



demographic: declared*

Age Data from registration and user profiles whereby a consumer declared their age and/or gender online.

Gender

advanced demographic: declared*

Parents Site visitors who register or submit profile information declaring themselves as a parent.

Level of Education Visitors who report a high school, college, and/or advanced degree.

Relationship Status Reported information regarding status as married, divorced, single, widowed, etc.

HHI A consumer's household income ranging from <\$25k to \$100k+.

Home Type Visitors who declare ownership of an apartment, condo or (vacation) home.

Length of Residence Visitor's length of residence ranging from less than 3 years to 10+ years.

Home Ownership Declared information on a consumer's status as renter or owner.

Level of Credit User-reported information about FICO scores; excellent, good or poor credit.

Hispanics Users who have visited a Spanish-speaking site at least 3 times in the last 30 days.



interest: declared or demonstrated*

Arts & Culture Users exhibiting an interest in art, books & magazines, and/or photography.

Automobiles Consumers interested in automobiles, segmented into types, ex: hybrid cars.

Entertainment Visitors who display an interest in movies and/or music, segmented by genre.

Sports & Recreations Segments of visitors who exhibit an interest in sports or a specific sport.

Television Visitors who display an interest in television, segmented by genre.

Video Games Consumers who demonstrate interest in console, handheld and/or online games.

Food & Restaurants Site visitors who exhibit an interest in cooking, food and bevs, and/or dining.

Healthy Living Users interested in health & fitness and/or diet & weight loss.

Home & Family Visitors who display or declare an interest in home and family.

News & Politics Consumers who exhibit an interest in government & politics and/or news.

Style, Fashion & Clothing Consumers who demonstrate an interest in shopping, accessories and trends.

Technology Visitors interested in computers, electronics, mobile phones, and digital art.

Travel Users interested in domestic, international and/or vacation travel.



social influencers: declared* or demonstrated*

Bloggers Those who create blogs or blog about various topics online.

Commenters Users who post comments to articles, videos, photos, blog posts and forums.

Photo & Video Uploaders Those who upload photos or videos online.

Content Sharers Users who share content via email, social networks, or other platforms.

Online Dating Visitors who declare or demonstrate an interest in online dating.

Online Videos Site visitors who spend time watching online videos.

Social Media Users Users who visit social media sites and perform actions, ie "Like," and "Follow."

declared*: attributes of a user directly stated in registration or profile entries.

demonstrated*: attributes of a user based on page navigation, articles read, photos uploaded, etc.

Lotame's Smart Data is the industry's most flexible, scalable audience solution designed with today's sophisticated marketer in mind. It is the premier source of accurate, intelligent, up-to-the-minute audience data – the key asset behind the most successful branding campaigns.

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