

# 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



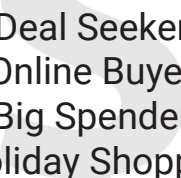
Millennial  
Expecting  
Engaged  
Mom

### 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	Velocity	0 to 10	A score reflecting the activity of the email over the last 12 months as viewed by TowerData.
Email Activity Metrics	Popularity	0 to 10	A score reflecting the popularity of the email as viewed by TowerData in the past 6 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