

demo

Segment	Qualifiers
Age Gender 	User reported, registration-based (not "inferred") demographic information from top social networks, dating and shopping sites.
Asian	Community data collected through ethno-centric social networks and U.S. based non-English text website visitors.
Spanish Speakers	Consumer data generated from Spanish language portals, social networks and other leading Spanish text websites.
Urban	Visitors to Hip Hop music / entertainment / African American News websites. Registered visitors to African American social networks.
Careers	Self-reported career field information collected at top vertical job sites.
LifeStyles	Lifestyle attributes scored based on census level consumer segmentation data.
- Owner/Renter	Home ownership / rental based on census level consumer segmentation data.
- HouseHold Income	Household Income based on census level consumer segmentation data.
- Presence of Children	Presence of children based on census level consumer segmentation data.
- Type of Neighborhood	Neighborhood type based on census level consumer segmentation data.
Singles 	Registered visitors to dating / social websites that have declared themselves as "unattached" in the last 30 days.

interest

Segment	Qualifiers
Auto - Enthusiasts	Automotive reviews of new and popular models, industry trends.
Casual Gaming	Active participants in casual online games.
Diet and Fitness	Visitors interested in fitness, weight loss, dieting content.
Entertainment	Consumers viewing music, movies, TV or celebrity content.
Movies	Consumers viewing current or upcoming theatrical releases, reviews, or trailers.
Online Streamers	Consumers interacting with streamed audio - podcasts & streaming music.
Twitter	Consumers with an active Twitter account.
Finance - Small Business 	Consumers of content and business forms geared to managing a business under 200 employees.
Health	High level health & wellness content.
Hobbies	Lifestyle pursuits including crafts and leisure activities.
Home Improvement	Consumers seeking tips and advice on how best to upgrade their homes.
Job Seekers	Consumers viewing job listings and uploading resumes.
Offer Seekers	Consumers registering for coupons and online discounts or promotions.
Parenting	Consumers visiting content or communities specific to raising children.
Pets	Consumers active in community groups or visiting content that addresses pet ownership.
Sports	Enthusiasts of professional sports.

intent

Segment	Qualifiers
Auto - Buyers - Make/Model/Type - New/Used - Asian/American/European Manufacturers 	Search-level data provided by leading automotive shopping sites.
Shopping - Auto Parts and Repair - Babies and Kids - Books - Business and Office Supply - Fashion - Fashion - Accessories - Fashion - Apparel - Fashion - Jewelry & Watches - Fashion - Men - Fashion - Shoes - Fashion - Women - Flowers and Gifts - Health and Beauty - Home and Garden - Home and Garden - Appliances - Home and Garden - Bed & Bath - Home and Garden - Décor - Home and Garden - Furniture - Home and Garden - Kitchen - Home and Garden - Lighting - Home and Garden - Outdoor 	Search-level category / subcategory / product level data collected at leading comparison shopping sites.
Travel - Accommodations - Location (City/State/Country) 	Travel type and destination data collected at leading travel booking sites.
	<ul style="list-style-type: none"> - Music - Musical Instruments - Personal Tech - Personal Tech - Apple Products - Personal Tech - Cameras - Personal Tech - Computers - Laptop - Personal Tech - Mobile - Personal Tech - Software - Personal Tech - TVs - Personal Tech - Video Games - Personal Tech - Video Games - Xbox - Pets - Sports and Recreation - Toys