

# Professional Data



Category	Segment	Data Source
<b>Demographics</b>	Age	<i>Modeled and matched</i>
	Age	<i>Self-reported</i>
	Gender	<i>Multiple source feeds</i>
	Gender	<i>Self-reported</i>
	New Movers	<i>Deeds</i>
	Ethnicity	<i>Inferred</i>
	Income Range	<i>Modeled and matched</i>
	Income Range	<i>Credit cards</i>
	Occupation	<i>Warranty feeds</i>
	Location by State	<i>IP to Location Match</i>
	Location by City	<i>Self-reported</i>
	Education	<i>Survey data</i>
	Education	<i>Self-reported</i>
	Married/Single	<i>Modeled and matched</i>
	Children in HH by age	<i>Self-reported</i>
<b>Product Ownership</b>	Auto	<i>Warranty feeds</i>
	Auto	<i>Modeled and matched</i>
	Telecom by Carrier	<i>IP to Location Match</i>
	Leisure Travel	<i>Survey data</i>
	Travel Cruises	<i>Survey data</i>
	Books	<i>Modeled and matched</i>
	Health & Wellness	<i>Modeled and matched</i>
	Pets	<i>Survey data</i>
	Collectors	<i>Survey data</i>
	Digital Photo	<i>Registration data</i>
	Apparel Buyer	<i>Data Compilation</i>
	Office Supplies	<i>IP to Location Match</i>

Category	Segment	Data Source	
<b>Transactional</b>	Direct Mail Activity	<i>Modeled and matched</i>	
	Buyers by Category	<i>Modeled and matched</i>	
	Membership	<i>Modeled and matched</i>	
	Credit Card Holder	<i>Modeled and matched</i>	
	Heavy Credit Card Use	<i>IP to Location Match</i>	
	Mail Order Buyers	<i>Catalog data</i>	
	Mail Order DVD Buyer	<i>Survey data</i>	
	Recent Mortgage	<i>Deeds</i>	
	Recent Mortgage	<i>Warranty feeds</i>	
	<b>Psychographic / Lifestyle</b>	Blue/White Collar	<i>Modeled and matched</i>
Blue/White Collar		<i>Aggregated data</i>	
Political Affiliation		<i>Self-reported</i>	
Political Affiliation		<i>IP to Location Match</i>	
Health & Wellness		<i>Survey data</i>	
Health & Wellness		<i>Registration data</i>	
Digital Photography		<i>Registration data</i>	
Fitness		<i>Registration data</i>	
<b>Financial</b>		Share of Wallet	<i>Aggregated data</i>
		Investment Styles	<i>Aggregated data</i>
	Discretionary Spend	<i>Aggregated data</i>	
	Ability To pay	<i>Aggregated data</i>	
	Economic Spectrum	<i>Aggregated data</i>	
	Financial Capacity	<i>Aggregated data</i>	
	Active Traders	<i>Aggregated data</i>	
	Income Measure	<i>Aggregated data</i>	
	Lower Risks	<i>Aggregated data</i>	
	Financial Cohorts	<i>Aggregated data</i>	

## Shopping and In-Market Data

Category	Segment	Data Source
<b>Shopping/Purchase Interests</b>	Apparel	Aggregated data
	Automotive	Aggregated data
	Books and Magazines	Aggregated data
	Computing	Aggregated data
	Holiday Items	Aggregated data
	Home Electronics	Aggregated data
	Jewelry	Aggregated data
	Music	Aggregated data
	Health and Beauty	Aggregated data
	Home Furnishings	Aggregated data
	Membership Clubs	Aggregated data
	Health & Wellness	Aggregated data
	Pets	Aggregated data
	Photography	Aggregated data
	Sports & Leisure	Aggregated data
	Tickets	Aggregated data
	Travel	Aggregated data
	Videos	Aggregated data
	Internet Shopper	Aggregated data
	Mail Order Shopper	Aggregated data
Children's Products	Aggregated data	
Games	Aggregated data	
Office Supplies	Aggregated data	
Hobbyists	Aggregated data	

## Online Data

Category	Segment	Data Source
<b>Demographics</b>	Mom's	Web Browsing
	Ethnicity	Web Browsing
<b>Transactional</b>	Young Children in HH	eCommerce
<b>Search</b>	General Search	SEO Inbound
<b>Product Ownership / Interests</b>	Health & Wellness	Online Transactional
	Auto by make/model	Online Modeled
	Fashion/Beauty	Online Modeled
	Music/Movies	Online Modeled
	Travel	Online Modeled
<b>Lifestyle / Interests</b>	Occupational	Web Browsing
	Occupational	Online Modeled
	Sports	Online Modeled
	Hobbies	Online Modeled
	Computers	Web Browsing
	Educational	Web Browsing
	Environment/Green	Web Browsing
	Financial	Web Browsing
	Gaming	Web Browsing
	Gaming	Online Modeled
	Health & Wellness	Web Browsing
	Health & Wellness	Online Modeled
	Mobile	Web Browsing
	Pets	Web Browsing
	Pets	Online Modeled
	Top 10 Lists	Web Browsing
	Parenting	Online Modeled
	Office Supplies	IP to Location Match

