

# THE COMPLETE GUIDE TO **HIDDEN** FACEBOOK AD TARGETING

## U.S. TARGETING



### LUXURY CARS > BODY STYLE

- Luxury Company Car
- Luxury Crossover
- Mid-Sized Pickup Truck
- Sub-Compact Car



### MOTORCYCLE BRANDS > OWNERS

- All-Terrain Vehicle
- BMW
- Domestic
- Foreign
- Harley
- Honda
- Kawasaki
- Less Than 600cc Engine
- Minibike/Moped/Scooter
- Off-Road/Trail/Dirt Bike
- Polaris
- Road/Street Bike
- Polaris
- Suzuki
- Yamaha



### USED VEHICLE BUYERS

- Acura
- Audi
- BMW
- Buick
- Cadillac
- Chevrolet Car
- Chevrolet Truck
- Chrysler
- Dodge Car
- Dodge RAM
- Ford Car
- Ford Truck
- GMC
- Honda
- Hyundai
- Infiniti
- Jaguar
- Jeep
- Kia
- Land Rover
- Lexus
- Lincoln
- Mazda
- Mercedes-Benz
- MINI
- Mitsubishi
- Nissan
- Porsche
- Subaru
- Toyota
- Volkswagen
- Volvo



### DAYPART

- Weekday Daytime
- Weekday Early Fringe
- Weekday Early Morning
- Weekday Late Fringe
- Weekday Overnight
- Weekday Prime
- Weekday Prime Access
- Weekend Daytime
- Weekend Early Fringe
- Weekend Early Morning
- Weekend Late Fringe
- Weekend Overnight
- Weekend Prime
- Weekend Prime Access



### TV GENRE

- Action/Adventure
- Animation
- Cooking
- Documentary
- Drama
- Educational
- Home & Garden/Home Improvement
- Home Shopping
- Movies
- News
- Paid Programming
- Politics/Public Affairs
- Science Fiction/Fantasy
- Soap Opera
- Sports
- Thriller/Horror
- Variety
- Music
- Kids



### MOVIE GENRE

- Family Movies
- Horror Movies
- Science Fiction Movies



### NEW VEHICLE SHOPPERS BY MODEL

- Acura ILX
- Acura MDX
- Acura RDX
- Acura TLX
- Audi A4
- Audi Q5
- BMW X5
- BMW 328
- BMW 528
- Buick Enclave
- Buick Encore
- Buick Lacrosse
- Buick Verano
- Cadillac SRX
- Chevrolet Camaro
- Chevrolet Car Impala
- Chevrolet Colorado
- Chevrolet Cruze
- Chevrolet Equinox
- Chevrolet Malibu
- Chevrolet Silverado
- Chevrolet Sonic
- Chevrolet Trax
- Chevrolet Truck Tahoe
- Chevrolet Truck Traverse
- Chrysler 200
- Chrysler Town & Country
- Chrysler 300
- Dodge Avenger
- Dodge Caravan
- Dodge Challenger
- Dodge Charger
- Dodge Dart
- Dodge Durango
- Dodge Journey
- Ford Car Fiesta
- Ford Edge
- Ford Escape
- Ford Explorer
- Ford F150
- Ford Focus
- Ford Fusion
- Ford Mustang
- GMC Acadia
- GMC Sierra
- GMC Terrain
- Honda Accord
- Honda Civic
- Honda CR-V
- Honda Fit
- Honda HR-V
- Honda Odyssey
- Honda Pilot
- Hyundai Accent
- Hyundai Elantra
- Hyundai Santa Fe Sport
- Hyundai Sonata
- Hyundai Tucson
- Infiniti Q50
- Infiniti QX60
- Jeep Cherokee
- Jeep Compass
- Jeep Grand Cherokee
- Jeep Patriot
- Jeep Renegade
- Jeep Wrangler
- Kia Forte
- Kia Optima
- Kia Rio
- Kia Sorento
- Kia Soul
- Kia Sportage
- Lexus ES
- Lexus IS
- Lexus NX
- Lexus RX
- Mazda 3
- Mazda CX-5
- Mazda6
- Mercedes-Benz C-Class
- Mercedes-Benz E-Class
- Mercedes-Benz M-Class
- Nissan Altima
- Nissan Frontier
- Nissan Juke
- Nissan Maxima
- Nissan Murano
- Nissan Pathfinder
- Nissan Rogue
- Nissan Sentra
- Nissan Versa
- RAM 1500
- Subaru Forester
- Subaru Impreza
- Subaru Legacy
- Subaru Outback
- Subaru XV Crosstrek
- Toyota 4Runner
- Toyota Avalon
- Toyota Camry
- Toyota Corolla
- Toyota Highlander
- Toyota Prius
- Toyota Rav4
- Toyota Scion
- Toyota Sienna
- Toyota Tacoma
- Toyota Tundra
- Volkswagen Beetle
- Volkswagen Jetta
- Volkswagen Passat
- Commercial Truck
- Crossover
- Economy/Compact
- Full-Size Sedan
- Full-Size SUV
- Hybrid/Alternative Fuel
- Luxury Sedan
- Luxury SUV
- Midsize Car
- Minivan
- Pickup Truck
- Small/Midsize SUV
- Sports Car/Convertible



### AUTO OWNERS BY STYLE

- Isuzu
- Luxury Compact Car
- Luxury Crossover
- Mid-Size Pickup Truck
- Sub-Compact Car



### AD OCCURRENCE

- Ace Hardware Stores
- Advil
- Aleve
- Ally Bank
- Amazon Prime
- Ancestry.com
- Apple iPhone 6s
- Applebee's Neighborhood Grill & Bar
- Ashley Furniture Home Store
- AT&T
- Bank of America
- BankAmericard
- Bud Light
- Burger King Chicken Nuggets
- Burlington Coat Factory
- Campbell's
- Capital One Quicksilver Cash Rewards
- Chili's Grill & Bar Restaurant
- Chuck E. Cheese Restaurant
- Cialis
- Citibank Double Cash
- Clorox
- Credit Karma
- Cricket Communications
- Discover It
- Domino's Pizza Restaurant
- Ebates.com Outlet Center
- Eharmony.com
- Esurance.com
- Farmers Insurance Group
- Flonase
- Geico
- General Auto Insurance
- General Mills
- Golden Corral Restaurant
- H&R Block Tax Service
- Hershey's Kisses
- Home Depot Home Center
- HomeAdvisor
- Honey Nut Cheerios
- Humira
- IHOP Restaurant
- Intuit TurboTax
- Jared The Galleria of Jewelry
- JC Penney
- Jet.com Store
- Jos. A. Bank Clothing Store
- Kay Jewelers
- Kohl's
- Liberty Mutual
- Lowe's Building Supply Store
- Macy's
- Match.com Dating Service
- McDonald's Happy Meal
- Men's Wearhouse Clothing Store
- Metro PCS
- Miller Lite
- Mitsubishi Outlander
- Nationwide
- Nexium 24 Hour
- Nutrisystem Inc
- Old Navy Clothing Store
- Olive Garden Restaurant
- Outback Steakhouse
- Papa John's Pizza Restaurant
- Payless Shoesource
- PetSmart Center
- Prevagen
- Progressive
- Publishers Clearing House Magazine
- Quaker Original Oats
- Red Lobster Restaurant
- Reese's
- Royal Caribbean
- Safelite AutoGlass Co
- Sears
- Sleep Number Store
- Southern NH University
- Sprint Wireless Service
- State Farm
- Straight Talk
- Subaru
- Subway Restaurant
- Tamiflu
- Target
- Theraflu ExpressMax
- Tide Pods
- T-Mobile
- Toys "R" Us Store
- Trivago.com
- University Of Phoenix
- US Army
- Verizon
- Volkswagen Passat
- Walgreens Drug Stores
- Walmart
- Wayfair.com
- Weight Watchers Program
- Wendy's 4 For \$4 Combo
- Yoplait
- Zales Jewelers



### LIVE EVENTS

- 2014 FIFA World Cup
- 2016 Summer Olympics
- NBA Finals
- NBA Playoffs
- NFL Playoffs
- NHL Playoffs
- NHL Stanley Cup Finals
- Super Bowl
- The Academy Awards/Oscars
- The Emmy Awards
- The Golden Globe Awards
- The GRAMMY Awards
- World Series



### TV VIEWING FREQUENCY

- Heavy TV Viewers
- Light TV Viewers



ADVERTISEMINT



## TV NETWORK

- Cartoon Network/Adult Swim
- ABC
  - CBS
- FOX
  - Independent
- My Network TV
- NBC
- PBS
- The CW
- Baby First TV Network
- Boomerang
- Disney Channel
- Disney Junior Channel
- Disney XD
- Family Entertainment TV
- Nick Jr.
- Nickelodeon/Nick at Nite
- Nicktoons
  - Sprout
- TeenNick
- Animal Planet
- BYU Television
- Discovery Channel
- Discovery Family Channel
- Discovery Life
- DIY
- History Channel
- National Geographic Channel
- National Geographic Wild
- Science
- Smithsonian Channel
- Sony Entertainment Television Asia
- STAR Plus
  - A&E
- AMC - American Movie Classics
- American Heroes Channel
- AXS TV
  - BBC America
- Bravo
- Comedy Central
- Crime & Investigation Network
- Freeform
  - Fusion
- FX Network
- FYI
- Game Show Network
- Hallmark
  - INSP
- Investigation Discovery
- Lifetime
- MHz Networks
- Ovation
- OWN
  - Oxygen
    - Pivot
- C Pop Network
- Rural Free Delivery TV
- Spike TV
  - Syfy
- TBS - Turner Broadcasting System
- TLC
- TNT Television
- TruTV
- Turner Classic Movies
- TV Land
  - TV One
- TVG2
  - Universal HD
- USA
  - Viceland
- WE tv
- Entertainment Network
- WGN America
- Classic Arts Showcase
- Cooking Channel
- Destination America
- E! - Entertainment Television
- Esquire Network
- Food Network
- HGTV - Home & Garden Television
- Outdoor Channel
- Pursuit
- Sportsman Channel
- Travel Channel
- Velocity
  - Chiller
- FX Movie Channel
- FXX
- Hallmark Movies & Mysteries
- HDNet Movies
- IFC
- Lifetime Movie
- MGM
- RetroPlex
- Shorts
- Sony Movie Channel
- The Movie Channel Xtra
- CMT
  - Fuse
- Great American Country
- MTV
- MTV Hits
- MTV Live
- MTV Tr3s
- MTV2
- VH1
- VH1 Classic
- BBC World News
- Bloomberg Television
- CNBC
- CNBC World
- CNN
- CSPAN
- Public Affairs Network
- CSPAN 2
- FOX Business Network
- FOX News Channel
- Free Speech TV
- Headline News
- MSNBC
- Newsmax TV
- The Weather Channel
- 5StarMAX
- ActionMAX
- Cinemax
- EPIX
  - Flix
- HBO
- HBO Comedy
- HBO Family
- HBO Latino
- HBO Signature
- HBO Zone
  - HBO2
- MoreMax
- Reelz
- Showtime
- Showtime Beyond
- Showtime Extreme
- Showtime Showcase
- Showtime Too
- Starz
  - Starz Cinema
- Starz Comedy
- Starz Edge
  - Starz Encore
- Starz Encore Action
- Starz Encore Classic
- Starz Encore Family
- Starz Encore Suspense
- Starz Encore Westerns
- Starz Kids & Family
- SundanceTV
- The Movie Channel
- EVINE Live
- HSN - Home Shopping Network
- Jewelry Television
- Liquidation Channel
- QVC - Quality. Value. Convenience.
- QVC Plus
- ESPN Deportes
- Big Ten Network
- CBS Sports Network
- Comcast SportsNet Bay Area
- Comcast SportsNet California
- Comcast SportsNet Chicago
- Comcast SportsNet Mid Atlantic
- Comcast SportsNet New England
  - ESPN
    - ESPN2
  - ESPNEWS
    - ESPN3
- FOX Soccer Plus
- FOX Sports 1
- FOX Sports 2
- FOX Sports Network Arizona
- FOX Sports Network Detroit
- FOX Sports Network Florida
- FOX Sports Network Prime Ticket
- FOX Sports Network San Diego
- FOX Sports Network Southwest
- FOX Sports Network West
- Golf Channel
- Longhorn Network
- MAVTV
- MLB Network
- MLB Strike Zone
- NBA TV
  - NBCSN
- New England Sports Network (NESN)
- NFL - National Football League Network
- NFL RedZone
- NHL Network
- SEC Network
- SportsNet New York
- SportSouth
- SportsTime Ohio
- Sun Sports
- Tennis Channel
- World Fishing Network
- YES Network



## TV SERIES

- 2 Broke Girls on CBS
- 20/20 on ABC
- 48 Hours on CBS
- 60 Minutes on CBS
- A Charlie Brown Christmas on ABC
- ABC World News Tonight on ABC
- ABC World News Tonight with David Muir on ABC
- Adele Live in New York City on NBC
- American Crime on ABC
- America's Choice 2016: Super Tuesday on CNN
- America's Funniest Home Videos on ABC
- Anderson Cooper 360° on CNN
- Bachelor Live on ABC
- Beyond the Tank on ABC
- Black-ish on ABC
- Blindspot on NBC
- Blue Bloods on CBS
- Caught on Camera with Nick Cannon on NBC
- CBS Evening News on CBS
- CBS Evening News with Scott Pelley on CBS
- CBS News Sunday Morning on CBS
- CBS This Morning on CBS
- Chicago Fire on NBC
- Chicago Med on NBC
- Chicago P.D. on NBC
- CMA Country Christmas on ABC
- CNN Republican Debate on CNN
- Code Black on CBS
- Crimetime 1 on CBS
- Crimetime 2 on CBS
- Criminal Minds on CBS
- Dancing With the Stars on ABC
- Dateline NBC on NBC
- Dick Clark's New Year's Rockin' Eve with Ryan Seacrest 2016 on ABC
- Dick Clark's Primetime New Year's Rockin' Eve with Ryan Seacrest 2016 on ABC
- Dr. Ken on ABC
- Dr. Seuss' How the Grinch Stole Christmas on NBC
- Elementary on CBS
- Empire on FOX
- Face the Nation on CBS
- Family Guy on FOX
- Fresh Off the Boat on ABC
- Frosty Returns on CBS
- Frosty the Snowman on CBS
- Good Morning America on ABC
- Good Morning America Weekend on ABC
- Grease: Live on FOX
- Grey's Anatomy on ABC
- Grimm on NBC
- Hawaii Five-O on CBS
- Hollywood Game Night on NBC
- How to Get Away with Murder on ABC
- It's the Great Pumpkin, Charlie Brown on ABC
- It's Your 50th Christmas, Charlie Brown on ABC
- Last Man Standing on ABC
- Law & Order: Special Victims Unit on NBC
- Life in Pieces on CBS
- Little Big Shots on NBC
- Madam Secretary on CBS
- Meet the Press on NBC
- Michael Buble's Christmas in Hollywood on NBC
- Modern Family on ABC
- Mom on CBS
- NBC Nightly News on NBC
- NBC Nightly News Weekend Edition on NBC
- NCIS on CBS
- NCIS: Los Angeles on CBS
- NCIS: New Orleans on CBS
- The Price is Right 1 on CBS
- The Price is Right 2 on CBS
- Quantico on ABC
- Republican Presidential Candidates Debate on FBN
- Rudolph the Red-Nosed Reindeer on CBS
- Saturday Night Live on NBC
- Scandal on ABC
- Scorpion on CBS
- Shades of Blue on NBC
- Shark Tank on ABC
- Shrek the Halls on ABC
- Supergirl on CBS
- Superstore on NBC
- Survivor on CBS
- The Amazing Race on CBS
- The Bachelor on ABC
- The Big Bang Theory on CBS
- The Biggest Loser on NBC
- The Blacklist on NBC
- The Carmichael Show on NBC
- The Goldbergs on ABC
- The Great Christmas Light Fight on ABC
- The Great Holiday Baking Show on ABC
- The Middle on ABC
- The Tonight Show Starring Jimmy Fallon on NBC
- The Voice on NBC
- The Walking Dead on AMC
- The Young and the Restless on CBS
- Today (1) on NBC
- Today (2) on NBC
- Today Weekend on NBC
- Toy Story That Time Forgot on ABC
- Undercover Boss on CBS



## BUSINESS TYPE

- Minority Owned Business
- Women Owned Business



## MILLENNIALS

- Active Millennials
- Affluent Millennials
- Big City Millennials
- Career Driven Millennials
- DIY Millennials
- Footloose & Child-Free Millennials
- Hipster Millennials
- Millennial Moms
- Socially Conscious Millennials
- Still-in-the Nest Millennials
- Tech-Minded Millennials
- Travel Enthusiast Millennials
- Indie Women



## BUY STYLE

- Baking & Cooking Supplies Buyers
- Gluten Free
- International Cuisine
- Kosher
- Natural Living
- Quick & Easy
- Sugar Free
- Value Conscious
- Weight Conscious
- Natural Living



## CONDIMENTS AND SAUCE BUYERS

- Condiments & Dressings Buyers
- Marinades & Sauces
- Mayonnaise & Spreads
- Pasta Sauce
- Pickles & Olives
- Dairy & Egg Buyers
- Cottage Cheese & Sour Cream



## CONDIMENT BRANDS

- French's
- Heinz
- Hellmann's/Best Foods
- Hunt's
- McCormick
- Sweet Baby Ray's
- Hidden Valley Ranch
- Kraft
- Wish-Bone



## DELI FOOD BUYERS

- Deli Food Buyers
- Deli Bulk Meat
- Deli Condiments
- Deli Dips/Spreads/Toppings
- Deli Entrees
- Deli Prepared/Pre-Packed
- Deli Pre-Sliced Cheese
- Deli Pre-Sliced Meat
- Deli Salads



## HEALTH AND BEAUTY BUYERS

- Health & Beauty Buyers
- Eye Care
- Feminine Care
- First Aid
- Gastrointestinal
- Shaving Care & Hair Removal



## PACKAGED MEALS

- Dry Pasta
- Mac & Cheese
- Packaged Noodle & Rice Dishes
- Rice



## SOUP BUYERS

- Campbell's
- Progresso
- Swanson



## BEVERAGES

- Folders
- Maxwell House
- Starbucks
- Diet Coca-Cola
- Diet Pepsi
- Simply Orange
- Tropicana
- Capri Sun
- Gatorade
- Minute Maid
- Ocean Spray
- Canada Dry
- Coca-Cola
- Dr Pepper
- Mountain Dew
- Pepsi
- Sprite
- Vitamin Water



## COMPANY AGE

- 2-5 Years
- 6-10 Years
- Less Than 2 Years
- More Than 10 Years



## SALES VOLUME

- Under \$250K
- \$250K-\$500K
- \$500K-\$1M
- \$1M-\$5M
- \$5M-\$10M
- \$10M-\$25M
- \$50M-\$100M
- \$100M-\$500M
- \$500M+



## CLEANING SUPPLIES

- Household Supplies Buyers
- Air Deodorizers & Fresheners
- Bath tissue
- Batteries
- Dish & Dishwasher Detergent
- Disposable Serveware
- Facial Tissue
- Paper Towels
- Trash Bags



ADVERTISEMINT



## PET CARE BUYERS

- Cat Litter
- Cat Treats
- Dog Treats
- Natural Pet Food & Products
- Pet Accessories
- Arm & Hammer
- Iams
- Purina
- Pet Supermarket
- Pet Supplies Plus
- Pet Valu
- Petco
- Petsense
- PetSmart



## BAKERY

- Sweets & Snack Buyers
- Nature's Own
- Pepperidge Farm
- Sara Lee
- Thomas'
- Betty Crocker
- Duncan Hines
- Nestle Toll House
- Pillsbury
- McCormick
- Morton



## SWEETS

- Hershey's Kit Kat
- Hershey's Milk Chocolate
- Hershey's Reese's Peanut Butter Cup
- M&M's
- Snickers



## CEREAL

- Nabisco
- Quaker
- General Mills Cheerios
- General Mills Cinnamon Toast Crunch
- General Mills Honey Nut Cheerios
- General Mills Lucky Charms
- Kellogg's Froot Loops
- Kellogg's Frosted Flakes
- Kellogg's Frosted Mini-Wheats
- Kellogg's Raisin Bran
- Kellogg's Rice Krispies
- Kellogg's Special K
- Post Honey Bunches of Oats



## BABY PRODUCTS

- Huggies
- Pampers



## DAIRY AND EGG BUYERS

- Kraft
- Philadelphia
- Sargento
- Daisy
- Reddi-Wip
- Chobani
- Dannon
- Yoplait



## FROZEN FOOD

- Healthy Choice
- Perdue
- Stouffer's
- Tyson
- Birds Eye
- Green Giant
- Ore-Ida
- Ben & Jerry's
- Breyers
- Dreyer's/Edy's
- Haagen-Dazs



## SEAFOOD

- Ball Park
- Hormel
- Johnsonville
- Hillshire Farm
- Jimmy Dean
- Oscar Mayer
- Bumble Bee
- Chicken of the Sea
- StarKist



## HEALTH AND BEAUTY

- Halls
- Vicks
- Axe
- Dove
- Neutrogena
- Mucinex
- Aveeno
- Degree
- Dove Men
- Old Spice
- St. Ives
- Suave Men
- Aleve
- Tyleno
- Nature's Bounty
- Suave
- Advil
- Bayer
- Nature Made



## CHILDREN AGES

- 0-2
- 3-5
- 6-10
- 11-15
- 16-17



## HOUSEHOLD

- AirWick
- Bounce
- Cascade
- Clorox
- Dawn
- Am & Hammer
- Bounty
- Charmin
- Comet
- Downy
- Duracell
- Gain
- Lysol
- Palmolive
- Swiffer
- Energizer
- Kleenex
- Mr. Clean
- Puffs
- Tide



## SNACKS

- Keebler
- Nabisco Chips Ahoy!
- Nabisco Oreo
- Nabisco Teddy Grahams
- Pepperidge Farm
- Lance
- Nabisco Premium
- Nabisco Ritz
- Nabisco Triscuit
- Nabisco Wheat Thins
- Pepperidge Farm Goldfish
- Sunshine Cheez-It
- Jif
- Skippy
- Welch's
- Doritos
- Lay's
- Rold Gold
- Snyder's of Hanover
- Tostitos
- Smucker's
- Cheetos
- Fritos
- Pringles
- Ruffles



## CONVENIENCE STORES

- Wawa
- Family Dollar
- Giant Carlisle
- Dollar Tree
- Sprouts
- Natural Grocers
- Trader Joe's
- Whole Foods Market



## HOUSEHOLD INCOME

- Less than \$15,000
- \$15,000 - \$19,999
- \$20,000 - \$29,999
- \$30,000 - \$39,999
- \$40,000 - \$49,999
- \$50,000 - \$59,999
- \$60,000 - \$74,999
- \$75,000 - \$99,999
- \$100,000 - \$124,999
- \$125,000 - \$149,999
- \$150,000 - \$199,999
- \$200,000 - \$249,999
- \$250,000 - \$399,999
- \$400,000 - \$499,999
- \$500,000+



## HOME VALUE

- Less than \$100,000
- \$100,000 - \$199,000
- \$200,000 - \$299,000
- \$300,000 - \$499,000
- \$500,000+



## LENGTH OF RESIDENCE

- Less than 1 year
- 1-3 years
- 4-6 years
- 7+ years



## NUMBER OF CHILDREN

- 1
- 2
- 3+



## VETERANS

- Veteran in Household



## CARDHOLDERS

- Amex Cardholders
- Discover Cardholders



## NETWORTH

- \$0 or less
- \$1 thru \$4,999
- \$5,000 thru \$24,999
- \$25,000 thru \$49,999
- \$50,000 thru \$74,999
- \$75,000 thru \$99,999
- \$100,000 thru \$149,999
- \$150,000 thru \$249,999
- \$250,000 thru \$374,999
- \$375,000 thru \$499,999
- \$500,000 thru \$749,999
- \$750,000 thru \$999,999
- \$1,000,000+



## GROCERY STORES

- Costco
- 7-11
- CVS
- Dollar General
- Walgreens
- Ahold All Banners
- Ahold: Giant
- Ahold: Martins
- Ahold: Stop & Shop
- Albertsons
- Albertsons All Banners
- Albertsons: Acme
- Albertsons: Jewel Osco
- Albertsons: Shaws
- Bi-Lo
- Sam's Club
- Circle K
- Rite Aid
- Giant Eagle
- HEB
- Publix
- Mariano's
- Roundy's All Banners
- Rainbow Foods
- Safeway
- Pavilions
- Vons
- Randall's Food Markets
- Supervalu All Banners
- Cub Foods
- Save-A-Lot
- Supervalu: Shoppers
- Weis Markets
- Hannaford
- Price Chopper
- Copps
- Pick'n Save
- Farm Fresh
- Shop'n Save
- Winn-Dixie



## LIFESTYLES

- Affluent Baby Boomers
- Deal Seekers
- Price Conscious Shoppers
- Sales Shoppers
- Working-Class Moms
- Online Buyers
- Pre-Movers
- Seniors
- Working-Class Families



## ANIMAL WELFARE

- Animal Welfare



## CHILDREN'S PRODUCTS BUYERS

- Fisher-Price
- Sesame Street
- Walt Disney
- Warner Bros.



## CORPORATE ATTIRE

- Corporate Men
- Corporate Women



## FLOWERS

- Gifts & Cards
- Flowers



## HEAVY RETAIL

- Offline Retail Purchasers
- Online Retail Purchasers



## BRANDS

- Aerosoles
- Armani
- Avia
- Born
- Bruno Magli
- Calvin Klein
- Coach
- Coleman
- Converse
- Dansko
- Dockers
- DVF - Diane von Furstenberg
- Gucci
- JanSport
- Jones New York
- Jordan
- Kenneth Cole
- Lee
- Liz Claiborne
- Lucky Brand
- Anne Klein
- Asics
- Birkenstock
- Brooks
- Burberry
- Carhartt
- Cole Haan
- Columbia
- Crocs
- DKNY
- Guess
- Jockey
- Keen
- K-Swiss
- Levi's
- Merrell
- Naturalizer
- New Balance
- Nine West
- Playtex
- Polo Ralph Lauren
- Puma
- Skechers
- TAG Heuer
- The North Face
- Timberland
- Tommy Bahama
- Tommy Hilfiger
- UGG
- Vans
- Acorn
- Bali
- Bose
- LG
- Panasonic
- Samsung
- Nautica
- Nike
- Patagonia
- Reebok
- Steve Madden
- Teva
- Toshiba
- Under Armour
- Wrangler
- Adidas
- Apple
- Canon
- Nikon
- Philips
- Sony



## ACCESSORIES

- Chanel
- Fossil
- Coach
- Kate Spade
- Michael Kors
- Sunglass Hut
- Pearle Vision



## CRAFTS

- Hobby Lobby
- JOANN
- Michaels Stores



ADVERTISEMINT



## LIGHT RETAIL PURCHASES

- Light Offline Retail Purchasers
- Light Online Retail Purchasers
- Offline Retail Purchasers



## ELECTRONICS

- Best Buy
- Bose
- GameStop
- Hhgregg
- Brookstone
- Fry's Electronics
- P.C. Richard & Son



## SENIOR PRODUCTS

- Senior Product Buyers
- Senior Fashions
- Geriatric Supplies



## HEALTH AND BEAUTY RETAIL

- Bath & Body Works
- The Body Shop
- Crabtree & Evelyn



## COSMETICS AND BEAUTY

- Bluemercury
- Origins
- CosmoProf
- MAC Cosmetics
- Sally Beauty Supply
- Merle Norman Cosmetics
- Sephora
- ULTA Beauty



## WOMAN'S RETAIL

- Plus-Size Apparel



## CASUAL DINING

- Applebee's
- IHOP
- Bob Evans Restaurants
- Carrabba's Italian Grill
- Buffalo Wild Wings
- Maggiano's Little Italy
- Cracker Barrel
- Olive Garden
- Dave & Buster's
- California Pizza Kitchen
- Red Robin Gourmet Burgers
- Chuck E. Cheese's
- Ruby Tuesday
- Bonefish Grill
- T.G.I. Fridays
- Red Lobster Seafood
- The Cheesecake Factory
- LongHorn Steakhouse
- P.F. Chang's China Bistro
- Outback Steakhouse
- Famous Dave's
- Chili's Grill & Bar
- Denny's
- On The Border



## JEWELRY

- ALEX AND ANI
- PANDORA
- Jared The Galleria of Jewelry
- Tiffany & Co.
- Kay Jewelers
- Zales



## FAST AND CASUAL RESTAURANTS

- Noodles & Company
- Panda Express
- Steak 'n Shake
- Boston Market
- Chipotle Mexican Grill
- QDOBA Mexican Eats
- Panera Bread
- Potbelly Sandwich Works
- Fogo de Chão
- Fleming's Prime Steakhouse & Wine Bar
- Morton's The Steakhouse
- Ruth's Chris Steak House
- Seasons 52
- The Capital Grille
- The Melting Pot



## FALL SEASONAL

- Back to School Shoppers - Kids under 12
- Back to School Shoppers - Teens
- Black Friday / Cyber Monday Shoppers
- Fall Fashionistas
- Football Fans
- Halloween Candy Buyers
- Halloween Costume Buyers
- Kid's Lunchbox Packers
- Thanksgiving Holiday Cooks



## SPRING SEASON

- Allergy Sufferers
- Easter Candy Buyers
- March Madness Basketball Fans
- Mother's Day Shoppers
- Spring Apparel Buyers
- Spring Cleaners
- Spring Gardeners



## SUMMER SEASON

- Big Grillers
- Golf Lovers
- Father's Day Shoppers
- Graduation Gift Buyers
- MLB Baseball Fans
- NASCAR Super Fans
- Outdoor Entertainers
- Patriotic Americans
- Road-Tripping Families
- Summer Home Improvements
- Summer Olympics Followers



## WINTER SEASON

- Big Bakers
- Cold & Flu Sufferers
- Holiday Entertainers
- New Year's Resolutions: Organization
- New Year's Resolutions: Weight Loss
- Post-Holiday Bargain Shoppers
- Price Conscious Holiday Shoppers
- Top Holiday Spenders
- Valentine's Day
- Winter Activity Enthusiasts
- Winter Olympics followers



## MOBILE CARRIERS

- AT&T
- Sprint
- T-Mobile
- Verizon



## CHILDREN'S CLOTHING

- Carter's
- Crazy 8
- Janie and Jack
- Justice
- Gymboree
- The Children's Place
- Hanna Andersson
- The Land of Nod



## MEN'S AND WOMEN'S CLOTHING STORES

- Banana Republic
- J.Crew
- Kenneth Cole
- Club Monaco
- Eddie Bauer
- Lands' End
- Lucky Brand
- Express
- Gap
- Old Navy
- GUESS
- H&M



## MEN'S CLOTHING

- Brooks Brothers
- JoS. A. Bank
- Men's Wearhouse



## SPORTSWEAR

- Athleta
- Champs Sports
- Title Nine
- Lululemon Athletica
- Under Armour



## TEEN CLOTHING

- Abercrombie & Fitch
- Forever 21
- Hollister Co.
- Aeropostale
- Hot Topic
- Wet Seal
- American Eagle Outfitters



## WOMEN'S CLOTHING

- Ann Taylor
- Bebe
- New York & Company
- Chico's
- Dressbarn
- Soma Intimates
- Destination Maternity
- Victoria's Secret
- J.Jill
- Lane Bryant
- White House Black Market
- LOFT
- Maurices



## DEPARTMENT STORES

- Big Lots
- Kmart
- Kohl's
- Burlington Coat Factory
- Macy's
- Sears
- HomeGoods
- Marshalls
- Ross Stores
- T.J. Maxx
- Belk
- Dillard's
- Neiman Marcus
- JCPenney
- Nordstrom



## SPORTING GOODS

- Cabela's
- Modell's
- REI
- Dick's Sporting Goods
- Sports Authority



## PURCHASE BEHAVIOR

- Luxury Women's Apparel
- Gifts & Party Supplies
- Gifts & Flowers
- Department Stores



ADVERTISEMINT





## MASTERCARD USERS

- Automotive Retail & Accessories
- Domestic Car
  - Import Car
- New/Pre-Owned Car Sales
- Automotive - Car Buyers (New of Pre-Owned)
- Luxury Car Purchases
- Automotive - New & Pre-Owned Vehicle Sales
- Casinos & Resorts
  - High End Rewards Cards
- Premium Cards
  - Rewards Cards
- Online Video Game Players - Top Tier Spender
- Concert Tickets & General Box Office
- Concert Tickets & General Box Office
- Professional Sports
- Art & Museum Enthusiast USA
- Concert Tickets & General Box Office
- Movies
  - Professional Sports
- Theme Parks
  - Drug Stores
- Grocery Stores
  - Luxury Hotels & Resorts
- Upscale Hotels, Resorts
- Online Dating Communities - Frequent Transactor
- Consumer Electronics Online Shopper
- Department Stores Online Shopper
- Men's Apparel Online Shopper
- Women's Apparel Online Shopper
- Small Business
- High Spend in Office Supplies & Shipping
- High Spend in Travel & Hotels
- High Spend in Big Box & Grocery
- Burger Enthusiasts - Frequent Transactor
- Frequent Transactor
- Fine Dining
  - Quick Serve Restaurants
- In Market > Fine Dining
- In The Market > Mid-Range, Non-Chain Restaurants
- Affluent Spenders - Dining
  - Camera & Photography
- Computer & Software Sales
  - Gift Stores
- Luxury Travel
  - Mega Stores
- Sports Apparel + Equipment
  - Women's Apparel
- Children's Apparel
  - Computer & Software Sales
- In Market
- Consumer Electronics, Appliances & Accessories
- Family Apparel
  - Gift Stores
- Home Furnishing & Accessories
- Home Improvement
  - Luxury Retailers
- Mega Stores
  - Men's Apparel
- Office Supplies
  - Sports Apparel & Equipment
- Women's Apparel
- Affluent Spenders - Retail
- Top Tier Spender
- Camera & Photography
  - Children's Apparel
- Computer & Software Sales
- Consumer Electronics In-Store Shopper
- Consumer Electronics, Appliances & Accessories
- Department Stores
- Department Stores In-Store Shopper
- Family Apparel
- Female Business Professional
  - High-End Clothing Shopper
- Flower & Accessories Shoppers
- Gift Stores
- Home Furnishing & Accessories
- Home Improvement
  - Luxury Men's Apparel
- Luxury Women's Apparel
- Male Business Professional
  - High-End Clothing Shopper
- Mega Stores
  - Men's Apparel
- Men's Apparel In-Store Shopper
  - Office Supplies
- Online Shopper - Big Ticket Shopper
- Online Shopper - Frequent Shopper
- Ultra Luxury Spender
  - Women's Apparel
- Women's Apparel In-Store Shopper
- Holiday Shopper
- Camera & Photography
  - Consumer Electronics
- Luxury Retail
  - Luxury Travel
- Sporting Goods
  - Telco & Cable
- Children's Apparel
  - Men's Apparel
- Women's Apparel
- Holiday Traveler
- D.C.
  - Dallas
  - Denver
- Las Vegas
  - Los Angeles
  - Miami
- New York
  - Orlando
  - Philadelphia
- San Francisco
- Holiday International Traveler
- Holiday Online Shoppers
- Cellular Wireless
  - Consumer Electronics
- Women's Apparel
- Back-to-school Shopper
- Children's Apparel
  - Department Stores
- Electronics
  - Family Stores
- Top Tier Spender Seasonal - Office Supplies
- Black Friday & Cyber Monday "Brick-and-Mortar" Spender
- Black Friday & Cyber Monday Online Spender
- Father's Day Shopper
- Men's Apparel
  - Sporting Goods
- Halloween - Party Supply Stores
- Holiday Sporting Goods Shoppers
- Pool Supplies
  - General Insurance Buyer
- Planning for a Large Social Event - Frequent Transactor
- Highly Influential Social Chatters Spending in Super Bowl

- Discretionary Spend Index
- Cellular/Wireless Devices
- In Market > Cable TV + Internet
- In Market > Cellular / Wireless Devices
- Top Tier Spender > Cable TV + Internet
- Top Tier & Frequent > Cord Cutter
- Airport Hub Travelers
- Dallas & Fort Worth International Airport (DFW)
- Hartsfield-Jackson Atlanta International Airport (ATL)
- John F. Kennedy International Airport (JFK)
- Los Angeles International Airport (LAX)
- O'Hare International Airport (ORD)
- Cruise Travel
  - Domestic Air Travel
- International Air Travel
- In Market
- Cruise Travel
  - Domestic Air Travel
- International Air Travel
- Top Tier Spender
- Affluent Spenders > Travel
  - Cruise Travel
- Domestic Air Travel
- High Gas Spenders
  - International Air Travel
- Luxury Travel
  - Modern Age Car Services
- Duty > Free Spenders > International



## PARTNER CUSTOMS

- Annuity-ville
- ATM Nation
- Bargain Lovers
- Big Spenders
- Bottom-Line Blues
- Business Class
- Capital Accumulators
- City Strivers
- Civic Spirits
- Comfortably Retired
- Conservative Couples
- Corporate Climbers
- Country Cottages
- Cut-Rate Country
- Domestic Bliss
- Early-Bird Specials
- Economizers
- Family Fortunes
- Family Sprawl
- Feathered Nests
- Finance Chargers
- Financial Independents
- Fiscal Rookies
- Getting-By Blues
- Globetrotters
- Golden Agers
- Greenback Acres
- Home Sweet Equity
- Homespun Families
- Hunters & Collectors
- Khakis & Credit
- Leisure Land
- Leveraged Life
- Loan Rangers
- Middle Ages
- Midlife Highlife
- New Money
- New Nests
- Old Homesteaders
- Online Living
- Payday Prospects
- Paying It Down
- Power Couples
- Retirement Ready
- Rural Roots
- Safe at Home
- Savvy Savers
- School Daze
- Senior Solitaire
- Settling Down
- Social Insecurity
- Starter Ranches
- Sunset Times
- The Wealth Market
- Timeless Tenants
- Travel & Antiques
- Urban Essentials
- Young Urban Renters
- American Classics
- American Dreams
- Back Country Folks
- Bedrock America
- Beltway Boomers
- Big City Blues
- Big Sky Families
- Blue Blood Estates
- Blue Highways



## PARTNER CUSTOMS

- Blue-Chip Blues
- Bohemian Mix
- Boomtown Singles
- City Roots
- City Startups
- Close-In Couples
- Country Casuals
- Country Squires
- Crossroads Villagers
- Domestic Duos
- Executive Suites
- Family Thrifts
- Fast-Track Families
- God's Country
- Golden Ponds
- Gray Power
- Greenbelt Sports
- Heartlanders
- Home Sweet Home
- Hometown Retired
- Kids & Cul-de-Sacs
- Low-Rise Living
- Merryberry-ville
- Middleburg Managers
- Mobility Blues
- Money & Brains
- Movers & Shakers
- Multi-Culti Mosaic
- New Beginnings
- New Empty Nests
- New Homesteaders
- Old Glories
- Old Milltowns
- Park Bench Seniors
- Pools & Patios
- Second City Elite
- Shotguns & Pickups
- Simple Pleasures
- Suburban Pioneers
- Suburban Sprawl
- Sunset City Blues
- The Cosmopolitans
- Traditional Times
- Up-and-Comers
- Upper Crust
- Upward Bound
- Urban Achievers
- Urban Elders
- White Picket Fences
- Winners Circle
- Young & Rustic
- Young Digerati
- Young Influentials
- Code\_Big City
- Code\_Big Fish
- Code\_Brite Lites
- Code\_Kid Country
- Code\_Red
- New Empty Nests
- New Homesteaders
- Old Glories
- Old Milltowns
- Park Bench Seniors
- Pools & Patios
- Second City Elite
- Shotguns & Pickups
- Simple Pleasures
- Suburban Pioneers
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- Young Influentials
- Code\_Big City
- Code\_Big Fish
- Code\_Brite Lites
- Code\_Kid Country
- Code\_Red



## MUSIC NETWORKS

- Music Networks: FM



## POLITICS

- Registered Democrats
- Registered Republicans



## TRANSUNION CUSTOMERS

- Active & Open Auto Loans
- 2nd Quartile
- 4th Quartile (highest # of auto loans)
- Auto Loan Balance
- 2nd Quartile
- 4th Quartile (highest avg. auto balance)
- Average Aggregated Auto Insurance Risk Tiers
- Average Loss Ratio
- Low Loss Ratio
- Very Low Loss Ratio
- Average Aggregated Insurance Risk Tiers
- Average Loss Ratio
- Low Loss Ratio
- Very Low Loss Ratio
- Auto Loan in Market Propensity
- Least Likely in Market
- Most Likely in Market
- Somewhat Likely in Market
- Somewhat Unlikely in Market
- Unlikely in Market
- Least Likely in Market
- Auto Loan Refinance Propensity
- Likely in Market
- Most Likely in Market
- Somewhat Unlikely in Market
- Unlikely in Market
- Average Aggregated Credit Tiers
- 2nd Quartile
- 4th Quartile (highest avg. credit score)
- Average Tenure at Current Address
- 2nd Quartile
- 3rd Quartile
- 4th Quartile (longest time)
- Average Aggregated Credit Tiers
- Prime to Super Prime - 4th Quartile
- Near Prime to Prime - 3rd Quartile
- Subprime - 1st Quartile
- Subprime to Near Prime - 2nd Quartile
- Credit Card in Market Propensity
- Least Likely in Market
- Likely in Market
- Most Likely in Market
- Somewhat Likely in Market
- Somewhat Unlikely in Market
- Unlikely in Market
- Personal Loan in Market Propensity
- Least Likely in Market
- Likely in Market
- Most Likely in Market
- Somewhat Likely in Market
- Somewhat Unlikely in Market
- Unlikely in Market
- # of Active Cards
- 2nd Quartile
- 3rd Quartile
- 4th Quartile (highest # of active cards)
- Credit Card Available Balance
- 2nd Quartile
- 3rd Quartile
- 4th Quartile (highest available balance)
- Credit Card Card Utilization
- 2nd Quartile
- 3rd Quartile
- 4th Quartile (highest avg. card utilization)
- Credit Card Likelihood of Applying
- 2nd Quartile
- 3rd Quartile
- 4th Quartile (most likely)
- Credit Card Total Card Balance
- 2nd Quartile
- 3rd Quartile
- 4th Quartile (highest avg. total balance)
- Estimated Income Above \$200,000
- Estimated Income Between
- \$50,000 - \$74,999
- \$75,000 - \$99,999
- \$100,000 - \$124,999
- \$125,000 - \$149,999
- \$150,000 - \$174,999
- \$175,000 - \$199,999
- Estimated Income Less Than \$50,000
- Estimated Income Between
- \$45,000 - 54,999
- \$55,000 - 74,999
- Estimated Income Less Than \$44,999
- # of Mortgages
- 2nd Quartile
- 3rd Quartile
- 4th Quartile (highest average)
- Likelihood of Applying for New Mortgage
- 2nd Quartile
- 3rd Quartile
- 4th Quartile (most likely)
- Mortgage Balance
- 2nd Quartile
- 3rd Quartile
- 4th Quartile (highest avg outstanding balance)
- Potential Equity
- 2nd Quartile Potential Equity
- 3rd Quartile Potential Equity
- 4th Quartile (least likely to have home equity)
- Recent Mortgage App Activity
- Active Mortgage App Activity
- Low Mortgage App Activity
- Mortgage Borrowing Behavior > Mortgage Loan in Market Propensity
- Least Likely in Market
- Likely in Market
- Most Likely in Market
- Somewhat Likely in Market
- Somewhat Unlikely in Market
- Unlikely in Market



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- Mortgage Borrowing Behavior > Mortgage Loan in Market Propensity
  - Least Likely in Market - Likely in Market
  - Most Likely in Market - Somewhat Likely in Market
  - Somewhat Unlikely in Market - Unlikely in Market
- New Accounts Opened
  - 2nd Quartile - 3rd Quartile
- 4th Quartile (highest # of new accounts)
- Recent Credit Application Activity
  - 2nd Quartile - 3rd Quartile
- # of Cards
  - 2nd Quartile - 3rd Quartile
- 4th Quartile (highest avg. # of cards)
- Retail Card Account Balance
  - 2nd Quartile - 3rd Quartile
- 4th Quartile (highest avg. balance)
- Retail Card Account Limit
  - 2nd Quartile - 3rd Quartile
- 4th Quartile (highest avg. credit limit)
- Retail Card Utilization
  - 2nd Quartile - 3rd Quartile
- 4th Quartile (highest avg. utilization)
- Consumer State
 

- Alabama	- Alaska	- Arizona
- Arkansas	- California	- Colorado
- Connecticut	- Delaware	- District of Columbia
- Florida	- Georgia	- Hawaii
- Idaho	- Illinois	- Indiana
- Iowa	- Kansas	- Kentucky
- Louisiana	- Maine	- Maryland
- Massachusetts	- Michigan	- Minnesota
- Mississippi	- Missouri	- Montana
- Nebraska	- Nevada	- New Mexico
- New York	- North Carolina	- North Dakota
- Ohio	- Oklahoma	- Oregon
- Pennsylvania	- Rhode Island	- South Carolina
- South Dakota	- Tennessee	- Texas
- Utah	- Virginia	- Washington
- West Virginia	- Wisconsin	- Wyoming
- Average Aggregate Insurance Risk Tier
  - 2nd Quintile - 3rd Quintile - 4th Quintile
- 5th Quintile (lowest loss ratio)
- Average Aggregate Insurance Risk Tier
  - 2nd Quintile - 3rd Quintile - 4th Quintile
- 5th Quintile (lowest loss ratio)
- Average Insurance Shopping-Last 12 Months
  - 2nd Quintile - 3rd Quintile - 4th Quintile
- 5th Quintile (highest activity)
- Average Insurance Shopping-Last 18 Months
  - 2nd Quintile - 3rd Quintile - 4th Quintile
- 5th Quintile (highest activity)
- Average Insurance Shopping-Last 24 Months
  - 2nd Quintile - 3rd Quintile - 4th Quintile
- 5th Quintile (highest activity)
- Average Insurance Shopping-Last 3 Months
  - 2nd Quintile - 3rd Quintile - 4th Quintile
- 5th Quintile (highest activity)
- Average Insurance Shopping-Last 6 Months
  - 2nd Quintile - 3rd Quintile - 4th Quintile
- 5th Quintile (highest activity)
- Average Insurance Shopping-Last 9 Months
  - 2nd Quintile - 3rd Quintile - 4th Quintile
- 5th Quintile (highest activity)
- Average Life Insurance Loyalty
  - 2nd Quintile - 3rd Quintile - 4th Quintile
- 5th Quintile (highest loyalty)
- Bank Revolving Credit Experience
  - 2nd Quintile - 3rd Quintile - 4th Quintile
- 5th Quintile (highest experience)
- Credit experience
  - 2nd Quintile - 3rd Quintile - 4th Quintile
- 5th Quintile (highest experience)
- Revolving Credit Experience
  - 2nd Quintile - 3rd Quintile - 4th Quintile
- 5th Quintile (highest experience)
- Small Business
 

- Alabama	- Alaska	- Arizona
- Arkansas	- California	- Colorado
- Connecticut	- Delaware	- District of Columbia
- Florida	- Georgia	- Hawaii
- Idaho	- Illinois	- Indiana
- Iowa	- Kansas	- Kentucky
- Louisiana	- Maine	- Maryland
- Massachusetts	- Michigan	- Minnesota
- Mississippi	- Missouri	- Montana
- Nebraska	- Nevada	- New Hampshire
- New Jersey	- New Mexico	- New York
- North Carolina	- North Dakota	- Ohio
- Oklahoma	- Oregon	- Pennsylvania
- Rhode Island	- South Carolina	- South Dakota
- Tennessee	- Texas	- Utah
- Vermont	- Virginia	- Washington
- West Virginia	- Wisconsin	- Wyoming
- Small Business Employment Title
 

- Other Than Owner, Executive, or Professional/Medical	- Chairman	- Chief Level Executive	- Executive
- Owner	- President	- Professional/Medical	

- Small Businesses
 

- Agriculture Services	- Business/Professional Services
- Communication Services	- Construction Services
- Financial Services	- Government Services
- Healthcare Services	- Manufacturing Services
- Mining Services	- Miscellaneous Personal Services
- Miscellaneous Services	- Nonprofit Services
- Personal Services	- Retail Services
- Social Services	- Soho Services
- Transportation Services	- Travel Services
- Wholesale Services	
- Small Business Sales Revenue
 

- \$0 - \$250,000	- \$250,000 - \$500,000
- \$500,001 - \$1,000,000	- \$1,000,001 - \$3,000,000
- \$3,000,001 - \$10,000,000	- \$10,000,001+
- Small Business # of Employees
 

- Less Than 2 Employees	- 5-9 Employees
- 2-4 Employees	- 50-100 Employees
- 10-49 Employees	- Greater Than 100 Employees
- Small Businesses Established
 

- Less Than 2 Years Ago	- 2-5 Years Ago
- 6-10 years ago	- Greater Than 10 Years Ago
- High Income Consumers by In Market for Auto Insurance by Risk Tier
 

- Likely Low Loss Ratio	- Average Loss Ratio
- Likely High Loss Ratio	- Most Likely Very High Loss Ratio
- Most Likely Very Low Loss Ratio	
- Higher Income Consumers by In-Market for Property Insurance Risk Tier
 

- Likely Low Loss Ratio	- Average Loss Ratio
- Likely High Loss Ratio	- Most Likely Very High Loss Ratio
- Most Likely Very Low Loss Ratio	
- Female Consumer in Market for an Auto Loan
 

- Likely in Market	- Most Likely in Market
- Somewhat Likely in Market	- Unlikely in Market
- Higher Income Consumer in Market for an Auto Loan
 

- Likely in Market	- Most Likely in Market
- Somewhat Likely in Market	- Unlikely in Market
- Male Consumers in Market for an Auto Loan
 

- Likely in Market	- Most Likely in Market
- Somewhat Likely in Market	- Unlikely in Market
- High Income Consumers In Market for a Credit Card
 

- Likely in Market	- Most Likely in Market
- Somewhat Likely in Market	- Unlikely in Market
- High Income Consumers In Market for a Home Equity Loan
 

- Likely in Market	- Most Likely in Market
- Somewhat Likely in Market	- Unlikely in Market
- High Income Consumers in Market for a Mortgage
 

- Likely in Market	- Most Likely in Market
- Somewhat Likely in Market	- Unlikely in Market
- Young Consumers in Market for a Mortgage
 

- Likely in Market	- Most Likely in Market
- Somewhat Likely in Market	- Unlikely in Market
- Small Business Owners Estimate Housing Income
 

- Estimated Income Less Than \$50,000	
- Estimated Income Between \$50,000-\$74,999	
- Estimated Income Between \$75,000 - \$99,999	
- Estimated Income Between \$100,000 - \$124,999	
- Estimated Income Between \$125,000 - \$149,999	
- Estimated Income Between \$150,000 - \$174,999	
- Estimated Income Between \$175,000 - \$199,999	
- Estimated Income Above \$200,000	

## VISA VISA AUDIENCES

- High Discretionary Spend
  - Online > High Discretionary Spend
- High Spenders
  - Air Travel - Arts & Crafts Store
- American Restaurants
- Frequent Spenders
- Arts & Crafts Stores
  - In Store > High Spenders - Online > High Spenders
- Auto Insurance > High Spenders
- Auto Parts & Accessories > High Spenders
- Auto Service & Repair Shops > High Spenders
- Baby Products
  - High Spenders - Online High Spenders
- Back to School
  - Back to School > School Supplies
- Big Box
  - Electronics High Spenders
  - Club & Superstores High Spenders
  - Club & Superstores: In Store High Spenders
  - Club & Superstores: Online High Spenders
- Black Friday / Cyber Monday
  - Big Box & Club Stores > Online - Online Shoppers
  - Big Box & Club Stores
- Box Office > High Spenders
- Budget Apparel
  - High Spenders - Online > High Spenders
- In Store > High Spenders
  - Budget Travel > High Spenders
  - Cable TV/Internet > High Spenders
  - Car Rental > High Spenders

- Car Washes > High Spenders
- Casual Dining > Frequent Spenders
- Children's Apparel
  - High Spenders - In Store > High Spenders
  - Online > High Spenders - High End > High Spenders
  - High Spenders - In Store > High Spenders
- Online > High Spenders
- Cloud Business Services
  - High Spenders - Software > High Spenders
- Web & Storage > High Speed
- Computers/Software > High Spenders
- Computers/Software: In Store > High Spenders
- Computers/Software: Online > High Spenders
- Consumer Electronics - Cameras & Photography > High Spenders
- Consumer Electronics - Cameras & Photography > Online > High Spenders
- Consumer Electronics > High Spenders
- Consumer Electronics: In Store > High Spenders
- Consumer Electronics: Online > High Spenders
- Convenience Stores > High Spenders
- Cord Cutters > Lapsed Spenders
- Cosmetics & Beauty > High Spenders
- Cosmetics & Beauty: In Store > High Spenders
- Cosmetics & Beauty: Online > High Spenders
- Cruises > High Spenders
- Dealer Service > High Spenders
- Department Stores: In Store > High Spenders
- Department Stores: Online > High Spenders
- Destination Theme Parks > High Spenders
- Discount Stores > High Spenders
- Discount Stores: In Store > High Spenders
- Discount Stores: Online > High Spenders
- Domestic Travel > High Spenders
- Family Apparel > High Spenders
- Family Apparel: In Store > High Spenders
- Family Apparel: Online > High Spenders
- Family Restaurants > Frequent Spenders
- Fast Casual Dining > Frequent Spenders
- Fine Dining > High Spenders
- Florists & Flower Gifts > High Spenders
- Food Subscription Services > High Spenders
- Footwear > High Spenders
- Footwear: In Store > High Spenders
- Footwear: Online > High Spenders
- Frequent Travelers > Frequent Spenders
- Furniture & Home Decor: In Store > High Spenders
- Furniture & Home Decor > High Spenders
- Visa Audiences > Furniture & Home Decor: Online > High Spenders
- Gift Shoppers: In Store > High Spenders
- Gift Shoppers: Online > High Spenders
- Golf Accessories > High Spenders
- Greeting Cards & Stationery > High Spenders
- Guided Tours > High Spenders
- Hardware Stores > High Spenders
- Hardware Stores: In Store > High Spenders
- Hardware Stores: Online > High Spenders
- Holiday Shoppers
  - Apparel
  - Big Box & Club Stores > Online - Big Box & Club Stores
  - Children's Stores > Online - Children's Stores
  - Consumer Electronics > Online - Consumer Electronics
  - Department Stores > Online - Department Stores
  - Luxury Department Stores - Online Retail Shoppers
  - Gift Shoppers - Luxury Department Stores > Online
- Hotel
  - Economy > Frequent Spenders - Luxury > Frequent Spenders
- Mid-scale > Frequent Spenders - Upscale > Frequent Spenders
- Jewelry & Watches > High Spenders
- Kitchen Equipment & Accessories
  - High Spenders - In Store > High Spenders
- Online High Spenders
- Large Home Appliances > High Spenders
- Luxury Cosmetics & Beauty > High Spenders
- Luxury Cosmetics:
  - In Store > High Spenders - Online > High Spenders
- Luxury Department Stores
  - High Spenders - In Store > High Spenders
- Online > High Spenders
- Luxury Travelers > High Spenders
- Magazines > High Spenders
- Mid-Budget Apparel
  - High Spenders - In Store > High Spenders
- Online > High Spenders
- Movie DVD Rentals > Frequent Spenders
- Movie Theaters > Frequent Spenders
- New Movers > High Spenders
- New Year's Diet & Fitness Resolutions
- Online Education > High Spenders
- Online Grocery Services > High Spenders
- Online Ordering > Frequent Spenders
- Online Retailers > High Spenders
- Online Travel Agencies > High Spenders
- Online/Mobile Gaming > High Spenders
- Organic/Natural Grocery Stores > High Spenders



ADVERTISEMINT

- Outdoor Enthusiasts
- High Spenders
- Online High Spenders
- Pet Specialty Stores
- High Spenders
- Online High Spenders
- All Quick Service Restaurants
- Frequent Spenders
- Online > Frequent Spenders
- QSR
- Asian > Frequent Spenders
- Chicken > Frequent Spenders
- Coffee/Breakfast > Frequent Spenders
- Ice Cream/Frozen Yogurt > Frequent Spenders
- Mexican > Frequent Spenders
- Sandwiches/Subs > Frequent Spenders
- QSR Dayparts
- Breakfast > Frequent Spenders
- Late Night > Frequent Spenders
- In Store > High Spenders
- In Store > High Spenders
- In Store > Frequent Spenders
- Burgers > Frequent Spenders
- Dinner > Frequent Spenders
- Lunch > Frequent Spenders

- Retail Subscription Services > High Spenders
- Salon & Spa > High Spenders
- Satellite TV/Internet > High Spenders
- Seafood Restaurants > Frequent Spenders
- Sporting Events
- High Spenders
- In Store > High Spenders
- Sports and Entertainment Restaurants > Frequent Spenders
- Streaming Media > High Spenders
- Streaming Video: High Spenders
- Tax Preparation Services > Seasonal Shoppers
- Tech Enthusiasts > Frequent Spenders
- Tech Enthusiasts > High Spenders
- Teen Apparel > High Spenders
- Teen Apparel: In Store > High Spenders
- Teen Apparel: Online > High Spenders
- Theme Parks > High Spenders
- Tire Sales & Repair > High Spenders
- Upscale Apparel > High Spenders
- High Spenders
- Online > High Spenders
- Online > High Spenders
- Online > High Spenders

- Upscale Apparel: In Store > High Spenders
- Upscale Apparel: Online > High Spenders
- Valentine's Day > Seasonal Shoppers
- Video Gaming
- High Spenders
- Online > High Spenders
- Wireless Service
- Contract > High Spenders
- No Contract > High Spenders
- Women's Activewear/Yoga
- High Spenders
- Online > High Spenders
- Women's Apparel
- High Spenders
- Online > High Spenders
- In Store > High Spenders
- Multiple Carriers > High Spenders
- Switchers > High Spenders
- In Store > High Spenders

## UK ONLY TARGETING



### UK AUTO MAKE OWNER

- All Makes
- Audi
- Audi Audience
- Audi Batch
- BMW
- Citroen
- Fiat
- Ford
- Honda
- Land Rover
- Mazda
- Mercedes-Benz
- Mitsubishi
- Nissan
- Peugeot
- Renault
- Rover
- SEAT
- Suzuki
- Toyota
- Vauxhall
- Volkswagen
- Volvo



### FINANCE

- Payment Method
- Cash
- Credit Card
- Credit Installments
- Debit Card
- Store Card
- Store Cardholders
- Has Credit Card
- Financial Loan
- Property Investment



### RETAIL

- Children's Gift Buyers
- Christmas Food Gift Shoppers
- Home & Garden Buyers
- High Spenders
- Jeans Buyers
- Toy High Spenders
- Utilities Switchers



### CEREAL AND BARS BUYERS

- Breakfast Bars
- Breakfast Cereals



### CONDIMENTS AND SAUCE BUYERS

- Jams & Non-dairy Spreads
- Mayonnaise & Dressings



### DAIRY BUYERS

- Cheese
- Milk
- Yogurt



### FROZEN FOOD BUYERS

- Frozen Desserts
- Frozen Meals
- Frozen Vegetables
- Ice Cream



### HEALTH AND BEAUTY BUYERS

- Cold & Flu Relief
- Dental Products
- Hair Care
- Men's Grooming
- Men's Shaving
- Women's Shaving & Hair Removal
- Medicine
- Vitamins & Supplements



### MOTIVATION TO BUY

- Buy Now/Pay Later
- Free Gift
- High Discount
- No Incentive
- Free Product
- Prize Draw
- Small Discount



### CHRISTMAS SHOPPERS

- Books/Music/Games
- Children's Merchandise
- Female Fashion
- Food & Drink
- Garden, Plants & Furniture
- Gifts & Gadgets
- Healthy Life
- Home Interiors
- Household Goods
- Male Fashion
- Miscellaneous
- Young Fashion
- Christmas Dinner Shoppers



### BEVERAGE BUYERS

- Carbonated Drinks
- Diet Soda
- Instant Coffee
- Juice
- Ground Coffee
- Sports & Energy Drinks
- Squash
- Tea



### HOUSEHOLD COMPOSITION

- 1 Male & 1 Female, Different Surnames
- 1 Male & 1 Female, Same Surname
- 1 Person, Unknown Gender
- More Than 2 Persons, Same Surname
- More Than 7 Persons
- Single Male Only
- Mixed Household
- Single Female Only



### INTERNET OR CABLE

- Internet or Cable



### LENGTH OF RESIDENCY

- Less than 1 year
- 3 years
- 11+ years
- 1 year
- 4 years
- 2 years
- 5-10 years



### MARITAL STATUS

- Cohabiting
- Married
- Single



### PRESENCE OF CHILDREN

- Yes
- No



### PET SUPPLY BUYERS

- Cat Products
- Dog Products



### BUYER PROFILE

- Amateur Photographers
- Avid Readers
- Current Affairs
- Affluent Families
- Everyday Families
- Families w/
- Junior School Kids
- Preschool Kids
- Secondary School Kids
- Foodies
- Football Enthusiasts
- Gadget Enthusiasts
- Premium Brands
- Holiday Travelers
- Asia/Africa/South America
- Europe
- Golfers
- Healthy & Fit
- Other International Destinations
- UK
- United States
- Home Gardeners
- Affluent Mums
- Everyday Mums
- Mums of Junior School Kids
- Mums of Preschool Kids
- Mums of Secondary School
- Kids
- Music fans
- Newspapers Readers
- Nightlife Enthusiasts
- Online Shoppers
- Outdoor Enthusiasts
- Trendy Homemakers



### ADULT BEVERAGES

- Alcoholic Drinks Buyers
- Cider
- Spirits



### BAKED GOODS BUYERS

- Bread



### GIFTS AND FLOWERS BUYERS

- Luxury Brands
- Value Brands



### HEALTH AND WELLNESS BUYERS

- Natural Wellness



### HOME AND GARDEN BUYERS

- Gardening
- Home Entertaining
- Homeware
- Indoor Living
- Luxury Brands
- Value Brands



### CLOTHING BUYERS

- Luxury Clothing Buyers
- Men's Clothing Buyers
- Fashion Brands
- Shoes
- Luxury Brands
- Value Brands



### PROPERTY TYPE

- Detached
- Flat
- Semi-Detached
- Terraced



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#### HOUSEHOLD SUPPLIES BUYERS

- Air Freshener
- Laundry
- Washing Up Liquid



#### PRESENCE OF CHILDREN

- Yes
- No



#### PET SUPPLY BUYERS

- Cat Products
- Dog Products



#### INTERNATIONAL CUISINE BUYERS

- Indian Cuisine



#### GIFT AND GADGET BUYERS

- Gift & Gadget



#### SHOPS AT

- Aldi
- ASDA
- Iceland
- M&S
- Morrisons
- Sainsbury's
- Tesco
- Waitrose



#### MEAT AND SEAFOOD BUYERS

- Meat
- Seafood



#### BUILDINGS INSURANCE RENEWAL

- All Months (Jan-Dec)



#### ORGANIC FOOD BUYERS

- All Organic



#### CAR INSURANCE RENEWAL

- All Months (Jan-Dec)



#### WOMEN'S ACCESSORIES BUYERS

- Fashion Jewellery & Accessories
- Luxury Jewellery & Accessories
- Fragrances
- Women's Clothing Buyers
- Fashion Brands
- Luxury Brands
- Shoes
- Value Brands



#### PET CARE BUYERS

- Pet Care



#### CHARITABLE GIVER

- Frequent Charitable Donors
- Animal Welfare
- Children's Welfare
- Emergency Aid
- Environmental Causes
- Homeless Shelters
- International Relief
- Medical & Health
- Senior Living
- Online Charitable Donors



#### SWEETS AND SNACK BUYERS

- Biscuits
- Crisps
- Chocolate
- Crackers
- Sandwiches, Snacks & Sushi



#### CONTENTS INSURANCE RENEWAL

- All Months (Jan-Dec)



#### HEALTH AND BEAUTY BUYERS

- Makeup



#### CHILDREN'S CLOTHING BUYERS

- Fashion Brands
- Luxury Brands
- Value Brands
- Children's product buyers



#### SPECIAL DIETARY BUYERS

- Gluten Free



#### ENTERTAINMENT BUYERS

- Entertainment



#### GEOGRAPHIC BORDER

- Central Scotland
- East of England
- Lancashire
- London
- North East
- Midlands
- Northern Ireland
- Northern Scotland
- South West
- Wales & West
- Yorkshire
- Southern



#### FASHION CLOTHING BUYERS

- Fashion Clothing
- Classic Fashions



#### GIFTS AND FLOWERS BUYERS

- Agriculture
- Business Services
- Construction
- Consumer Services
- Education
- Government
- Hospitality & Travel
- Insurance
- Logistics & Transportation
- Manufacturing
- Real Estate
- Retail
- Engineering/R&D
- Finance
- Legal
- Restaurant
- Technology



#### ACORN

- Affluent Achievers
- Comfortable Communities
- Lavish Lifestyles
- Mature Money
- Career Climbers
- Successful Suburbs
- Comfortable Seniors
- Student Life
- Exclusive Enclaves
- Settled Suburbia
- Upmarket Downsizers
- Townhouse Cosmopolitans
- Younger Professionals in Smaller Flats
- Metropolitan Professionals
- Socialising Young Renters
- Career Driven Young Families
- First-Time Buyers in Small, Modern Homes
- Metropolitan Money
- Farms & Cottages
- Larger Families in Rural Areas
- Owner Occupiers in Small Town & Villages
- Comfortably-Off Families in Modern Housing
- Large Family Homes
- Semi-Professional Families, Owner Occupied Neighbourhoods
- Suburban Semis, Conventional Attitudes
- Owner Occupied Terraces, Average Incomee
- Established Suburbs, Older Families
- Large House Luxury
- Older People, Neat & Tidy Neighborhoods
- Educated Families in Terraces, Young Children
- Smaller Houses & Starter Homes
- Student Flats & Halls of Residence
- Term-Time Terraces
- Educated Young People in Flats and Tenements
- Semi-Skilled Workers in Traditional Neighborhoods
- Asset Rich Families
- Wealthy Countryside Commuters
- Financially Comfortable Families
- Affluent Professionals
- Prosperous Suburban Families
- Well-Off Edge of Towners
- Rising Prosperity
- Not Private Households
- Executive Wealth
- City Sophisticates
- Countryside Communities
- Steady Neighborhoods
- Starting Out
- Not Private Households
- Better-Off Villagers
- Retired & Empty Nesters

#### HOW HIDDEN AD TARGETING WORKS

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