

Personalize & engage


Enhance your database with key insights

Easily access the data you need to understand & delight the person behind the email address.

- Segment your list
- Create context for behavior
- Target customers with relevant offers

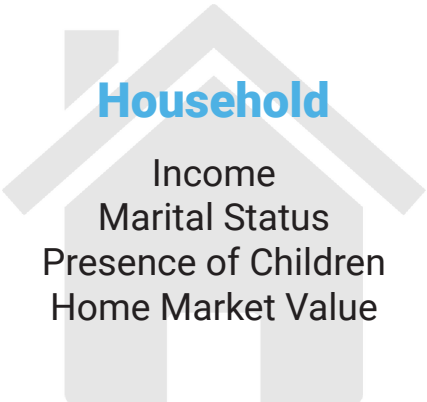
TowerData's Email Intelligence fields include:

Demographics



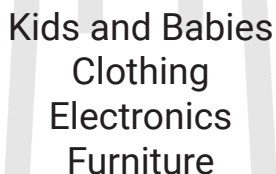
Age
Gender
Name
Postal Address

Household



Income
Marital Status
Presence of Children
Home Market Value

Purchase Intent




Kids and Babies
Clothing
Electronics
Furniture

Life Stage



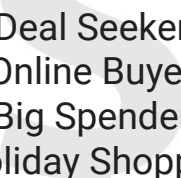
Millennial
Expecting
Engaged
Mom

Lifestyle



Gamer
Cord Cutter
Beauty Seeker
DIY-er

Buyer Type



Deal Seeker
Online Buyer
Big Spender
Holiday Shopper

| Category | Field | Possible values | Description |
|-------------|----------------------|---|--|
| Demographic | Age | 18 - 20; 21 - 24; 25-34; 35 - 44; 45 - 54; 55-64; 65+ | Age Range |
| Demographic | Gender | Male; Female | Gender |
| Demographic | Postal Address | Street, city, state and zip | Address where person lives or works |
| Demographic | First Name | <First> | First name |
| Demographic | Last Name | <Last> | Last name |
| Household | Household Income | 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 | Single; Married | Marital status |
| Household | Presence of Children | Yes; No | Indicates whether there are 1 or more children in the household |
| Household | Home Owner Status | Own; Rent | Whether the person owns or rents their home |
| Household | Home Market Value | 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 | "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 | Single Family; Multifamily | The type of building the person resides in |
| Household | Net Worth | 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 | 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 | Completed High School; Attended College; Completed College; Completed Graduate School; Attended Vocational/Technical | Completed High School; Attended College; Completed College; Completed Graduate School; Attended Vocational/Technical |

| Category | Field | Possible values | Description |
|-----------------|--------------------------|--|---|
| Purchase Intent | Auto Parts | 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 | I (Interested); B (Bought); A (Actively Interested); M (In Market) | Consumers that are actively shopping online for baby and kids products. |
| Purchase Intent | Children's Clothing | I (Interested); B (Bought); A (Actively Interested); M (In Market) | Consumers that are actively shopping online for baby and kids clothes and shoes |
| Purchase Intent | Baby Products | I (Interested); B (Bought); A (Actively Interested); M (In Market) | Consumers that are actively shopping online for baby gear. |
| Purchase Intent | Computers and Software | I (Interested); B (Bought); A (Actively Interested); M (In Market) | Consumers that are actively shopping online for computers and software. |
| Purchase Intent | Computers | 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 | I (Interested); B (Bought); A (Actively Interested); M (In Market) | Consumers that are actively shopping online for printers and ink. |
| Purchase Intent | Electronics | I (Interested); B (Bought); A (Actively Interested); M (In Market) | Consumers that are actively shopping online for electronics. |
| Purchase Intent | Phone Products | 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 | 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 | 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 | I (Interested); B (Bought); A (Actively Interested); M (In Market) | Consumers that are actively shopping online for gifts, flowers, and food. |
| Purchase Intent | Flowers | I (Interested); B (Bought); A (Actively Interested); M (In Market) | Consumers that are actively shopping online for flowers. |
| Purchase Intent | Food Gifts | I (Interested); B (Bought); A (Actively Interested); M (In Market) | Consumers that are actively shopping online for food and snacks. |
| Purchase Intent | Table and Glassware | I (Interested); B (Bought); A (Actively Interested); M (In Market) | Consumers that are actively shopping online for tableware and glassware. |

| Category | Field | Possible values | Description |
|-----------------|---------------------|--|--|
| Purchase Intent | Beauty | I (Interested); B (Bought); A (Actively Interested); M (In Market) | Consumers that are actively shopping online for health and beauty products. |
| Purchase Intent | Cosmetics | I (Interested); B (Bought); A (Actively Interested); M (In Market) | Consumers that are actively shopping online for cosmetics. |
| Purchase Intent | Hair Care | I (Interested); B (Bought); A (Actively Interested); M (In Market) | Consumers that are actively shopping online for hair care. |
| Purchase Intent | Perfume and Cologne | I (Interested); B (Bought); A (Actively Interested); M (In Market) | Consumers that are actively shopping online for perfume and cologne. |
| Purchase Intent | Skin Care | I (Interested); B (Bought); A (Actively Interested); M (In Market) | Consumers that are actively shopping online for skin care products. |
| Purchase Intent | Nutrition | 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 | I (Interested); B (Bought); A (Actively Interested); M (In Market) | Consumers that are actively shopping online for home and garden products. |
| Purchase Intent | Appliances | I (Interested); B (Bought); A (Actively Interested); M (In Market) | Consumers that are actively shopping online for appliances. |
| Purchase Intent | Bathroom | I (Interested); B (Bought); A (Actively Interested); M (In Market) | Consumers that are actively shopping online for bathroom sets. |
| Purchase Intent | Tools | 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 | I (Interested); B (Bought); A (Actively Interested); M (In Market) | Consumers that are actively shopping online for bedding. |
| Purchase Intent | Kitchen and Dining | I (Interested); B (Bought); A (Actively Interested); M (In Market) | Consumers that are actively shopping online for cooking supplies, tableware and glassware. |
| Purchase Intent | Furniture | I (Interested); B (Bought); A (Actively Interested); M (In Market) | Consumers that are actively shopping online for furniture. |
| Purchase Intent | Garden and Patio | 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 | I (Interested); B (Bought); A (Actively Interested); M (In Market) | Consumers that are actively shopping online for garden supplies. |

| Category | Field | Possible values | Description |
|-----------------|---------------------|--|--|
| Purchase Intent | Home Decor | I (Interested); B (Bought); A (Actively Interested); M (In Market) | Consumers that are actively shopping online for home decor. |
| Purchase Intent | Home Improvement | 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 | I (Interested); B (Bought); A (Actively Interested); M (In Market) | Consumers that are actively shopping online for home lighting. |
| Purchase Intent | Pets and Supplies | I (Interested); B (Bought); A (Actively Interested); M (In Market) | Consumers that are actively shopping online for pet supplies. |
| Purchase Intent | Cats | I (Interested); B (Bought); A (Actively Interested); M (In Market) | Consumers that are actively shopping online for cat supplies. |
| Purchase Intent | Dogs | I (Interested); B (Bought); A (Actively Interested); M (In Market) | Consumers that are actively shopping online for dog supplies. |
| Purchase Intent | Jewelry | I (Interested); B (Bought); A (Actively Interested); M (In Market) | Consumers that are actively shopping online for jewelry and watches. |
| Purchase Intent | Men's Clothing | I (Interested); B (Bought); A (Actively Interested); M (In Market) | Consumers that are actively shopping online for men's clothing and accessories. |
| Purchase Intent | Men's Shoes | I (Interested); B (Bought); A (Actively Interested); M (In Market) | Consumers that are actively shopping online for men's shoes. |
| Purchase Intent | Women's Clothing | I (Interested); B (Bought); A (Actively Interested); M (In Market) | Consumers that are actively shopping online for women's clothing. |
| Purchase Intent | Women's Shoes | I (Interested); B (Bought); A (Actively Interested); M (In Market) | Consumers that are actively shopping online for women's shoes. |
| Purchase Intent | Women's Accessories | I (Interested); B (Bought); A (Actively Interested); M (In Market) | Consumers that are actively shopping online for women's accessories. |
| Purchase Intent | Sports and Outdoors | 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 | I (Interested); B (Bought); A (Actively Interested); M (In Market) | Consumers that are actively shopping online for toys and games. |
| Purchase Intent | Video Games | I (Interested); B (Bought); A (Actively Interested); M (In Market) | Consumers that are actively shopping online for video games. |

| Category | Field | Possible Values | Description |
|------------|--------------|-----------------|---|
| Life Stage | Millennial | A (Active) | College Millennial are defined by their age and active presence on university and college campuses. |
| Life Stage | Expecting | 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 | 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 decor. |
| Life Stage | Home Buyers | A (Active) | Home Buyers or likely to be home buyers are defined by declared data, online shopping habits, and website visitation. |
| Life Stage | Moms | A (Active) | Moms are identified and powered by a core set of declared data at the individual level. |
| Life Stage | New Parent | 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 | 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 | 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. |

| Category | Field | Possible Values | Description |
|-----------|---------------------|-----------------|--|
| Lifestyle | Connected | 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 Cutters | 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 | 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 | 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 | 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 | A (Active) | Fashion Insiders are defined by their consistent shopping behavior for handbags, shoes, dresses, jewelry, and other fashion accessories. |

| Category | Field | Possible Values | Description |
|-----------|--------------|-----------------|--|
| Lifestyle | Fitness | 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 | 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 | A (Active) | Gearheads are defined by their consistent shopping behavior for auto parts, auto accessories, and tires. |
| Lifestyle | Family CEO | 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 | A (Active) | Outdoors People are defined by their consistent shopping behavior for hunting, fishing, boating, camping, and hiking gear. |
| Lifestyle | Pet Lovers | 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 Players | A (Active) | Team Players are defined by their consistent shopping behavior for baseball, softball, football, basketball, volleyball, and hockey gear. |
| Lifestyle | Tech Fans | 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. |

| Category | Field | Possible Values | Description |
|------------------------|-----------------|--|--|
| Shopper Type | Luxury Shopper | 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 | 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 | 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 | I (Interested); B (Bought); A (Actively Interested); M (In Market) | Online Buyers are verified online buyers across the retail vertical. |
| Shopper Type | Deal Seeker | 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. |
| Email Activity Metrics | Date First Seen | 2015-03-28 | The date that TowerData first encountered the email address. |
| Email Activity Metrics | Longevity | 0 to 3 | A score describing when TowerData first encountered the email address. |
| Email Activity Metrics | Popularity | 0 to 10 | A score reflecting the activity of the email over the last 3 months as viewed by TowerData. |
| Email Activity Metrics | Velocity | 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 | 2015-05 | The month that TowerData last detected an open by the email address. |
| Device | Device ID | IDFA and Google Advertising ID | The advertising identifier for a person's smart phone |
| Interest | Arts & Crafts | True; (blank) | Purchases Arts & Crafts Products |
| Interest | Books | True; (blank) | Purchases books; Interest in reading books |
| Interest | Business | True; (blank) | Interest in business |
| Interest | Healthy | True; (blank) | Interest in healthy lifestyle; purchases healthy lifestyle products |

| Category | Field | Possible Values | Description |
|----------|-----------------------|-----------------|--|
| Interest | News & Current Events | True; (blank) | Purchases subscriptions for news & current events. |
| Interest | Movies | True; (blank) | Interest in movies |
| Interest | Music | True; (blank) | Interest in music |
| Purchase | Automotive | True; (blank) | Purchase Behavior: Automotive Goods |
| Purchase | Charitable Donor | True; (blank) | Indicates likelihood of being a charitable donor |
| Purchase | Cooking | True; (blank) | Purchases cooking magazines; interest in cooking |
| Purchase | High End Brand Buyer | True; (blank) | Has bought a premium CPG brand in the past 18 months |
| Purchase | Magazine Buyer | True; (blank) | Purchases magazines subscriptions |
| Purchase | Travel | True; (blank) | Interest in travel |