Addressable Geo w/Data Curation Category: Personal



Add Locations			×
FIND LOCATIONS BY POSTAL CODES	METRO	CONGRESSIONAL DISTRICTS	STATES
	Id like to target, separated by commas Language	Life Events 🗸	Presence of Children 🗸
Presence of Ages 18 - 24 Presence of Ages 25 - 34 Presence of Ages 35 - 44 Presence of Ages 45 - 54 Presence of Ages 55 - 64 Presence of Ages 65 - 74 Presence of Ages 75+	☐ Arabic ☐ Chinese ☐ English ☐ French ☐ German ☐ Greek	Recently Divorced Recently Empty Nester Marital Status	Children All Ages Children Ages 0 - 3 Children Ages 4 - 6 Children Ages 7 - 9 Children Ages 10 - 12 Children Ages 13 - 18
Education High School Graduates Some College College Graduates Graduate School Graduates Ethnicity African American Asian Caucasian Hispanic	Hebrew Hindu Italian Japanese Korean Pashtu Persian Polish Portuguese Russian Spanish Thai	Pets Pet Owner Cat Owner Dog Owner Two Children Three Children Four or More Children	Vehicles Motorcycle RV Owner Truck Owner
☐ Hispanic ☐ Native American ☐ Middle Eastern Gender ✓ ☐ Female present ☐ Male present	Vietnamese		

Addressable Geo w/Data Curation Category: Consumer Finance



Average Aggregated Credit Tiers 🗸	Estimated Household Income	Home Equity Loan In Market Propensity	Net Worth 🔻	
Sub Prime – 1st Quartile (lowest average credit score) Sub Prime to Near Prime – 2nd	☐ Estimated Household Income (HHI) Less Than \$35,000 ☐ Estimated Household Income	☐ Most Likely in Market	Less than \$1 \$1 - \$4,999	
Quartile	(HHI) \$35,000 - \$44,999	Investment Type 💙	\$5,000 - \$9,999 \$10,000 - \$24,999	
Near Prime to Prime – 3rd Quartile Prime to Super Prime - 4th	(HHI) \$45,000 - \$54,999	General Investor	\$25,000 - \$49,999	
Quartile (Highest Average Credit Score)	(HHI) \$55,000 - \$69,999	Real Estate Investor	\$50,000 - \$99,999 \$100,000 - \$249,999	
Discretionary Spend 🗸	(HHI) \$70,000 - \$84,999 Estimated Household Income	Investments	\$250,000 - \$499,999	
No Discretionary Income	(HHI) \$85,000 - \$99,999	□ Investments	Greater than \$499,999	
<.5x National Average .5x-1x National Average	(HHI) \$100,000 - \$124,999 Estimated Household Income	Mortgage Balance	New Accounts Opened 🗸	
1x-1.5x National Average 1.5x-2x National Average	(HHI) \$125,000 - \$149,999 Estimated Household Income	1st Quartile (lowest average outstanding mortgage balance)	1st Quartile (lowest number of new accounts)	
2x-4x National Average 4x-7x National Average	(HHI) \$150,000 - \$199,999 Estimated Household Income	outstanding mortgage balance)	4th Quartile (highest number of new accounts)	
>7x National Average	(HHI) \$200,000 - \$249,999 Estimated Household Income (HHI) \$250,000 - \$499,999	Mortgage Loan In Market Propensity	Number of Mortgages 🗸	
	Estimated Household Income (HHI) \$500,000+	☐ Most Likely in Market	4th Quartile (highest average open mortgage accounts)	
	High Income Consumers In Market for a Home Equity Loan	Mutual Funds	Personal Loan In Market Propensity	
	Likely in Market	☐ Mutual Funds	☐ Most Likely in Market	
	High Income Consumers In		Properties Owned 🗸	
	Market for a Mortgage Most Likely in Market		☐ 1 Property Owned☐ 2 Properties Owned	
			3 or More Properties Owned	

Addressable Geo w/Data Curation Category: Consumer Finance



	cent Mortgage Application tivity	~
	Active mortgage application activity	
Sto	ocks	~
	Stocks	
Tar	rget by shifts in wallet share	~
	1st Quintile (Low balance shift)
	5th Quintile (High balance shif	t)
We	alth Rating	~
	10th Decile (lowest)	
	9th decile	
	8th decile	
	7th decile	
	6th decile	
	5th decile	
	4th decile	
	3rd decile	
	2nd decile	
	1st decile (highest)	
	ung Consumers In Market for a rtgage	~
	Most likely in Market	
	get by transactor or revolver d behavior	~
	Average consumer doesn't pay full balance on one or more cre cards (Revolver behavior)	

Addressable Geo w/Data Curation Category: Finance-Credit Cards



Number of Retail Credit Cards 🗸	Target by individuals making prepayments (overpayments) on ✓
4th Quartile (highest average number of active retail trades)	loans (Quantity)
Premium Card V	1st Quintile (low prepayers)5th Quintile (high prepayers)
☐ Premium Card	Total Card Balance (Credit Card Activity)
Premium Card - American Express	1st Quartile (lowest average total credit card balance)
Premium Card - American Express	4th Quartile (highest average total credit card balance)
Premium Card - Discover	
Premium Card - Discover	
Premium Card - MasterCard or	
Premium Card - MasterCard or	
Visa	
Premium Card - Retail or Store 🗸	
☐ Premium Card - Retail or Store	
Recent Credit Application Activity 🗸	
4th Quartile (highest loan application activity)	
Regular Card - American Express	
Regular Card - American Express	
Regular Card - Discover	
Regular Card - Discover	
Regular Card - MasterCard or Visa 🗸	
Regular Card - MasterCard or Visa	
Regular Card - Retail or Store	
Regular Card - Retail or Store	
Retail Card 🔻	
☐ Retail Card	
	□ 4th Quartile (highest average number of active retail trades) Premium Card □ Premium Card Premium Card - American Express □ Premium Card - American Express Premium Card - Discover □ Premium Card - Discover Premium Card - MasterCard or Visa □ Premium Card - MasterCard or Visa Premium Card - Retail or Store Recent Credit Application Activity □ 4th Quartile (highest loan application activity) Regular Card - American Express □ Regular Card - Discover □ Regular Card - Discover □ Regular Card - MasterCard or Visa Regular Card - Retail or Store □ Regular Card - Retail or Store

Addressable Geo w/Data Curation Category: Finance-Automotive



Active and Open Auto Loans	~
1st Quartile (lowest number auto loans)	of
4th Quartile (highest number auto loans)	er of
Auto Loan Balance	~
1st Quartile (lowest average balance)	auto
4th Quartile (highest averag balance)	e auto
Auto Loan In Market Propensity	~
☐ Most Likely in Market	
In Market for Auto Loan: Female Consumer	~
Likely in Market	
In Market for Auto Loan: Male Consumer	~
Likely in Market	
Lease Ending	~
☐ Within 3 months	
☐ Within 6 months	
☐ Within 9 months	
☐ Withing 12 months	

Addressable Geo w/Data Curation Category: Finance-Insurance



Average Aggregated Auto Insurance Risk Tiers	~
☐ Very Low Loss Ratio	
Average Aggregated Property Insurance Risk Tiers	~
☐ 2nd Quintile ☐ 4th Quintile	
Average Life Insurance Loyalty	~
☐ 1st Quintile (lowest likelihood)☐ 4th Quintile	
Insurance Shopper	~
Likely to Be Shopping For Insurance	
Average Aggregated Auto Insurance Risk Tiers	~
☐ Very High Loss Ratio	

Addressable Geo w/Data Curation Category: Residence

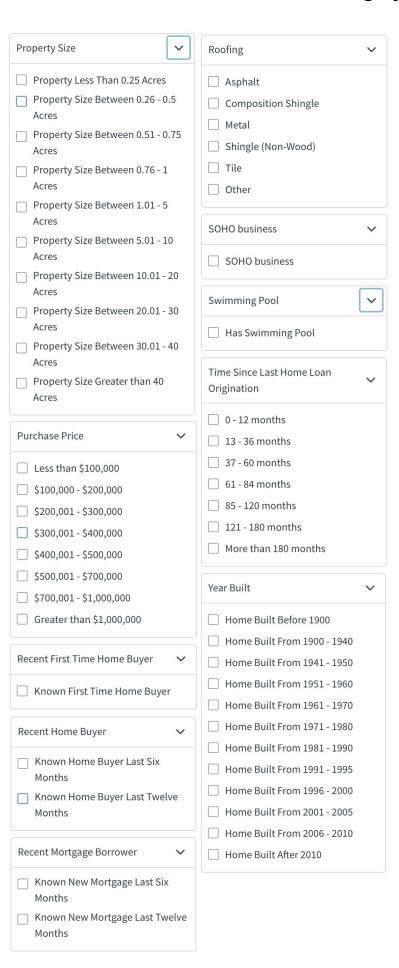
☐ Has Garage



Available Home Equity (\$)	~	Home Equity Balance	~	Home Value Appreciation ~	Mortgage Loan Amount ✓
Less than \$0		☐ Home Equity Low		☐ Home Value Appreciating Last 12	Less than \$50,000
\$1-\$25,000		☐ Home Equity High		Months	\$50,001 - \$100,000
\$25,001-\$50,000				Home Value Depreciating Last 12	\$100,001 - \$150,000
\$50,0001-\$75,000		Home Owner Type	~	Months	\$150,001 - \$200,000
\$75,001-\$100,000		Home Owner		Homeowners Association ~	
\$100,001-\$200,000		Renter		B SOLUTION TO THE SOCIETY OF THE SOC	\$250,001 - \$300,000
\$200,001-\$400,000		Kenter		Member	\$300,001 - \$350,000
\$400,001-\$600,000		Home Square Footage	~		\$350,001, \$400,000
\$600,001-\$800,000				Investment Property	\$400,000 - \$453,100
\$800,001-\$1,000,000		1,000 - 1,499 Square Feet		Investor	Greater than \$453,100
\$1,000,001+		1,500 - 2,000 Square Feet			Greater trial \$455,100
		2,001 - 3,000 Square Feet		Length of Ownership	Mortgage Loan Transaction Type
Climate Control	~	Greater than 3,000 Square Fe	et		7,1
☐ Air Conditioning				Home Ownership Less Than One Year	Refinance
Heating		Home Type	~	☐ Home Ownership 1 - 3 Years	Purchase
Treating		☐ Single Family Residence		Home Ownership 3 - 7 Years	
Combined Loan to Value Ratio	~	Multifamily 2 - 4 Units		☐ Home Ownership 7 - 15 Years	Mortgage Loan Type 🗸
Free and Clear Homeowners		☐ Multifamily 5+ Units		☐ Home Ownership More Than 15	☐ FHA
Less than 50%		☐ Manufactured Housing		Years	□ VA
Loan Ratio 50% - 80%		Other		(5	☐ Reverse Mortgage
Loan Ratio > 80%				Length of Residence	Conforming
		Home Value	~	Length of Residence Less Than	
Dwelling Type	~	Less than \$100,000		One Year	Number of Bedrooms 🗸
Decidential Cinale Family		\$100,000 - \$150,000		Length of Residence 1 - 3 Years	0 Bedrooms
Residential - Single Family		\$150,001 - \$200,000		Length of Residence 3 - 7 Years	1 - 2 Bedrooms
Residential - Multi Family		\$200,001 - \$250,000		☐ Length of Residence 7 - 15 Years ☐ Length of Residence More Than 15	
Commercial		\$250,001 - \$300,000		Years	4 Bedrooms
Exterior Siding	~	\$300,001 - \$350,000			5+ Bedrooms
		\$350,001 - \$400,000		Lien	
Aluminum or Vinyl		\$400,001 - \$450,000			
☐ Brick		\$450,001 - \$500,000		Open Lien	
Wood		\$500,001 - \$600,000		Lien Free	
Garage Size	~	\$600,001-\$700,000		Mortgage Interest Rate Type	
		\$700,001 - \$800,000		7	
1 Car		\$800,001 - \$1,000,000		☐ Variable	
2 Cars		Greater than \$1,000,000		Fixed	
3 Cars					
4+ Cars					
Garage Type	~				
Attached Garage					

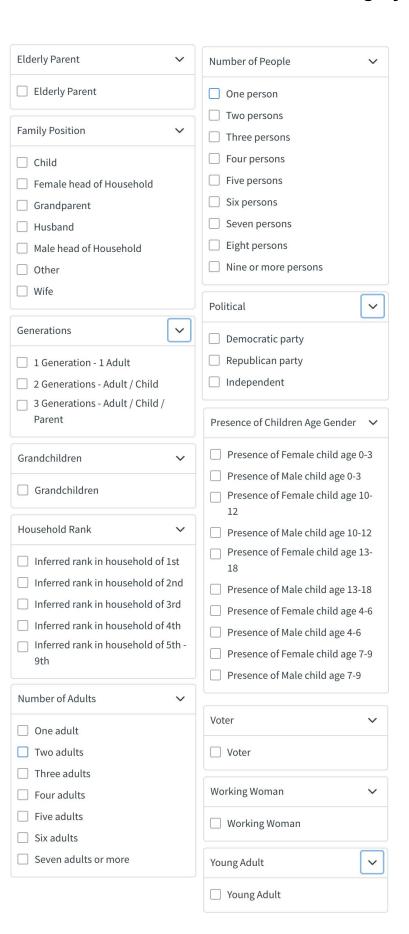
Addressable Geo w/Data Curation Category: Residence





Addressable Geo w/Data Curation Category: Household Composition





Addressable Geo w/Data Curation Category: Interest / Hobby



	Usalthu Living	
Interest	Healthy Living	Fashion Reading
Aerobics	High Tech Leader	History Reading
Art and Crafts	Bird Watching	☐ Interior Decorating
☐ Auto / Motorcycle Racing	Board Games	Medical Reading
Auto Work	Cigar Smoking	☐ Military Reading
Avid Reader	Computer Games	Mystery Reading
Baseball	Cooking	☐ Health Remedy Reading
Basketball	Gourmet Cooking	News and Finance Reading
☐ Boating / Sailing	Crafts	Entertainment Reading
☐ Camping / Hiking	Home Study	☐ Romance Reading
Career Minded	Knitting	Science Fiction Reading
Cars	Photography	Science Technology Reading
Casino / Gambling	Quilting	☐ Sports Reading
Children Interest	☐ Self Improvement	☐ World News Reading
Electronics	Sewing	☐ Religious Reading
Cultural Arts	☐ Video Games	Running
	☐ Wine Appreciation	☐ Science Space
Current Affairs	Woodworking	☐ SCUBA Diving
Diet Weight Loss	Hobbyists	☐ Self Improvement
☐ Do It Yourself	Hockey	☐ Snow Skiing
Entertainment	☐ Home Decor	☐ Sporting Life
Family	Hunting	Sports
Fishing	Luxury Life	☐ Sports Betting
Fitness	Movies	Sweepstakes
Food	☐ Music	☐ Tennis
☐ Football	☐ Music Player	☐ Toys
☐ Gardening	☐ NASCAR	☐ TV Sports
Christian Music	Online Education	Walking
Classical Music	Astrology Reading	
Country Music	Fiction Reading	
☐ Jazz Music	☐ Bible Reading	
☐ Rhythm and Blues Music	☐ Books on Tape	
☐ Rock and Roll Music	☐ Children Reading	
☐ Easy Listening Music	☐ Computer Reading	
Golf	☐ Cookbook Reading	
☐ Great Outdoors	Country Book Reading	

Addressable Geo w/Data Curation Category: Retail Purchase



Auto Parts Purchase 🗸	Female Merchandise Buyer	Plus Size Clothing Purchase 🗸
Auto Parts Purchase	Female Merchandise Buyer	☐ Plus Size Clothing Purchase
Book Buyer 🗸	Gift Purchase 🗸	Purchase Using Credit ~
☐ Book Buyer	☐ Gift Purchase	☐ 1 Line of credit
Book Magazine Purchase 🗸	Health Beauty Purchase 🗸	2 Lines of credit3 Lines of credit
☐ Book Magazine Purchase	☐ Health Beauty Purchase	4 Lines of credit
Catalog Buyer 🗸	Home Furnishing Purchase	☐ 5 Lines of credit ☐ 6 Lines of credit
Saturd Suyer		7 - 9 Lines of credit
☐ Catalog Buyer	☐ Home Furnishing Purchase	
Children's Product Purchase	Home Improvement 🔻	Warehouse Membership
☐ Children's Product Purchase	☐ Home Improvement	☐ Warehouse Membership
Clothing Purchase ~	Internet Buyer 🗸	
☐ Clothing Purchase	☐ Internet Buyer	
Cosmetics Purchase 🗸	Jewelry Purchase 🗸	
☐ Cosmetics Purchase	☐ Jewelry Purchase	
Craft Hobby Merchandise Buyer 🗸	Magazine Buyer 🗸	
☐ Craft Hobby Merchandise Buyer	☐ Magazine Buyer	
Direct Mail Buyer V	Male Merchandise Buyer 🗸	
☐ Direct Mail Buyer	☐ Male Merchandise Buyer	
DVD Purchase	Musical Instrument Purchase	
☐ DVD Purchase	☐ Musical Instrument Purchase	

Addressable Geo w/Data Curation Category: Contributor / Donor



Contributor Animal V	Contributor Political Conservative	~
Contributor Animal	☐ Contributor Political Conserva	ntive
Contributor Children 🗸	Contributor Political Liberal	~
☐ Contributor Children	☐ Contributor Political Liberal	
Contributor Environmental ~	Combridantes Delimina	.,
Contributor Environmental	Contributor Religion	
Contributor Health 🗸	Contributor Religion	
_	Contributor Veteran	~
Contributor Health	☐ Contributor Veteran	
Contributor Index ~	Contributors	~
☐ Most Likely to donate☐ High Likelihood to donate	Contributors	
☐ Medium High likelihood to donate☐ Medium High likelihood to donate	Donor Arts	~
☐ Medium likelihood to donate	☐ Donor Arts	
☐ Medium likelihood to donate		
☐ Slightly Less Likely to donate		
☐ Slightly Less Likely to donate		
Less Likely to donate		
Least Likely to donate		
Contributor Political V		
Contributor Political		

Addressable Geo w/Data Curation Category: Collector



Collector Antiques	~
☐ Collector Antiques	
Collector Coins	~
Collector Coins	
Collector Dolls	~
Collector Dolls	
Collector Figurines	~
☐ Collector Figurines	
Collector Fine Art	~
Collector Fine Art	
Collector Music	~
☐ Collector Music	
Collector Plates	~
☐ Collector Plates	
Collector Special Foods	~
Collector Special Foods	
Collector Sports Memorabilia	~
Collector Sports Memorabilia	
Collector Stamps	~
☐ Collector Stamps	
Collectors	~
Collectors	

Addressable Geo w/Data Curation Category: Travel



Business Travel	~
☐ Business Travel	
Cruises	~
Cruises	
International Travel	~
☐ International Travel	
Personal Travel	~
Personal Travel	
Travel	~
☐ Travel	
Travel Cards	~
☐ Travel Cards	
Vacation Travel	~
☐ Vacation Travel	

Addressable Geo w/Data Curation Category: Small Biz Owners



Business Growth 🗸	☐ New Hampshire	Industry	Owner's Credit Tier
Growing Business	New Jersey	Agriculture	Sub Prime – 1st Quartile
Mature Business	☐ New Mexico	Business / Professional Services	Sub Prime to Near Prime – 2nd
	☐ New York	Construction	Quartile
Business Health 🗸	☐ North Carolina	Communication	☐ Near Prime to Prime – 3rd Quartile
_	☐ North Dakota	Financial Services	Prime to Super Prime – 4th
Likely Has Financial Health	Ohio	Government	Quartile
	☐ Oklahoma	Healthcare Services	
Classification	Oregon		Sales Revenue
Non Profit Businesses	Pennsylvania	☐ Manufacturing ☐ Mining	\$0 - \$250,000 Sales
For Profit Businesses	☐ Rhode Island	Miscellaneous Personal Services	\$250,001 - \$500,000 Sales
	South Carolina	Non Profit Services	\$500,001 - \$1,000,000 Sales
Company Location	☐ South Dakota		\$1,000,001 - \$3,000,000 Sales
	Tennessee	Personal Services	\$3,000,001 - \$10,000,000 Sales
Alabama	☐ Texas	Retail	\$10,000,000+ Sales
Alaska	Utah	Social Services	
Arizona	☐ Vermont	Transportation	
Arkansas	☐ Virginia	Wholesale	Women Owned Business 🗸
California		☐ Travel Services	Female Business Owners
Colorado	Washington	SOHO (Small Office Home Office)	
Connecticut	West Virginia	Miscellaneous	Years in Business
☐ Delaware	Wisconsin		
☐ District of Columbia DC	Wyoming	Lease Credit 🗸	Less Than 2 Years
☐ Florida	Common Mat Worth	Likely Has Commercial Equipment	2 - 5 Years
☐ Georgia	Company Net Worth 🗸	Lease	6 - 10 Years
☐ Hawaii	□ \$0-\$50,000 Assets	Owns Commercial Property	Greater Than 10 Years
☐ Idaho	\$50,001-\$250,000 Assets	☐ Has Commercial Lease	
Illinois	\$250,001-\$1,000,000 Assets		
☐ Indiana	\$1,000,001-\$10M Assets	Loans	
Olowa	\$10,000,001+ Assets	Likely Has Commercial Loan	
Kansas		Likely Has Commercial Mortgage	
☐ Kentucky	Credit	Likely Has Commercial Auto Loan	
Louisiana		Likely Has Commercial Auto Loan	
Maine	Likely Has Corporate Card Account		
Maryland	Employment Title 🗸	Number of Employees ~	
Massachusetts	Employment ritte	Less Than 2 Employees	
Michigan	Owner	2 - 4 Employees	
Minnesota	Executive	5 - 9 Employees	
Mississippi	Professional / Medical	10 - 49 Employees	
Missouri	President	50 - 100 Employees	
	Chairman	Over 100 Employees	
Montana	☐ Chief Level Executive	Over 100 Employees	
□ Nebraska	Other		

Addressable Geo w/Data Curation Category: Property / Residence



Single Family Residence	Multi Family 10 Units Plus
Residential (NEC)	High Rise Condo
Condominium	Nursing Home
Mobile Home	Time Share
Townhouse/Rowhouse	Transient Lodging
Duplex	Resort Hotel
Apartment	Mid Rise Condo
Manufactured Home	Frat/Sorority House
Rural Homesite	Time Share Condo
Multi Family Dwelling	Condominium Project
Triplex	Apartment/Hotel
Mobile Home Lot	Residence Hall/Dormitories
Quadruplex	Group Quarters
PUD	Condotel
Common Area	Pre Fabricated Bldg
Mobile Home Park	
Multi Family 10 Units Less	
Cabin	
Mixed Complex	
Motel	
Cooperative	
Hotel	

Addressable Geo w/Data Curation Category: Property / Vacant



Residential Lot
Vacant Land (NEC)
Agricultural Land
Residential Acreage
Commercial Lot
Commercial Acreage
Vacant Ltd/No Dev Potential
Open Space
Industrial Acreage
Industrial Lot
Desert
Waste Land
Recreational Acreage
Marshland
Multi Family Lot
Common Land
Vacant Mobile Home
Mountainous Land
Barren Land
Multi Family Acreage
Wildlife Refuge
Natural Resources

Addressable Geo w/Data Curation Category: Property / Miscellaneous

Type Unknown

Miscellaneous

Easement

Real Property (NEC)

Tax Abatement

Enterprise Zone

Addressable Geo w/Data Curation Category: Property / Agricultural



Agricultural (NEC)
Farms
Forest
Ranch
Pasture
Field & Seed
Truck Crops
Orchard
Livestock
Greenbelt
Dairy Farm
Vineyard
Citrus Grove
Nursery/Horticulture
Animal Farm
Poultry Ranch
Avocado Grove
Fallow Land
Fisheries
Agricultural Plant

Addressable Geo w/Data Curation Category: Property / Exempt



Tax Exempt
Public (NEC)
Religious
State Property
Municipal Property
County Property
Federal Property
Charitable Organization
Federal Building
Police/Fire/Civil Defense
Native American Property
US Postal Service
Community Center
Possessory Interest
Military Building
Historical District
Correctional Facility
Art

Addressable Geo w/Data Curation Category: Property / Commercial Propellant



Commercial (NEC)	TV Facility
Commercial Building	Auto Wrecking
Office Building	Kennel
Misc Improvements	Radio Facility
Misc Commercial Services	Salvage Imprv
Auto Repair	Facilities
Misc Building	Convention Center
Multiple Uses	Air Rights
Office Condo	
Commercial Condominium	
Cemetery	
Auto Sales	
Office & Residential	
Converted Residence	
Carwash	
Leased Land/Bldg	
Public Storage	
Wholesale	
Auto Equipment	
Business Park	
Office & Showroom	
Loft Building	

Addressable Geo w/Data Curation Category: Property / Industrial



Warehouse	Paper & Allied Industry
Industrial (NEC)	Chemical
Light Industrial	Multi Tenant Industrial
Commercial/Industrial	Stockyard
Storage	Textile/Clothes/Carpet Indust
Mini Warehouse	Technological Industry
Mine/Quarry	Durable Goods
Industrial Condominium	Mineral Rights
Industrial Plant	Bulk Plant
Heavy Industrial	Cannery
Lumber Yard	Dump Site
Storage Tanks	Non Durable Goods
Food Processing	Brewery
Mineral Processing	Shipyard
R&D Facility	
Grain Elevator	
Lumber Mill	
Industrial Park	
Petroleum	
Winery	
Packing	

Addressable Geo w/Data Curation Category: Property / Retail



Retail Trade
Store Building
Shopping Center
Stores & Residential
Food Stores
Stores & Offices
Department Store
Supermarket
Strip Commercial Center
Greenhouse
Apparel
Store Franchise
Produce Market

Addressable Geo w/Data Curation Category: Property / Recreation



Recreational (NEC)	Golf Range
Park	Race Track
Lake/River/Beach	Stadium
Club	Amusement Arcade
Golf Course	Casino
Rv Park	Billiard Hall
Marina Facility	Racquet Court
Country Club	Dance Hall
Library/Museum	Zoo
Theater	Amphitheatre
Bowling Alley	
Health Club	
Nature Facility	
Amusement Park	
Gymnasium	
Auditorium	
Swimming Pool	
Skating Rink	
Stable	
Tourist Attraction/Exhibits	
Tennis Club	
Drive In Theater	

Addressable Geo w/Data Curation Category: Property / Utilities



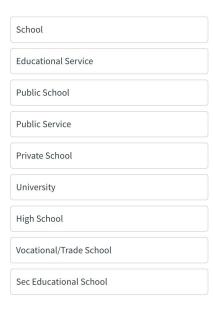
Utilities
Electrical Facility
Waste Disposal
Telephone Facility
Well/Water
Gas Production
Well/Gas/Oil

Addressable Geo w/Data Curation Category: Property / Parking



Parking Lot	
Garage	
Parking Structure	

Addressable Geo w/Data Curation Category: Property / Education



Addressable Geo w/Data Curation Category: Property / Medical

Medical Building
Hospital
Animal Hospital/Vet
Medical Condo
Convalescent Hospital

Addressable Geo w/Data Curation Category: Property / Transport



Railroad Facility
Transport (NEC)
Communication Facility
Aircraft Facility
Airport
Truck Terminal
Transport Facility
Marine Facility
Port/Harbor
Recording Studio