

Category	Field	Available	Possible Values	Description
Demographic	Age	API; Batch	18 - 20; 21 - 24; 25-34; 35 - 44; 45 - 54; 55-64; 65+	Age Range
Demographic	Gender	API; Batch	Male; Female	Gender
Demographic	Postal Address	API; Batch	Street, city, state and zip	Address where person lives or works
Demographic	First Name	API; Batch	<First>	First name
Demographic	Last Name	API; Batch	<Last>	Last name
Household	Household Income	API; Batch	0-15k; 15-25k; 25-35k; 35-50k; 50-75k; 75k-100k; 100-125k; 125-150k; 150-175k; 175-200k; 200-250k; 250k+	Income of household by range
Household	Marital Status	API; Batch	Single; Married	Marital status
Household	Presence of Children	API; Batch	Yes; No	Indicates whether there are 1 or more children in the household
Household	Home Owner Status	API; Batch	Own; Rent	Whether the person owns or rents their home
Household	Home Market Value	API; Batch	1k-25k; 25k-50k; 50k-75k; 75k-100k; 100k-150k; 150k-200k; 200k-250k; 250k-300k; 300k-350k; 350k-500k; 500k-1mm; 1mm+	Market value of person's home. In ranges of \$25K and \$50K increments.
Household	Length of Residence	API; Batch	"Less than 1 year", "1 Year", "2 Years", "3 Years", "4 Years", "5 Years", "6 Years", "7 Years", "8 Years", "9 Years", "10 Years", "11-15 years", "16-19 years", "20+ years"	Number of years spent in the current residence. Reported as number; not range.
Household	Home Property Type	API; Batch	Single Family; Multifamily	The type of building the person resides in
Household	Net Worth	API; Batch	0-5k; 5k-10k; 10k-25k; 25k-50k; 50k-100k; 100k-250k; 250k-500k; 500k-750k; 750k-1mm; 1mm+	The approximate net worth of the household
Household	Occupation	API; Batch	Blue Collar Worker; Business Owner; Civil Service; Technology; Executive/Upper Management; Health Services; Homemaker; Middle Management; Military Personnel; Nurse; Part Time; Professional; Retired; Secretary; Student; Teacher; White Collar Worker	Occupation
Household	Education	API; Batch	Completed High School; Attended College; Completed College; Completed Graduate School; Attended Vocational/Technical	Indicates the highest known level of education the person has completed.
Purchase Intent	Auto Parts	API; Batch	I (Interested); B (Bought); A (Actively Interested); M (In Market)	Consumers that are actively shopping online for automotive parts, tires, and accessories.
Purchase Intent	Kids and Babies	API; Batch	I (Interested); B (Bought); A (Actively Interested); M (In Market)	Consumers that are actively shopping online for baby and kids products.
Purchase Intent	Childrens Clothing	API; Batch	I (Interested); B (Bought); A (Actively Interested); M (In Market)	Consumers that are actively shopping online for baby and kids clothes and shoe
Purchase Intent	Baby Products	API; Batch	I (Interested); B (Bought); A (Actively Interested); M (In Market)	Consumers that are actively shopping online for baby gear.
Purchase Intent	Computers and Software	API; Batch	I (Interested); B (Bought); A (Actively Interested); M (In Market)	Consumers that are actively shopping online for computers and software.
Purchase Intent	Computers	API; Batch	I (Interested); B (Bought); A (Actively Interested); M (In Market)	Consumers that are actively shopping online for laptops, desktops and tablets.
Purchase Intent	Printing and Copying	API; Batch	I (Interested); B (Bought); A (Actively Interested); M (In Market)	Consumers that are actively shopping online for printers and ink.
Purchase Intent	Electronics	API; Batch	I (Interested); B (Bought); A (Actively Interested); M (In Market)	Consumers that are actively shopping online for electronics.
Purchase Intent	Phone Products	API; Batch	I (Interested); B (Bought); A (Actively Interested); M (In Market)	Consumers that are actively shopping online for cell phones, smartphones and their accessories.
Purchase Intent	Mobile Phones	API; Batch	I (Interested); B (Bought); A (Actively Interested); M (In Market)	Consumers that are actively shopping online for cell phones and smartphones.
Purchase Intent	Mobile Phone Accessories	API; Batch	I (Interested); B (Bought); A (Actively Interested); M (In Market)	Consumers that are actively shopping online for accessories for cell phones and smartphones.
Purchase Intent	Gift Buyer	API; Batch	I (Interested); B (Bought); A (Actively Interested); M (In Market)	Consumers that are actively shopping online for gifts, flowers, and food.
Purchase Intent	Flowers	API; Batch	I (Interested); B (Bought); A (Actively Interested); M (In Market)	Consumers that are actively shopping online for flowers.
Purchase Intent	Food Gifts	API; Batch	I (Interested); B (Bought); A (Actively Interested); M (In Market)	Consumers that are actively shopping online for food and snacks.
Purchase Intent	Beauty	API; Batch	I (Interested); B (Bought); A (Actively Interested); M (In Market)	Consumers that are actively shopping online for health and beauty products.
Purchase Intent	Cosmetics	API; Batch	I (Interested); B (Bought); A (Actively Interested); M (In Market)	consumers that are actively shopping online for cosmetics.
Purchase Intent	Hair Care	API; Batch	I (Interested); B (Bought); A (Actively Interested); M (In Market)	Consumers that are actively shopping online for hair care.
Purchase Intent	Perfume and Cologne	API; Batch	I (Interested); B (Bought); A (Actively Interested); M (In Market)	Consumers that are actively shopping online for perfume and cologne.
Purchase Intent	Skin Care	API; Batch	I (Interested); B (Bought); A (Actively Interested); M (In Market)	Consumers that are actively shopping online for skin care products.
Purchase Intent	Nutrition	API; Batch	I (Interested); B (Bought); A (Actively Interested); M (In Market)	Consumers that are actively shopping online for vitamins and nutrition products.
Purchase Intent	Home and Garden	API; Batch	I (Interested); B (Bought); A (Actively Interested); M (In Market)	Consumers that are actively shopping online for home and garden products.
Purchase Intent	Appliances	API; Batch	I (Interested); B (Bought); A (Actively Interested); M (In Market)	Consumers that are actively shopping online for appliances.
Purchase Intent	Tools	API; Batch	I (Interested); B (Bought); A (Actively Interested); M (In Market)	Consumers that are actively shopping online for tools.
Purchase Intent	Bathroom	API; Batch	I (Interested); B (Bought); A (Actively Interested); M (In Market)	Consumers that are actively shopping online for power tools, hand tools, and power equipment.
Purchase Intent	Linens and Bedding	API; Batch	I (Interested); B (Bought); A (Actively Interested); M (In Market)	Consumers that are actively shopping online for bedding.
Purchase Intent	Kitchen and Dining	API; Batch	I (Interested); B (Bought); A (Actively Interested); M (In Market)	Consumers that are actively shopping online for cooking supplies, tableware and glassware.
Purchase Intent	Table and Glassware	API; Batch	I (Interested); B (Bought); A (Actively Interested); M (In Market)	Consumers that are actively shopping online for tableware and glassware.
Purchase Intent	Furniture	API; Batch	I (Interested); B (Bought); A (Actively Interested); M (In Market)	Consumers that are actively shopping online for furniture.
Purchase Intent	Garden and Patio	API; Batch	I (Interested); B (Bought); A (Actively Interested); M (In Market)	Consumers that are actively shopping online for garden, landscaping, and outdoor cooking supplies.
Purchase Intent	Garden Supplies	API; Batch	I (Interested); B (Bought); A (Actively Interested); M (In Market)	Consumers that are actively shopping online for garden supplies.
Purchase Intent	Home Decor	API; Batch	I (Interested); B (Bought); A (Actively Interested); M (In Market)	Consumers that are actively shopping online for home decor.
Purchase Intent	Home Improvement	API; Batch	I (Interested); B (Bought); A (Actively Interested); M (In Market)	Consumers that are actively shopping online for home improvement products.
Purchase Intent	Lamps and Lighting	API; Batch	I (Interested); B (Bought); A (Actively Interested); M (In Market)	Consumers that are actively shopping online for home lighting.
Purchase Intent	Pets and Supplies	API; Batch	I (Interested); B (Bought); A (Actively Interested); M (In Market)	Consumers that are actively shopping online for pet supplies.
Purchase Intent	Cats	API; Batch	I (Interested); B (Bought); A (Actively Interested); M (In Market)	Consumers that are actively shopping online for cat supplies.
Purchase Intent	Dogs	API; Batch	I (Interested); B (Bought); A (Actively Interested); M (In Market)	Consumers that are actively shopping online for dog supplies.
Purchase Intent	Jewelry	API; Batch	I (Interested); B (Bought); A (Actively Interested); M (In Market)	Consumers that are actively shopping online for jewelry and watches.
Purchase Intent	Mens Clothing	API; Batch	I (Interested); B (Bought); A (Actively Interested); M (In Market)	Consumers that are actively shopping online for men's clothing and accessories.
Purchase Intent	Mens Shoes	API; Batch	I (Interested); B (Bought); A (Actively Interested); M (In Market)	Consumers that are actively shopping online for men's shoes.
Purchase Intent	Mens Accessories	API; Batch	I (Interested); B (Bought); A (Actively Interested); M (In Market)	Consumers that are actively shopping online for men's accessories.
Purchase Intent	Womens Clothing	API; Batch	I (Interested); B (Bought); A (Actively Interested); M (In Market)	Consumers that are actively shopping online for women's clothing and accessories.
Purchase Intent	Womens Shoes	API; Batch	I (Interested); B (Bought); A (Actively Interested); M (In Market)	Consumers that are actively shopping online for women's shoes.
Purchase Intent	Womens Accessories	API; Batch	I (Interested); B (Bought); A (Actively Interested); M (In Market)	Consumers that are actively shopping online for women's accessories.

Category	Field	Available	Possible Values	Description
Purchase Intent	Sports and Outdoors	API; Batch	I (Interested); B (Bought); A (Actively Interested); M (In Market)	Consumers that are actively shopping online for sports equipment and outdoor gear.
Purchase Intent	Toys	API; Batch	I (Interested); B (Bought); A (Actively Interested); M (In Market)	Consumers that are actively shopping online for toys and games.
Purchase Intent	Video Games	API; Batch	I (Interested); B (Bought); A (Actively Interested); M (In Market)	Consumers that are actively shopping online for video games.
Life Stage	Millennial	API; Batch	A (Active)	College Millennials are defined by their age and active presence on university and college campuses.
Life Stage	Expecting	API; Batch	A (Active)	Expecting Parents are expecting a baby or likely to be expecting a baby, as defined by declared data, online shopping for maternity clothing, and website visitation to pregnancy and parental preparation content.
Life Stage	Engaged	API; Batch	A (Active)	Getting Married are defined by their shopping behavior for engagement rings, wedding bands, wedding dresses, wedding shoes, wedding invitations, wedding flowers, and wedding décor.
Life Stage	Home Buyer	API; Batch	A (Active)	Home Buyers or likely to be home buyers are defined by declared data, online shopping habits, and website visitation.
Life Stage	Mom	API; Batch	A (Active)	Moms are identified and powered by a core set of declared data at the individual level.
Life Stage	New Parent	API; Batch	A (Active)	New Parents are identified and defined by their demographics and shopping behavior for infant and baby clothing, baby feeding products, strollers, car seats, baby furniture, infant toys, and other baby gear.
Lifestyle	Adrenaline	API; Batch	A (Active)	Adrenaline Junkies are defined by their consistent shopping behavior for camping, hiking, biking, kayaking, skiing, snowboarding, and other outdoor adventure sports gear.
Lifestyle	Beauty Style	API; Batch	A (Active)	Beauty Mavens are defined by their consistent shopping behavior for beauty products such as cosmetics, hair care, skin care, perfume, and beauty tools.
Lifestyle	Connected	API; Batch	A (Active)	Connected Home consists of consumers that shop across a variety of categories for the connected home, including lighting, security, thermostat, voice controlled devices, etc. These shoppers are on the leading edge of having a home that is infused with all of the latest technology.
Lifestyle	Cord Cutter	API; Batch	A (Active)	Cord Cutters are defined by their cutting of traditional media services like cable, being at the front of the pack for new and streaming technology solutions, and relying heavily upon mobile and connected devices for their content consumption.
Lifestyle	Design	API; Batch	A (Active)	Design Aficionados are defined by their consistent shopping behavior for products to beautify their home such as furniture, home decor, curtains and drapes, rugs, bedding sets, and table linens.
Lifestyle	DIY Neighbors	API; Batch	A (Active)	DIY Neighbors are defined by their consistent shopping behavior for DIY products such as power tools, flooring supplies, plumbing supplies, building supplies, hardware, electrical supplies, and power equipment.
Lifestyle	Early Tech Adopters	API; Batch	A (Active)	Early Tech Adopters are defined by being at the front of the pack with new technology purchases and influencers in their circles. The products and brands they shop for, general demographics, and website content consumption determine membership in this audience.
Lifestyle	Fashionista	API; Batch	A (Active)	Fashion Insiders are defined by their consistent shopping behavior for handbags, shoes, dresses, jewelry, and other fashion accessories.
Lifestyle	Fitness	API; Batch	A (Active)	Fitness Buffs are defined by their consistent shopping behavior for fitness equipment, activewear, yoga and pilates gear, vitamins, and nutritional supplements.
Lifestyle	Gamer	API; Batch	A (Active)	Gamers are defined by their core demographic of males 18 to 44 and consistent shopping behavior in video games, video game consoles, computers and electronics.
Lifestyle	Gearhead	API; Batch	A (Active)	Gearheads are defined by their consistent shopping behavior for auto parts, auto accessories, and tires.
Lifestyle	Family CEO	API; Batch	A (Active)	Family CEOs are defined by their consistent shopping behavior for baby and kids items, products for the kitchen and home, and items for pets.
Lifestyle	Outdoors	API; Batch	A (Active)	Outdoors People are defined by their consistent shopping behavior for hunting, fishing, boating, camping, and hiking gear.
Lifestyle	Pet Lover	API; Batch	A (Active)	Pet Lovers are defined by their consistent shopping behavior for toys, food, health items, and accessories for their dogs, cats, and other pets.
Lifestyle	Team Player	API; Batch	A (Active)	Team Players are defined by their consistent shopping behavior for baseball, softball, football, basketball, volleyball, and hockey gear.
Lifestyle	Tech Fan	API; Batch	A (Active)	Tech Fans are defined by their consistent shopping behavior for computers and electronics such as smartphones, tablets, TVs, speakers and headphones, and digital cameras.
Shopper Type	Deal Seeker	API; Batch	I (Interested); B (Bought); A (Actively Interested); M (In Market)	Deal Seekers are defined by shopping behavior such as using coupons, buying from budget focused stores, and using deal, coupon, and comparison shopping sites.
Shopper Type	Luxury Shopper	API; Batch	I (Interested); B (Bought); A (Actively Interested); M (In Market)	Luxury Shoppers are defined by shopping behavior for high end fashion and luxury brands from higher end merchants.
Shopper Type	Big Spender	API; Batch	I (Interested); B (Bought); A (Actively Interested); M (In Market)	Big Spenders are defined by making big purchases or spending a large amount.
Shopper Type	Holiday Shopper	API; Batch	I (Interested); B (Bought); A (Actively Interested); M (In Market)	Holiday Shoppers are consumers that are actively shopping online for Halloween costumes and accessories.
Shopper Type	Online Buyer	API; Batch	I (Interested); B (Bought); A (Actively Interested); M (In Market)	Online Buyers are verified online buyers across the retail vertical.
Email Activity Metrics	Date First Seen	API; Batch	2015-03-28	The date that TowerData first encountered the email address.
Email Activity Metrics	Longevity	API; Batch	0 to 3	A score describing when TowerData first encountered the email address.
Email Activity Metrics	Popularity	API; Batch	0 to 10	A score reflecting the activity of the email over the last 3 months as viewed by TowerData.
Email Activity Metrics	Velocity	API; Batch	0 to 10	A score reflecting the popularity of the email as viewed by TowerData in the past 12 months.
Email Activity Metrics	Month Last Open	API; Batch	2015-05	The month that TowerData last detected an open by the email address.



Data Dictionary

Category	Field	Available	Possible Values	Description
Device	Device ID	Batch	IDFA and Google Advertising ID	The advertising identifier for a person's smart phone
Interest	Arts & Crafts	API; Batch	True; (blank)	Purchases Arts & Crafts Products
Interest	Books	API; Batch	True; (blank)	Purchases books; Interest in reading books
Interest	Business	API; Batch	True; (blank)	Interest in business
Interest	Health & Wellness	API; Batch	True; (blank)	Interest in healthy lifestyle; purchases healthy lifestyle products
Interest	News & Current Events	API; Batch	True; (blank)	Purchases subscriptions for news & current events.
Interest	Movies	API; Batch	True; (blank)	Interest in movies
Interest	Music	API; Batch	True; (blank)	Interest in music
Purchase	Automotive	API; Batch	True; (blank)	Purchase Behavior: Automotive Goods
Purchase	Charitable Donor	API; Batch	True; (blank)	Indicates likelihood of being a charitable donor
Purchase	Cooking	API; Batch	True; (blank)	Purchases cooking magazines; interest in cooking
Purchase	High End Brand Buyer	API; Batch	True; (blank)	Has bought a premium CPG brand in the past 18 months
Purchase	Magazine Buyer	API; Batch	True; (blank)	Purchases magazines subscriptions
Purchase	Travel	API; Batch	True; (blank)	Interest in travel
Financial	Has Credit Card	API; Batch	True; (blank)	Has a credit card
Financial	Has Retail Card	API; Batch	True; (blank)	Has a branded credit card for retail stores or gas stations
Financial	Has Premium Credit Card	API; Batch	True; (blank)	Has a premium credit card such as Amex Gold

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