

Data Axle Monthly Digital Newsletter - June 2024

Data Axle provides unique and nuanced consumer & business segments specifically designed for digital ad targeting in Programmatic, Optimized CTV and Social. Our data is offline PII based and comes from our own proprietary original source compiled database. This database is multi-source verified to provide accuracy and digital segments are constructed using decades of data expertise and cutting-edge AI technology.



**Monthly spotlight.**

Check out our new categories including:

**Health:**

**Consumer > AI Knowledge Base > Health > Allergies:** Audience consisting of those likely at elevated risk for Allergies based on factors including demographics, geographics, and purchase behavior.

**Consumer > AI Knowledge Base > Health > Asthma:** Audience consisting of those likely at elevated risk for Asthma based on factors including demographics, geographics, and purchase behavior.

**Consumer > AI Knowledge Base > Health > Diabetes:** Audience consisting of those likely at elevated risk for Diabetes based on factors including demographics, geographics, and purchase behavior.

**Consumer > AI Knowledge Base > Health > Frequent Headaches:** Audience consisting of those likely at elevated risk for Frequent Headaches based on factors including demographics, geographics, and purchase behavior.



**Sports & Entertainment:**

**Consumer > Purchases > Tickets > Baseball:** Audience is comprised of individuals who have purchased tickets to a Baseball game recently.

**Consumer > AI Knowledge Base > Media > Watch Summer Olympics on TV:** Audience consisting of people likely to watch Summer Olympics, Special Sporting Events, Summer X-Games, World Track & Field Championships, U.S. Swimming Championship, World Swimming Championships, World Gymnastics Championships.

**Consumer > Purchases > Tickets > Theme Parks:** Audience is comprised of individuals who have purchased tickets to a Theme Park recently.

**Consumer > AI Knowledge Base > Media > Frequently Watch Golf on TV:** Audience consisting of people likely to watch Golf on TV - PGA Tour, LPGA Tour, U.S. Open, The Masters, The Player's, Travelers, U.S. Amateur, U.S. Senior, British Open, Senior Championships, Ryder Cup, Arnold Palmer, President's Cup, Golf Channel.



**Political:**

**Political > Partisanship > Overall\_Party\_Independent:** Audience consisting of people whose partisanship is overall independent party.

**Political > Voters > Changed Parties within the past year:** Voters who changed parties within the past year.

**Political > Government Policy > Illegal\_Immigration\_Undesirable:** Voters who believe the military should be at international borders and that the illegal immigration situation is undesirable.

**Political > Government Policy > Mexican\_Border\_Wall\_Oppose:** An audience that opposes the Mexican border wall.

**Coming Soon**

And coming soon... our transactional data audiences based on actual purchase categories, CPG audiences based on UPC & basket purchase data in additional to more CTV focused digital segments for TV watching behavior, computer & mobile video watchers, In-Game video & Social gamers.



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**VIEW OUR FULL TAXONOMY** [**HERE**](https://view.highspot.com/viewer/659f132e10ee568fdddf6fb9)

Choose from over 2,000 targeted consumer and business professional segments.