and behavioral data. This results in exclusive, fresh datasets being used for highly effective targeting to the most responsive of consumers. Much of this segmentation is available exclusively through us.

Use Our Data For:
We brought millions of offline records online to help build unique campaigns. Paraphrasing Buzz Lightyear, our data can be used to Infinity and Beyond! Maybe our reach isn’t quite that broad but it’s ideal for large-scale campaigns, targeting life stages, and combining segments to create specialized blends of data.
MeritDirect: A Buyer’s Guide

**DATA TYPES:** B2B

**MeritDirect Data 101**

MeritDirect is a leading provider of multi-channel B2B solutions, offering integrated marketing through a wide array of products and services. Multi-channel B2B marketers achieve and maximize superior return through MeritDirect’s Customer Acquisition and Retention, Data and Media Services, and Strategic Services Group.

**Description of Data Types:**

Your direct connection to these leading markets.

- Construction
- E-commerce
- Engineering
- Finance
- Government
- Healthcare/Pharma
- Human Resources
- Information Technology
- Manufacturing

Reaching key decision-makers and influencers:

- C-Level Management
- Senior Management
- Middle Management
- HR, Benefits, Training
- IT Management
- And more…
Also available:
  • Business Industry
  • Company Size
  • Company Sales
  • Functional Area/Job Function

Quality, Market-Leading Source Data:
  • Online Email Newsletter Registrations
  • Magazine Subscribers
  • Online Buyers
  • Catalog Buyers
  • And more...

Collection Methodology:
MeritDirect data-driven solutions are powered by proprietary cooperative 1st party databases from prestigious B2B publishers, catalogers, and online merchants. MeritDirect combines multiple data feeds to create a unified, proprietary online B2B database called OmniDIGITAL.

Our data is vetted and validated to ensure top quality across all data sources including self-reported online registration data. Furthermore, our segments are constantly refreshed as cookies change due to browsing patterns of business professionals.

Use Our Data For:
MeritDirect can develop brand mindfulness and drive qualified B2B leads. Merit’s premium data works best when portions are blended and matched to make custom segments for both wide-based or niche selections.

Take advantage of Merit’s unparalleled OmniDIGITAL online B2B audience for accurate targeting and segmentation for acquisition, branding/awareness, and retention campaigns.
Merkle: A Buyer’s Guide

**DATA TYPES:** Auto, Demographic, Financial, Home & Real Estate, Lifestyle, Personas, Transactional

**Merkle Data 101**
Merkle’s Connected DataSource brings the best performing data into addressable digital segments. Merkle utilizes a unique offline data aggregation process to ensure that online data segments are accurate, predictive, descriptive, and actionable. Connected DataSource will reach high-value prospects and drive higher marketing ROI.

**Description of Data Types:**

**Demographic segments** — The foundation to any high-performing media plan. Demographic data is sourced without bias from the top data providers to create the most accurate datasets possible.

**Finance segments** — Some of the most extensive and detailed datasets available in the market today. They combine detailed financial indicators related to income levels, discretionary income, and assets into audiences that matter.

**Home and Real Estate segments** — Obtain in great depth and quantity, covering every aspect of home-related data needed to execute effective and successful campaigns.

**Interest and Lifestyle segments** — Powerful additions to any media plan. They include data from best-of-breed providers across a wide range of categories. Everything from home and garden to sports, hobbies, and travel can help define a segment.
**Auto segments** – Used to build audiences based on ownership and make and model. They comprise data collected from reliable channels including dealer services and auto service providers.

**Personas** – Cover all types of groups and profiles. They are designed to combine multiple attributes into one segment to simply the entire process of building an audience. Data is sourced from industry leading datasets that specialize in building personas. The data is evaluated, tested for accuracy and effectiveness, and segmented into useful categories including.

**Collection Methodology:**
Merkle’s data sourcing strategy is fueled by our in-depth knowledge of the data market. Our proprietary data sourcing solution involves two phases.

1. Assess each data category of interest to obtain a comprehensive understanding of the landscape
2. Empirical testing of the marketing information identified in the first phase.

This strategy fuels the creation of our national customer marketing database, DataSource.

Merkle’s Offline DataSource contains:
- Data sourced from five of the six major national compilers
- 2B+ records
- 129M+ households
- 275M+ individuals

Leveraging the power of our offline DataSource, Merkle brings more than 1 thousand digital segments, powered by Merkle’s analytical and best-of-breed data in the offline marketplace, into online digital data targeting.

**Use Our Data For:**
- Finding high-quality audiences
- Creating predictive models
- Multi-Channel campaigns
- Closed loop reporting & true reach & frequency measurement
- CRM enrichment
Mobilewalla: A Buyer’s Guide

**DATA TYPES:** Arts, Automotive, B2B, Behavioral, Entertainment, General Demography, Interests & Activities, Life Stages, Political, Retail, Sports, Telco, Travel

**Mobilewalla Data 101**

Mobilewalla is a next generation data company that employs big data, artificial intelligence, machine learning, and creativity to power the most granular consumer intelligence platform on the planet. Mobilewalla is the only consumer data provider employing time-based analysis of location and app usage. The leading provider of Nielsen-verified mobile audience insights, Mobilewalla’s cutting-edge proprietary compression algorithm enables the storage, accessing, and analysis of 80 petabytes of data.

**Description of Data Types:**

Arts, Automotive, B2B, B2C, Behavioral, Consumer Packaged Goods, Demographics, Entertainment, Financial Services, Interests & Activities, Life Stages, Political, Retail, Sports, Telco, Travel. Mobilewalla’s custom and syndicated audience segments allow clients to engage their consumers’ passions. Our platform enables agencies to successfully analyze, interpret, and activate vast amounts of consumer profiles based on mobile data. Our database gives advertisers a robust and clear picture of consumer patterns, going beyond analyzing search trends or app downloads to capture
behavioral insights based on real-life activity. Using Mobilewalla segments, our clients can more effectively and efficiently reach their most desired customers in the right place, at the right time.

**Collection Methodology:**
Mobilewalla harnesses location and behavior-based data to understand consumers and recognize where individuals are in their life journey based on two years of historical data. User information is collected from a variety of sources so advertisers can engage consumers who are ready to buy and develop compelling advertising campaigns that speak directly to their best customers.

**Use Our Data For:**
- Brand Awareness
- High-Quality Engagement
- Omnichannel Targeting
- Conversion Analysis
- Social Media Engagement
- Audience Forecasting
- Historical Consumer Data Analysis
- Fraud Prevention
- Identity Mapping
- Location Visitation Attribution
- Point of Interest (POI) Mapping
Navegg: A Buyer’s Guide

**DATA TYPES:** Auto, CPG, Education, Fashion, Real Estate, Retail, Travel

Navegg Data 101

Navegg is a leading provider of Latin American online audience data. By analyzing navigation habits, interests, and web audience behavior on desktops or mobile devices, Navegg provides exclusive data on more than 400 million Internet users. We work with brands and publishers to help them identify their best audiences.

**Description of Data Types:**

Navegg provides marketers with a taxonomy of more than 1.4 thousand user segments, include the following.

- **Demographics** – Gender, Age, Education, Income, Marital Status
- **Interests** – Entertainment, Technology, Education, Family, Sports, Business
- **Purchase intention** – Fashion, Household, Travel, Auto, Real Estate
- **Brand affinity** – Auto, Fashion, Technology, Household brands
- **Everyone** – Personality and lifestyle-type segments
- **Everybuyer** – Industry specific pre-built, look-alike audiences
- **B2B** – Business by industry
Collection Methodology:
Navegg’s proprietary technology classifies users based on their browsing behavior in eight out of ten of the leading sites in Latin America along with thousands of e-commerce sites, generating 5 billion data points monthly. The anonymous data is analyzed and compared to other users’ online behavior and then clustered using advanced statistical methods. Our audience development methodology is based on market studies and research into consumer behavior trends.

Use Our Data For:
Targeting and insights on Latin American and U.S. Hispanic audiences, across their entire consumer journey.
Neustar: A Buyer’s Guide

DATA TYPES: Analytics, Audience Injection, Auto, Behavioral, CPG, Data Access AudienceOn, Demographic, Financial, Mobile, Offline Match, Partner Initiated ID-Syncing Enabled, Political, Retail, Seasonal, Server-Side Data Transfer Enabled, Social/Lifestyle, Travel

Neustar Data 101
Neustar, Inc. (NYSE: NSR) is the first real-time provider of cloud-based information services and data analytics, enabling marketing and IT security professionals to promote and protect their businesses. With a commitment to privacy and neutrality, Neustar operates complex data registries and uses its expertise to deliver actionable, data-driven insights that help clients make high-value business decisions in real time, one customer interaction at a time. More information is available at www.neustar.biz.

Description of Data Types:
Neustar AdAdvisor® Audiences help marketers go beyond mere demographics — and provides the most trusted offline data source for cross platform targeting. Neustar AdAdvisor® offers approximately 16 thousand audience profiles to enable marketers to target a portion of the U.S. population that indexes high for a particular behavior, characteristic, opinion, or brand preference to meet their specific campaign objectives.
Our audience profiles span the following categories:

- Automotive
- Beauty Products
- Beverages
- Demographics
- Education
- Entertainment
- Grocery
- Healthcare Products
- Hobbies & Interests
- Home Improvement
- Household Products
- Life Events
- And more…

Collection Methodology:
Our comprehensive audience data is built by linking more than 80 million interconnected data components, updated daily from over 200 data providers, to create the most accurate and rich dataset available. Our data is corroborated using over 2 million inbound updates to provide accurate, actionable audience data.

Our methodology deterministically links identities for approximately 220 million adults and 120 million U.S. households to online cookies and mobile advertising identifiers to enable effective targeting—without compromising privacy.

Use Our Data For:
Marketers rely on AdAdvisor® to accurately target prospects most likely to have an affinity for a brand, product, or service to launch competitive conquering campaigns, and to reach micro-segments, like customers with a specified buying power or prospects who recently moved. Our audiences help marketers optimize their digital ad spend.
DATA TYPES: Consumer Journey Segments, Demo, Enthusiast, In-Market, Lifestyle, Food & Beverage, Shopper, Travel

NinthDecimal Data 101
NinthDecimal is the omni-channel marketing platform powering real-world conversions for Fortune 500 brands. Using offline behavioral insights, the company identifies a brand’s best customers and new prospects, activates marketing strategies to drive store visits and sales, and quantifies the impact of advertising across all media.

Collection Methodology:
NinthDecimal uses a combination of persistent, non-bid steam, and highly curated bid-stream data. They receive data every month from hundreds of millions of devices, including smartphones, tablets, iPods, and more. This data is generated through the company’s own SDK, their SDK partnerships, direct data licensing partnerships with publishers, and exchanges. The vast majority of NinthDecimal’s data is non-bid stream data.

Use Our Data For:
NinthDecimal data addresses a critical blind spot for marketers. Precise location signals coupled with CRM and 3rd party data provide the most comprehensive view of a brand’s customer. Analyzing trillions of data points of everyday consumer behavior, NinthDecimal insights inform brands on how their customers navigate the customer journey, digitally and in the real world.
OnAudience.com: A Buyer’s Guide

**DATA TYPES:** Intent, Interest, Behavior, Cookies, MAIDs

**OnAudience.com Data 101**

OnAudience.com provides more than 9 billion users across traditional web and mobile devices. Granular data is captured against these users and packaged into thousands of curated, targetable audience segments, giving every marketer, agency, publisher and platform the ability to harness the power of third-party data. OnAudience.com successfully converts Big Data into revenues for advertisers and publishers, providing services and products that effectively enrich and monetize data.

**Description of Data Types:**

OnAudience.com provides ultimate 3rd party data with thousands of attributes for more than 9 billion user profiles. General interests, purchase intentions, geolocalization, mobile apps data, demographics and more are available.

OnAudience.com provides 500+ predefined segments (in terms of IAB standards). It’s also possible to create an individual dedicated segment.

Exemplary segments:

**Interest – Automotive** – Users visiting car classified websites

**Interest – Family and Parenting** – Users visiting parenting & pregnancy websites
Interest – Technology & Computing – Users visiting tablets content websites & cellphone content websites

Interest – Travel – Users visiting adventure travel, camping & exotic destination content websites

Intent – Home & Garden – Users interested in buying home & garden equipment, including household appliances, tools, decorative items, & more

Intent – Sporting Goods – Users interested in buying sporting equipment for team sports, running, fishing, racquet sports, & more

Intent – Media – Users interested in buying books, DVDs, videos, & music

Intent – Health & Beauty – Users interested in buying health care accessories, medicine & drugs, fitness equipment & nutrition products, & beauty services

Intent – Finance – Users interested in finance services, including loans, investments, savings, & insurance

Intent – Real Estate – Users interested in real estate, buying apartments & buying/selling homes, etc.

Collection Methodology:

OnAudience.com partners with media buyers, media sellers, networks, publishers, technology providers, and research companies (e.g., GFK) to collect and understand internet users’ data.

We analyze more than several billion impressions daily working closely with DSP and DMP partners processing and distributing data allocated into 1 thousand IAB complied segments. The information gathering process is based on cookies, fingerprinting and mobile advertising IDs such as Identifier for Advertising (IDFA) or Android Advertising ID (AAID).

OnAudience.com data segments are built by observing user activity based on websites visited, content consumed and history paths to find clear behavior patterns and proper level of intent. Data quality is our priority. Our data is only valid for 30 days. Frequency of visits and time spent on websites also is considered. This data is then cleaned to ensure all detected anomalies are removed, ensuring the user is allocated into the best matching segment.
Main features:
» Anti-fraud tools
» Quality, always updated data
» Ad-block discovery—ad-blocked free data, using patent-pending technology for bypassing ad-block plugins

Using OnAudience.com data in campaign excludes non-human traffic or users with ad block and shows it only to real users

Use Our Data For:
» Making online campaigns more effective thanks to targeting company’s audience more accurately
» Preparing highly personalized messages due to having more information about clients—interests, localization, age, demographic, etc.
» Reaching new audience with high probability of converting thanks to data prospecting
» Enriching company’s database or CRM by 3rd party data about their clients
» Designing or enhancing company’s product or service in accordance with customers’ needs
» Integrating 1st and 2nd party data with 3rd party data to get 360-degree customer view
» Gathering mobile audiences from events or places all around the world, i.e., airports, stores, concerts to display targeted ads. For example, we can gather football fans from Premier League stadiums and then later show them relevant ads, i.e., sport, drinks, bets.
oneAudience: A Buyer’s Guide

**DATA TYPES:** App Usage, Auto, Behavioral, CPG, Demographic, Financial, Mobile, Retail, Social/Lifestyle, Travel

**oneAudience Data 101**

oneAudience, a leading mobile data intelligence provider, connects mobile app usage with offline and online data. Our deterministic individual profiles allow advertisers to discover unique mobile audiences across every major vertical and enhance their data-driven marketing strategies.

oneAudience data uncovers hidden mobile insights including consumers’ favorite apps. We deterministically match each mobile device to an individual’s email address, demographics, lifestyle data and purchase behaviors to provide a complete view of the customer and create powerful audience segments. With deterministic device ID matching, every impression, every conversion, and every click can be tied back to one identifiable consumer with a rich profile full of actionable data.

**Description of Data Types:**

We have over 500 audience segments created from a combination of mobile device indicators and demographic, lifestyle and purchase data.

**App Categories** – Reach consumers based on their app downloads, activity and usage. For example, Cooking Enthusiasts, College Students, Travel Shoppers, and Avid Readers.
**In-Market** – Reach consumers who are looking to purchase across multiple categories. For example, Auto Shoppers, Travel Shoppers, Apartment Seekers, Retail Shoppers, and Insurance Seekers.

**Lifestyle & Interests** – Reach consumer audiences based on interests, preferences, and activities. For example, Fitness Enthusiasts, Active Investors, Music Lovers, Sports Fans, and Travelers.

**Life Stages** – Reach consumers during a specific life stage by combining demographic attributes with behavioral mobile data. For example, Job Seekers, Parents, Homeowners.

**Collection Methodology:**

oneAudience collects billions of data points from a variety of sources. Our mobile data is sourced from our owned SDK that is installed on hundreds of millions of devices. This allows us to deterministically collect mobile characteristics directly from the device. Our mobile-first collection methodology captures behaviors and insights, such as what apps an individual is downloading or using, to enable a better understanding of today’s on-the-go consumers.

Our mobile data is linked to our owned email and postal data and we leverage our strategic partners for traditional demographics and psychographics. Together, creating a comprehensive view of individuals from mobile to email to offline.

**Use Our Data For:**

Our comprehensive customer profiles drive more efficient and effective ad spend and our data allows brands and advertisers to discover new audiences within existing datasets, permitting for additional segmentation from already purchased data.

**Successful Applications of oneAudience Data**

- Mobile campaigns
- Brand awareness
- Customer acquisition & app installs
- Conquest & competitive app targeting
- Retention & re-engagement campaigns
ownerIQ: A Buyer’s Guide

DATA TYPES: In-Market, Interest

ownerIQ Data 101
Data sourced directly from retailers, brands and e-commerce sites, ownerIQ data is unmodeled, deterministic, and accurate. ownerIQ provides access to transparent audiences connecting advertisers with named retailers and product brands.

Description of Data Types:
ownerIQ Active Shopper segments give access to shopping categories including Automotive, CPG, Retail, and Service industries. Segments are defined based on e-commerce, product review, price comparison, social and purchase data points from users in-market for specific products in those categories. From consumer electronics to action adventure toys, ownerIQ brings unmodeled datasets to market based on the specific products your consumers are viewing.

Custom segments are available on request for accessing specific granular segments across our 6 thousand product categories.
Collection Methodology:

ownerIQ has our tag placed directly on 900+ retailers, brands and e-commerce sites. Our taxonomists catalog every URL based on product, brand, and SKU specifically showing on each page. When users visit these pages, they are manually cataloged into more than 6 thousand different product type segments and made available for targeting.

Use Our Data For:

ownerIQ focuses on audience accuracy. We have seen extremely strong performance on campaigns where partners are looking to target users in-market for specific products or shopping categories. The unmodeled nature of these audiences make them extremely strong for powering campaigns already optimized for specific performance objectives.
Pacific Data Partners: A Buyer’s Guide

Pacific Data Partners Data 101
Pacific Data Partners is the largest B2B data marketplace with more than 50 billion data records compiled for use in marketing, sales, and analytics use cases. We work with premium B2B and B2C data providers to bring high-quality and interconnected B2B data to market. Our data products include a standard data taxonomy as well as custom data segments tailor made to achieve specific goals.

Description of Data Types:
Pacific Data Partners provides more than 800 B2B audience segments, over 350 consumer audience segments as well as custom Account Based Marketing and Technology Based Marketing segments to use.

With access to data on more than 300 million professionals, rich insights on 30+ million companies and detailed analytics on more than 50K technologies, Pacific Data Partners has compiled the most comprehensive B2B data asset available. These B2B audiences can be leveraged through our syndicated taxonomy as well as through custom audiences.

Additionally, Pacific Data Partners provides a comprehensive set of self-declared demographic, interest, past purchase, and real estate audience segments.
Collection Methodology:
Pacific Data Partners sources data from technology companies, local, state, and federal government agencies, credit bureaus, and other top-tier data providers. Our extensive B2B and consumer data assets are aggregated from more than 750 distinct data sources containing 50+ billion records. Our data is inherently tied to identifying attributes, such as email, telephone number, name and address, enabling high-quality data segments to be activated in marketing and sales use cases.

Use Our Data For:
- B2B targeting
- Account-Based Marketing (e.g., professionals working at Oracle)
- Technology-Based Marketing (e.g., adopters of high-end routers)
- Consumer targeting using demographic, interest, past-purchase & real-estate segments
PlaceIQ: A Buyer’s Guide

**DATA TYPES:** Auto, Behavioral, Dining, Financial, Mobile, Real-World Visitation, Retail, Social/Lifestyle, Travel

**PlaceIQ Data 101**

PlaceIQ is a powerful, location-based audience analytics and insights platform that organizes a wide variety of consumer activity data around a precise location base map at massive scale. By using location data to connect physical and digital activities across time, space, and devices, PlaceIQ enables brands to better understand consumer behavior, acquire and retain consumers using consumer profiles based upon movement characteristics, and measure results using real-world visitation.

**Description of Data Types:**

By analyzing device-level movement patterns, PlaceIQ’s location data provides a unique understanding of consumer behavior across multiple marketing verticals, including auto, QSR, travel, retail, entertainment, and CPG. By leveraging location data, marketers now have the power to connect the dots between where people go and what they buy, and to finally break down barriers between the online and offline world.

**Collection Methodology:**

With 135 million hand-drawn points of interest across the U.S., our platform collects anonymous location-based data to better understand consumer
behaviors in key marketing verticals including retail, travel, entertainment, finance, and dining. Offering scale in excess of 190 million unique devices within the U.S., PlaceIQ’s audiences and measurement products are created from multiple sources of mobile data, designed to balance accuracy, coverage, breadth, and quality. To ensure the highest caliber of data and analytics, PlaceIQ filters location data through a robust, proprietary data-processing pipeline to identify “good” location data. It also filters fraudulent data (impression sinks, device spoofing, etc.) to ensure its location data reflects true human movement. As a member of the Network Advertising Alliance (NAI), experts from this leading self-regulatory association audit PlaceIQ’s data-collection processes. NAI is committed to maintaining and enforcing high standards for data collection and use for advertising online and in mobile. PlaceIQ is a currently the only NAI-compliant location data provider.

Use Our Data For:
PlaceIQ’s location-powered audiences are used to target current customers or new prospects throughout their buying journey, including these use cases.

- Reaching consumers who have visited a retail brand’s location, auto dealership lots, restaurants, or other meaningful commercial locations
- Conquering audiences who visited a competitor’s location & identify loyalists based on frequency of location visits
- Re-engaging consumers who haven’t visited a store in a defined period of time
- Segmenting audiences based on consumer lifestyles. For example, observed visits to parks, beaches, sporting events & entertainment venues
- Measuring real-world visitation to understand if digital ad exposure resulted in a subsequent visit to a point of interest
Polk Audience Solutions

Polk Audiences: A Buyer’s Guide

DATA TYPES: Vehicle Registration, Sales, Financing Data

Polk Audiences Data 101
Polk Audiences powered by Oracle rely on multisourced, U.S. consumer household information that draws from geographic, demographic, and area-level vehicle characteristics. The data is used to build a suite of predictive models that allow marketers to select a target audience based on likelihood of owning a specific type of vehicle, being in the market for a vehicle and/or spending within a certain budget range for their next vehicle.

Collection Methodology:
Multisourced, U.S. consumer household information from IHS Automotive (Polk) that draws from geographic, demographic, and area-level vehicle characteristics validated using actual vehicle registration data.

Use Our Data For:
• Reach likely in-market buyers with flexible syndicated or custom audience solutions
• Retain brand loyalists by staying top of mind with current owners.
• Conquest buyers engaged with a competitor’s make or model
Profound Networks: A Buyer’s Guide

**DATA TYPES:** Auto, B2B, Financial, Geo, Social/Lifestyle, Telecommunications

Profound Networks Data 101

Profound Networks engages in internet scale monitoring and analysis of publicly available corporate networks and creates actionable data assets for competitive advantage in the telecom and IT verticals.

Description of Data Types:

- **Network Growth** – Target Companies growing their online network at specific rates.
- **Device Count** – Segment companies by number of devices on their public network.
- **eCommerce** – Target companies using specific e-commerce platforms.
- **Web Analytics and Tracking** – Target companies leveraging specific website and tracking platforms.
- **Advertising** – Target companies monetizing traffic with specific advertising platforms.
- **Social Networks** – Target companies that have built on social networks.
- **Hosting Provider** – Target companies by their website hosting provider.
- **Cloud Provider** – Target companies by their cloud provider(s).
**Content Management System** – Reach companies by specific CMS platform.

**Email Provider** – Target companies by their email provider and server being utilized.

**SSL Vendor** – Segment companies by their SSL provider.

**SIC Code** – Select Industry vertical by SIC code.

**Annual Revenues** – Target Companies by their annual revenues.

**Collection Methodology:**
Profound Networks developed a platform to compile and analyze an excess of 3 billion routable IP addresses and their corresponding DNS and networks attributes on a quarterly basis. In addition to comprehensive IP mapping, analysis of 200 million domains also is conducted each quarter.

**Use Our Data For:**
Profound Networks’ data is best leveraged when it comes to targeting the digital footprint side of the business. Strategies include targeting businesses by network size, network growth, server architecture, e-commerce, analytics, cloud vendors and more. Ideal for IT and Telecom space!
Qualia: A Buyer’s Guide

DATA TYPES: Auto, B2B, Financial, Retail, Social/Lifestyle, Travel

Qualia Data 101
Qualia identifies in-market audiences by collecting and analyzing online and offline consumer actions (product comparisons, wish list additions, store visitation, etc.) coming directly from our website, app, and SDK partners. Our data stands out because we only collect declarative signals expressed by consumers and our proprietary IQ algorithm evaluates each signal based on strength, recency, frequency, and dwell time. We ingest multiple actions performed across multiple devices creating a holistic view of the in-market consumer, as opposed to simply classifying a consumer as in-market based on one action.

Description of Data Types:
Qualia has in-app data available, which covers 16 categories including technology, travel, entertainment, and shopping.

An example of how our entertainment movie segments are defined – consumers exhibiting the strongest and most recent signals of intent toward actors/actresses, the film industry, DVD releases, movie theatres, etc.

Other categories we cover include lifestyle, home improvement, sports, health, business, and more.

Collection Methodology:
Qualia collects data from multiple data partners, which allows us to assemble a unique 2nd party dataset. We connect these disparate datasets back to an individual consumer. We assess the multiple actions performed by each consumer within the last 30 days, to ensure these users are the most qualified for targeting. Lastly, once a consumer is placed into an audience, we’ll score them based on their activity recency, which will allow you to target the most qualified user today.

**Use Our Data For:**

Our data is best used for in-app campaigns. We’ve seen strong performance in the past within automotive, technology, health, and travel verticals. Qualia’s data has a 40% overlap from in-app to web (with our cross device approach), this allows you to target the same users via in-app/web, to ensure you’re reaching the most qualified users at the best time and on the right device.
Ranker: A Buyer’s Guide

DATA TYPES: Auto, Behavioral, CPG, Demographic, Political, Retail, Seasonal, Social/Lifestyle, Travel

Ranker Data 101
Ranker is a top 100 online destination that provides data-driven answers, along with snackable content to an audience of over 23 million unique visitors each month. Our site is most popular among millennials who vote on youth-oriented topics like video games, vampire movies, NBA players, and geek culture. We also provide crowdsourced answers to high-intent searches for specific entertainment genres (“the best CIA movies”), entertainment platforms (“best on Netflix”), food items (“the best candy bars”) and retail products (“the best men’s watch brands”), enabling marketers to reach active online opinion seekers in specific domains. Using our proprietary opinion graph to tie together opinions across domains, we also have political segments available based on liberal and conservative affinities.

Description of Data Types:
Millennial Interest Data – Many youth-oriented topics on Ranker appeal mainly (80+%7) to millennials and marketers seeking out enthusiasts in topics that millennials are specifically interested in will find a valuable youth-oriented audience available at scale. Female vs. male millennial interests are targetable as well.

Entertainment – Just as people go to Yelp to read opinions and go to restaurants, people come to Ranker to read opinions about movies, TV shows, and music to discover and consume the “best TV shows to binge
watch,” the “best family shows on Amazon Prime,” the “best psychological thrillers,” the “best country rap bands” along with thousands of other similar searches. Our data allows marketers to reach opinion seekers in specific genres or cord cutters looking for entertainment on specific OTT platforms.

**Politics** – Leveraging our proprietary opinion graph that connects voting behavior across domains, we tie specific celebrities and entertainment properties to liberal (e.g., fans of Neil Patrick Harris) and conservative (e.g., fans of Carrie Underwood and “2 Broke Girls”) psychographics.

**Internet Culture** – Individuals who are enmeshed in the internet’s celebration of memes, geeks, nostalgia, and celebrity gossip are readily targetable with these segments.

**Shopping** – Most of these individuals come from Google searches for specific product categories in Fashion (“best cowboy boots”), Games (“most anticipated video games”), and Food (“best snack foods”) enabling marketers to reach high-intent audiences without the costs associated with search engine marketing.

**Collection Methodology:**
Ranker collects millions of opinions each month from hundreds of thousands of individuals who are actively seeking out crowdsourced answers about specific topics. Visitors to these data-driven answers, many of whom come from high-intent searches, are segmented based on interest in both broad (e.g., “TV enthusiasts”) and specific (e.g., “Thriller Fans”) segments.

**Use Our Data For:**
Use Ranker data to target millennial interests, fans of geek/internet culture, or individuals with specific politically-laden cultural sensibilities at scale. Also use our data to target high-intent entertainment opinion seekers in film, TV, and music.
Retargetly: A Buyer’s Guide

DATA TYPES: Demographic, Mobile

Retargetly Data 101
Retargetly is the leading independent DMP and Data Exchange that focuses on Hispanic audiences. We power publishers, marketers, and advertising agencies from U.S., EMEA, and Latam with proprietary segmentation technology and audiences that deliver results.

Through our Smart DMP solution—the first freemium data management platform for publishers—and exclusive partnerships with top selected data providers, we collect data across multiple online and offline properties and offer the best Hispanic and Latino audience segments for both branding and direct-response campaigns.

Description of Data Types:
Retargetly’s taxonomy is organized into the following main categories.

Demographic segments – Users that belong to a specific demographic group (e.g., “Male”, “25-34 years”, “AB socio-economic group”).

Interest segments – Users that browse specific content or declare interest in them (e.g., “Interest in Motherhood”, “Interest in Sports and Outdoors”, “Interest in Nightlife”).
**Intent segments** – Users that browse specific products on e-commerce sites, classified sites, or have specific search keyword data (e.g., “Purchase intention in Smartphones”, “Purchase intention in Cars”, “Purchase intention in airplane tickets for traveling to U.S.”).

**Language segments** – Users that browse content repeatedly in a specific language (e.g., “Spanish”, “English”, “French”).

**Collection Methodology:**
We collect data from our publishers and partners network through
- Javascript tags/SDKs
- Server to server integration

Our methodology consists of matching specific on site/app events, actions, search keywords, and other data to specific segments from our taxonomy. This process is constantly reviewed and tested by our team of data scientists to ensure accuracy and reach all of our segments.

**Use Our Data For:**
Retargetly’s data is ideal for targeting Hispanic and Latino audiences at each stage of the purchase funnel, improving response rates, conversions, and brand recognition.
Scanbuy: A Buyer’s Guide

DATA TYPES: CPG, Demographic, Offline Match, Retail, Seasonal, Social/Lifestyle

Scanbuy Data 101
Scanbuy (Scanlife App) starts with higher quality data (not cookies) as primary data, and then build your campaigns, audiences, segments, etc. from there. Consumer scan data is an authentic, bottom-funnel signal that someone is, at minimum, curious about a product and brand, and more likely, ready to engage with or buy the product. Capturing this “moment of truth” data, and putting it to good use for digital marketers, is our business.

Description of Data Types:
Our largest product scan categories are Health & Beauty, Consumer electronics, and Food & Beverage. Not from inferred behavior, consumers browsing activity online, but from consumers scanning products in the store. At Scanbuy we have found dramatic KPI improvements in digital marketing initiatives where audience-building starts with consumers who use their smartphone’s camera to purposefully scan a product, poster, or promotion as a targeting baseline. The old adage “quality in, quality out” clearly applies here when using consumer scans as the seed data to build on. Brands and Agencies love our data, and our responsiveness to custom segments and
other fast-turn requests.

**Collection Methodology:**
Consumers scan products all over the world every day. We classify this data into product categories and audience segments. We often know where the product was scanned, and the gender and age range of these consumers. Scanning is an intentional, purposeful act. We consider this data to be bottom-of-the-funnel marketing data, and use it as seed data to broaden our segments and build better targeting campaigns.

**Use Our Data For:**
Target a strong-affinity sub-segment. Build “act-alike” model to expand a target audience. Co-mingle this data with in-house data (CRM, web, other) to drive superior A/B tests, campaign results, and measurable ROI. Our product scan data is a better indicator of consumer intent.
ShareThis*: A Buyer’s Guide

**DATA TYPES**: Online behavioral interest data includes vertical, seasonal, life event, intent, b2b, and demographic audiences.

**ShareThis Data 101**

ShareThis is the leading source of online behavioral data across the open web. With a global network of 3M publisher domains, the ShareThis network captures shares, searches, clicks, and pageviews, providing a dynamic and comprehensive picture of consumer interest and intent. Marketers can leverage this proprietary, real-time data to better understand their audiences and connect with them in the moments that matter most.

**Description of Data Types:**

ShareThis is the largest independent source of online, real-time, interest and intent data. Our data is global, transparent, and proprietary. ShareThis offers over 1,000 vertical, seasonal, life event, demographic, b2b, and intent audiences.

**Vertical audiences** exist across 25 categories including travel, pharma, retail, and finance built from real-time signals.

**Seasonal audiences** include a wide range of events from holidays, to awards shows, to sports competitions.

*While non-branded data providers may also provide data to the BlueKai Marketplace, the branded providers designated with an * as EU/EAA providers are the only providers of EU/EAA data in the BlueKai Marketplace*
Life Event audiences allow partners to connect with their audience at key milestone moments.

Demo audiences are available in a range of age and gender combinations. Our US audiences have been validated by a leading industry partner, with our global audience built using the same ShareThis data science methodology.

B2B audiences are based specifically on the user’s industry, company size, or revenue, which can help provide focus to targeted campaigns.

Intent audiences are based off a more select user group who we know have interacted in high intent environments associated with ecommerce.

Custom audiences are quickly built by the ShareThis team providing solutions for specific campaign needs and audience requirements.

Lookalike audiences drive efficiency and scale to reach new consumers most likely to be interested in your brand. ShareThis builds lookalikes from a pixel on a client site or from a CSV file of IDs. For a CSV file, the prerequisite is the ability to map IDs from other data sources to ShareThis internal IDs.

Collection Methodology:
ShareThis sources its data from 3 million publisher sites. ShareThis data is owned and observed because our javascript code is placed directly by publishers, who accept the ShareThis T&C’s, on their page. We capture 1.8 billion targetable cookies and 18 billion events per month.

Use Our Data For:
- Reach consumers based on real-time interest and intent signals. ShareThis’ online behavioral data allows brands to understand users based on true behaviors, in the right moment, at scale
- Reach those in market for new products or services
- Drive awareness of your brand and engage with those showing interest
- Engage with competitive conqueting by introducing alternate products to brand loyalists
SirData*: A Buyer’s Guide

**DATA TYPES:** Auto, B2B, CPG, Demographic, Retail

**SirData Data 101**

SirData is an online data provider that offers a fully automated, 3rd party data collecting and profiling platform. The company specializes in collection, targeting, and selling of profile data on the internet. Using advanced algorithm technology, SirData collects anonymous data that identifies the intentions, interests, and behaviors of web users. This targeted data is then made available to their partners (ad networks, advertisers, retargeters, search retargeters, and customers) to help optimize their displays.

**Description of Data Types:**

SirData’s categories are defined using an advanced algorithm technology that crosses the sources of data, crunches information, and deducts the purchase intentions of users. A detailed scoring model analyzes web users’ digital imprints including behaviors, interests, and habits to define the categories characterized by users who actively buy or are interested in that specific category. For example, Shopping consists of users who are active buyers on comparison and classified sites. Top 10 categories include:

- Shopping
- Fashion
- Sports
- B2B
- Travel & Transportation
- Education
- Home & Garden
- Entertainment
- High Tech
- Finance

*While non-branded data providers may also provide data to the BlueKai Marketplace, the branded providers designated with an * as EU/EAA providers are the only providers of EU/EAA data in the BlueKai Marketplace.
Collection Methodology:
SirData currently collects online data in three countries—Brazil, Canada, and the U.S. The company collects anonymous data from mid-range publishers. The primary goal is to capitalize on the data collection of publishers that attract 10 thousand through 400 thousand monthly unique visitors. Using publisher’s tags, the scoring system allows SirData to track their data, and make key matches to anticipate the actions and intentions of purchasing online.

Use Our Data For:
Targeted data is made available to SirData’s partners to help optimize their displays. Both advertisers and publishers can benefit from our targeted smart data. This rich source of targeted data benefits advertisers by creating meaningful and relevant advertising campaign strategies, and ensures they make the most out of every web user’s click.
Target users better than ever before with Audiences by Skimlinks. We turn content-powered, transaction-driven data from our network of 55 thousand publishers into exclusive high-converting audience segments to enable more relevant, effective campaigns for advertisers.

- **Unique dataset** — Access content-powered, shopping-oriented audience data
- **Actual data** — Our data is not inferred, it’s 100% based on real user behaviors
- **Proven performance** — Reach audiences at brand and product category level throughout the purchase journey

**Description of Data Types:**
Reach users based on where they are in their route to purchase.

**Wants to buy** — Users with no immediate plan to buy a certain product/brand, but who indicated an interest and are open to making a purchase in a product category or specific brand of product (e.g., homewares, Ella Moss, game consoles, Sony, etc.).

**About to buy** — Users who are actively in-market and looking to purchase a specific product or in a particular product category.
We offer a range of standardized product and brand categories as well as tailor-made categories for more detailed campaigns.

**Collection Methodology:**
Skimlinks helps over 1.5 million publisher websites get paid commissions for the products they write about. In doing so, we capture and analyze 15 billion intent signals across the content web daily, including the products and brands people are reading about, clicking on, and buying. We apply the complete set of intent signals from across our network to our product intelligence layer—which understands the taxonomy and metadata of 100 million product references and links—to provide high-converting premium audience segments.

**Use Our Data For:**
The data from these content-to-commerce journeys enables Skimlinks to create a rich taxonomy of brand and product category audience segments that are highly predictive of purchase behaviors. Use this data to drive more relevant, more effective campaigns.
Skyhook: A Buyer’s Guide

DATA TYPES: Offline Behavioral, Demographic, Visitation, Mobile, Auto, Retail, Travel, Dinning, Lifestyle, Custom

Skyhook Data 101
Since 2003, Skyhook is the leading innovator in device positioning technology and the study of device movement through time and space. Skyhook holds more than 600 patents and services the most accuracy dependent use cases.

Skyhook utilizes its database of 20 million actionable and proprietary venue positions and patented data cleansing techniques to identify and report on time stamped device/venue intersections.

Skyhook’s location network receives trillions of location signals from devices and apps that we turn into highly accurate location insights. By processing so many on-device location requests, we have unique insight into what good location looks like. We use this knowledge to certify location sample quality. Lat/Longs that do not meet our accuracy criteria are excluded from the location insight creation process. Skyhook can detect when submitted latitude and longitude samples are truncated by the device, represent velocity or come from poor positioning, such as IP-derived location, and scrub data points coarsely positioned at the midpoint of a centroid. We’re also able to throw out inaccurately positioned latitudes and longitudes.
based on historically verified device location samples.

Description of Data Types:
Skyhook provides an extensive set of audiences based on real world foot traffic.

**Auto** – Target in-market auto shoppers across every major auto brand based on their accurate foot traffic at dealerships nationwide. Target behavioral categories that fit model aspirations and/or behavior that suggests soon to be in-market shoppers (i.e., new parents, frequent maintenance, college students, etc.).

**Retail** – Enable venue-specific targeting with Skyhook retail segments that represent the vast majority of consumer spending in the U.S. by providing shoppers based on 200+ brands including the NRF top 100 retailers. Target your shoppers, competitive shoppers, shoppers with behaviors linked to brand aspirations, etc.

**Demographic** – Skyhook passes cleansed location samples through our proprietary probability density functions to identify with confidence which location samples represent a device’s home area. By determining the census block where a user lives, we can determine Census demographics such as income level, education level, ethnicity, and age for that device.

**Custom** – Segments can be created to order with more than 3 thousand combinations of attributes. Skyhook can build segments to fit customer needs with criteria for venue visits, visit frequency, and/or demographic information.

Collection Methodology:
Skyhook’s Context SDK for apps provides an iOS and Android SDK to deliver industry leading location collection methods. Skyhook also works with partners with SDK penetration to inform collection methodologies to ensure that we use only the highest quality data. In all cases, we use data from opted-in app users.

Skyhook has developed numerous algorithms and machine learning techniques to scrub all the data it receives to ensure only meaningful data analytics are provided. Along with ensuring device location accuracy, by
removing rounded or low-precision data, Skyhook also employs N-gram techniques to detect bad motion patterns over time.

Skyhook also employs proprietary, signal driven methodologies for the definition of venue geometry. Skyhook obtains demographic information about venues from industry leading sources and then does its own proprietary positional curation using a team of geospatial experts and its unique Wi-Fi access point database of 3 billion+ APs, many of which are associated to specific venues.

Use Our Data For:

Skyhook segments are premium, location-derived segments based on mobile device movement that reveal user behaviors, demographics, and buyer intent. These segments can be used for targeting, analytics, attribution studies, modeling, and research reports.
Specialists Marketing Services: A Buyer’s Guide

**DATA TYPES:** Auto, B2B, Behavioral, Demographic, Ethnicity/Language, Financial, Purchase History, Lifestyle Interests, Occupation, and more

**Specialists Marketing Services Data 101**
Specialists Marketing Services, Inc. is a data-driven, multi-channel marketing company that provides strategic customer acquisition services to leading brands, agencies, and Fortune 500 companies. As a leading provider of direct marketing lists, including our CustomerConnect360 (CC360) and Business Intelligence Solutions files, we leverage data-driven strategies to target the right audience across multiple channels including direct mail, email, digital, and social media. CC360 is built through proprietary methodologies using response, transactional, warranties, surveys, new mover, and public records and it offers the richest consumer data available today. The Business Intelligence Solutions (BIS) Database is a multisourced business file containing postal, email, phone numbers, and deep business demographics.

**Description of Data Types:**
CC360 includes key demographic segments such as Age, Income, Gender, Marital Status, Families with Children, Homeowners, Home Value, and Net Worth as well as advanced segments including Product Purchases, Donors
to Causes, Auto Make/Model/Year, Occupation, Political Party, Lifestyle Interests, and much more!

BIS includes detailed business segments such as Company Size, Job Title and Function, Business Type, Gender, and Geography. Reach corporate buyers in areas such as Finance, IT, HR, Sales & Marketing, and more! A complete list of all B2C and B2B attributes is available through Oracle BlueKai.

**Collection Methodology:**

Our CC360 is sourced from survey, response, transactional, new mover, public record and warranties. Outside of our propensity models and ethnic/language segments, all attributes are deterministic. Our BIS file is sourced from subscribers to publications, internet and government sources, and survey type data.

All segments are multisourced, verified, cleansed, and updated monthly prior to digital onboarding.

**Use Our Data For:**

The Specialists CC360 Consumer Data can be used to target consumer segments by demographics, behavioral, and psychographic attributes. In addition to deterministic attributes, we also offer 40+ modeled segments of consumers who are most likely to respond to offers such as Automotive, Career, Education, Home Improvement, Travel, and more. Segments from our BIS file is used to target specific business markets by business type, executive job title/function, company size, or geography.
Personality driven marketing at scale is now a reality. By analyzing billions of social media interactions and blog posts on individuals, StatSocial and IBM Watson allow brands and marketers the ability to target messages based on personality types. Now marketers can speak to people across 52 different personality segments; for example, people who are adventurous, open to change, or striving for achievement.

Description of Data Types:
StatSocial offers 52 IBM Watson Personality Insights segments.

**The Big Five** – Personality characteristics includes five primary characteristics, or dimensions: Agreeableness, Conscientiousness, Extraversion, Emotional Range, and Openness. Each of these five top-level dimensions has six facets that further characterize an individual according to the dimension.

**Needs** – Describe which aspects of a product will resonate with a person. The model includes 12 characteristic needs: Excitement, Harmony, Curiosity, Ideal, Closeness, Self-expression, Liberty, Love, Practicality, Stability, Challenge and Structure.
**Values** – Describe motivating factors that influence a person’s decision making. The model includes five dimensions of human values: Self-transcendence/Helping others, Conservation/Tradition, Hedonism/Taking pleasure in life, Self-enhancement/Achieving success, and Open to change/Excitement.

**Collection Methodology:**
IBM Watson Personality Insights uses linguistic analysis to infer personality traits, intrinsic needs, and values of individuals.

**Use Our Data For:**
By using data to group and cluster people based on personality types, you can customize messages that better speak to personal wants, needs, and preferences.

For example, layering personality data over auto-intender data. Adventurous people see the SUV/Crossover ad; conscientious people see the eco-friendly ad.
Tail Target: A Buyer’s Guide

Tail Target Data 101
Tail is a leading data provider of Latin America. Tail analyses browser behavior data of more than 500MM profiles, and classifies it using machine learning algorithms that can be used to improve campaign performance or to help clients to understand better their current customers.

Description of Data Types:

**Demographics** – Age, Gender, Income Level, Social Class, Expanded age (via Look-alike modeling).

**Interest** – Interests around particular subjects like Autos, Travel, Technology, Education, Beauty, Fashion, Music, Entertainment, and many more.

**Lifestyle** – Audiences based on a combination of relevant behaviors and patterns focused around lifestyle-group characteristics. Examples are Beauty Enthusiasts, Generation Y, Tourists, and others.

**Subinterest** – Short term data about audiences with interest in specific categories or particular keywords. Examples: Blond Hair Care, Luxury Cars, Tourism Economic Class.

**Soccer team** – Allows to classify audiences based on affinity with specific soccer teams.
Collection Methodology:
Tail collects anonymous data on online behavior from more than 100 thousand web and mobile sites, analyzing billions of entries every day. This data is analyzed and classified on 200+ different segments using Tail Target proprietary Machine Learning Algorithms.

Use Our Data For:
- Increase campaign performance
- Brand awareness
- Gather insights on audience behavior
- Improve creative message personalization
TiVo: A Buyer’s Guide

**DATA TYPES**: TV Viewership

**TiVo Data 101**

TiVo’s expertise spans multi-screen functionality and back-end services that support linear television, video on demand (VOD), mobile apps, streaming, etc. Our experience in the market puts TiVo in a unique position to offer superior data for targeting television viewers and measuring sales impact. Our data segments power any planning, modeling, or reporting you can imagine. Our viewership data is ready to be manipulated by sophisticated data science teams familiar with processing large datasets.

**Description of Data Types:**

**Flat Files or TV Viewership data** – Raw data processed by a buyer’s internal data teams.

**Syndicated TV Segments** – Viewership segments that span across verticals and viewership attributes.

**Campaign Segments** – Ad-exposed segments used for an attribution ad matched to digital campaigns.

**Custom Segments** – Ability to create segments not readily available in data stores.
Collection Methodology:
TiVo’s TV Viewership data is sourced from TiVo’s retail set-top boxes and from MVPDs who use TiVo’s software. For our segments, we deploy a 1:1 deterministic match to 1st and 3rd party data with our owned and licensed set-top box data. Experian is our leading partner to execute the 3rd party match process based on name/address. For our raw data, matching occurs at household level via Experian with each device viewership mapped to each household. While we don’t model our raw data, our segments can be modeled in-house via a 3rd party partner or within the data stores.

Use Our Data For:
- Targeting cross-platform
- Optimizing frequency
- Extending reach
- Improving campaign KPIs
- Appending TV data to digital campaigns
TransUnion: A Buyer’s Guide


TransUnion Data 101
TransUnion brings decades of experience in compiling, managing, and connecting data in meaningful ways. Using current and historical information, we uncover unique trends and insights in consumer financial behavior enabling marketers to reach their customers and prospects with confidence. As a recognized leader in financial services, brands trust TransUnion to deliver high-quality audiences developed in a privacy-compliant way.

Description of Data Types:
By leveraging more than 40 years of powerful TransUnion consumer insights, marketers across verticals including auto, consumer finance, insurance, real estate, and telecommunications can more effectively target and reach high-valued audience segments. Use TransUnion’s consumer audiences to reach consumers actively in-market for financial services and to identify consumers most likely to qualify for offers.

TransUnion Small Business audiences reach more than 25 million small businesses and 76 million small business owners, connecting advertisers with key decision makers. Our extensive firmographic data enables targeting based on industry, company size, revenue, years in business, number of employees, and a multitude of other attributes including company net worth, growth classification, and woman-owned businesses.
Collection Methodology:
TransUnion consumer solutions combine proprietary core data assets, advanced analytics, and industry-focused experience to deliver consumer finance audiences with a high level of targeting effectiveness while maintaining privacy and regulatory compliance.

TransUnion audiences are based on actual financial information from nearly every market-active consumer in the country, aggregated and depersonalized to maintain regulatory compliance. Our data is not comprised of data from panels, surveys, or online behavior.

TransUnion business data is sourced from more than 70 public and proprietary data sources and linked deterministically to individual consumers through our consumer database. This unique matching capability allows us to build audiences focused both on businesses, the people who own them, and the people who are employed by them.

Use Our Data For:
Let TransUnion’s superior consumer intelligence help your business identify and reach your best customers—and maximize your bottom line. TransUnion can help you:

- Reach consumers before they make a decision – Use TransUnion In-Market audiences to identify consumers most likely to be in market for new financial services products in the next three months.
- Reach consumers most likely to qualify – Use TransUnion Credit Tier and Income audiences to identify consumers most likely to qualify for an offer.
- Target small businesses to:
  » Grow small business market share through relevant, timely offers
  » Define small business targets with deeper granularity and reach at scale
  » Cross-sell small business services to existing customers using TransUnion Small Business owner and executive audiences
TruSignal: A Buyer’s Guide

**DATA TYPES**: Offline 3rd Party Data, Predictive Models, Actual Data Elements, Auto, Business, Financial, Political, Lifestyle, Demographic

TruSignal Data 101
TruSignal uses offline 3rd party data, AI-powered predictive scoring and omnichannel ID matching to build industry-specific audiences that pinpoint the best people to target.

**Description of Data Types:**
We uniquely develop industry audiences using actual owners or past purchases.

**Auto**
- Existing Auto Owners – Covers 187M actual auto owners
- Near Market – People likely to buy specific makes, models, or body types

**Business**
- 65M small- and medium-sized business owners and decision makers
- 55M U.S. B2B contacts
- Coverage across more than 80 major industries, including SIC codes
Financial Services

- 14 discrete targeting tiers of estimated income
- Estimated Financial Health: The top 30% of U.S. neighborhoods
- Auto & Term Life Insurance
- Method of Payment: 11 audiences indicating method of payment preferences
- Savings Accounts, Checking Accounts, Credit Cards, Rewards Credit Cards
- Investment: People with specific types of investments

Political

- Donors: Republican, Democratic, & 11 major causes
- Voters: Registered Republicans & Democrats, likely Independents, undecided “swing” voters, likely Green Party, Libertarian, and Tea Party

Lifestyle

- More than 20 audiences based on interests, sports and travel

Collection Methodology:

TruSignal’s offline core data is aggregated from 16 categories, including industry-specific datasets, and covers 99% of the U.S. adult population. All data is cross-referenced to ensure the highest quality and accuracy. This people-based data includes thousands of attributes per U.S. adult profile.

Our predictive audiences use a sample of past converters to analyze thousands of data attributes per profile, weighing each according to relative importance, to build a predictive model that we use to calculate a score, from 0 to 99, for 247 million U.S. adults. The top scores create our Specialized Audiences.

Use Our Data For:

Target actual auto owners, business contacts, voters, donors, and people likely to convert, across every digital channel and device, to improve campaign accuracy and efficiency.
Twine: A Buyer’s Guide

**DATA TYPES:** Mobile, In-App Purchase, App Ownership, Demographic, Handset Characteristics, Point of Interest (Location), Auto, Behavioral, CPG, Demographic, Seasonal, Travel, Sports, Entertainment

**Twine Data 101**

Twine delivers people-based mobile data that is never inferred or modeled from bots or screens. This is TrueData™, our unwavering dedication to real quality data at scale.

With Twine’s TrueData, advertisers can build precise audiences from billions of monthly deterministic behaviors and self-reported actions across more than 245 million real mobile users. From in-app purchases, to demographic profiles, to device characteristics, we have data you can’t find elsewhere.

**Description of Data Types:**

**App Install and purchase data: 145M real U.S. mobile users** – Reach prospects by the apps they have installed and purchased in. Target devices using competitive apps or build custom audiences from millions of specialized apps.

**Demographic data: 52M real U.S. mobile users** – Successfully reach mobile users by age, gender, or language with exceptional accuracy; Nielsen and Comscore optimized. Sourced purely from in-app registration events.

**Location data: 52M real monthly U.S. mobile users** – Leverage Twine’s real-time GPS location signal feed to reach retail shoppers, build custom
audiences, or fuel any data science effort.

**Handset characteristics: 50M real U.S. mobile users** – Get technical and segment users based on their handset profiles. Characteristics include handset model, carrier, OS version, and language setting (and soon IOT relationships).

**Collection Methodology:**
Our data is collected from our network of affiliated app publishers, which includes a long-tail of smaller apps whose unique users can add more reach to a campaign. We ingest and categorize their data using our proprietary action-based segmentation methodology; we put users into segments only if specific actions are taken, not if a model tells us to.

**Use Our Data For:**

**Use our App Ownership & Purchase Data to**
- Conquest users of competitive apps
- Reach lifestyle audiences like fitness enthusiasts, couponers, etc.
- Understand what other apps your users have installed
- Reach high-value users who have made purchases in specific app categories or segment by low and higher spenders

**Use our Handset Technographic Data to**
- Reach early adopters of new iPhone or Android devices
- Target people based on their default device language preferences
- Competitively conquest carrier customers (e.g., AT&T or Verizon)

**Use our Demographic Data to**
- Find out if your high LTV CRM customers are male or female
- Find out what is the age skew of my low LTV customers
- Reach male & female customers in a precise age range

**Use our Location Data to**
- Re-engage customers who have been to your brick & mortar store
- Competitively conquest customers visiting your competitors
- Reach lifestyle audiences like live sports fans, moviegoers
V12 Data: A Buyer’s Guide

**DATA TYPES:** Auto, B2B, Buyers, Community & Language, CPG, Demographic, Financial, Lifestyle & Pursuits, Pre-Movers & New Movers, Pyco, Shopper Intenders, Sports & Fitness, Travel

**V12 Data 101**
V12 Data maps offline demographic, lifestyle, and purchase data into privacy-compliant online audience segments, applying skilled data blending, triple validation, and focus on individual-level data for superior results. Our clients leverage 14 distinct audience categories and 1.9 thousand data segments to reach the most relevant, responsive online audiences.

**What sets us apart:**
- Verification process provides marketers with the highest quality blend of data available
- Data originator and aggregator with access to numerous data points through our partner network
- PYCO Personality Profile
- People based marketing using data products built at the individual level as well as on a household level
- Omnichannel capabilities across offline and online usage
- Industry-leading provider of imminent intender datasets
- Custom data elements utilizing our analytic capabilities
Description of Data Types:

V12 Data offers more than 1.9 thousand audience segments to target across 14 categories including:

**Automotive** – Make, Model, Year, Class, Age, In-Market Predictor.


**Buyers** – Books, Female Apparel, Food Buyer, Home Décor, Home Improvement, Pets, Diet & Weight Loss, Jewelry.

**Community and Language** – Chinese Speakers, French Speakers, Italian Speakers, Spanish Speakers, Portuguese Speakers, Asian, African American, Hispanic, American Indian, Caucasian.


**Demographics** – Age Range, Education, Ethnicity, Gender, Geography, Dwelling Type, Home Value.

**Entertainment** – Movies, Sports Enthusiast, Computer Games, Arts & Crafts.

**Finance** – Credit Card Holder, Discretionary Spending Index, Household Income Range, Investments, Net Worth Range.

**Lifestyle & Pursuits** – Gardening, Do it Yourselfer, hobby, home study courses, music types, book types, cooking, sewing, collectors.

**Pre-Mover and New Mover** – Pre-Mover, Just Moved, Age, Current State of Residence, Gender, Home Value.

**PYCO Personality** – Psychographic data that maps 320 data attributes into a proprietary algorithm that accurately assign a personality type to more than 100 million users.

**Shopper Intender** – Auto Purchase Intender, Auto Service Intender, Aftermarket Purchase Intender.

**Sports & Fitness** – Aerobics, Baseball, Golf, Fishing, Football, Great Outdoors, Healthy Living.

**Travel** – Leisure, Business, Cruises, Personal, High-End Travel, and Travel Rewards Card Holder.
Collection Methodology:
V12 Data’s multi-channel consumer file is one of the largest consumer databases in the industry. The database is an aggregated file built from more than 40 compiled and proprietary data sources, which combine postal, email, phone, and mobile data, as well as hundreds of selectors to further improve targeting.

V12 Group’s data assets include:
- 208M consumer records
- 110M U.S. households
- 72M ePostal records and 86M eZip

Use Our Data For:
Advertisers have seen strong performance leveraging V12 Data’s online audience segments across a variety of categories, including:
- Automotive
- CPG
- B2B
- Travel
- Finance
- Niche Lifestyle
- Personality targeting
- Entertainment
- Buyer & Intender
Valassis Digital: A Buyer’s Guide

DATA TYPES: Location, Purchase Intent, Retail, Custom, Financial Services, Automotive, Personas, Demographics, Seasonal

Valassis Digital Data 101
Powered by the Valassis Consumer Graph™ you will confidently reach in-market consumers with audience segments that combine the location activity, purchase intent, and offline and online consumer interests from more than 1 billion unique devices. Valassis Digital offers over 750 branded audience segments, as well as custom segments, that cover every major vertical and industry. Valassis Digital audiences are built from real-world consumer visits and interests across mobile and desktop to satisfy any marketing goal.

Description of Data Types:
Find valuable in-market consumers with Valassis Digital’s 750+ branded and custom audiences. A few of our top categories include:

Location Targeting – Target the ideal consumer with 240 audience segments built from the location activity of 1 billion unique devices seen across 31 billion trips to 540 thousand store locations every day.

Purchase Intent – Reach shoppers exhibiting strong purchase intent signals with over 300 segments created from the daily consumption and categorization of 80 billion pages across 110 million households.
Retail – Grow top line sales with 220 retail audience segments covering 540 thousand stores.

Custom – Connect with an exclusive audience by creating unlimited custom-built segments by combining the purchase intent, location, interests, and demographics of 1 billion unique devices.

Collection Methodology:
The Valassis Consumer Graph™ gathers, analyzes, and categorizes, in real-time, the online and offline purchase intent, interests, and location activity from 1 billion unique devices. Our audiences are built from the content consumed across 80 billion page views each day and then organized into over 750 segments with reach across desktop and mobile. Our unique ability to collect deterministic and probabilistic data beyond the cookie, including IP, Device ID, and location data, provides a more accurate and scalable audience.

Use Our Data For:
Valassis Digital audience segments improve your media performance by

- Driving greater ROI with cost-effective audiences
- Increasing sales & engagement by targeting consumers actively interested in your brand
- Connecting location & in-market signals to find your ideal buyers
Vendigi Audiences:
A Buyer’s Guide

**DATA TYPES**: Behavioral, Demographic, Financial, Retail

#Home by Vendigi Data 101

#Home by Vendigi provides audience data for all things home. Discover a spectrum of audiences spanning the home ownership lifecycle—from buying, living in, and selling a home—each a unique audience for financial institutions, retailers, cable and telecom providers, and others. Discover homebuyers seeking mortgages or homeowners inclined to purchase cable service and home security. Target homeowners with plans to remodel or ones who have recently pulled out a home equity line of credit.

Description of Data Types:

#Home introduces a new paradigm of audiences predicated on real world facts blended with digital footprints. Our unique combination of property intelligence, mortgage performance, and online behavior introduces an array of digital audiences for data-driven marketers to reach **homeowners**, **home buyers**, **home sellers**, and **real estate professionals**.

**Homeowners** – Refine your reach using property characteristics, location, amount of equity, years in residence, home value, and more.

**Home Buyers and Sellers** – Varying propensities of buyers and sellers with intelligence to recognize shoppers in every stage of the process.

**Real Estate Pros** – Breakthrough audiences of brokers and agents.
Collection Methodology:
We capture, curate, and activate data from the source supporting over 80% of all real estate activity in the country. These highly guarded systems introduce proprietary 1st party audiences from real estate broker websites, multiple listing systems, real estate transaction management platforms, and loan origination systems. #Home audiences also include fact-based homeowner audience segments that originate from offline sources covering 99.8% of U.S. households with a proven track record in marketing lift.

Use Our Data For:
#Home provides insights related to audiences involved in any phase of the real estate lifecycle—whether shopping, buying, living, remodeling, refinancing, or selling a home. These dimensions empower verticals in the real estate space to deliver breakthrough digital advertising experiences to the right audience at the right time.
Visa Audiences*: A Buyer’s Guide

**DATA TYPES:** Restaurant, Retail, Entertainment, Grocery, Seasonal, Travel

Visa Audiences Powered by Oracle Data 101

One of the world’s largest retail electronic payments network is now at your fingertips for the U.S. and UK. Visa Audiences powered by Oracle provide audiences based on more than $3 trillion of annual U.S. card spend and £522 billion annual UK card spend. They are uniquely built from Visa purchase data combined with Oracle Data Cloud known demographic, financial, purchase and other data on more than 115M U.S. households.

Description of Data Types:

Choose from pre-built audiences or build custom audiences from criteria such as merchant category, frequency of spend, spend amount, time period, and offline vs. online spend.

Visa Audiences categories include:

- Automotive
- Entertainment
- Grocery
- Restaurant
- Retail
- Seasonal
- Spend Profile
- Technology
- Telecom
- Travel

*While non-branded data providers may also provide data to the BlueKai Marketplace, the branded providers designated with an * as EU/EAA providers are the only providers of EU/EAA data in the BlueKai Marketplace
Collection Methodology:
Aggregated spending insights such as high or frequent spend are culled from U.S. Visa credit- and debit-card transactions. These insights are then combined with Oracle Data Cloud demographic, purchase, and other data to create Visa Audiences powered by Oracle. Visa aggregates and de-identifies all transactional data output for Visa Audiences to protect cardholder and merchant privacy.

Visa Audiences powered by Oracle are fueled by:

- $3T+ of annual U.S. Visa card spend & 62B captured transactions *(Source: 2017 Visa U.S. data based on The Nilson Report Issue 1103)*
- £522B annual UK Visa card spend & 12B captured transactions *(Source: 2015 Visa UK data based on Lafferty World Cards Intelligence)*
- Demographic, purchase, other Oracle Data Cloud attributes on 115M+ HHs

Use Our Data For:
Reaching customers and prospects based on actual retail spending patterns. Choose from more than 300 pre-built audiences for the U.S. and UK or opt to have a custom audience built with purchase-based categories, such as QSR and Entertainment.
Webbula: A Buyer’s Guide

**DATA TYPES:** Auto, B2B, Behavioral, Demographic, Financial, Hobbies, Interests, Offline Match, Political, Retail, Seasonal, Social/Lifestyle, Social Media, Travel

**Webbula Data 101**

Webbula helps marketers engage the right individuals and drive the shortest path to purchase across channels with 100% non-modeled, deterministic audience data, empowered by proprietary quality-centric and fraud-mitigating technology. By prioritizing quality data over quantity, Webbula assists marketers to maximize campaign accuracy and conversion. Because Webbula’s authoritative, self-reported data is continually obtained from multiple sources, scale is still achieved while upholding high-quality standards. Webbula’s clients find value in overlaying the company’s data vault of demographic, interest, automotive, B2B, political and financial audience data points, which contain 340 million email addresses, 340+ million cookies, and 200+ million mobile IDs as match points.
Description of Data Types:
Webbula’s data focuses on the individual and understanding their behaviors and interests instead of guessing with models. Our data segment categories include:

**Automotive** – Target auto owners based on vehicle standardization, year/make/model legitimacy, and auto owner demographics; sourced from point of sale, warranty, and repair records.

**B2B** – Identify decision makers in specific roles, locations and industries with additional data on sales volume, functional roles, and more; sourced from licensing boards, municipal records, registrations, and online and offline directories.

**Demographic** – Reach individuals and households with premium data beyond basic age and gender, including household and family composition, net worth, income, language, education, homeowners, and more; sourced from subscriptions, web sign-ups, and point-of-purchase transaction.

**Interests/Hobbies** – Target individuals from more than 245 self-identified interest categories including donations, reading, sporting, exercise, shopping habits, lifestyle, and travel interests; sourced from registrations, interest groups, behavioral data, and point-of-purchase.

**Political** – Identify registered party voters, unregistered/undecided voters, historical political donors, and voter demographics; sourced from voter registration data and cross-referenced with demographic attributes.

**Financial** – Gain insights on individual’s investments, mortgage, savings, credit, insurance, and financial behavior; sourced from self-reported surveys.

**Premium** – Webbula’s Taxonomy now includes a wealth of B2B data across a wide variety of industry, business, and technology categories.

Collection Methodology:
Webbula’s data forgoes modeling and uses information the individual volunteers about him or herself from 110+ sources, including publisher partners, transactional events, and surveys. When Webbula receives data, cloudHygiene is applied to mitigate fraud and threats. WebbuScore then validates and scores consumers utilizing USPS/NCOA, geolocation, 10-year history, IP validation, name parsing, and family history validation.
Use Our Data For:
Webbula’s insightData improves campaign accuracy and relevancy and is beneficial to:

- Mobile
- Display
- Video
- In-app ads
- Actionable TV
- Shopping cart abandonment
- SEO campaigns

DATA TYPES: B2B, Offline Match

WhoToo Data 101

WhoToo B2B Targets is your premium source for B2B data available in the BlueKai marketplace. With comprehensive business-targeting data from thousands of sources, B2B Targets offers quality, depth, and versatility to advertisers. With more than 70 million professional contacts and comprehensive firmographic data on more than 25 million companies, B2B Targets offers unparalleled data coverage in segments vital to the needs of B2B companies.

Description of Data Types:

B2B Targets bring together multiple online- and offline-data sources to deliver a comprehensive view of business segments. Eliminate ad waste by targeting only decision makers at businesses with a profile like your current customers.

- Company (Employees, Revenue, etc.)
- Decision makers (Finance, IT, etc.)
- Functional area (HR, Marketing, etc.)
- Industry (Construction, Restaurants, SIC & NAICS, etc.)
- Professional groups (IT, Financial, etc.)
- Seniority (Director, C-Level, etc.)
- Tech use (Cloud, SaaS, Installed Software, etc.)
Collection Methodology:
Historically, some of the best marketing data available in the market comes from smaller companies specializing in industry sectors or verticals. These highly skilled niche-marketing companies are the driving force behind B2B Targets.

B2B Targets is comprised of high-value audiences from the following sources:

- Online Registrations
- Trade Publications
- Event Organizers
- Online Newsletters
- Company Financials
- Email Marketing Files
- Publishers Co-ops
- Business Registries
- Offline & Online Publishers
- Directory Assistance

Use Our Data For:
We help B2B marketers drive scale and eliminate ad waste by targeting highly specialized individuals at prospect companies across the web. Target decision makers at companies that fit your profile to improve CTR, engagement, and conversion.
Ziff Davis: A Buyer’s Guide

DATA TYPES: B2B, Behavioral, Mobile, Retail, Seasonal

Ziff Davis Data 101

Ziff Davis is a leading media company specializing in consumer and business tech, gaming, entertainment, and men’s lifestyle with sites such as PCMag, IGN, TechBargains, IT Toolbox, and AskMen. Our audiences of consumers and business decision makers in 74 countries are 100% organically sourced from branded, trusted, and contextually relevant properties and services. These are designed to help people discover, choose, buy, and use thousands of products and services.

Description of Data Types:

Ziff Davis audiences are derived from online and offline actions relating to 500+ topics and focused on thousands of brands, types, and models of products and services in our verticals. While based primarily on browsing activity across billions of owned-and-operated web pages, our exclusive datasets also include e-commerce actions, content downloads and subscriptions, and other offline activities that signal purchase intent.

Hard-to-find audiences include high-intent IT and business decision-makers; Back to School; Holiday and other seasonal shopping events based on multiple actions on websites, in emails, and across partners.
Large 1st-party audiences of intent enable Ziff Davis to provide granular data with 3+ frequencies and recency of 15 days or less. This makes in-market audiences by Ziff Davis ideal for performance-seeking advertisers as well as those with branding objectives and reach targets against in-market segments.

**Collection Methodology:**
Ziff Davis builds audiences organically by creating compelling content and experiences that people crave to help them discover, choose, buy, and use the consumer and business products that matter most to them. Each month more than 160 million people visit IGN, PCMag, ExtremeTech, TechBargains, IT Toolbox, AskMen, and 100+ other premium sites. This is where we collect anonymous behavioral signals, including searching for and researching new products, reading reviews, downloading white papers, clicking commerce links, opening and clicking within emails with consumer offers and/or specialized business content.

**Use Our Data For:**
Branding and performance campaigns for Web and mobile platforms that seek to improve response and conversion rates, or to affect brand awareness and consideration among accurately targeted audiences.
The Premier Data Provider Program aims to identify top companies who are considered thought leaders in the digital space and are invested in moving our industry forward with innovative data strategies. Premier Data Providers have demonstrated transparency across their datasets, making them valued brands within the ecosystem.

These providers were chosen based on proven client demand and a like-minded approach to data-driven marketing excellence and quality.

- Affinity Answers
- ALC
- Analytics IQ
- Bombora
- Comscore
- Connexity
- Edmunds
- Equifax/IXI
- Experian
- IHS Markit
- InfoGroup
- Mastercard
- Mobilewalla
- PlaceIQ
- TransUnion
- V12
- Visa
- Webbula

Contact The Data Hotline to get started

Quick answers & the audiences you need to win

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