

# > Behaviors

## > Automotive

- ▶ Motorcycle (purchased new or used:
- ▶ New Vehicle Buyers (Near Market): style
- ▶ New Vehicle Shoppers (In Market): make
- ▶ New Vehicle Shoppers (Max in Market): style
- ▶ Owners: aftermarket, make, time since purchase, style, vehicle age, vehicle price
- ▶ Purchase type: buy new (in market), buy new (near market), buy new or used (in market), buy new or used (near market), buy used (in market), lease (in market)
- ▶ Used Vehicle Buyers (In Market): style

## > B2B

- ▶ Company size
- ▶ Industry
- ▶ Seniority

## > Charitable Donations

- ▶ All charitable donations
- ▶ Cancer causes
- ▶ Children's causes

- ▶ Veterans

## > Financial

- ▶ Credit union member

## > Job Role

- ▶ Corporate executives

## > Purchase Behavior

- ▶ Business purchases: business marketing
- ▶ Buyer profiles
  - ▶ Coupon users
  - ▶ DIYers
  - ▶ Fashionistas
  - ▶ Foodies
  - ▶ Gadget enthusiasts
  - ▶ Gamers
  - ▶ Green living
  - ▶ Healthy and fit
  - ▶ Outdoor enthusiasts
  - ▶ Shoppers
  - ▶ Skiing, golfing, and boating
  - ▶ Spa enthusiasts
  - ▶ Sportsmen
  - ▶ Trendy homemakers

- ▶ Clothing
  - ▶ Men's
  - ▶ Women's
  - ▶ Seasonal
- ▶ Food and Drink
  - ▶ Alcoholic beverages
  - ▶ Bakery
  - ▶ Beverages
  - ▶ Cereal
  - ▶ Children's food
  - ▶ Condiments and dressings
  - ▶ Cooking supplies
  - ▶ Dairy and eggs
  - ▶ Fresh and healthy
  - ▶ Frozen food
  - ▶ Grocery shopper type
  - ▶ Health food
  - ▶ Home cooking and grilling
  - ▶ Meat and seafood
  - ▶ Soups
  - ▶ Sweets and snacks
  - ▶ Vegetarian
- ▶ Health and beauty
- ▶ Home and garden
- ▶ Household products
- ▶ Kids products
- ▶ Pet products

- ▶ Purchase types
- ▶ Sports and outdoors
- ▶ Store types
- ▶ Subscription services
- ▶ Technology

## > Residential Profiles

- ▶ Likely to move
- ▶ New mover
- ▶ Recent homebuyer
- ▶ Recent mortgage borrower

## > Travel

- ▶ Business travelers
- ▶ Cruises

# > Demographics

## > Home

- ▶ Household composition

## > Parents

- ▶ Moms

- ▶ Big-city moms
- ▶ Fit moms
- ▶ Green moms
- ▶ Moms of preschool kids
- ▶ Soccer moms
- ▶ Trendy moms

## > Work

- ▶ Office type: small business