

Demographic - Content Affinity Segments

Segment Name	Segment Machine Name	Description
Females 18-24	dd_demog_f_18-24	Targets content likely to be visited by Females 18-24.
Males 18-24	dd_demog_m_18-24	Targets content likely to be visited by Males 18-24.
Females 25-34	dd_demog_f_25-34	Targets content likely to be visited by Females 25-34.
Males 25-34	dd_demog_m_25-34	Targets content likely to be visited by Males 25-34.
Females 25-44	dd_demog_f_25-44	Targets content likely to be visited by Females 25-44.
Males 25-44	dd_demog_m_25-44	Targets content likely to be visited by Males 25-44.
Females 25-49	dd_demog_f_25-49	Targets content likely to be visited by Females 25-49.
Males 25-49	dd_demog_m_25-49	Targets content likely to be visited by Males 25-49.
Females 25-54	dd_demog_f_25-54	Targets content likely to be visited by Females 25-54.
Males 25-54	dd_demog_m_25-54	Targets content likely to be visited by Males 25-54.
Females 35-44	dd_demog_f_35-44	Targets content likely to be visited by Females 35-44.
Males 35-44	dd_demog_m_35-44	Targets content likely to be visited by Males 35-44.
Females 45-54	dd_demog_f_45-54	Targets content likely to be visited by Females 45-54.
Males 45-54	dd_demog_m_45-54	Targets content likely to be visited by Males 45-54.
Females 35-54	dd_demog_f_35-54	Targets content likely to be visited by Females 35-54.
Males 35-54	dd_demog_m_35-54	Targets content likely to be visited by Males 35-54.
Females 55-64	dd_demog_f_55-64	Targets content likely to be visited by Females 55-64.
Males 55-64	dd_demog_m_55-64	Targets content likely to be visited by Males 55-64.
Females Over 65	dd_demog_f_over_65	Targets content likely to be visited by Females over 65.

Demographic - Content Affinity Segments continued...

Segment Name	Segment Machine Name	Description
Males Over 65	dd_demog_m_over_65	Targets content likely to be visited by Males over 65.
Ages 55-60	dd_demog_55-60	Targets content likely to be visited by Ages 55-59.
Ages Over 60	dd_demog_over60	Targets content likely to be visited by people over 60.
Parents of Preschoolers (3-5)	dd_demog_parents_3-5	Targets content likely to be visited by parents of preschoolers (3-5).
Parents of Children (6-10)	dd_demog_parents_6-10	Targets content likely to be visited by parents of children aged 6-10.
Parents of Tweens/Teenagers (Ages 11-17)	dd_demog_parents_teens	Targets content likely to be visited by parents of children aged 11-17.
Parents of Young Kids (Ages 1-10)	dd_demog_parents_kids	Targets content likely to be visited by parents of children aged 1-10.
Two Earner Household	dd_demog_two_earner_hh	Targets content likely to be visited by people in Two-earner households.
Graduate Degree	dd_demog_graddegree	Targets content likely to be visited by people with a graduate degree.
High School Diploma	dd_demog_hs_diploma	Targets content likely to be visited by people with a high school diploma.
Undergraduate Degree	dd_demog_undergrad	Targets content likely to be visited by people with an undergraduate degree.
HHI: \$50,000 - \$149,999	dd_demog_hhi_50k-149k	Targets content likely to be visited by people in households with incomes between \$50,000 - \$149,999.
HHI: \$150,000 - \$249,999	dd_demog_hhi_150k-250k	Targets content likely to be visited by people in households with incomes between \$150,000 - \$249,999.
HHI: \$250,000 - \$499,999	dd_demog_hhi_250k-499k	Targets content likely to be visited by people in households with incomes between \$250,000 - \$499,999.
HHI: \$500,000+	dd_demog_hhi_over_500k	Targets content likely to be visited by people in households with incomes between \$500,000+.
HHI More than \$100,000	dd_demog_hhi_more_100k	Targets content likely to be visited by people in households with incomes in excess of \$100,000.

Automotive Brands - Content Affinity Segments

Segment Name	Segment Machine Name	Description
Auto Brands - Acura	dd_auto_acura	Targets content likely to be visited by people whose behavior implies they are in the market for Acura vehicles.
Auto Brands - Alfa Romeo	dd_auto_alfa	Targets content likely to be visited by people whose behavior implies they are in the market for Alfa Romeo vehicles.
Auto Brands - Aston Martin	dd_auto_aston	Targets content likely to be visited by people whose behavior implies they are in the market for Aston Martin vehicles.
Auto Brands - Audi	dd_auto_audi	Targets content likely to be visited by people whose behavior implies they are in the market for Audi vehicles.
Auto Brands - BMW	dd_auto_bmw	Targets content likely to be visited by people whose behavior implies they are in the market for BMW vehicles.
Auto Brands - Buick	dd_auto_buick	Targets content likely to be visited by people whose behavior implies they are in the market for Buick vehicles.
Auto Brands - Cadillac	dd_auto_cadillac	Targets content likely to be visited by people whose behavior implies they are in the market for Cadillac vehicles.
Auto Brands - Chevrolet	dd_auto_chevrolet	Targets content likely to be visited by people whose behavior implies they are in the market for Chevrolet vehicles.
Auto Brands - Dodge	dd_auto_dodge	Targets content likely to be visited by people whose behavior implies they are in the market for Dodge vehicles.
Auto Brands - Ferrari	dd_auto_ferrari	Targets content likely to be visited by people whose behavior implies they are in the market for Ferrari vehicles.
Auto Brands - Fiat	dd_auto_fiat	Targets content likely to be visited by people whose behavior implies they are in the market for Fiat vehicles.
Auto Brands - Ford	dd_auto_ford	Targets content likely to be visited by people whose behavior implies they are in the market for Ford vehicles.
Auto Brands - Genesis	dd_auto_genesis	Targets content likely to be visited by people whose behavior implies they are in the market for Genesis vehicles.
Auto Brands - GM	dd_auto_gm	Targets content likely to be visited by people whose behavior implies they are in the market for GM vehicles.

Automotive Brands - Content Affinity Segments continued...

Segment Name	Segment Machine Name	Description
Auto Brands - Honda	dd_auto_honda	Targets content likely to be visited by people whose behavior implies they are in the market for Honda vehicles.
Auto Brands - Hyundai	dd_auto_hyundai	Targets content likely to be visited by people whose behavior implies they are in the market for Hyundai vehicles.
Auto Brands - Jaguar	dd_auto_jaguar	Targets content likely to be visited by people whose behavior implies they are in the market for Jaguar vehicles.
Auto Brands - Jeep	dd_auto_jeep	Targets content likely to be visited by people whose behavior implies they are in the market for Jeep vehicles.
Auto Brands - Kia	dd_auto_kia	Targets content likely to be visited by people whose behavior implies they are in the market for Kia vehicles.
Auto Brands - Land Rover	dd_auto_landrover	Targets content likely to be visited by people whose behavior implies they are in the market for Land Rover vehicles.
Auto Brands - Lexus	dd_auto_lexus	Targets content likely to be visited by people whose behavior implies they are in the market for Lexus vehicles.
Auto Brands - Lotus	dd_auto_lotus	Targets content likely to be visited by people whose behavior implies they are in the market for Lotus vehicles.
Auto Brands - Maserati	dd_auto_maserati	Targets content likely to be visited by people whose behavior implies they are in the market for Maserati vehicles.
Auto Brands - Mazda	dd_auto_mazda	Targets content likely to be visited by people whose behavior implies they are in the market for Mazda vehicles.
Auto Brands - Mercedes-Benz	dd_auto_mercedes	Targets content likely to be visited by people whose behavior implies they are in the market for Mercedes-Benz vehicles.
Auto Brands - Mini	dd_auto_mini	Targets content likely to be visited by people whose behavior implies they are in the market for Mini vehicles.
Auto Brands - Nissan	dd_auto_nissan	Targets content likely to be visited by people whose behavior implies they are in the market for Nissan vehicles.
Auto Brands - Porsche	dd_auto_porsche	Targets content likely to be visited by people whose behavior implies they are in the market for Porsche vehicles.

Automotive Brands - Content Affinity Segments continued...

Segment Name	Segment Machine Name	Description
Auto Brands - Subaru	dd_auto_subaru	Targets content likely to be visited by people whose behavior implies they are in the market for Subaru vehicles.
Auto Brands - Tesla	dd_auto_tesla	Targets content likely to be visited by people whose behavior implies they are in the market for Tesla vehicles.
Auto Brands - Toyota	dd_auto_toyota	Targets content likely to be visited by people whose behavior implies they are in the market for Toyota vehicles.
Auto Brands - Volkswagen	dd_auto_volkswagen	Targets content likely to be visited by people whose behavior implies they are in the market for Volkswagen vehicles.
Auto Brands - Volvo	dd_auto_volvo	Targets content likely to be visited by people whose behavior implies they are in the market for Volvo vehicles.

Automotive Types - Content Affinity Segments

Segment Name	Segment Machine Name	Description
Auto Type - Budget Cars	dd_auto_budget	Targets content likely to be visited by people whose behavior implies they are in the market for Budget Cars.
Auto Type - Commercial Trucks	dd_auto_commtruck	Targets content likely to be visited by people whose behavior implies they are in the market for Commercial Trucks.
Auto Type - Crossovers	dd_auto_crossover	Targets content likely to be visited by people whose behavior implies they are in the market for Crossovers.
Auto Type - Green Vehicles	dd_auto_green	Targets content likely to be visited by people whose behavior implies they are in the market for Green Vehicles.
Auto Type - Luxury Cars	dd_auto_luxury	Targets content likely to be visited by people whose behavior implies they are in the market for Luxury Cars.
Auto Type - Minivans	dd_auto_minivan	Targets content likely to be visited by people whose behavior implies they are in the market for Minivans.
Auto Type - Motorbikes	dd_auto_motorbikes	Targets content likely to be visited by people whose behavior implies they are in the market for Motorbikes.
Auto Type - New	dd_auto_new	Targets content likely to be visited by people whose behavior implies they are in the market for new vehicles.
Auto Type - Performance Cars	dd_auto_performance	Targets content likely to be visited by people whose behavior implies they are in the market for Performance Cars.
Auto Type - Pickup Trucks	dd_auto_pickup	Targets content likely to be visited by people whose behavior implies they are in the market for Pickup Trucks.
Auto Type - Sedans	dd_auto_sedan	Targets content likely to be visited by people whose behavior implies they are in the market for Sedans.
Auto Type - Station Wagons	dd_auto_sw	Targets content likely to be visited by people whose behavior implies they are in the market for Station Wagons.
Auto Type - SUVs	dd_auto_suv	Targets content likely to be visited by people whose behavior implies they are in the market for SUVs.
Auto Type - Vans	dd_auto_van	Targets content likely to be visited by people whose behavior implies they are in the market for Vans.

Decision Makers & Employees by Business Type- Content Affinity Segments

Segment Name	Segment Machine Name	Description
Home-Based Small Business Owners	dd_b2b_biztype_homebased	Targets content likely to be visited by decision makers who are Home-Based Small Business Owners.
Nonprofit Organizations	dd_b2b_biztype_nonprofit	Targets content likely to be visited by decision makers at Nonprofit Organizations.
Publicly-traded companies	dd_b2b_biztype_public	Targets content likely to be visited by individuals who work for Publicly-traded companies.

Branded Context Segments

Branded Context segments are powered by the data of the third-party vendors to make a range of new solutions available for targeting or avoiding matching content. Categories include Privacy Compliance, and Potentially False Information.

Privacy Compliance Segments

Segment Name	Segment Machine Name	Description
Sourcepoint High Privacy (eur)	gi_sp_privacy_hi_eur	Target pages known to have the highest privacy compliance with European data protection legislation as reported by Sourcepoint Privacy Lens.
Sourcepoint High Privacy (usa)	gi_sp_privacy_hi_usa	Target pages known to have the highest privacy compliance with US data protection legislation as reported by Sourcepoint Privacy Lens.
Sourcepoint Medium Privacy (eur)	gi_sp_privacy_med_eur	Target pages known to have medium privacy compliance with European data protection legislation as reported by Sourcepoint Privacy Lens. This segment is cumulative and is inclusive of "high" Sourcepoint Privacy segments.
Sourcepoint Medium Privacy (usa)	gi_sp_privacy_med_usa	Target pages known to have medium privacy compliance with US data protection legislation as reported by Sourcepoint Privacy Lens. This segment is cumulative and is inclusive of "high" Sourcepoint Privacy segments.
Sourcepoint Low Privacy (eur)	gi_sp_privacy_lo_eur	Block pages that are known to have low privacy compliance with European data protection legislation as reported by Sourcepoint Privacy Lens. These are non-privacy compliant sites and are available in Europe and US avoidance segments.
Sourcepoint Low Privacy (usa)	gi_sp_privacy_lo_usa	Block pages that are known to have low privacy compliance with US data protection legislation as reported by Sourcepoint Privacy Lens. These are non-privacy compliant sites and are available in Europe and US avoidance segments.

Potentially False Information

Segment Name	Segment Machine Name	Description
Disinformation protection from GDI	gi_gdi_pfi	Websites rated high risk for disinformation. GDI combines machine learning with expert human review to provide nonpartisan, independent disinformation risk ratings of global news websites.

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