

B2B

COMPANY

Business Expense

- » Accounting
- » Advertising
- » Insurance
- » Legal
- » Office Equipment and Supplies
- » Packaging and Container
- » Payroll
- » Printing
- » Professional Services
- » Rent and Leasing
- » Technology
- » Telecommunications
- » Temporary Labor
- » Utilities

Company Growth

- » High Employee Growth

CreditRating

- » Excellent (A+)
- » Excellent (A)
- » Very Good (B+)
- » Very Good (B)
- » Good (C+)
- » Good (C)
- » Institution
- » Unknown

Employee Size

- » Micro (1-20)
- » Micro+ (21-50)
- » Small (1-49)
- » Small (51-100)
- » Small-Medium (100-500)
 - Small-Medium (100-249)
 - Small-Medium (250-499)
- » Medium (501-1,000)
- » Large (1,000-4,999)
- » X-Large (5,001+)

Ownership

- » Franchises
- » Private
- » Public

Random Flags

- » ACL
- » AMI
- » Email
- » New Business
- » Phone
- » Postal
- » Website

Revenue

- » Less than \$500k
- » \$500k to \$1 Million
- » \$1 - \$5 Million
- » \$5 - \$10 Million
- » \$10 - \$20 Million
- » \$20 - \$50 Million
- » \$50 - \$100 Million
- » \$100 - \$500 Million
- » \$500 Million to \$1 Billion
- » Over \$1 Billion

Specialty

- » Fortune 1,000 Companies
- » Years in Business
 - 5 or less
 - More than 5

Square Footage

- » 1 to 2,499
- » 2,500 to 9,999
- » 10,000 to 39,999
- » 40,000+

B2B

DECISION MAKERS

- » Business
- » C-Level
- » Construction
- » Energy
- » Entertainment
- » Execs at Home
- » Finance
- » Government
- » Hospitality
- » Human Resources
- » IT
- » Large Enterprise
- » Legal Services
- » Manufacturing
- » Medical and Health Services
- » Medium Business
- » Men
- » Retail
- » Sales and Marketing
- » Small Business
- » Technology
- » Very Small Business
- » Women

DEMOGRAPHICS

- » Ethnicity
 - » African
 - » African American
 - » Central and Southwest Asian
 - » Eastern European
 - » Far Eastern
 - » Hispanic
 - » Jewish
 - » Mediterranean
 - » Middle Eastern
 - » Native American
 - » Pacific Islander
 - » Scandinavian
 - » South Asian
 - » Western European
- » Gender
 - » Female
 - » Male
- » Location
 - » Branch
 - » Franchises
 - » Headquarters
 - » Single Location
 - » State (one for each state)
 - » Subsidiary
- » Population
 - » CBSA
 - » Blank (<10k)
 - » Metro (50k+)
 - » Micro (10k-50k)
 - » Zip Code
 - » (0-249)
 - » (250-999)
 - » (1,000-2,499)
 - » (2,500-4,999)
 - » (5,000-9,999)
 - » (10k-20k)
 - » (20k-50k)
 - » (50k+)
 - » (unknown)

B2B

FUNCTIONAL AREA

- Administration
- Banking
 - » Investment Banking
 - » Wealth Management
- Construction
- Consultants
- Corporate Strategy Leaders
- Education
 - » Management and Administration
- Engineering
- Finance
 - » Accounting
- Government
 - » Employees
- Human Resources
- Information Technology
 - » Database and DP
 - » Software
 - Cyber Security
 - » Legal
- Marketing and Communications
 - » Event Planners
 - » Marketing and Advertising
 - » Product and Research
 - » Social Marketers
- Medical and Health Services
 - » Dental
 - » Health Professional
 - » Nurse
 - » Pharmacists
 - » Physicians
- Operations and Manufacturing
 - » Customer Relations
 - » Manufacturing
 - » Operations
 - » Purchasing and Procurement
- Ownership and Board
- Real Estate
- Religion
- Research and Development
- Sales and Business Development
 - » Sales and Business Development
- Science

B2B

INDUSTRY

- Agriculture
- Banking and Finance
 - » Investment Banking
 - » Portfolio Management and Financial Advice
 - » Venture Investment and Private Equity Firms
- Business Services
 - » Management and General Consulting
 - » Marketing, Advertising and Sales
- Construction
 - » Architecture, Engineering and Survey
 - » Commercial and Heavy
 - » Construction and Engineering
 - » Contractors and Trade
 - » Engineering
 - » Remodeling
 - » Residential
- Education
 - » Elementary and Secondary
- Energy, Natural Resources and Utilities
- Entertainment and Cultural
- Food Services
- Government, Social Services and Nonprofits
 - » Federal
 - » Law Enforcement and Emergency Services
 - » Military and Defense
 - » Nonprofits and Charities
 - » Public Safety
 - » State and Local
- Healthcare and Health Services
 - » Dentistry and Dental
 - » Healthcare
 - » Home Healthcare
 - » Hospitals and Nursing Homes
 - » Hospitals and Speciality Clinics
- Insurance
 - » Agency and Brokerages
- Legal
- Manufacturing
 - » Aerospace, Aviation and Defense
 - Aerospace
 - Aerospace and/or Aircraft Products
 - Aerospace, Aviation and Defense
 - Defense and Law Enforcement Products
 - Guns and/or Ammunition
 - » Automotive
 - » Aviation
 - » Communications and Networking Systems
 - » Computers and High Tech
 - » Electronics and Electrical Equipment
 - » Fabricated Metals
 - » Food and Beverage
 - » Manufacturing
 - » Materials and Compounds
 - Adhesives, Tapes, and Sealants
 - » Pharmaceutical and Biotech
 - » Printing and Publishing
 - » Rubber and Plastics
 - » Transportation Equipment
- Media, Entertainment and Publishing
- Real Estate
 - » Commercial
 - » Research and Development
 - » Restaurant and Hospitality
- Retail
 - » Building and Home Improvement
 - » Electronics and Computers
 - » Pharmacy
 - » Retail and Shopping
 - » Wholesale and Retail Trade
- SIC Code (All codes)
- Software, Technology and Information Services
 - » Enterprise Resource Management
 - » Information Technology
 - » Security
 - » Software Development
- Telecommunications
- Training and Recruitment
- Transportation and Travel
 - » Trucking and Logistics
- Wholesale

B2B

INTERESTS

- Aviation
- Building and Construction
- Business Publications
- Business Solutions
 - » Best Practices
 - » Business Intelligence
 - » Business Solutions
 - » Productivity
 - » Supply Chain
- Electronics
- Energy
- Engineering
- Environment
- Finance
 - » Finance
 - » Financial Reporting
- Human Resources
 - » Compensation Benefits
 - » Employee Retention
 - » Hiring and Interviewing
 - » Leadership Career
 - » Motivation and Team Building
 - » Working Remotely
- Information Technology
 - » Communication
 - Wireless Fon Number
 - » Data and Analytics
 - Big Data
 - Data Center
 - Data Management
 - Data Security
- » Hardware
 - Enterprise Hardware
 - HP Servers
- » Hardware
- » Information Technology
- » IT Policy
 - Disaster Recovery
- » Software and Services
 - Cloud Computing
 - Digital Security
 - EMC MozyPro
 - EMC Syncplicity
 - HP Autonomy
 - IBM Websphere
 - Microsoft Exchange
 - Networking
 - Oracle Software
 - Server Virtualization
 - Servers
 - Storage Decision Makers
 - VMWare
 - Windows XP
 - Developers/Programmers
 - Software Application Development
 - Software Development
 - Software Features and Tools
- » Vendor
 - CISCO
 - DELL
 - IBM
 - SAP
- Legal
- Professional Development
 - » Collaboration
 - » Compliance
 - » Healthy Lifestyle
 - » Internet Trends
 - » Meetings and Presentations
 - » Professional Development
 - » Writing Skills
- Sales and Marketing Trends
 - » CRM
 - » Sales and Marketing
 - E-commerce Experts
 - » Sales and Marketing Trends
 - » Social Media Strategy
- Travel

B2B

OCCUPATION

➤ Currently Employed

- » Company Size
 - 1-4 Employees
 - 5-49 Employees
- » Employment Level
 - Board Member
 - C-Level Executive Employee Level
- » Functional Area
 - Accounting and Finance
 - Accountant
 - Banker
 - Investment Banker
 - Administrative Assistant
 - Consultant
 - Engineering
 - Chemical Engineer
 - Civil Engineer
 - Electronics Engineer
 - Engineer
 - Mechanical Engineer
 - Finance
 - Human Resources
 - IT Professionals
 - Database, Data Engineer
 - IT Professionals and Computers
 - Quality Assurance
 - Software Engineer, Software Development
 - Statistician, Analyst, Analytics
 - Web Development
 - Legal
 - Legal, Law, Attorney
 - Paralegal

- Manufacturing and Production
- Marketing and Communications
 - Marketing and Advertising
 - Sales and Business Development
- Medical and Health Services
 - Counseling
 - Dental
 - Medical Managers and Directors
 - Medical Specialists
 - Nurse
 - Optometrist and Optician
 - Pharmacy and Pharmaceutical
- Military and Government
- Public Service
- Realtor and Real Estate Broker
- Religious Leader, Priest, Rabbi, Reverend, Pastor
- Science
- » Industry
 - Construction
 - Education, Training and Library
 - Education
 - Instructor
 - Librarian
 - Professor, Higher Education
 - Teacher

➤ Professional License

- » Agent
- » Certified Nurse Midwife
- » Certified Nurse Practitioner
- » Certified Public Accountant
- » Doctor of Chiropractic Medicine

- » Doctor of Dental Medicine
- » Doctor of Dental Surgery
- » Doctor of Medicine
- » Doctor of Optometry
- » Doctor of Osteopathic Medicine
- » Doctor of Philosophy (PhD)
- » Doctor of Physical Therapy
- » Doctor of Podiatry
- » Doctor of Veterinary Medicine
- » Licensed Practical Nurse
- » Naturopathic Doctor
- » Nurse Practitioner
- » Occupational Therapy
- » Physical Therapist
- » Physician Assistant
- » Professional Engineer
- » Registered Nurse

B2B

PROFESSIONAL GROUPS

- Business Buyers
 - » Frequent Transactional Business Buyers
 - Agriculture
 - Construction
 - Education
 - Finance
 - Healthcare
 - Human Resources
 - Information Technology
 - Legal
 - Manufacturing
 - Retail
 - Transportation
- Business Professionals
 - » Small Business Professionals
- Buying Authority
 - » Communication Equipment and Services
 - » Construction Equipment and Materials
 - » Electronic Equipment and Supplies
 - » Furnishings and Appliances
- Information Technology
 - Equipment and Services
 - Hardware
 - Laptops, Desktops and Tablets
 - Servers and Storage
 - Software
 - Storage Equipment
- » Manufacturing Equipment
- » Medical Equipment and Services
- » Office Equipment and Supplies
- » Safety Equipment and Services
- » Tools and Equipment
- » Training Programs and Services
- » Travel Services
- IT and Engineering Professionals
 - » IT Professionals

SENIORITY

- Board Level
- C-Level
- Director
- Executives
- Finance and Accounting
- HR and Administration
- Manager
- Middle Management
- Operations and Manufacturing
- Ownership
- Sales and Marketing
- Staff
- Vice President

B2B

TECHNOLOGY ONSITE

Hardware

- » Apple
 - Apple Device
 - iPad
 - iPhone
 - Mac
- » Data Management
- » Number of PC's
 - (0-249)
 - (250-999)
 - (1,000-2,499)
 - (2,500-4,999)
 - (5,000-9,999)
 - (10k-20k)
 - (20k-50k)
 - (50k+)
 - (unknown)
- » OS
 - Android Linux
- » Servers
- » WAN
- » Wireless Network
- » Workstations

Software

- » Antivirus
- » Browser
 - Google Chrome
 - Microsoft Explorer IE
 - Mozilla Firefox
- » Content Management System
- » Distance Learning
- » Email
 - Lotus Notes
 - Microsoft Outlook
- » Laboratory
- » Microsoft OS
 - Microsoft OS
 - Microsoft Windows
- » Procurement
- » Unix OS
- » Web Analytics

B2C

DEMOGRAPHICS

➤ Age

- » 18-19
 - Declared 18-19
- » 18-24
- » 20-24
- » 20-29
- » 25-29
- » 25-34
 - Declared 25-34
- » 30-34
- » 30-39
- » 35-39
- » 35-44
 - Declared 35-44
- » 40-44
- » 40-49
- » 45-49
- » 45-54
 - Declared 45-54
- » 50-54
- » 55-59
- » 60-64
- » 65+
- » 65-69
- » Declared

➤ Auto

- » Fuel Type
 - Bio Diesel
 - Compressed Natural Gas
 - Diesel
 - Flex Fuel
 - Gasoline
 - Hybrid
 - Lithium-Ion Battery
 - Petroleum

» Make

- Acura
- Alfa Romeo
- AM General
- AMC
- Aston Martin
- Audi
- Bentley
- BMW
- Buick
- Cadillac
- Chevrolet
- Chrysler
- Daewoo
- Daihatsu
- Datsun
- Dodge
- Eagle
- Ferrari
- Fiat
- Fisker
- Ford
- Geo
- GMC
- Honda
- Hummer
- Hyundai
- Infiniti
- Isuzu
- Jaguar
- Jeep
- Kia
- Lamborghini
- Land Rover
- Lexus
- Lincoln
- Lotus
- Maserati
- Maybach
- Mazda

- McLaren
 - Mercedes-Benz
 - Mercury
 - Merkur
 - Mini
 - Mitsubishi
 - Nissan
 - Oldsmobile
 - Plymouth
 - Pontiac
 - Porsche
 - Ram
 - Range Rover
 - Renault
 - Rolls-Royce
 - Saab
 - Saturn
 - Scion
 - Smart
 - SRT
 - Sterling
 - Subaru
 - Suzuki
 - Tesla
 - Toyota
 - Volkswagen
 - Volvo
 - Yugo
- » Purchase Date
- Within Last 12 Months
 - 1-2 Years Ago
 - 2-3 Years Ago
 - 3-4 Years Ago
 - 4-5 Years Ago
 - 5-6 Years Ago
 - 6-7 Years Ago
- » Purchase Type
- New At Time Of Purchase
 - Used At Time Of Purchase

B2C

DEMOGRAPHICS

- » Vehicle Age
 - 1 Year Old Vehicle
 - 2 Year Old Vehicle
 - 3 Year Old Vehicle
 - 4 Year Old Vehicle
 - 5 Year Old Vehicle
 - 6-10 Year Old Vehicle
 - 11-15 Year Old Vehicle
 - 15+ Year Old Vehicle
- » VehicleType
 - Car
 - Luxury Car
 - Luxury SUV
 - Luxury Truck
 - Luxury Van
 - SUV
 - Truck
 - Van
- » Vehicle Year
 - 1981- 2017
- » Vehicles In Household
 - 1 Vehicle
 - 2 Vehicles
 - 3 Vehicles
 - 4 Vehicles Or More
- » Education
 - » Alumni
 - Atlantic Coast Conference
 - Big Twelve Conference
 - Big Ten Conference
 - Ivy League
 - Pac Twelve Conference
 - Southeastern Alumni
 - » Bachelor's Degree
 - » Graduate Degree
 - » High School
 - » Some College
 - » Vocation or Technical
- » Ethnicity
 - » African
 - » African American
 - » Central and Southwest Asian
 - » East Asian
 - » Eastern European
 - » Far Eastern
 - » Hispanic
 - » Jewish
 - » Mediterranean
 - » Middle Eastern
 - » Native American
 - » Pacific Islander
 - » Scandinavian
 - » South Asian
 - » South East Asian
 - » Western European
- » Family
 - » Children - Number
 - 1
 - 1+
 - 2
 - 3+
 - 4
 - 5+
 - » Children - Present
 - Yes
 - » Children - Age
 - 0 to 3
 - 4 to 7
 - 8 to 12
 - 13 to 17
 - Tweens/Teenagers - 10-19
 - » Children - Birth Month
 - January
 - February
 - March
- » Household Size
 - 1
 - 2
 - 3
 - 4+
- » Life Event
 - Child Nearing Graduation
 - Entering Adulthood
 - Graduating College
 - Graduating High School
- » Position
 - Female Head of Household
 - Male Head of Household
- » Veterans
- » Financial
 - » Active Credit Seekers
 - » Auto Loans
 - » Bargain Hunters
 - » Cash
 - » Contributors
 - » Credit Cards
 - » Home Equity Loans
 - » Home Loans
 - » Investor
 - » Student Loans
 - » Tax Services
- » Gender
 - » Female
 - » Male
- » April
- » May
- » June
- » July
- » August
- » September
- » October
- » November
- » December

B2C

DEMOGRAPHICS

➤ Housing

» Home Equity Estimate

- \$0 - \$29,999
- \$30,000 - \$59,999
- \$60,000 - \$79,999
- \$80,000 - \$99,999
- \$100,000 - \$199,999
- \$200,000 - \$499,999
- \$500,000 plus

» Home Value

- \$0 - \$29,999
- \$30,000 - \$59,999
- \$60,000 - \$79,999
- \$80,000 - \$99,999
- \$100,000 - \$199,999
- \$200,000 - \$499,999
- \$500,000 plus

» Length of Residence

- \$0 - \$29,999
- \$30,000 - \$59,999
- \$60,000 - \$79,999
- \$80,000 - \$99,999
- \$100,000 - \$199,999
- \$200,000 - \$499,999
- \$500,000 plus

» Mortgage Interest Rate

- Less than 3%
- 3 to 4%
- 5 to 6%
- 7% plus

» Mortgage Present

» Mortgage Type

- FHA
- VA

» Multi Family Dwelling

» Own or Rent

- Own
- Rent

» Single Family Dwelling

» Year Home Built

- Pre 1950
- 1950 to 1959
- 1960 to 1969
- 1970 to 1979
- 1980 to 1989
- 1990 to 1999
- 2000 to 2009
- 2010 to 2019

➤ Income

- » \$25,000
- » \$25,000 - \$59,999
- » \$60,000 - \$74,999
- » \$75,000-\$99,999
- » \$100,000+
- » \$100,000-\$124,999
- » \$125,000 - \$149,999
- » \$150,000+
- » \$150,000-\$199,999
- » \$200,000 - \$249,999
- » \$250,000 - \$499,999
- » \$500,000+

➤ Language

- » Arabic
- » Chinese
- » English
- » French
- » German
- » Hindi
- » Hungarian
- » Italian
- » Japanese
- » Korean
- » Portuguese
- » Russian
- » Spanish
- » Vietnamese

➤ Location

- » All 50 States

➤ Marital Status

- » Married
- » Single

➤ Month of Birth

- » January
- » February
- » March
- » April
- » May
- » June
- » July
- » August
- » September
- » October
- » November
- » December

➤ Networth

- » \$100,000
 - \$10,000
 - \$10,000 - \$19,999
 - \$20,000 - \$29,999
 - \$30,000 - \$59,999
 - \$60,000 - \$79,999
 - \$80,000 - \$99,999
- » 100,000 - \$199,999
 - \$100,000 - \$119,999
 - \$120,000 - \$139,999
 - \$140,000 - \$159,999
 - \$160,000 - \$179,999
 - \$180,000 - 199,999
- » \$200,000 - \$399,999
 - \$200,000 - \$299,999
 - \$300,000 - \$399,999
- » \$400,000 - \$599,999 –
 - \$400,000 - \$499,999
 - \$500,000 - \$599,999

B2C

DEMOGRAPHICS

- » \$600,000 - \$799,999
 - \$600,000 - \$699,999
 - \$700,000 - \$799,999
- » \$800,000+
- \$800,000 - \$899,999
- \$900,000 - \$1,199,999
- \$1,200,000 - \$1,799,999

▶ Other

- » Parenting

▶ Persona

- » Active Executives
- » Affluent Executives
- » African American Executives
- » Alumni Likely Donors
- » Boomers
- » Conservative Executives
- » Ex-Military Executives
- » Gen X
- » Gen Z
- » Golfing Executives
- » Green Executives
- » Latino Executives
- » Liberal Executives
- » Matures
- » MBA Candidates
- » Military DoD
- » Millennials
- » Political Executive Donor
- » Undeclared Executives
- » Young Executives

▶ Political Party

- » Democrat
- » Independent
- » Middle of the Road
- » Republican
- » Undeclared

▶ Population

- » CBSA
 - Blank (<10k)
 - Micro (10k-50k)
 - Metro (50k+)

▶ Population

- » Email
- » Postal
- » TN

▶ Religion

- » Buddhist
- » Catholic
- » Eastern Orthodox
- » Greek Orthodox
- » Hindu
- » Islamic
- » Jewish
- » Lutheran
- » Protestant
- » Shinto

▶ SESI

- » 0 to 9
- » 10 to 19
- » 20 to 29
- » 30 to 39
- » 40 to 49
- » 50 to 59
- » 60 to 69
- » 70 to 79
- » 80 to 89
- » 90 to 99

▶ Wealth Indicator

- » \$0 - \$9,999
- » \$10,000 - \$49,999
- » \$50,000 - \$99,999
- » \$100,000 - \$199,999
- » \$200,000 - \$499,999
- » \$500,000 - \$999,999
- » \$1,000,000 plus

B2C

DONOR

- Animal Welfare Causes
- Arts and Culture Causes
- Children's Causes
- Environmental Causes
- Ethnic Causes
- Health Causes
- Humanitarian Causes
 - » Domestic
 - » International Relief
- National Public Radio
- Offline Donor
- Online Donations
- Political
 - » Conservative Causes
 - » General Causes
 - » Liberal Causes
- Religious Causes
 - » Catholic
 - » Christian
 - » Jewish
- Social Service Causes
- Veterans' Causes

INTERESTS

- Animals
 - » Pets
 - Dogs
 - Cats
- Arts and Entertainment
 - » Entertainment
 - Music
 - » Reading
 - Comics
 - Digital Magazines
 - Bird
 - Country and Farming
 - DIY
 - Food
 - General Interest or Family
 - Nostalgia
 - Fiction
 - Film and Television
 - Movies
 - Interior Decorating
 - Long time, Affluent, Heavy Readers
 - Long time, Price Sensitive Readers
 - Magazines
 - Bird
 - Country
 - DIY
 - Food
 - General Interest or Family
 - Nostalgia
 - Medical/Health
 - New Magazine Readers
 - News and Current Events
 - Business News
 - News
 - Non-Fiction
- Auto
 - » Hybrid
 - » Hybrid Minivan
 - » Hybrid SUV
 - » Hybrid Truck
- » Luxury
 - » Luxury Hybrid
 - » Luxury SUV
 - » Minivan
 - » Motorcycle
 - » SUV
 - » Truck
- Business and Finance
 - » Business
 - Small Business
 - Home Office
 - ~ Home Office Products
 - » Finance and Investing
 - Investing
 - Low Risk/Low Return
 - Real Estate
 - Personal Savings and Investments
- Computers and Technology
 - » Computers and Personal Electronics
 - Audio and Music
 - Cameras
 - IT Decision Makers
 - Tech Enthusiasts
- Cooking, Food and Beverage
 - » Cook From Scratch
 - » Cooking
 - Gourmet
 - » Nutritional Foods
 - » Recipes and Cooking
 - » Wine Tasting
- Education
 - » Adult Education
 - » Colleges and Universities
 - College
- Gambling
 - » High Rollers

B2C

INTERESTS

- Health, Beauty and Personal Care
 - » Face and Body Care
 - » Health and Fitness
 - Diet
 - Dieting and Weight Loss
 - Weight Management
 - Fitness
 - Health
 - Physical Fitness Clubs
- Hobbies and Collecting
 - » Art and Handicrafts
 - Crafts
 - Co-op Sourced
 - Crochet and Knitting
 - Quilting
 - Sewing
 - » Collecting
 - » Fine Arts
 - Photography
 - » Wood Working
- Home and Garden
 - » Gardening
 - » Home Improvement
 - Gardening and Patio
 - Interior Decor and Design
 - » Lawn and Garden
- Internet and Online Activities
 - » Fantasy Sports
 - Baseball
 - Basketball
 - Football
 - » Gaming
 - » Social Networking
- Lifestyles
- Do It Yourselfers (DIY)
 - » Engaged DIY and Outdoor Activity
 - » Healthy Living
 - » Parenting and Family
 - » Rural Farming
- News and Current Events
- Politics and Society
 - » Politics
 - Likely Voters
- Propensity
 - » Avid Gamers
 - Highly Likely
 - » DIY Auto Maintenance
 - Highly Likely
 - » Fast Food Families
 - Highly Likely
 - » Heavy Family Restaurant
 - Highly Likely
 - » Heavy Frozen Dinner Users
 - Highly Likely
 - » Heavy Snack Eater
 - Highly Likely
 - » Luxury Automobile Buyers
 - Highly Likely
 - » Onsite Tax Prep Service
 - Highly Likely
 - » Professional Tax Prep
 - Highly Likely
 - » Specialty Organic Food Store
 - Highly Likely
 - » Wholesale Club Visitors
 - Highly Likely
- Shopping
 - » Apparel and Accessories
 - Children's Apparel
 - Men's Apparel
- » Children's Fashion and Gaming
- » Engaged Mail Order Deal Seekers
- » Fashion
 - » Luxury Products and Electronics
 - » Specialty Shoppers and Bargain Hunters
 - Bargain Hunting
 - Online Shoppers
- Sport and Outdoor Activities
 - » Camping
 - » Equestrian
 - » Fishing
 - » Golf
 - » Hiking
 - » Hunting
 - » Motor Sports
 - Motocross
 - » Outdoor
 - » Racquet Sports
 - Tennis
 - » Team Sports
 - Baseball
 - MLB
 - Basketball
 - NBA
 - Football
 - Hockey
 - Soccer
 - » Water Sports
 - Boats and Watercraft
 - Sailing
 - » Winter Sports
 - Skiing
- Travel
 - » Business Travel
 - » Cruises and Charters
 - » Personal Travel

B2C

MOBILE INTERESTS

➤ In Market

- » Boat Shoppers
- » Events
 - Ticket Shoppers
- » Fashion
 - Designer Shoppers
 - Hair and Makeup Shoppers
 - Shoe Shoppers
 - Upscale Shoppers
- » Pharmaceuticals
 - Medical Supplies Shoppers
- » Professional Services
 - Insurance Seekers
 - Investment Seekers
 - Loan Seekers
- » Real Estate
 - Apartment Seekers
 - Home Seekers
- » Retail
 - Apparel Shoppers
 - Auction Shoppers
 - Avid Shoppers
 - Bargain Shoppers
 - Catalog Shoppers
 - Children's Products
 - Coupon Shoppers
 - Department Store Shoppers
 - Flower Shoppers
 - Health and Beauty Shoppers
 - Home Furnishing and Accessories Shoppers
 - Jewelry Shoppers
 - Luggage Shoppers
 - Online Shoppers
 - Retail and In-Store Buyers
- » Shopping
- » Technology
 - Computer Shoppers
 - Electronic Shoppers
 - Tech and Gadget Shoppers
 - Wireless Products Buyers

» Travel

- Cruise Shoppers
- Flight Shoppers
- Hotel Shoppers
- Rental Car Shoppers
- Travel Shoppers
- Vacation Shoppers

➤ Interest

» Arts and Entertainment

- Art Lovers
- Arts and Crafts Lovers
- Avid Readers
- Business
- Collectors and Antique Lovers
- Education
- Entertainment
- Lifestyle
- Medical
- Movie Lovers
- Music Lovers
- Photo and Video Enthusiasts
- Photography
- Science Enthusiasts
- Theater Lovers

» Auto

- Owner
 - Auto and Boat Vehicles

» Automotive and Boating

- Boat Enthusiast
- Motorcycle Enthusiasts
- Vehicle Enthusiasts

» Cable and Telco

- Cable and Satellite Subscribers
- Cord Cutters

» Finance

» Food

- Coffee Enthusiasts
- Cooking Enthusiasts
- Fast Food Patrons
- Fine Dining Patrons

• Foodies

- Gourmet Cooking Enthusiasts
- Natural Food Enthusiasts
- Wine Enthusiasts

» Gaming

- Action and Adventure
- Arcade
- Card and Board
- Casino
- Casual
- Computer and Video Gamers
- Educational
- Music
- Puzzle
- Racing
- Role Playing
- Simulation
- Sports
- Strategy
- Sweepstakes and Contest Seekers
- Trivia
- Word

» Health and Wellness

- Dieters
- Fitness
- Fitness Enthusiasts

» Home and Garden

- Home Improvement Enthusiasts

» Sports and Recreation

- Baseball Fans
- Basketball Fans
- Camping Enthusiasts
- College Sports Fans
- Fishing and Hunting Enthusiasts
- Football Fans
- Golf Enthusiasts
- Hockey Fans
- Horse Enthusiasts
- NASCAR Fans
- Off Roading Enthusiasts
- Outdoor Enthusiasts

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MOBILE INTERESTS

- Scuba Enthusiasts
- Ski and Snowboard Enthusiasts
- Soccer Fans
- Sports Fans
- Tennis Enthusiasts
- » Technology
 - Online Mobile Surfers
 - Social
 - Social Media Users
 - Tech and Gadget Enthusiasts
- » Travel
 - Commuters
 - Cruise Travelers
 - Travel and Local
 - Vacationers
- » Lifestyle Profiles
 - » Business
 - Business Professionals
 - Job Seekers
 - Small Business Owners
 - » Education
 - College Students
 - » Family Status
 - Cat Owners
 - Dog Owners
 - Empty Nesters
 - Moms- and Dads-to-be
 - New Dads
 - New Moms
 - New Parents
 - Parents
 - Parents-to-be
 - Pet Owners
 - Single Parents
 - » Finance
 - Active Investors
 - Credit Card Owners
 - High Net Worth Individuals
 - Mobile Banking Users
 - Mobile Payment Users
- » Marital Status
 - Bride-to-be
 - Divorced
 - Groom-to-be
 - Just Married
 - Married
 - Recently Engaged
 - Single
- » Politics
 - Charity Donors
 - Political Supporters
- » Real Estate
 - Home Loans
 - Home Owners
 - Movers
 - Room Sharers

NEW MOVERS

- » 0-3 months
- » 0-6 months
- » 0-12 months

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POLITICS

➤ Area Selections

- » Congressional District
 - 0-53

➤ Voter Segment

- » Boomer
 - Conservative Voters
 - Democrat Voters
 - Independent Voters
 - Liberal Voters
 - Republican Voters
 - Undeclared Voters
 - Voters
- » Gen X
 - Conservative Voters
 - Democrat Voters
 - Independent Voters
 - Liberal Voters
 - Republican Voters
 - Undeclared Voters
 - Voters
- » Matures
 - Conservative Voters
 - Democrat Voters
 - Independent Voters
 - Liberal Voters
 - Republican Voters
 - Undeclared Voters
 - Voters
- » Millennial
 - Conservative Voters
 - Democrat Voters
 - Independent Voters
 - Liberal Voters
 - Republican Voters
 - Undeclared Voters
 - Voters

➤ Voting History

- » 2012 General and Primary
 - Democrat - Primary
 - Independent - Primary
 - Republican - Primary
 - Voted - General
 - Voted - Primary
 - Voted Absentee - General
 - Voted Absentee - Primary
 - Voted Early
 - Voted Early - General
 - Voted Early - Primary
- » 2014 General and Primary
 - Democrat - Primary
 - Independent - Primary
 - Republican - Primary
 - Voted - General
 - Voted - Primary
 - Voted Absentee
 - Voted Absentee - General
 - Voted Absentee - Primary
 - Voted Early - General
 - Voted Early - Primary

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PURCHASES

- Apparel
 - » Baby
 - » Baseball
 - » Basketball
 - » Football
 - » Golf
 - » Gradeschoolers
 - » Hockey
 - » Men's
 - » Preschoolers
 - » Ski and Snowboard
 - » Soccer
 - » Teens
 - » Tennis
 - » Toddler
 - » Women's
 - » Young Adults
- Bargain Goods
- Books
 - » Birds or Garden Book or Magazine Buyer
 - » Book Buyer
 - » Food Book or Magazine Buyer
 - » Health Book or Magazine Buyer
 - » Magazine Subscriber or Book Buyer
- Cameras
- Collectibles
- Continuing Education
- Cosmetics
- Craft Supplies
- Diet and Weight Loss Products
- Diet Soda
- DVDs
- Film
- Garden Equipment and Supplies
- Green Products
- Health and Fitness Products
- High End Electronics
- Home Improvement Supplies
- Insurance Products
 - » Accidental Death and Disability
 - » Auto
 - » Dental
 - » Health
 - » Home
 - » Life
 - » Rental
 - » Small Business
 - » Vision
- Investments
- Magazines
- Music
- Organic Products
- Outdoor Products
 - » Boating
 - » Camping
 - » Fishing
 - » Hunting
 - » Sailing
- Pet Products
 - » Dogs
 - » Cats
- Religious Products
- Security Products
- Technology
- Tickets
 - » Baseball
 - » Concerts
 - » Football
 - » Live Theater
 - » NASCAR
 - » Theme Parks
- Tobacco Products
- Tools
- Travel
 - » Business
 - » Cruise
 - » Domestic
 - » International
- Video Games
- Vitamins
- Wine

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TARGETREADY

- ▶ Business and Finance
 - » Low Risk/Low Return Investors
- ▶ Cooking, Food and Beverage
 - » Cook From Scratch
- ▶ Education
 - » Adult Education
- ▶ Health and Fitness
 - » Heavy Vitamin and Dietary Supplement
 - » Physical Fitness Clubs
- ▶ Sport and Outdoor Activities
 - » Professional Baseball Sports Fan
 - » Soccer Sports Fan
- ▶ Travel
 - » Frequent Business Travelers



About Infogroup

Infogroup is a marketing services and analytics provider that delivers best in class data-driven customer-centric technology solutions. Our data and software-as-a-service (DaaS and SaaS) offerings help clients of all sizes, from small companies to FORTUNE 100™ enterprises, increase their sales and customer loyalty. Infogroup provides both digital and traditional marketing channel expertise that is enhanced by access to our proprietary data on 245 million individuals and 25 million businesses, which is distributed real-time to our clients.

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