

Use our top-ranked, people-based data to target real people and drive better performance.  
We have over 9000 verified attributes for you to leverage in your next campaign.

**TAXONOMY CATEGORIES & FEATURED SUBCATEGORIES****AUTOMOTIVE**

- + Number of Cars in Household
- + Auto-Intent
- + Vehicle Make and Model
- + Vehicle Ownership
- + Auto Loans

**DEMOGRAPHIC**

- + Finance
- + Home
- + Individual
- + Occupation
- + Geography

**FINANCE**

- + Banking and Investments
- + Brokerage Accounts
- + Cash Purchases
- + Charitable Contributions
- + Credit Card
- + Financial Institutions
- + Health Insurance Provider
- + Home Loan
- + Home Mortgage
- + Household Income (HHI)
- + Investments/Investor
- + Life Insurance
- + Mutual Fund - Brokerage Accounts
- + Net Worth
- + Number of Lines of Credit
- + Payment Methods
- + Personal Loan
- + Interest Rate
- + Retail Card
- + Tax Preparation

**HEALTH INTEREST**

- + Allergies
- + Arthritis
- + Cancer
- + Cardiovascular
- + Dental
- + Dermatology
- + Endocrinology
- + Gastroenterology
- + General Health
- + Nervous System
- + Online Activity
- + Ophthalmology/Optology
- + Pain Management
- + Pulmonary/ Respiratory
- + Sexual Health
- + Urology

TAXONOMY **CATEGORIES** & FEATURED **SUBCATEGORIES****HOME & PROPERTY**

- + Home Improvement
- + Home Information
- + Home Ownership
- + Home Square Footage
- + Home Type
- + Home Value
- + Home Year Built
- + Homeowner Insurance
- + Length of Residence

**LIFE STAGE**

- + Education
- + Important Life Events
- + Online Activity
- + Recent Graduates
- + Employment

**LIFESTYLE & INTERESTS**

- + Entertainment
- + Hobbies & Interests
- + Occupation
- + Restaurants
- + Shopping
- + Travel

**TRANSACTION**

- + Alcohol
- + Apparel
- + Beauty and Personal Care
- + Computers & Electronics
- + Groceries & Essentials
- + Healthcare Products
- + Home Appliances
- + Pet Products
- + Retail

**POLITICAL**

- + Attitudes
- + Interests
- + Political Affiliation
- + Political Career



**Note:** We champion an ethical, forward- thinking approach to privacy and compliance. Our profiles on real people are updated monthly to ensure the utmost accuracy and adherence to industry, federal, and state regulations.