



Catalog

Syndicated Audiences

Available on LiveRamp

Cotality's syndicated audiences on the LiveRamp platform empower marketers to activate high-intent, property-based segments with unmatched precision. Built from real-world data signals and enriched with behavioral and transactional insights, our audiences are engineered to drive performance across every stage of the customer journey.

Target audiences by:

- Home Equity Amount
- Home Value
- Loan type
- New movers
- Ownership status
- Building Permit data
- Propensity to take out a loan, buy a new home and more
- Property type
- # of Real Estate Properties

99.7%

Cotality data collected directly from source

99.9%

US properties covered by Cotality data

The largest AI-driven US database, built on **40 years** of data

cotality.com

Taxonomy	Description	Reach	LiveRamp ID
Ownership > Status > Owner	People who own a property in the US	157M	1000868836
Ownership > Status > Owner > Occupied	People who own the home they reside in (US)	83M	1000868826
Ownership > Status > Absentee > Owned	People who own a home in the US that they do not live in (US)	40M	1000868796
Ownership > Status > New > Homeowner	People who recently bought their first home (US)	5M	1000868816
Ownership > Status > New > Homeowner > New Home	People who recently bought a home that was a new build (US)	450k	1005092749
Ownership > Status > New > Homeowner > Existing > Home	People who recently bought a home that was existing (US)	5M	1005092759
Ownership > Status > PreMover	Predicted movers in the US	63k	1000868846
Propensity > Equity > Loan	Ownership_Status_New_Homeowner_New Home	25M	1000868806
Propensity > New > Purchase > Loan	People who are likely to take out a loan to purchase a new home	33M	1000868856
Propensity > to > Refinance	People who are likely to refinance their current home or existing property	22M	1005092769
Building > Permit > Type > Add On	People who have taken out a building permit to add on to their existing home or property	3.8M	1005132589
Building > Permit > Type > Deck > Porch	People who have taken out a building permit to add a deck or porch onto their home or property	420k	1005132599
Building > Permit > Type > Garage	People who have taken out a building permit to add a garage onto their home or property	511k	1005092479
Building > Permit > Type > New > Construction	People who have taken out a building permit to build a new home	9.2M	1005092489
Building > Permit > Type > Pool	People who have taken out a building permit to add pool at their home or on an existing property	1.8M	1005092499
Building > Permit > Type > Roof	People who have taken out a building permit to change the roof on their home	9.8M	1005092509
Building > Permit > Type > Remodel	People who have taken out a building permit to remodel their home or an existing property	3M	1005092519
Foreclosure > Bank > Owned	People who own a home that has been foreclosed on and is now bank owned	122k	1000870676
Pre > Foreclosure > Notice > of > Default	People who own a home that has gone into pre-foreclosure and/or have received a notice of default	103k	1000869696
Foreclosure > REO > Sale	People who own a home that has gone through the foreclosure process but was not sold at auction	256k	1000870686
Real > Estate > Investor > 2-4 > Properties	Real Estate Investors who own 2-4 properties	36M	1000869266

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Real > Estate > Investor > 5-9 > Properties	Real Estate Investors who own 5-9 properties	9M	1000869276
Real > Estate > Investor > 10+ > Properties	Real Estate Investors who own 10 or more properties	6M	1000869226
Home > Equity > Amount > \$1,000,000 > Or > Greater	People who have home equity in the amount of > \$1M	4.7M	1000868606
Home > Equity > Amount > \$500,000 > \$999,999	People who have home equity in the amount of > \$500,000 to \$999,999	13M	1000868726
Home > Equity > Amount > \$250,000 > \$499,999	People who have home equity in the amount of > \$250,000 to \$499,000	29M	1000868706
Home > Equity > Amount > \$100,000 > \$249,999	People who have home equity in the amount of > \$100,000 to \$249,999	41M	1000868686
Home > Equity > Amount > \$50,000 > \$99,999	People who have home equity in the amount of > \$50,000 to \$99,999	12M	1000868716
Arms > Length > Sale	People involved in an arm's length sale, also known as a transaction between two unrelated parties acting independently and in their own best interests.	113M	1000868956
Loan > Type > Cash > Buyer	People who paid cash for their home	2M	1000868676
Loan > Type > HELOC	People who have a HELOC (Home Equity Line of Credit) Loan	8M	1000868966
Loan > Type > Refinance	People who have refinanced their current loan	29M	1000868666
Loan > Type > ARM	People who an adjustable-rate mortgage	7M	1000868976
Loan > Type > VA	People who have a VA loan	3.5M	1000868656
Loan > Type > FHA	People who have an FHA loan	7.7M	1000868986
Loan > Type > Reverse > Mortgage	People who have a reverse mortgage	439k	1000868646
Loan > Type > Payoff	People who have paid off their existing loan	44M	1000868996
Loan > Type > HARP	People who have a HARP loan	56k	1000868636
Property > Number > of > Stories > 1Story	People who own a home that is one level	53M	1000869006
Property > Number > of > Stories > 2Story	People who own a home that is two stories	30M	1000868626
Property > Number > of > Stories > 3Story	People who own a home that is three stories	1.8M	1000869016
Living > Area > Less > Than > 1000 > Square Feet	People who live in a space that is less than 1000 square feet	70M	1000868616
Living > Area > 1000 > 1999.99 > Square Feet	People who live in a space that is 1000-1999 square feet	54M	1005132479
Living > Area > 2000 > 2999.99 > Square Feet	People who live in a space that is 2000-2999 square feet	23M	1005132499
Living > Area > 3000 > 3999.99 Square Feet	People who live in a space that is 3000-3999 square feet	7M	1005132539

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Living > Area > 4000 > 5000 Square Feet	People who live in a space that is 4000-5000 square feet	2M	1000868596
Living > Area > Over > 5000 Square Feet	People who live in a space that is 5000 square feet or more	2M	1000869046
Lot > Size > Less > than > 1 > ACRE	People who own a property that is less than an acre	110M	1000868586
Lot > Size > 1 > 2 > ACRES	People who own a lot that is 1-2 acres	18M	1000869056
Lot > Size > 3 > 4 > ACRES	People who own a lot that is 3-4 acres	5M	1000868576
Lot > Size > 5 > or > More > ACRES	People who own a lot that is larger than 5 acres	24M	1000869066
Property > Year > Built > Before > 1970	People who own a home built before 1970	39M	1000868566
Property > Year > Built > After > 2010	People who own a property built after 2010	11M	1000869076
Property > with > Pool	People who own a property with a pool	8M	1000868556
Property > Number > of > Garages > 2Garages	People who own a property with 2 garages	7M	1000868876
Property > Number > of > Garages > 3Garages	People who own a property with 3 garages	1.5M	1000868886
Property > Number > of > Garages > 4Garages	People who own a property with 4 garages	254k	1000868896
Property > Number > of > Garages > 5 > or > More > Garages	People who own a property with 5 or more garages	170k	1000868906
Property > Number > of > Bedrooms > 1	People who own a property with 1 bedroom	2.1M	1000869106
Property > Number > of > Bedrooms > 2	People who own a property with 2 bedrooms	13.3M	1000868546
Property > Number > of > Bedrooms > 3	People who own a property with 3 bedrooms	35.6M	1000869116
Property > Number > of > Bedrooms > 4	People who own a property with 4 bedrooms	16.1M	1000868536
Property > Number > of > Bedrooms > 5	People who own a property with 5 bedrooms	3.5M	1000869126
Property > Number > of > Bedrooms > 6 > Or > greater	People who own a property with 6 bedrooms or more	1.7M	1000868526
Property > Number > of > Bathrooms > 1	People who own a property with 1 bathroom	19.6M	1000869136
Property > Number > of > Bathrooms > 2	People who own a property with 2 bathrooms	36.9M	1000868516
Property > Number > of > Bathrooms > 3	People who own property with 3 bathrooms	21.3M	1000869146
Property > Number > of > Bathrooms > 4	People who own a property with 4 bathrooms	6.3M	1000868506
Property > Number > of > Bathrooms > 5	People who own a property with 5 bathrooms	1.6M	1000869156
Property > Number > of > Bathrooms > 6 > Or > greater	People who own a property with 6 bathrooms or more	1.1M	1000868496
Home > Value > \$3,000,000 > or > Greater	People who own or live in homes valued at \$3M or more	694k	1000868746

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Home > Value > \$1,000,000 > \$2,999,999	People who own or live in homes valued at \$1M-\$2,999,999	7.5M	1000868736
Home > Value > \$500,000 > \$999,999	People who own or live in homes valued at \$500,000-\$999,999	24.4M	1000868756
Home > Value > \$250,000 > \$499,999	People who own or live in homes valued at \$250,000-499,999	41.2M	1005092539
Home > Value > \$100,000 > \$249,999	People who own or live in homes valued at \$100,000-\$249,999	31.6M	1005092549
Home > Value > Less > Than > \$100,000	People who own or live in homes valued at less than \$100,000	6.1M	1005092559
Rent > Amount > Model > Value > Less > Than > \$1000	People who pay less than \$1000 in rent each month	3.5M	1000869286
Rent > Amount > Model > Value > \$1000 > \$2999	People who pay between \$1000-2,999 in rent each month	66.8M	1000869186
Rent > Amount > Model > Value > \$3000 > \$4999	People who pay \$3,000-4,999 in rent each month	21.2M	1000868476
Rent > Amount > Model > Value > \$5000 > Or > Greater	People who pay \$5000 or more in rent each month	3.9M	1000869196
Length > of > Residence > 1 > 12 > Months	People who have lived in their home for less than a year	5.5M	1000868766
Length > of > Residence > 1 > 5 > Years	People who have lived in their home for 1-5 years	25.8M	1000869206
Length > of > Residence > 5 > 10 > Years	People who have lived in their home for 5-10 years	22.1M	1000868456
Length > of > Residence > 10 > 20 > Years	People who have lived in their home for 10-20 years	25.8M	1000869216
Length > of > Residence > 20 > or > greater > years	People who have lived in their home for more than 20 years	39.8M	1000868446
Property > Type > All > Residential	People who have lived in their home for more than 20 years	114.M	1000868936
Property > Type > Condo > Townhouse	All Condos and Townhouses in the US	12.3M	1000869026
Property > Type > Single > Family > Residence	All Single-Family Residences in the US	91.3M	1000869026
Property > Type > Multi-Family > Duplex	All Multi-Family Duplexes in the US	2M	1000868426
Property > Type > Multi-Family > Triplex	All Multi-Family Triplexes in the US	355k	1000869246
Property > Type > Multi-Family > Quads	All Multi-Family Quads in the US	260k	1000868416
Property > Type > MultiFamily > Apartment	All Multi-Family Apartments in the US	1.4M	1000869256
Property > Type > Commercial	All Commercial Properties in the US	5.7M	1000868946
Property > Type > Industrial	All Industrial Properties in the US	1.2M	1000869096
Property > Type > Retail	All Retail Properties in the US	1.1M	1000869166

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Property > Type > Agricultural	All Agricultural Properties in the US	9.5M	1000868916
Property > Type > Hotel > Motel	All Hotels & Motels in the US	81k	1000869086
Property > Type > Vacant > Land	All Vacant Land in the US	18.6M	1000869176
Property > Type > All > Other	All Other Properties in the US	5.7M	1000869176
Ownership > Status > Purchase > Anniversary	People who are celebrating the anniversary of owning their home	68.3M	1005092469
Property > Ex > Date > January	People who bought their home in January or are likely to have their home insurance expire/renew in the month of January	8.6M	1005092569
Property > Ex > Date > February	People who bought their home in February or are likely to have their home insurance expire/renew in the month of February	7.5M	1005092579
Property > Ex > Date > March	People who bought their home in March or are likely to have their home insurance expire/renew in the month of March	9.5M	1005092589
Property > Ex > Date > April	People who bought their home in April or are likely to have their home insurance expire/renew in the month of April	9.7M	1005092599
Property > Ex > Date > May	People who bought their home in May or are likely to have their home insurance expire in the month of May	10.2M	1005092599
Property > Ex > Date > June	People who bought their home in June or are likely to have their home insurance expire/renew in the month of June	10.8M	1005092619
Property > Ex > Date > July	People who bought their home in July or are likely to have their home insurance expire/renew in the month of July	10.1M	1005092629
Property > Ex > Date > August	People who bought their home in August or are likely to have their home insurance expire/renew in the month of August	10.5M	1005092639
Property > Ex > Date > September	People who bought their home in September or are likely to have their home insurance expire/renew in the month of September	9.5M	1005092649
Property > Ex > Date > October	People who bought their home in October or are likely to have their home insurance expire/renew in the month of October	9.6M	1005092659
Property > Ex > Date > November	People who bought their home in November or are likely to have their home insurance expire/renew in the month of November	8.6M	1005092669
Property > Ex > Date > December	People who bought their home in December or are likely to have their home insurance expire/renew in the month of December	9.2M	1005092679
FHA Streamline Prospects	People who may be interested in FHA Streamline Loans	3.2M	1005092689

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Consolidation Loan Prospects	People who may be interested in a consolidation loan	3.6M	1005092699
Expiring Mortgage Insurance	People whose mortgage insurance is expiring	2M	1005092709
HELOC Prospects - Expiring Line	People who may be interested in a new HELOC because existing line is expiring	117k	1005092719
Solar Prospects	People who may be interested in solar panels or products	40.5M	1005092729
Roofing Prospects	People who may be interested in solar panels or products	17M	1005092729
Propensity to List for Rent	People who are likely to list their home for rent	26.5M	1007048681
Propensity to List for Sale	People who are likely to list their home for sale	22.9M	1007048691