

# Experian Syndicated Audiences

Audiences available off the shelf  
powered by Experian Marketing Data



# The best data unlocks the best marketing

With over 50 years history in data management Experian has a rich history rooted in offline data and an expertise in digital with our online identity solutions.

## Why use Experian syndicated audiences?

### Over 200 sources of data ranging from

- Public and state records
- Property and tax records
- Census data
- Transactions
- Online and mobile
- Location data
- Consumer surveys
- Published directories

### 5 proprietary attribute groups

in the auto, finance, and behavioral categories

Represents 250 million U.S. consumers

## The depth of our data is unmatched.



**2,300**

average attributes  
per household



**250**

average attributes  
per consumer



# Single data provider that unlocks multiple verticals and categories

## Find the right audiences across multiple verticals

|                                    |                       |
|------------------------------------|-----------------------|
| <a href="#">Auto</a>               | <a href="#">Pg.5</a>  |
| <a href="#">Business</a>           | <a href="#">Pg.11</a> |
| <a href="#">CPG</a>                | <a href="#">Pg.15</a> |
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| <a href="#">Retail</a>             | <a href="#">Pg.33</a> |
| <a href="#">Travel</a>             | <a href="#">Pg.37</a> |

## Refine your audience by layering data from specialty categories

|                                         |                       |
|-----------------------------------------|-----------------------|
| <a href="#">Lifestyle and Interests</a> | <a href="#">Pg.42</a> |
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## Simplify demographic and behavioral targeting with branded data developed by Experian

|                           |                       |
|---------------------------|-----------------------|
| <a href="#">Mosaic</a>    | <a href="#">Pg.63</a> |
| <a href="#">TrueTouch</a> | <a href="#">Pg.70</a> |

## Reach consumers based on common attributes within geographic regions with geo audiences

|                             |                       |
|-----------------------------|-----------------------|
| <a href="#">Geo-Indexed</a> | <a href="#">Pg.76</a> |
|-----------------------------|-----------------------|

# Verticals

Data organized into  
specific data verticals.



# Auto audiences

Reach and target consumers based on their known and predictive auto shopping behaviors. Experian's auto audiences are built utilizing insight from our North American Vehicle Database<sup>SM</sup> and other data attributes from Experian Marketing Data to provide highly accurate audiences for digital and TV advertising.



## Example use cases



Build an audience to reach consumers who service their own vehicles and are online auto product shoppers, then drive them to the promotion you have on your site.



Build an audience to reach consumers who are in-market for a new SUV to run your 30 second ad on streaming platforms.

## Auto audience categories

### In-market

Experian's In-market audiences use insights from our North American Vehicle database and combines it with in-market cues gathered from other attributes within Experian Marketing Data.

#### Benefits:

- Built from our North American Vehicle database that covers 900 million vehicles in the United States.
- Identify consumers who are likely to be in-market within the next 180 days.



### Owner

Experian's auto Owner audiences use insight from Experian's North American Vehicle database, which contains information on title registrations, mileage readings, and key vehicle events.

#### Benefits:

- Built from our North American Vehicle database that covers 900 million vehicles in the United States.
- Reach consumers based on the vehicles they currently own.



### Aftermarket: Service and parts

Experian uses our advanced statistical analytics and our behavioral attributes within Experian Marketing Data to create audiences that are likely to either subscribe to Do-it-for-me or Do-it-yourself auto maintenance.

#### Benefits:

- Our data covers 330 million vehicles in operation in the United States.
- Gain access to 15 billion vehicle history records.



## Auto audience categories continued

### Vehicle lifestyle

These audiences use insights from title registrations, mileage readings, and key vehicle events, combining this data with behavioral and lifestyle cues gathered from other Experian Marketing Data attributes.

#### Benefits:

- Utilizes the combination of Experian's North American Vehicle database with other attributes from Experian Marketing Data to identify lifestyle audiences.



### Electric vehicle

Experian uses insights from Experian's North American Vehicle database, which contains information on title registrations, mileage readings and key vehicle events to find consumers who are owners or in-market for green vehicles.

#### Benefits:

- Access 46 audiences to reach consumers who are in-market for green vehicles.
- Built from our North American Vehicle database that covers 900 million vehicles in the United States.



Take a deeper look at our audiences

## In-market

### Make and model

[Autos, Cars and Trucks > In Market-Make and Models >](#)

Consumers who are likely in-market to buy the following brands, and their models, in the next 180 days:

- |              |                 |
|--------------|-----------------|
| • Acura      | • Land Rover    |
| • Alfa Romeo | • Lexus         |
| • Audi       | • Lincoln       |
| • BMW        | • Mazda         |
| • Buick      | • Mercedes-Benz |
| • Cadillac   | • Mini          |
| • Chevrolet  | • Mitsubishi    |
| • Chrysler   | • Nissan        |
| • Dodge      | • Porsche       |
| • Ford       | • RAM           |
| • GMC        | • Subaru        |
| • Honda      | • Tesla         |
| • Hyundai    | • Toyota        |
| • Infiniti   | • Volkswagen    |
| • Jaguar     | • Volvo         |
| • KIA        |                 |

### New/Used

[Autos, Cars and Trucks > In Market-New/Used >](#)

Consumers who are in market for a new or used vehicle over the next 180 days:

- 24-Month future new vehicle buyer
- 24-Month future used vehicle buyer
- Buyer used
- Used car 0 – 5 years old
- Used car 6+ years
- New car

### Vehicle price

[Autos, Cars and Trucks > In Market-Vehicle Price >](#)

Audiences indicate consumers likelihood to be in the market to buy a vehicle in the following price ranges.

- |                 |                 |
|-----------------|-----------------|
| • \$20K - \$30K | • \$40K - \$50K |
| • \$30K+        | • \$50K - \$75K |
| • \$30K - \$40K | • \$75K+        |



## In-market audiences continued

### Body styles

[Autos, Cars and Trucks > In Market- Body Styles >](#)

Predicts the likelihood a consumer is to be in-market to buy a vehicle by the following body styles:

- 24-Month future SUV buyers
- 24-Month future truck buyers
- 24-Month future car buyers
- 24-Month future minivan buyers
- Cars – Any model
- Compact cars
- Compact or subcompact cars
- CUV
- Full-size cars
- Full-size SUVs
- Full-size trucks
- Full-size vans
- Luxury car
- Luxury compact
- Luxury CUV
- Luxury SUV
- Mid-size car
- Mid-size truck
- Minivan
- Small mid-size SUV
- Sports car
- Subcompact car
- SUV
- SUV and CUV
- Truck
- Van

### Fuel type

[Autos, Cars and Trucks > In Market- Fuel Type>](#)

Predicts the likelihood of in-market to buy a vehicle with the following fuel types:

- 24-Month hybrid vehicle buyer
- 24-Month electric vehicle buyer
- CUV SUV
- MPG Conscious
- Trucks

### Lease

[Autos, Cars and Trucks > In Market- Lease >](#)

Predicts the likelihood for the consumer to be in-market for a lease:

- Lease
- Luxury lease
- Non luxury lease

### In-market switcher

[Autos, Cars and Trucks > In Market Switchers >](#)

Predicts if consumers are likely to switch to a new vehicle type:

- CUV SUV
- Ford
- GM
- HD pickup
- Honda
- Jeep
- Luxury
- Nissan
- Pickup
- Ram
- Toyota
- Van

## Owner

### Vehicle age

[Autos, Cars and Trucks > Ownership – Vehicle Age>](#)

Consumers who are likely to currently own a vehicle within the age ranges below:

- 0 to 6 months
- 7 to 12 months
- 13 to 24 months
- 25 to 36 months
- 37 to 48 months
- 48 months plus
- 0 to 5 years
- 6 to 10 years
- 11 years plus
- New car 0 to 12 months
- New truck 0 to 12 months
- New HD pickup 0 to 12 months
- Used car 0 to 12 months
- Used truck 0 to 12 months
- Used HD pickup 0 to 12 months

### Make and model

[Autos, Cars and Trucks > Ownership – Make and Model >](#)

Consumers who are likely to own the following brands, and their models:

- Acura
- Alfa Romeo
- Audi
- BMW
- Buick
- Cadillac
- Chevrolet
- Chrysler
- Dodge
- Ford
- GMC
- Honda
- Hyundai
- Infiniti
- Jaguar
- KIA
- Land Rover
- Lexus
- Lincoln
- Mazda
- Mercedes-Benz
- Mini
- Mitsubishi
- Nissan
- Porsche
- RAM
- Subaru
- Tesla
- Toyota
- Volkswagen
- Volvo



## Owner continued

### Body style

[Financial Personalities > Home Equity Financial Personality >](#)

Predicts the likelihood a consumer owns a vehicle by the following body styles:

- Cars – Any model
- Compact cars
- Compact or subcompact cars
- CUV
- Full-size cars
- Full-size SUVs
- Full-size trucks
- Full-size vans
- Luxury car
- Luxury compact
- Luxury CUV
- Luxury SUV
- Mid-size car
- Mid-size truck
- Minivan
- Small mid-size SUV
- Sports car
- Subcompact car
- SUV
- SUV and CUV
- Truck
- Van

## Aftermarket: Service and parts

### Do-it-yourself (DIY)

[Autos, Cars and Trucks > Aftermarket >](#)

Consumers who are likely to be DIY auto shoppers:

- DIY auto part store shoppers
- DIY in-store auto products
- DIY online auto products
- DIY cars and auto repair

### Do-it-for-me (DIFM)

[Autos, Cars and Trucks > Aftermarket >](#)

Consumers who are likely to prefer aftermarket service centers:

- DIFM prefers service center for car
- DIFM prefers service center for truck
- DIFM recent purchase new car
- DIFM recent purchase new truck
- DIFM recent purchase new HD truck
- DIFM recent purchase used car
- DIFM recent purchase used truck
- DIFM recent purchase HD truck
- DIFM vehicle age 0 to 5 years
- DIFM vehicle age 6 to 10 years

## Vehicle lifestyle

### In-market

[Autos, Cars and Trucks > Aftermarket >](#)

Consumers who are likely in-market to buy a motorcycle:

- Make
  - Harley
  - Honda
  - Kawasaki
  - Yamaha
- Class
  - Cruiser
  - Sport/Dual Sport
  - Standard
  - Touring
  - Off-road
  - On-road

### Ownership

[Autos, Cars and Trucks > Aftermarket >](#)

Consumers who are likely to own a motorcycle, ATV or RV:

- All-Terrain vehicle (ATV)
- Motorcycle type scooter
- Recreational vehicle (RV) travelers
- Motorcycle Make
  - BMW
  - Can-Am
  - Ducati
  - Harley
  - Honda
  - Indian
  - Kawasaki
  - KTM
  - Suzuki
  - Triumph
  - Yamaha
- Motorcycle class
  - Cruiser
  - Sport/Dual Sport
  - Standard
  - Touring
  - Off-road
  - On-Road
- Motorcycle purchased
  - 0 to 6 months
  - 7 to 12 months
  - 13 to 36 months
  - 37 to 60 months
  - 60+ months
- Motorcycle age
  - 0 to 3 years
  - 4 to 6 years
  - 6+ years



## Electric vehicle

### In-market make and model

[Autos, Cars and Trucks > In Market- Make and Models >](#)

Consumers who are likely in-market to buy the following brands, and their models, in the next 180 days:

- Hyundai Ioniq
- Nissan Leaf
- Tesla Model 3
- Tesla Model S
- Tesla Model X
- Toyota Prius Prime

### Ownership switchers

[Autos, Cars and Trucks > Ownership Switchers >](#)

Consumers who have likely switched to an alternative fuel vehicle:

- Alternative Fuel
- Electric
- PHEV

### Fuel type

[Autos, Cars and Trucks > In Market- Fuel Type >](#)

Consumers who are in-market based for the following fuel types:

- Alternative Fuel Plug-in hybrid electric vehicles (PHEV)
- Electric
- Electric car
- Electric CUV SUV
- Electric luxury
- Electric non-luxury
- Hybrid
- Used alternative fuel
- Used alternative fuel CUV SUV
- Used alternative fuel luxury
- Used alternative fuel non-luxury
- Used alternative fuel truck
- Used electric
- Used hybrid
- Used PHEV

### Ownership make and model

[Autos, Cars and Trucks > Ownership-Make and Models >](#)

Predicts the likelihood for the consumer to own the following models:

- Hyundai Ioniq
- Nissan Leaf
- Tesla Model 3
- Tesla Model S
- Tesla Model X
- Toyota Prius Prime

### Ownership fuel

[Autos, Cars and Trucks > Ownership-Fuel >](#)

Consumers who are likely to currently own based on fuel type:

- Alternative fuel CUV SUV
- Alternative fuel PHEV
- Alternative fuel truck
- Electric
- Electric car
- Electric CUV SUV
- Electric luxury
- Electric non-luxury
- Hybrid

### In-market switchers

[Autos, Cars and Trucks > In Market Switchers>](#)

Predicts if consumers are likely to switch to a new green vehicle type:

- Alternative fuel
- Electric
- Electric CUV SUV
- Electric Luxury
- PHEV

### Tesla Owner

[Retail Shoppers: Purchase Based > Automotive \(Cars & Trucks\) >](#)

Predicts if consumers are likely to switch to a new green vehicle type:

Consumers who are highly likely to own a Tesla based on their transaction history and alignment with electric vehicle innovation.



## Improve engagement by refining your audience

### Demographics

These audiences help refine your targeting with relevant household demographic attributes.

Example audiences

- Age
- Household Income
- Occupation
- Presence of children



### Mobile Location

Gives you the ability to add another intent trigger, physical location to your audiences.

Example audiences

- Auto Store Shoppers
- Auto Dealerships



### Lifestyle and Interests

Great audiences to layer in additional behaviors and interest to refine your audience.

Example audiences

- Car Culture
- Presence of automobile
- Automotive



### Where to activate

Check out our media destination guide to see where Experian audiences are readily available on the shelf for your next digital and TV campaign.

[See full destination list →](#)

A few examples of our destinations



**Snap Inc.**



## Have you considered adding the following?

### Mosaic®

Mosaic, a proprietary data source from Experian, is a household-based consumer lifestyle segmentation system that classifies all U.S. households and neighborhoods into unique types and groups that provide a 360-degree view of consumers' choices, preferences, and habits.



### TrueTouch<sup>SM</sup>

TrueTouch, a proprietary data source from Experian, is a data-driven content and contact engagement solution that empowers brands to pair the perfect messaging styles with the right channels and call to actions to deliver a personalized experience to your best customers.



## Don't see what you are looking for?

[Contact us](#) to have a custom audience or model created for you based on your business needs.



# Business audiences

Reach consumers and business executives based on their position within a company, the industry they work in, and their business-related consumer behaviors. Experian's expansive database of audiences gives brands a holistic view of a consumer at work and at home, enabling you to build and deliver strategic and targeted messaging.



## Example use cases



An IT solution provider can target IT executives to reach decision makers for the purchase of their security software services.



Travel companies (e.g. hotels, airlines) can target frequent business travelers to promote their loyalty programs to capture more of their travel spend.

## Business audience categories

### Business Executives

Experian combines business executives' data sourced from numerous authoritative sources with our proprietary demographic and firmographic attributes in Experian Marketing Data.

#### Benefits:

- Find business executives based on company size (number# of employees), revenue, title (e.g. finance marketing), industry or industry.
- Source business executive data and enhance with attributes from Experian Marketing Data to provide a comprehensive view into each executive.



### Occupation

Experian's occupation audiences found in our demographic specialty category combines our advanced modeling capabilities with data sourced from public records, census, consumer surveys and other public information to create these audiences.

#### Benefits:

- Broken out into nine occupation groups from blue collar to technical fields.
- Combines industry and function into a single audience.



### Consumer Behavior

Combine our advanced modeling capabilities with data sourced from self-reported interest and behavior surveys, syndicated research panels and online behavior which includes search and website visitation.

#### Benefits:

- Broad array of audiences from business travelers to business owner.
- Provides a contextual view into your audience.





## Take a deeper look at our audiences

### Business Executives

#### Company ownership

[Business Executives \(B2B\) > Company Ownership >](#)

Indicates if a company is private or public.

#### Business employee size

[Business Executives \(B2B\) > Business Employee Size >](#)

Audiences indicate business employee size or number of employees:

- 1 – 4 employees
- 4 – 9 employees
- 10 – 19 employees
- 20 – 49 employees
- 50 – 99 employees
- 100 – 249 employees
- 250 – 499 employees
- 500 – 999 employees
- 1,000 – 4,999 employees
- 5,000 – 9,999 employees
- 10,000 + employees

#### Business employee size

[Business Executives \(B2B\) > Business Employee Size >](#)

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- 5,000 – 9,999 employees
- 10,000 + employees

#### Company revenue/sales volume

[Business Executives \(B2B\) > Company Revenue/Sales Volume >](#)

Audiences indicates business sales volume:

- \$1 – \$499,999
- \$500,000 – \$999,999
- \$1,000,000 – \$2,499,999
- \$2,500,000 – \$4,999,999
- \$5,000,000 – \$9,999,999
- \$10,000,000 – \$19,999,999
- \$20,000,000 – \$49,999,999
- \$50,000,000 – \$99,999,999
- \$100,000,000 – \$499,999,999
- \$500,000,000 – \$999,999,999
- \$1 billion +

#### Industry

[Financial FLA Friendly > Ability to Pay >](#)

Consumers that are likely to work in the following types of businesses:

- Agriculture, forestry, and fishing
- Construction
- Finance, insurance, and real estate
- Manufacturing
- Mining
- Public administration and government
- Retail trade
- Services
- Transportation, communications, electric, gas, and sanitary services
- Wholesale trade

#### Executive title

[Financial FLA Friendly > Income >](#)

Consumers that are likely to have the following business titles:

- Chief level executive (CEO, COO, CTO, CIO, CFO)
- Executive/Management
- Finance
- IT/Technical
- Marketing
- Other business executive
- Owner
- Professional/Sales

#### Work from home (WFH)

[Financial FLA Friendly > Debt to Income Ratio >](#)

This audience indicates if a business is likely run out of the home (work at home).





## Improve engagement by refining your audience

### Demographics

These audiences help refine your targeting with relevant household demographic attributes.

Example audiences

- Education
- Age
- Geography



### Mobile Location

Gives you the ability to add another intent trigger, physical location to your audiences.

Example audiences

- College students
- e-Vehicle charging station visitors



### Lifestyle and Interests

Great audiences to layer in additional behaviors and interest to refine your audience.

Example audiences

- At-Home: Families
- Activities and entertainment
- Art and entertainment
- Charitable causes
- Ad responders



### Where to activate

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### TrueTouch<sup>SM</sup>

TrueTouch, a proprietary data source from Experian, is a data-driven content and contact engagement solution that empowers brands to pair the perfect messaging styles with the right channels and call to actions to deliver a personalized experience to your best customers.



## Don't see what you are looking for?

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## Occupation

### Occupation

#### Consumer Behavior >

Consumers who are likely to work within the following professions and industries:

- Construction/Mining
- Education
- Essential workers
- Government
- Healthcare/Social Services
- QSR/Restaurants
- Retail
- Small business owners
- Travel and hospitality

## Consumer Behavior

### Home office/business

#### Purchase Transactions > Home Office/Business >

Households that have are spenders and high spenders on business and home office furniture and supplies.

### New job

#### Social Media > New Job >

Social media-based model reporting a consumer's individual propensity to start a new job based on using terms such as "starting a new job" or "#newjob" on social media.

### Business travelers

#### Retail Shoppers: Purchase Based > Shopper Behavior >

#### Business Travelers:

Likely business travelers based on a combination of known credit/debit transactions and advanced modeling to ensure the highest propensity to purchase in the future.

- Domestic
- Frequent spend

### Telecommuters and SOHO

#### Retail Shoppers: Purchase Based > Shopper Behavior >

#### Telecommuters and SOHO (Small Office/Home Office) >

Likely telecommuter/SOHO high spenders at office supply stores based on a combination of known credit/debit transactions and advanced modeling.

### Online Job Seekers

#### Lifestyle and Interests (Affinity) > In-Market >

Consumers who are likely navigating the internet for career opportunities across various sectors.



# CPG audiences

CPG audiences allow brands and agencies to reach shoppers based on real, verified purchase behaviors across a wide range of consumer packaged goods categories. By using privacy-compliant transaction and loyalty data, these audiences enable highly targeted campaigns that drive engagement and loyalty among consumers who have demonstrated interest in specific products and brands.



## Example use cases



A CPG brand launches a new baby food product and targets “Baby Food Meal and Snack Shoppers” within the Baby Products category to drive awareness and trial among households with young children.



A retail chain wants to promote its eco-friendly cleaning supplies. It targets “All Purpose Cleaner and Disinfectant Shoppers” and “Air Freshener Shoppers” from the Household Products category to reach environmentally conscious consumers.

## CPG audiences methodology

These audiences were developed using a mixture of purchase data and loyalty data to identify shoppers with demonstrated interest in specific consumer packaged goods categories. Multiple verified data sources, including retail transactions and product-level purchase behavior, were combined to classify households into meaningful segments based on brand engagement, product preferences, and purchasing patterns.

## Take a deeper look at our audiences

### Household Products

These segments include products used around the house such as cleaners, air fresheners, laundry and more.

- Air Freshener Shoppers
- All Purpose Cleaner and Disinfectant Shoppers
- Charcoal Shoppers
- Liquid Laundry Detergent Shoppers
- Manual Dish Detergent Shoppers
- Outdoor Insect and Rodent Pest Control Shoppers
- Pest Control Shoppers

### Candy

These segments include all candy related products including chocolate shoppers, hard candy shoppers and more.

- Chocolate Candy Box Bag Bar Shoppers 3.5oz Plus
- Chocolate Shoppers
- Gummy and Chewy Snacks Shoppers
- Hard Candy and Lollipop Shoppers
- Mint Candy Shoppers
- Sugarless Gum Shoppers's

### Baby Products

These segments include all baby products including food and meal shoppers.

- Baby Food Meal and Snack Shoppers

### Storage & Paper Products

These segments include all storage and paper products including disposable plates, bowls, sandwich, and freezer food storage.

- Disposable Plates and Bowls Shoppers
- Sandwich and Freezer Food Storage Bag Shoppers



### Beverage

These segments include all beverage products including milk, cocktail mix, energy drinks, sports drinks and more.

- Beer Ale and Cider Shoppers
- Bottled Water Shoppers
- Canned and Bottled Tea Shoppers
- Cocktail Mix Shoppers
- Energy Drink Shoppers
- Ground Coffee Shoppers
- Instant Coffee Shoppers
- Low Calorie Soft Drink Shoppers
- Milk Shoppers
- Nutritional Supplement and Weight Control Shoppers
- Refrigerated Almond Milk Shoppers
- Refrigerated Coffee Creamer Shoppers
- Refrigerated Skim Low Fat Milk Shoppers
- Refrigerated Whole Milk Shoppers
- Regular Soft Drink Shoppers
- Seltzer Sparkling Mineral Bottled Water Shoppers
- Shelf Stable Coffee Creamer Shoppers
- Single Cup Coffee Shoppers
- Sports Drink Shoppers
- Tea Bags and Loose Tea Shoppers

### Baking

These segments include all baking-related products such as sugar, marshmallow, ready to use pie crust shoppers and more.

- Brownie Mix Shoppers
- Cupcakes and Brownies Shoppers
- Frosting and Frosting Mix Shoppers
- Maple Pancake and Waffle Syrup Shoppers
- Marshmallow Shoppers
- Pancake French Toast and Waffle Mix Shoppers
- Ready To Use Pie Crust Shoppers
- Sugar Shoppers
- Sugar Substitute Shoppers

### Beauty

These segments include all beauty related products including makeup, cleansers, body wash and more.

- Body Wash Shoppers
- Dental Floss Shoppers
- Eye Shadow Shoppers
- Facial Anti Aging Product Shoppers
- Facial Cleaner Shoppers
- Facial Cosmetic Shoppers
- Facial Moisturizer Shoppers
- Foundation Shoppers
- Hair Accessories Shoppers
- Hair Color Shoppers
- Hand and Body Lotion Shoppers
- Lip Balm and Lip Treatment Shoppers
- Lipstick Shoppers
- Liquid Hand Soap Shoppers
- Mascara Shoppers
- Mouthwash and Dental Rinse Shoppers
- Nail Polish Shoppers
- Shaving Cream Shoppers
- Shaving Lotion and Mens Fragrance Shoppers
- Styling Products Shoppers
- Suntan Lotion and Oil Shoppers
- Toothpaste Shoppers

### Pet Products

These segments include all pet related products such as dog and cat food shoppers.

- Cat Litter Shoppers
- Dry Dog Food Shoppers
- Non Dog and Cat Pet Food Shoppers
- Wet Cat Food Shoppers
- Wet Dog Food Shoppers

## Grocery

These segments include all products you would find in a grocery department including frozen food, condiments, fruits and more.

- Bacon Shoppers
- Bagels and Bialys Shoppers
- Barbeque Sauce Shoppers
- Cereal Breakfast and Energy Bars Shoppers
- Cookie Shoppers
- Cracker Shoppers
- Cream Cheese Soft Shoppers
- Dip and Spread Shoppers
- Doughnuts and Donuts Shoppers
- Dried Meat and Jerky Shoppers
- Dry Macaroni and Cheese Mixes Shoppers
- Dry Rice Shoppers
- English Muffin Shoppers
- Fresh Bread Shoppers
- Frozen Dinners and Meals Shoppers
- Frozen Food Shoppers
- Frozen Meat No Poultry Shoppers
- Frozen Pizza Shoppers
- Frozen Plain Potatoes Fries and Hashbrown Shoppers
- Frozen Seafood Shoppers
- Frozen Waffles Shoppers
- Fruit Shoppers
- Gift Card Shoppers
- Hamburger and Hot Dog Bun Shoppers
- Hard Soft Tortillas and Taco Kit Shoppers
- Hot Cereal and Oatmeal Shoppers
- Hot Dogs and Frankfurters Shoppers
- Ice Cream Shoppers
- Instant Potato Shoppers
- Ketchup Shoppers
- Margarine and Spreads Shoppers
- Mayonnaise and Sandwich Spread Shoppers
- Multi Vitamin Shoppers
- Mustard Shoppers
- Natural Cheese Slices Shoppers
- Natural Cheese String and Stick Shoppers
- Olive Oil Shoppers
- Olive Shoppers
- Peanut Butter Shoppers
- Pork Shoppers
- Potato Chip Shoppers
- Prepared Chili Shoppers
- Pretzel Shoppers
- Ramen Shoppers
- Ready to Eat Cold Cereal Shoppers
- Ready to Serve Soup Shoppers

- Refrigerated Butter Shoppers
- Refrigerated Deli Meat Shoppers
- Refrigerated Dinner Sausage Shoppers
- Refrigerated Entree Shoppers
- Refrigerated Lunch Shoppers
- Refrigerated Pickle Shoppers
- Refrigerated Salad Fruit and Coleslaw Shoppers
- Salsa Shoppers
- Salty Snack Shoppers
- Shelf Stable Honey Shoppers
- Shelf Stable Salad Dressing Shoppers
- Shelf Stable Toaster Pastries and Tarts Shoppers
- Spaghetti Macaroni and Pasta No Noodles Shoppers
- Specialty Nut Butter Shoppers
- Steak and Worcestershire Sauce Shoppers
- Tortilla Tostada and Chip Shoppers
- Yogurt Shoppers





## Improve engagement by refining your audience

### Demographics

Further refine your targeting with relevant household demographic attributes.

Example audiences

- At-Home: Families at Home
- Grocery Pick-Up and Delivery
- Close-In Suburbs
- Geo-Indexed Household Income \$100K Plus
- Charitable Donations GeoIndex High Spenders



### TV Viewership

Audiences built from granular TV viewing behaviors, platform preferences and ad receptivity.

Example audiences

- Food Network Cooking Show Viewers
- Amazon Prime Day Shoppers
- Home Shopping TV Viewers
- Co-Watchers with Children
- OTT SVOD Watchers



### Lifestyle and Interests

Great audiences to layer in additional behaviors and interest to refine your audience.

Example audiences

- Family and Parenting
- Healthy Living
- Frequent Domestic Vacationers
- Do-it-yourselfers
- Careful Money Managers



### Where to activate

Check out our media destination guide to see where Experian audiences are readily available on the shelf for your next digital and TV campaign.

[See full destination list](#) →

A few examples of our destinations



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### Tap into our leading CPG data marketplace to build comprehensive CPG audiences

Experian brings together the purchase data, premium partnerships, and identity infrastructure CPG brands need to overcome fragmentation and reach buyers at scale.

Mix, deduplicate, and activate data from leading providers, across loyalty, receipt, and point of sale (SKU and UPC) signals, into a single, cohesive audience that can be activated anywhere without rebuilding.

**Attain**

**CATALINA®**



**ibotta®**



### Don't see what you are looking for?

[Contact us](#) to have a custom audience or model created for you based on your business needs.



# Energy and Utility audiences

Energy and utility audiences give brands that promote a green and sustainable lifestyle options to reach consumers based on their views toward green technologies. Experian's auto, mobile location, lifestyle and interest, and demographic audiences offer brands with great options to reach their target green buyer.



## Example use cases



An electric utility company wants to find electric vehicle owners to make them aware of their program to vary electric rates by time of day (consumers can save on energy and reduce the burden on the power grid by charging overnight).



A solar energy company targets households in-market for solar panels with ads to get a free quote.

## Energy and Utility audience categories

### Auto

Experian uses insights from Experian's

North American Vehicle database, which contains information on title registrations, mileage readings, and key vehicle events to find consumers who are owners or in-market for green vehicles.

### Benefits:

- Access 46 audiences to reach consumers who are in-market for green vehicles.
- Built from our North American Vehicle database that covers 900 million vehicles in the United States.



### GreenAware

Find consumers with different attitudes toward environmental issues, including those that have negative perceptions of the green movement.

Based on consumer survey data enhanced with other attributes from Experian Marketing Data.

### Benefits:

- Audiences combine attitudes, opinions, lifestyle, buying behavior, and media usage into one segment.
- Audiences are built from unique Experian sources including Auto Market Statistics (AMS), Census Area Projections & Estimates (CAPE), and Premier Summarized Credit Statistics (PSCS).





## Take a deeper look at our audiences

## Auto

**In-market make and model**[Autos, Cars and Trucks > In Market- Make and Models >](#)

Consumers who are likely in-market to buy the following brands, and their models, in the next 180 days:

- Hyundai Ioniq
- Nissan Leaf
- Tesla Model 3
- Tesla Model S
- Tesla Model X
- Toyota Prius Prime

**Fuel type**[Autos, Cars and Trucks > In Market- Fuel Type >](#)

Consumers who are in-market for the following fuel types:

- Alternative fuel plug-in hybrid electric vehicles (PHEV)
- Electric
- Electric car
- Electric CUV SUV
- Electric luxury
- Electric non-luxury
- Hybrid
- Used alternative fuel
- Used alternative fuel CUV SUV
- Used alternative fuel luxury
- Used alternative fuel non-luxury
- Used alternative fuel truck
- Used electric
- Used hybrid
- Used PHEV

**In-market switchers**[Autos, Cars and Trucks > In Market Switchers>](#)

Predicts if consumers are likely to switch to a new green vehicle type:

- Alternative fuel
- Electric
- Electric CUV SUV
- Electric luxury
- PHEV

**Ownership fuel**[Autos, Cars and Trucks > Ownership-Fuel >](#)

Consumers who are likely to currently own based on fuel type:

- Alternative fuel CUV SUV
- Alternative fuel PHEV
- Alternative fuel truck
- Electric
- Electric car
- Electric CUV SUV
- Electric luxury
- Electric non-luxury
- Hybrid

**Ownership switchers**[Autos, Cars and Trucks > Ownership Switchers >](#)

Consumers who have likely switched to an alternative fuel vehicle:

- Alternative fuel
- Electric
- PHEV

**Ownership make and model**[Autos, Cars and Trucks > Ownership-Make and Models >](#)

Predicts the likelihood for the consumer to own the following models:

- Hyundai Ioniq
- Nissan Leaf
- Tesla Model 3
- Tesla Model S
- Tesla Model X
- Toyota Prius Prime

**GreenAware**[GreenAware >](#)**Behavioral Greens**

Consumers who are likely to think and act green. They have negative attitudes towards products that pollute and incorporate green practices on a regular basis.

**Potential Green**

Consumers who are not likely to neither behave nor think along particularly environment conscious lines and remain on the fence about key green issues.

**Think Green**

Consumers who are likely to think green but do not necessarily follow through on those beliefs with green actions.

**True Browns**

Consumers who are not likely environmentally conscious. True Browns may have negative attitudes about the environment and the green movement.





## Improve engagement by refining your audience

### Demographics

These audiences help refine your targeting with relevant household demographic attributes.

Example audiences

- Age
- Household income
- Education
- Homeowner



### Mobile Location

Gives you the ability to add another intent trigger, physical location to your audiences.

Example audiences

- Auto dealerships
- Electronic stores
- E-vehicle charging stations



### Lifestyle and Interests

Great audiences to layer in additional behaviors and interest to refine your audience.

Example audiences

- In-market solar energy
- Luxury home good buyer behavior
- Informed consumer



### Where to activate

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[See full destination list →](#)

A few examples of our destinations



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## Have you considered adding the following?

### Mosaic®

Mosaic, a proprietary data source from Experian, is a household-based consumer lifestyle segmentation system that classifies all U.S. households and neighborhoods into unique types and groups that provide a 360-degree view of consumers' choices, preferences, and habits.



### TrueTouch<sup>SM</sup>

TrueTouch, a proprietary data source from Experian, is a data-driven content and contact engagement solution that empowers brands to pair the perfect messaging styles with the right channels and call to actions to deliver a personalized experience to your best customers.



## Don't see what you are looking for?

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# Financial audiences

Reach consumers based on online and offline financial behaviors. Experian offers various audience categories to target the best prospects based on profitability, approval rates, response rates, so you can understand their financial attitudes and spending ability.

This data is excellent for financial and insurance institutions looking to reach consumers meeting their product's requirements. Experian's finance audiences can also be used by retailers, automotive and any other brand where lending is a consideration in the purchase.



## Example use cases



Reach ideal consumers for your new store credit card by combining finance, lifestyle and interest audiences, and create a campaign that reaches loyalty card users with a high discretionary spend.



Engage consumers for Invitation to Apply (ITA) prospecting marketing for any financial service such as banking/deposits, credit card, mortgage, auto loan, and refinancing, utilizing Fair Lending Act friendly audiences.

## Finance audiences categories

### Fair Lending Act (FLA) friendly audiences<sup>1</sup>

Experian uses our advanced statistical analytics to combine de-identified consumer credit data, aggregated credit data, area-level characteristics, and other data attributes available from Experian Marketing Data to create fair lending act friendly audiences.

#### Benefits:

- Align product offers to the consumer's needs and quickly identify those consumers who are most likely to respond.
- Employ advanced statistical validation and monitoring to ensure ongoing performance.



### Financial Personalities audiences

Experian, in partnership with First Manhattan Consulting Group (FMCG), uses primary research conducted on over 25,000 U.S. households in combination with other data attributes available from Experian Marketing Data to create behavioral audiences specific for finance.

#### Benefits:

- Target consumers based on profitability, approval, and response rates.
- Refine audiences based on profitability.
- Cross-sell and market to existing and prospective customers who are likely to have a higher lifetime value.



### Profitability Scored Audiences

Experian uses advanced statistical analytics to combine de-identified aggregated credit data, area level characteristics and other Experian Marketing Data attributes to create audiences scored based on their likelihood to have high approval rates and pay or perform on debts.

#### Benefits:

- Understand a consumer's financial attitudes and ability to spend.
- Understand how households save and how they interact with retail financial services companies.
- Understand what consumers are and are not spending money on.





## Take a deeper look at our audiences

## Fair Lending Act friendly audiences

## In-market

Financial FLA Friendly &gt; In Market &gt;

Consumers who are predicted to be in-market and will open a specific product type within the next 180 days:

- Auto
  - Auto loan refinance
  - Auto lease
  - Auto loan
- Credit Cards
  - Credit card
  - Bankcard no limit
  - Retail bankcard
  - Bankcard revolving
- Home
  - Home equity
  - First mortgage
  - New mortgage
  - Mortgage refinancing
  - Second mortgage
- Personal Loans
  - Personal installment loan
  - Personal unsecured loan
  - Personal loan consolidated
- Retail installment trade
- Retail revolving trade
- Student new loan
- Buy now pay later

## Loan type

Financial FLA Friendly &gt; Mortgage Loan Age &gt; Financial FLA Friendly &gt; Equity Loan Age &gt; Financial FLA Friendly &gt; Student Loan Age &gt;

These segments predict the age of a loan based on the origination time frame. Audiences are available for multiple time increments from less than four years to up to 12 years:

- Mortgage loan age
  - Less than 4 years
  - 5 years
  - 6 years
  - 7 years
  - 8 years
  - 9 years
  - 10 years
  - 11 to 12 years
- Student loan age
  - Less than 5 years
  - 6 years
  - 7 years
  - 8 years
  - 9 years
  - 10 years
  - 11 years
  - 12 years
- Equity loan age
  - Less than 6 years
  - 7 to 8 years
  - 9 years
  - 10 years
  - 11 years
  - 12 + years
- Has an existing loan
- Paid off a loan

## Income

Financial FLA Friendly &gt; Income &gt;

Predicts the likelihood of the income for the household:

- \$1,000 to \$24,999
- \$25,000 to \$34,999
- \$35,000 to \$49,999
- \$50,000 to \$74,999
- \$75,000 to \$99,999
- \$100,000 to \$149,999
- \$150,000 +

## Debt to income ratio

Financial FLA Friendly &gt; Debt to Income Ratio &gt;

Predicts the current debt situation for a household. Ratios are available in ranges from 1% to over 101%:

- 1% to 20%
- 21% to 35%
- 36% to 45%
- 46% to 60%
- 61% to 75%
- 76% to 85%
- 86% to 100%
- 101% +

## Balance and bankcard

Financial FLA Friendly &gt; Credit Card Balance 12 Mos &gt;

Financial FLA Friendly &gt; Credit Card Balance Transfer Amt &gt;

Audiences that predict a consumer's propensity for balance transfer and their bankcard insights:

- 12 Months
  - \$1 to \$1,999
  - \$2,000 to 2,999
  - \$3,000 to \$3,999
  - \$4,000 to \$4,999
  - \$5,000 to \$5,999
  - \$6,000 to \$6,999
  - \$7,000 to \$7,999
  - \$8,000 to \$8,999
  - \$10,000 +
- Balance Transfer Amount
  - \$1 to \$2,499
  - \$2,500 to \$2,999
  - \$3,000 to \$3,249
  - \$3,250 to \$3,499
  - \$3,500 to \$3,999
  - \$4,000 to \$4,499
  - \$4,500 to \$4,999
  - \$5,000 to \$5,999
  - \$6,000 +

## Ability to pay

Financial FLA Friendly &gt; Ability to Pay &gt;

Predicts the likelihood the consumer will be able to pay their debt. Segments are broken out by credit score range:

- Score range 600 and less
- Score range 601 to 640
- Score range 641 to 660
- Score range 661 to 690
- Score range 691 to 720
- Score range 721 to 740
- Score range 741 to 760
- Score range 761 to 780
- Score range 781 +



## Fair Lending Act friendly audiences continued

### Current Home Value

[Housing Attributes > Current Home Value >](#)

Predicts the current home value of consumers living in a household.

- \$40,000-\$59,999 (FLA / Fair Lending Friendly)
- \$60,000-\$79,999 (FLA / Fair Lending Friendly)
- \$80,000-\$99,999 (FLA / Fair Lending Friendly)
- \$100,000-\$119,999 (FLA / Fair Lending Friendly)
- \$120,000-\$139,999 (FLA / Fair Lending Friendly)
- \$140,000-\$159,999 (FLA / Fair Lending Friendly)
- \$160,000-\$199,999 (FLA / Fair Lending Friendly)
- \$200,000-\$249,999 (FLA / Fair Lending Friendly)
- \$250,000-\$349,999 (FLA / Fair Lending Friendly)
- \$350,000-\$499,999 (FLA / Fair Lending Friendly)
- \$450,000-\$749,999 (FLA / Fair Lending Friendly)
- \$750,000-\$999,999 (FLA / Fair Lending Friendly)
- \$1,000,000+ (FLA / Fair Lending Friendly)

### Deposits financial personality

[Financial Personalities > Deposits Financial Personality >](#)

These audiences include consumers who are likely to look for bank offers based on their spending behaviors:

- Conservative branch banker
- Demanding advice seeker
- Hesitant borrower
- Self-directed diversifier
- Uninterested

### Investments financial personality

[Financial Personalities > Investments Financial Personality >](#)

Audiences to help understand a consumer's comfort and behaviors with making financial investments:

- Broker-reliant delegator
- Cautious investing novice
- Price sensitive, self-directed investor
- Savvy sound-board seeking investor
- Skeptical, fund-oriented investor

## Financial Personalities audiences

### Insurance financial personality

[Financial Personalities > Insurance Financial Personality >](#)

Audiences to help understand a consumer's behavior and confidence in their ability to find the right life insurance:

- Confident, self-directed planner
- Engaged advice seeker
- Insurance averse
- Reluctant insurance skeptic
- Secure agent-oriented loyalist
- Uninterested

### Credit card personality

[Financial Personalities > Credit Card Financial Personality >](#)

Used to identify consumers based on their credit card usage and behaviors:

- Complacent card user
- Credit seeking card switcher
- Loyal rewards enthusiast
- Reluctant user
- Uninterested

### Home equity financial personality

[Financial Personalities > Home Equity Financial Personality >](#)

Audiences to help understand a consumer's home equity circumstances and behaviors:

- Hesitant Borrower
- Home equity averse skeptic
- Home equity enthusiast
- Secure, savvy credit users
- Uninterested

### Mortgage financial personality

[Financial Personalities > Mortgage Financial Personality >](#)

Audiences to help understand a consumer's behavior and preferences with mortgages:

- Advice seeking refiner
- Conservative, bank loyalist
- Disciplined, passive borrower
- Secure, active refiner
- Uninterested

## Profitability Scored audiences

### Investment balances

Consumer Financial Insights > Investment Balances >

Audiences that include consumers who have an investment balance in six total tiers with Tier 1 being the highest, and Tier 6 being the lowest.

### Net asset score

Consumer Financial Insights > Net Assets Score (Net Worth) >

Predict a consumers likely net asset score ranging from less than \$25,000 to over \$5,000,000.

### Mortgage refinance

Consumer Financial Insights > Mortgage Refinance >

Predicts the likelihood the consumer is to refinance their mortgage.

- Extremely likely to refinance
- Highly likely to refinance
- Very likely to refinance
- Somewhat likely to refinance
- Likely to refinance
- Somewhat unlikely to refinance
- Very unlikely to refinance
- Highly unlikely to refinance

### Discretionary Spend

Consumer Financial Insights > Discretionary Spend

Predicts annual discretionary spend for the category listed in the audience.

- Clothing/Apparel
- Total
- Dining out
- Donations
- Education

### Household deposits/balances

Consumer Financial Insights > Household Deposits/Balances >

Audiences that include households that have bank deposits balance in six total tiers with Tier 1 being the highest, and Tier 6 being the lowest.

### Investable assets

Consumer Financial Insights > Investable Assets >

Audiences that include consumers who have available investable assets in seven total tiers with Tier 1 being the highest, and Tier 7 being the lowest.





## Improve engagement by refining your audience

### Demographics

These audiences help refine your targeting with relevant household demographic attributes.

Example audiences

- Length of residence
- Homeowner
- Renter
- Presence of children



### Mobile Location

Gives you the ability to add another intent trigger, physical location to your audiences.

Example audiences

- Visit financial institutions



### Lifestyle and Interests

Great audiences to layer in additional behaviors and interest to refine your audience.

Example audiences

- Loyalty card
- Presence of automobile
- Credit card revolver
- Premium store credit card user
- Investor
- Online banking



### Where to activate

Check out our media destination guide to see where Experian audiences are readily available on the shelf for your next digital and TV campaign.

[See full destination list →](#)

A few examples of our destinations



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## Have you considered adding the following?

### Mosaic®

Mosaic, a proprietary data source from Experian, is a household-based consumer lifestyle segmentation system that classifies all U.S. households and neighborhoods into unique types and groups that provide a 360-degree view of consumers' choices, preferences, and habits.



### TrueTouch<sup>SM</sup>

TrueTouch, a proprietary data source from Experian, is a data-driven content and contact engagement solution that empowers brands to pair the perfect messaging styles with the right channels and call to actions to deliver a personalized experience to your best customers.



## Don't see what you are looking for?

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# Health audiences

Experian's health audiences use retail data to provide insight into health-related purchases and behaviors. Our lifestyle and interest data also includes many audiences that provide insight into healthy lifestyle habits.



## Example use cases



A beverage brand is launching a new protein infused electrolyte drink. To reach their target audience they use the shopper behavior audience 'Gyms, exercise, and fitness clubs' alongside a mobile location audience 'Frequent gym goers' to reach consumers with a healthy lifestyle.



A brand is launching a new micro-nutrient meal plan, and to reach their target audience they target transaction audience 'Health and fitness' with a shopper behavior audience 'vitamins and supplements' to reach consumers with a healthy diet.

## Health audience categories

### Transaction Data

Compiled from consumers that opt-in to report all transactions including credit, cash, online and offline. This data is then aggregated at the household level.

The data is sourced from over 500 brands that span across over 25 categories.

Purchase based data is best used to reach consumers most likely to purchase based on actual purchase history.

### Benefits:

- Access highly accurate data built from actual purchases.
- Enables 1:1 deterministic targeting.
- Leverages consumer opt-in transactions from both offline and online purchases.



### Predictive Audiences

Experian uses our data expertise with our predictive technology to identify consumers most likely to make a purchase.

These predictive audiences use multiple data sources to identify consumers based on their expected spend across 37 purchase-based categories.

Predictive audiences provide a broad view into household purchase and payment trends.

### Benefits:

- Uses a foundation of purchase-based data to create expanded and predictive audiences.
- Enables brands to target consumers based on their likelihood to purchase in the next 12 months.



## Health data categories continued

### Shopper Behavior

Shopper behavior audiences are best used to reach consumers based on tactical shopper behaviors and patterns based on known purchase data.

Data is sourced from over 500 merchants brands representing about 300 transactions per month.

#### Benefits:

- Balance accuracy and scale.
- Built on a foundation of historical purchase data to expand and categorize data.



Take a deeper look at our audiences

## Transaction Data

### Health and fitness

[Purchase Transactions > Health and Fitness >](#)

Household that spend on general health and nutrition merchandise, vitamins, supplements, self-treatment, books and magazines related to healthy living.

## Shopper Behavior

### Health and fitness

[Retail Shoppers: Purchase Based > Health and Fitness >](#)

Households that are likely high or frequent spenders at health and fitness related retailers.

- Gyms, exercise, and fitness clubs
- Vitamins and supplements
- Hair salons and barber
- Healthy food meal kit service
- Massage spenders
- Premade healthy meals weight loss
- Personal health

## Predictive Audiences

### Nutraceuticals, bioceuticals and supplements

[Purchase Transactions > Nutraceuticals, Bioceuticals and Supplements >](#)

Households that buy nutrients, dietary supplements, vitamins and herbal products.

### Active Insurance Shoppers

[Purchase Predictors > Shoppers All Channels >](#)

Households that are likely in-market shopping for health and life insurance





## Improve engagement by refining your audience

### Demographics

These audiences help refine your targeting with relevant household demographic attributes.

Example audiences

- Presence of children
- Baby boomers
- Household income
- Grandparents
- Occupation



### Mobile Location

Gives you the ability to add another intent trigger, physical location to your audiences.

Example audiences

- Frequent gym goers



### Lifestyle and Interests

Great audiences to layer in additional behaviors and interest to refine your audience.

Example audiences

- Fitness enthusiast
- Healthy living
- On a diet
- Healthy holistic
- Trusting patients
- Invincibles



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### TrueTouch<sup>SM</sup>

TrueTouch, a proprietary data source from Experian, is a data-driven content and contact engagement solution that empowers brands to pair the perfect messaging styles with the right channels and call to actions to deliver a personalized experience to your best customers.



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# Political audiences

Political audiences from Experian provide marketers with insight into the party affiliations and unique viewpoints on key political issues of your consumers. The audiences go beyond affiliations and provides insights into the political opinions of your consumers to help you target your audience more effectively, develop more relevant messaging, and prospect with more confidence.



## Example use cases



A health insurance company offering a new low entry point can use our 'Unconnected; Unregistered' political audience to reach young hard-working individuals who are striving for a better standard of living.



A CPG company with a premium bio-based product can use our Political Persona audience to reach Green Traditionalists who have strong beliefs about protecting the environment.

## Political audience categories

### Political Affiliation

Provides marketers with insight into consumer party affiliations.

These audiences are built off voter registration data and are combined with other attributes from Experian Marketing Data to create audiences on political affiliation.

#### Benefits:

- Built on a foundation of registration data that uses our advanced statistical models to provide scale.
- Privacy by design. These highly accurate models are validated by our audience team to ensure precise targeting.



### Political Personas

Provides insight into the unique viewpoints of consumers on key political issues.

This data was sourced from ZIP and county level voter data and combined with other attributes from Experian Marketing Data, to predict the probability of belonging to a political party.

#### Benefits:

- Scalable audience that provides 100% coverage to Experian's universe.
- Privacy by design. These highly accurate models are validated by our audience team to ensure precise targeting.



### Relevant ballot initiative audiences

Reach consumers based on attitudes and behaviors related to key ballot measures. Refine your target by using audiences based on past purchases, mobile visitation, media consumption and more.

#### Benefits:

- Over 240 politically relevant audiences to reach constituents with the right message.
- Audiences pulled from 15 data categories giving you a 360-degree view of you consumers.





## Take a deeper look at our audiences

### Political affiliation

#### Political affiliation

[Politics > Political Affiliation >](#)

Consumers who are likely to be included in the political parties below:

- Democrat
- Independent/other
- Republican
- Unregistered

### Political personas

#### Political personas

[Politics > Political Personas >](#)

Predicts consumers perspectives on political issues. Personas outlined below:

- Moderate Republicans
- Political Unregistered Liberal Leaning Committed Republicans
- Committed Democrats
- Liberal Leaning Independents
- Political Leaning Conservatives
- Moderate Democrats
- Political Unregistered Conservative Leaning Conservative Leaning Independent
- Political Leaning Liberals
- Democrat Leaning Counties
- Political Affiliation Switcher Counties
- Political Battleground Counties (general)
- Republican Leaning Counties
- House Battleground Political Districts (congressional districts)
- Independent Leaning Counties

### Relevant ballot initiative audiences:

Politically relevant audiences that can influence decisions

#### Personal Views

Understand a consumer's personal views around family, their social and work life. Taxonomy path of audience:

[Psychographic/Attitudes > Personal Views >](#)

#### Demographics

Demographics play a critical role in voter opinions with presence of children, age, and household income influencing decisions at the polls. Taxonomy paths of audiences:

- [Geo-Indexed > Demographics >](#)
- [Demographics > Education >](#)
- [Demographics > Marital status >](#)
- [Demographics > Household Income \(HHI\) >](#)
- [Demographics > Ages >](#)
- [Demographics > Homeowners/Renters >](#)
- [Lifestyle and Interests \(Affinity\) > Moms, Parents, Families >](#)
- [Demographics > Presence of Children >](#)

#### Finance

Income and large financial decisions often trigger changes in perspective and influence voter behaviors. Taxonomy paths of audiences:

- [Financial FLA Friendly > Income >](#)
- [Financial FLA Friendly > In Market](#)

#### Occupation

Provides the opportunity to deliver targeted messaging on measures based on a consumer's occupation. Taxonomy paths of audiences:

- [Demographics > Occupation >](#)
- [Consumer Behaviors > Occupation:](#)
- [Consumer Behaviors > At-Home:](#)



## Relevant ballot initiative audiences:

Politically relevant audiences that can influence decisions

### Charitable causes

Understanding where consumers are actively donating to charitable causes paints a clear picture into their political interests. Taxonomy paths of audiences:

- Lifestyle and Interests (Affinity) > Charitable Causes >

### Ballot initiative support

From military to fishing and hunting, understanding consumer interest and their attitudes toward topics like renewable technologies are key indicators of ballot initiative support. Taxonomy paths of audiences:

- Lifestyle and Interests (Affinity) > Occupation > Military
- Lifestyle and Interests (Affinity) > Activities and Entertainment >
- Travel Intent > Activities >
- Lifestyle and Interests (Affinity) > Hobbies >
- GreenAware >
- Psychographic/Attitudes > Shopping Behavior >
- Consumer Behaviors > At-Home:

### Political News Consumption Behaviors

Politics > Lifestyle and Interest >

Consumers in these audiences have shown online activity consuming political news topics on the following channels/networks:and their interests. Taxonomy paths of audiences:

- Fox political news viewers
- CNN political news viewers
- Mass media political news viewers
- Political media news viewers
- Conservative political news viewers
- Liberal political news viewers
- Religious media political news viewers
- Spanish language political news viewers

## Where to activate

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[See full destination list →](#)

## A few examples of our destinations



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**yahoo!**

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# Retail audiences

Experian's data covers all major categories including apparel, home, technology, and more. Experian uses our expertise in data privacy and validation to ensure the accuracy of all audiences and attributes.

This data is great for retailers, retail media networks, CPG, technology, and telecommunications when used with other verticals to better understand your customers.



## Example use cases



Target households based on previous purchases for complementary products within a category. For example, target health, fitness, and gym goers for a line of protein shakes.



Use purchase predictors to expand or reach new audiences. For example, an apparel brand is launching a new women's apparel line, Predictive audiences "women's apparel" audience can support reaching new audiences within the category.

## Retail data categories

### Transaction Data

This is compiled from consumers that opt-in to report all transactions including credit, cash, online, and offline. This data is then aggregated at the household level.

The data is sourced from over 500 retail brands that span across over 25 retail categories.

Transaction data is best used to reach consumers based on known purchases.

### Benefits:

- Access highly accurate data built from actual purchases.
- Enables 1:1 deterministic targeting.
- Uses consumer opt-in transactions from both offline and online purchases.



### Shopper Behavior

Shopper behavior audiences are best used to reach consumers based on tactical shopper behaviors and patterns based on known purchase data. Experian identifies shopper patterns over time based on the sourced purchase-based data.

Data is sourced from over 500 merchant brands representing about 300 million transactions per month.

### Benefits:

- Balance accuracy and scale.
- Built on a foundation of historical purchase data to expand and categorize data.



## Retail data categories continued

## Predictive Audiences

Experian® uses our data expertise with our predictive technology to identify consumers most likely to make a purchase.

These predictive audiences use multiple data sources to identify consumers based on their predicted spend across 37 purchase-based categories.

Predictive audiences provide a broad view into household purchase and payment trends.

## Benefits:

- Uses a foundation of purchase-based data to create expanded and predictive audiences.
- Enables brands to target consumers based on their likelihood to purchase in the next 12 months.



Take a deeper look at our audiences

## Transaction Data

## Spenders

[Purchase Transactions >](#)

Households that purchase within the following categories:

- |                          |                                  |
|--------------------------|----------------------------------|
| • Books/Reading          | • Holidays                       |
| • Children's products    | • Home and garden                |
| • Clothing and apparel   | • Home decor                     |
| • Collectibles           | • Home improvement               |
| • Cooking products       | • Home office/business           |
| • Craft and hobby        | • Household goods                |
| • DIY and advice seekers | • Jewelry                        |
| • Education              | • Lifestyle and media influenced |
| • Female apparel         | • Male apparel                   |
| • Games                  | • Pets                           |
| • History                | • Science and nature products    |
| • Hobbies and interests  | • Sports and fitness             |

## Frequent spenders

[Purchase Transactions >](#)

Households that are more frequent purchasers within the following categories:

- |                        |                               |
|------------------------|-------------------------------|
| • Children's products  | • Games                       |
| • Clothing and apparel | • Home improvement/DIY        |
| • Cooking products     | • Household goods             |
| • Craft and hobby      | • Pets                        |
| • Female apparel       | • Science and nature products |
|                        | • Sports and fitness          |

## High spenders

[Purchase Transactions >](#)

Households that have higher spend within the following categories:

- |                          |                               |
|--------------------------|-------------------------------|
| • Children's products    | • Home decor                  |
| • Clothing and apparel   | • Home improvement            |
| • Cooking products       | • Home office/business        |
| • Craft and hobby        | • Household goods             |
| • DIY and advice seekers | • Payment type                |
| • Female apparel         | • Pets                        |
| • Games                  | • Science and nature products |
| • Home and garden        | • Sports and fitness          |

## Recent spenders

[Purchase Transactions >](#)

[Cooking Products >](#)

Households that have spent within the last 12 months on cooking-related products.

## Resale Ticket Buyers

[Retail Shoppers: Purchase Based > Lifestyle and Interests >](#)

Consumers who purchase resale tickets for events.

## Payment Type

[Purchase Transactions >](#)

[Payment Type >](#)

Households that are either cash or credit card buyers based on consumer-reported transactions within the last 24 months.

## Shopping

[Purchase Transactions >](#)

[Shopping >](#)

Households that are either in store or online buyers based on consumer-reported transactions within the last 24 months.



## Shopper Behavior

### All channels, online and in-store shoppers

Retail Shoppers: Purchase Based > Shoppers All Channels >

Retail Shoppers: Purchase Based > Online Shoppers >

Retail Shoppers: Purchase Based > In Store Shoppers >

Consumers who have a high propensity to make a purchase across the following categories – available across all channels, online and in-store:

- Accessories
- Active outdoors – Hard goods
- Active outdoors – Soft goods
- Apparel
- Computers
- Electronics and gadgets
- EMotion riders e-scooters e-bikes e-skateboards enthusiasts
- Food and beverages
- Furniture
- General/Misc
- Hobbies and entertainment
- Home décor
- Home domestics
- Home maintenance
- Home office
- Kitchen
- Lawn and garden
- Outdoor living
- Overall
- Pets
- Seasonal Products
- Shoes
- Toys
- Wilderness sports and camping

### Shopping Behavior

Retail Shoppers: Purchase Based > Shopping Behavior >

Likely shoppers based on a combination of known credit/debit transactions and predictive behaviors to ensure the highest propensity to purchase:

- Arts & crafts
- Baby products
- Big-box electronics
- Consumer electronics
- Children's stores
- Children & family
- Discount/Dollar stores
- Florists & flower gifts
- Foodies
- Home decorations
- Thrift store
- Jewelry & watches
- Mattresses
- New movers
- New online retail shoppers
- Outdoor enthusiasts
- Telecommunications
- Big box and club stores
- Children Toys
- Department store
- Gift shoppers
- Disney fans

### Seasonal

Retail Shoppers: Purchase Based > Shoppers All Channels >

High spenders or frequent purchasers at strategic retailers based on the following seasonal events:

- Valentine's Day – Gift and jewelry stores
- Father's Day – Department, electronic, and sports stores
- Tax preparation
- Mother's Day – Gift and jewelry stores

### Seasonal: Holiday

Retail Shoppers: Purchase Based > Seasonal > Holiday Shoppers:

Likely shoppers during the holiday season for the following categories:

- Apparel
- Big Box stores
  - Amazon
  - Costco
  - Sams
  - Walmart
- Children's stores
- Consumer electronics
- Department stores
- Gift shoppers
- Last minute shoppers
- Luxury department stores
- One stop holiday shoppers
- QVC/HSN
- Sporting goods

### Seasonal: Black Friday

Retail Shoppers: Purchase Based > Seasonal > Holiday Shoppers:

Likely shoppers for Black Friday and Cyber Monday.

- Black Friday
- Black Friday big box club stores
- Black Friday online shoppers
- Cyber Monday
- Cyber Monday big box club stores

### Seasonal: Back-to-School

Retail Shoppers: Purchase Based > Seasonal > Back to School:

Likely during the back to school season broken out by school stages - PreK, Elementary, Middle School, High School - and includes the following:

- Apparel
- Supplies
- Moderate spend
- High spend

### Seasonal: Summer sales

Retail Shoppers: Purchase Based > Seasonal > Summer Sales Event Shoppers:

Segments of high spenders during Fourth of July, Labor Day or Memorial day.

### Seasonal: New Years

Retail Shoppers: Purchase Based > Seasonal > New Year's

Likely high spenders or frequent purchases during New Years across the following categories:

- Health/Fitness/Gym
- Food/Healthy food
- Pre-made meals
- Vitamins/Diet Supplements



## Shopper Behavior continued

### Seasonal: Fathers, Mothers and Valentines Day

Retail Shoppers: Purchase Based > Seasonal > Holiday Shoppers >

Likely shoppers for Fathers day, Mothers Day and Valentines Day

- Fathers Day - Locations
- Mothers Day - Purchases
- Fathers Day - Purchases
- Valentines Day - Locations
- Mothers Day - Locations
- Valentines Day - Purchases

### Clothing and apparel

Retail Shoppers: Purchase Based > Apparel >

Households that are frequent spenders, high spenders or general spenders for clothing and apparel based on known purchases within the last 24 months.

### Technology/Telecom

Retail Shoppers: Purchase Based > Technology/Telecom >

Households that are frequent spenders, high spenders, or general spenders in computers/ software or in wireless.

### Home improvement and DIY

Retail Shoppers: Purchase Based > Home Improvement & DIY >

Households that purchase at home improvement and DIY stores broken out by online and in store shoppers for the following categories:

- Furniture & home décor
- Garden & land scaping
- Hardware & home improvement

### QSR and Dining

Retail Shoppers: Purchase Based > Food and Drink >

Consumers who are likely to be visitors or frequent spenders at casual dining, fast food and other quick service restaurants.

- Dinner QSR visitors
- Lunch QSR visitors
- Breakfast QSR visitors
- Fast Food/QSR mexican frequent spenders
- Coffee frequent spenders
- Fast food/QSR subs and sandwich frequent spenders
- Fast food/QSR pizza frequent spenders
- Fast food/QSR ice cream frequent spenders
- Fast food/QSR frequent spenders
- Fast food/QSR chicken frequent spenders
- Fast food/QSR burger frequent spenders
- Casual dining frequent spenders
- Casual dining breakfast frequent spenders

### Home furnishings

Retail Shoppers: Purchase Based > Home Furnishings >

Households that are spenders at furniture and home decor stores across deals discounts and luxury high end categories.

### Sporting goods, apparel

Retail Shoppers: Purchase Based > Sporting Goods, Apparel >

Households that are spenders in the sporting goods category, available from general sporting goods, golf equipment, athleisure sportswear, pickleball enthusiast and high end shoppers.

### Pets

Retail Shoppers: Purchase Based > Pets >

Households that are buyers of pet and animal related products available by frequent spenders, high spenders, and general spenders.

### Department stores

Retail Shoppers: Purchase Based > Shopping Behavior > Department Store

Household identified as likely spenders at department stores segments available for both bargain hunters and luxury: high end buyers.

## Purchase Predictors

### Shoppers all channels

Purchase Predictors > Shoppers All Channels >

Consumers who are likely to purchase across all channels:

- Accessories
- Home domestics
- Active outdoors hard goods
- Home maintenance and improvement
- Active outdoors soft goods
- Household goods
- Apparel
- Kitchen and cooking
- Books
- Life insurance shoppers
- Children's products
- Luxury
- Collectibles
- Men's apparel and grooming
- Computers and software
- New pet owners
- DIY
- Outdoor living
- Education and early learning
- Pets
- Electronics and appliances
- Pet insurance shoppers
- Fashionistas
- Science and nature products
- Furniture and mattresses
- Seasonal holidays
- General retail and bargain
- Shoes
- Health insurance shoppers
- Toys
- Hobbies and crafts
- Home décor
- Womens apparel and beauty

# Travel audiences

Travel audiences from Experian allow marketers to reach consumers based on data that considers their travel intent, purchase behaviors, and discretionary spend.



## Example use cases



A five-star hotel and spa in Napa Valley wants to promote their property. They use multiple Experian audiences to find luxury travelers with relevant interests for the property (foodies, wine lovers, and spa-goers).



A Florida theme park targets frequent theme park visitors that do not have children in their household to promote mid-week winter deals to increase park visits while children are in school.

## Travel audience categories

### Travel intent

Travel intent gives insight into a consumer's likelihood to visit, their travel preference, and the activities they engage in while traveling, and more.

Data is sourced directly from consumers who have reported their travel preferences.

#### Benefits:

- 36 audience segments that can be used to understand consumer travel preferences.
- Direct opt-in consumer data.



### Shopper behavior

Shopper behavior audiences are best used to reach consumers based on tactical shopper behaviors and patterns based on known purchase data.

Data is sourced from over 500 merchant brands that represent about 300 million transactions per month.

#### Benefits:

- Scalable audience that provides 100% coverage to Experian's universe.
- Privacy by design. These highly accurate models are validated by our audience team to ensure precise targeting.



### Discretionary spend

Discretionary spend offers five levels of spend tiers that predict annual discretionary spend for travel.

These audiences are modeled based on primary market research and other data attributes from Experian Marketing Data.

#### Benefits:

- Understand what consumers are and are not spending money on.
- Understand how households intend to spend on travel related activities.



## Travel intent

### Activities

[Travel Intent > Activities](#)

Consumers that are likely to enjoy the following activities while traveling:

- Biking
- Boating
- Camping
- Culinary experience
- Fishing
- Golfing
- Hunting
- Nightlife
- Shopping
- Spa
- Professional sports events
- Tennis
- Touring sightseeing
- Volunteerism activities
- Water sports
- Winery distillery brewery tours
- Winter sports

### Travel preference

[Travel Intent > Travel Preferences](#)

Consumers who are likely to have the following travel preferences:

- All suite hotel
- Beach/waterfront
- Eco-sustainable travel
- Resort
- Timeshare

### Likelihood to visit

[Travel Intent > Likelihood to visit](#)

Consumers who are likely to enjoy the following points of interests while traveling:

- Amusement parks
- Historic sites
- Museums
- Parks
- Wildlife
- Zoo

### Hotel preference

[Travel Intent > Hotel Preference](#)

Consumers who are likely to have the following hotel preferences:

- Best Western
- Choice hotels
- Hilton hotels
- Intercontinental Hotel Group hotels
- Marriot hotels
- Starwood hotels

### Travel type

[Travel Intent > Travel Type](#)

Consumers who have traveled and stayed in a hotel for either business or leisure:

- Traveled for business in the last 12 months
- Traveled for leisure in the last 12 months

## Shopper behavior

### Air travel

[Retail shoppers: Purchase Based > Travel >](#)

Household spending patterns on purchasing air travel:

- Frequent spenders
- High spenders

### Travelers

[Retail shoppers: Purchase Based > Travel >](#)

High spenders or frequent travelers for the following activities and travel types:

- Business travelers
  - Domestic
  - Frequent spend
- Vacation/Leisure travelers
  - Beach trips
  - Domestic trips
  - Economy-Midscale
  - Frequent spenders
  - High spenders
  - Luxury
  - Las Vegas strip visitors
  - Spring break trips
  - Summer trips
  - Theme parks
  - Weekend getaways

### Cruise

[Retail shoppers: Purchase Based > Travel >](#)

Likely high or frequent spenders on hotels:

- Economy-Midscale
- Luxury
- Frequent spend
- High spend



## Shopper behavior continued

### Car rentals

Travel Intent > Activities

Likely spenders on car rentals:

- High spend
- Frequent spend

### Ride share

Retail shoppers: Purchase Based > Travel>

Likely frequent spenders for ride share services.

### Holiday Travel

Retail Shoppers: Purchase Based > Seasonal >

Consumers who are likely to travel during the holiday season including:

- Travel by train
- Travel by airline
- Travel by budget savvy airline

### International Travel

Retail Shoppers: Purchase Based > Seasonal >

Consumers who are likely to travel internationally during the holiday or summer season:

- International travel
- Travel to Europe
- Travel to Asia

### Summer Travel

Retail Shoppers: Purchase Based > Seasonal >

Consumers who are likely to travel during the summer.

- Vacation/Leisure
- Budget savvy travel
- Summer airline travel

### Budget Savvy Travel

Retail Shoppers: Purchase Based > Lifestyle and Interests >

Consumers who prefer cost-effective airline options, prioritizing affordability without compromising on travel experience.



## Discretionary spend

### Discretionary spend

Consumer Financial Insights > Discretionary Spend >C

Predicts annual discretionary spend for travel:

- \$1 - \$499
- \$500 - \$1,999
- \$2,000 - \$4,999
- \$5,000 - \$9,999
- \$10,000+



## Improve engagement by refining your audience

Layer additional data onto your audience reach strategy with impactful triggers such as demographics, location, and lifestyle and interest behaviors.

### Demographics

These audiences help refine your targeting with relevant household demographic attributes.

Example audiences

- Age
- Household Income
- Occupation
- Presence of children



### Mobile Location

Gives you the ability to add another intent trigger, physical location to your audiences.

Example audiences

- Theme park visitors
- Sport event visitors
- Las Vegas strip visitors
- Ski resort visitors
- Summer break travelers



### Lifestyle and Interests

Great audiences to layer in additional behaviors and interest to refine your audience.

Example audiences

- In-market travelers
- Hunters
- Sports enthusiasts
- Outdoor enthusiasts
- Travel frequency
- Cruise enthusiasts



### Where to activate

Check out our media destination guide to see where Experian audiences are readily available on the shelf for your next digital and TV campaign.

[See full destination list →](#)

A few examples of our destinations



**Snap Inc.**



## Have you considered adding the following?

### Mosaic®

Mosaic, a proprietary data source from Experian, is a household-based consumer lifestyle segmentation system that classifies all U.S. households and neighborhoods into unique types and groups that provide a 360-degree view of consumers' choices, preferences, and habits.



### TrueTouch<sup>SM</sup>

TrueTouch, a proprietary data source from Experian, is a data-driven content and contact engagement solution that empowers brands to pair the perfect messaging styles with the right channels and call to actions to deliver a personalized experience to your best customers.



## Don't see what you are looking for?

[Contact us](#) to have a custom audience or model created for you based on your business needs.



# Specialty categories

Data used to refine your audiences by layering these datasets.



# Demographic audiences

Demographic audiences from Experian provide marketers with the ability to tap into the accurate demographic data from Experian Marketing Data to refine audiences to meet a brand's target persona.

Our demographic audiences deliver insight into age, gender, income, and household attributes such as home ownership, presence of children in the household, and length of residence.



## Example use cases



An auto brand is running a special on their minivans and would like to reach families with their advertising using our demographic audiences presence of children 0–3, 4–6, 7–9 to reach families with young children.



A retail brand has a new line of clothing geared toward mature women. They can use our demographic audiences 'females' and ages '40 – 64.'

## Demographic audience categories

Demographic audiences from Experian, combine our advanced modeling capabilities with data sourced from public records, census, consumer surveys and other public information to create audiences across eight categories.

- Age
- Gender
- Marital Status
- Income
- Occupation
- Household size
- Household ownership
- Length of residence

## Take a deeper look at our audiences

### Age Band

[Demographics](#) > [Ages](#) >

Consumers who fit within the following age bands:

#### 10 Year Bands

- 18 to 29
- 25 to 54
- 30 to 39
- 40 to 49
- 50 to 59
- 60 to 64
- 65+

#### Gender Bands

- Female 25+
- Female 25 to 54
- Male 25+
- Male 25 to 54
- Adult males 18 to 24
- Adult males 18 to 34
- Adult males 18 to 39
- Adult males 18 to 49
- Adult males 21 to 39
- Adult males 25 to 44

- Adult males 25 to 49
- Adult males 35 to 54
- Adult females 18 to 24
- Adult females 18 to 34
- Adult females 18 to 39
- Adult females 18 to 49
- Adult females 21 to 39
- Adult females 25 to 44
- Adult females 25 to 49
- Adult females 35 to 54

#### 5 Year bands

- 19 to 24
- 21 to 24
- 25 to 29
- 30 to 34
- 35 to 39
- 40 to 44
- 45 to 49
- 50 to 54
- 55 to 59
- 60 to 64
- 65 to 69
- 70 to 74
- 75 to 79
- 80 to 84
- 85 to 89
- 90 to 94
- 95 to 99
- 75+

#### Other age bands

- Adults 18 to 24
- Adults 18 to 34
- Adults 18 to 39
- Adults 18 to 49
- Adults 21 to 39
- Adults 25 to 44
- Adults 25 to 49
- Adults 35 to 54



## Generations

[Demographics > Ages >](#)

Consumers who are a part of the generations listed below:

- Baby Boomers
- Gen Xers
- Gen Y
  - Equity Loan Age
- Gender by generation
  - Female Baby Boomers
  - Female Gen X
  - Female Gen Y
  - Male Baby Boomers
  - Male Gen X
  - Male Gen Y

## Household Income

[Demographics > Household Income \(HHI\) >](#)

Consumers who are likely have an estimated household income within the bands below:

- \$10K Increments
  - \$1,000 to \$14,999
  - \$15,000 to \$24,999
  - \$25,000 to \$39,999
  - \$40,000 to \$49,999
  - \$50,000 to \$59,000
  - \$60,000 to \$74,999
  - \$75,000+
- \$25K Increments
  - \$1,000 to \$24,000
  - \$25,000 to \$49,000
  - \$50,000 to \$74,999
  - \$75,000 to \$99,999
  - \$100,000 to \$124,999
  - \$125,000 to \$149,999
  - \$150,000 to \$174,999
  - \$175,000 to \$199,999
  - \$200,000+
- \$50K Increments
  - \$1,000 to \$49,999
  - \$50,000 to \$99,999
  - \$100,000 to \$149,999
  - \$150,000 to \$199,999
  - \$200,000 to \$249,999
  - \$250,000+

## Length of Residence

[Demographics > Length of Residence \(LOR\) >](#)

Consumers who have lived at their residence for the following time bands:

- 0 to 1 years
- 2 to 4 years
- 5 to 9 years
- 10 to 14 years
- 15 to 19 years
- 20 to 24 years
- 25 to 29 years
- 30 to 34 years
- 35 to 99 years

## Homeowners/Renters

[Demographics > Homeowners/Renters >](#)

Consumers who are likely to either own or rent their current residence.

## Presence of Children

[Demographics > Presence of Children >](#)

Consumers who likely have children in the household within the following age bands:

- Ages 0 to 3
- Ages 4 to 6
- Ages 7 to 9
- Ages 10 to 12
- Ages 13 to 15
- Ages 16 to 17
- Ages 0 to 17

## Gender

[Demographics > Gender >](#)

Consumers who are either male or female.

## Marital Status

[Demographics > Marital status >](#)

Consumers who are likely married or single.

 Have you seen our vertical audiences?

Our demographic data works great performs well when combined with our vertical audiences! We have syndicated audiences that span across the following verticals.

  
Auto

  
Business

  
Energy and Utility

  
Financial

  
Health

  
Political

  
Retail and CPG

  
Travel

### Where to activate

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→

Don't see what you are looking for?

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# Lifestyle and Interests audiences

Travel audiences from Experian allow marketers to reach consumers based on data that considers their travel intent, purchase behaviors, and discretionary spend.



## Example use cases



A brand is looking to run a promotional digital campaign on digital that uses Experian's ad responder 'digital' audience to help improve campaign performance.



A furniture store would like to drive traffic for their Labor Day sale and uses the Lifestyle and Interests audience 'First time homebuyer' to promote their budget friendly furniture.

## Lifestyle and Interests audience methodology

Lifestyle and Interests audiences from Experian, combine our advanced modeling capabilities with data sourced from self-reported interest and behavior surveys, syndicated research panels, and online behavior, which includes search and website visitation. These audiences can be used to support and refine audience creation across multiple verticals including:

- General interests
- Life events
- TV
- Auto
- Business
- Energy
- Finance
- Health
- Politics
- Retail
- Travel



## Take a deeper look at our audiences

## General interests

### Attitudes

[Psychographic/Attitudes > Media Involvement >](#)

[Psychographic/Attitudes > Self Concept >](#)

[Social Network Behaviors > Social IQ >](#)

Audiences that contain consumers who are likely to have the following attitudes:

- Media involvement
  - Newspaper
  - Radio
  - Ad negativity
  - Advertising receptive
  - Magazine
  - TV
- Self concept
  - Affectionate/Passionate
  - Brave/Courageous
  - Dominating/Authoritarian
  - Efficient/Organized
  - Refined/Gracious
- Social network behaviors
  - Social media heavy user

### Ad responders

Consumers who respond to promotions on the following channels based on known transactions in the last 24 months:

- Digital
- Direct Mail
- Email
- Insert

### Social media

Consumers who are likely to be active social media users based on terms and engagement within social media platforms:

- Facebook
- Instagram
- LinkedIn
- Pinterest
- Snapchat
- Twitter



## Life events

### First time homebuyer

[Life Events > Life Events >](#)

Identifies consumers who are likely to be first time home buyers.

### New homeowners

[Life Events > New Homeowners >](#)

Consumers who are likely to be new homeowners in the past 6 to 12 months.

### New movers

[Life Events > New Movers >](#)

Consumers who are likely to have recently moved in the past 6 to 12 months

### Recently married

[Life Events > Recently Married \(Newlyweds\) >](#)

Consumers who have recently changed their marital status from single to married in the last 3, 6 or 12 months.

### Recently single

[Life Events > Recently Single \(Divorced\) >](#)

Consumers who have recently changed their marital status from married to single in the last 3, 6 or 12 months.

### New parents

[Life Events > New Parents >](#)

Consumers who are likely new parents for children 0 to 36 months.

## TV audiences

### Cord cutters

[Lifestyle and Interests \(Affinity\) > Cord Cutters >](#)

Consumers who prefer alternative internet-based streaming based on survey response data.

### Local news

[Lifestyle and Interests \(Affinity\) > Local News >](#)

FLA Friendly – consumers likely interested in local news based on internet activity in the last 90 days.

### News

[Lifestyle and Interests \(Affinity\) > News >](#)

FLA Friendly – consumers likely interested in news based on internet activity in the last 90 days.

### Television

[Lifestyle and Interests \(Affinity\) > Television \(TV\) >](#)

Consumers who likely watch the following programs:

- Comedy television watcher
- Couch potatoes – Drama lovers
- Couch potatoes – Female focus
- Game show watcher
- Grammy watcher
- Guy shows on TV
- HBO watcher
- Oprah fan
- Reality TV show viewer
- Top Chef TV viewer
- TV animation show fans
- TV history show fans
- TV how-to shows
- TV movie fans
- TV news

## Auto audiences

### Automotive

[Lifestyle and Interests \(Affinity\) > Automotive >](#)

FLA Friendly – Consumers interested in general automotive based on their internet activity in the last 90 days.

### Car culture

[Lifestyle and Interests \(Affinity\) > Automotive > Car Culture](#)

FLA Friendly – Consumers likely interested in automotive car culture based on internet activity in the last 90 days.

### Auto insurance

[Lifestyle and Interests \(Affinity\) > In-Market > Auto Insurance >](#)

Consumers likely in-market for auto insurance.

### Presence of automobile

[Lifestyle and Interests \(Affinity\) > Purchase Behavior >](#)

Consumers who likely own an automobile.

## Business audiences

### New job

[Social Media > New Job >](#)

Reporting consumers to have started a new job based on using the search term 'starting a new job' on social media.

### Sales professionals

[Consumer Behaviors > At-Home: Business Travelers/ Sales Professionals >](#)

Consumers who are business travelers and are within the sales profession.

### Occupation

[Consumer Behaviors >](#)

Consumers who are likely to work within the following professions and industries:

- Construction/Mining
- Education
- Essential workers
- Government
- Healthcare/Social Services
- QSR/Restaurants
- Retail
- Small business owners
- Travel and hospitality

## Energy audiences

### Solar energy

[Lifestyle and Interests \(Affinity\) > In-Market> Solar Energy >](#)

Reporting consumers to have started a new job based on using the search term 'starting a new job' on social media.

## Finance audiences

### Credit card users

[Lifestyle and Interests \(Affinity\) > Financial >](#)

Frequent users of various card types listed below:

- Corporate credit card
- Credit card
- Debit card
- Major credit card
- Premium credit card
- Store credit card

### Financial behaviors

[Lifestyle and Interests \(Affinity\) > Financial Behavior >](#)

Predictive audiences that find consumers who are likely to perform the following behaviors:

- Credit card revolver (Pay minimum)
- Credit card transactor (Pay all)
- Life insurance policy holder
- Medical insurance policy holder
- Medicare policy holder
- Offline tax software user
- Online active frequent shoppers
- Online banking audience
- Online tax software user
- Tax Return – Self prepare user
- Tax Return – Professional service prepare user
- Tax shelter – Portfolio value \$100K+

### Investors

[Lifestyle and Interests \(Affinity\) > Investors>](#)

Consumers who are likely to be active investors in the following:

- Active Investor
- Brokerage Account Owner
- Online Trading
- Retirement Plan
- Mutual Fund Investor

## Health audiences

### Health and fitness

Lifestyle and Interests (Affinity) > Health & Fitness >

Consumers who are likely to be interested in health and fitness:

- Fitness Enthusiasts
- On a diet
- Healthy Living
- Weight conscious

### Image leader

Lifestyle and Interests (Affinity) > Health and Diet Attitudes >

Consumers who are likely to try any new health and nutrition products, and actively be a health information source for others.

### Healthy holistics

Lifestyle and Interests (Affinity) > Health and Diet Attitudes >

Consumers who are likely to try any new health and nutrition products, actively be a health information source for others.

### Image shapers

Psychographic/Attitudes > Health and Well Being >

Consumers who believe looking good means being healthy. Convenience and healthy choices can and do go together for this group.

### Invincibles

Psychographic/Attitudes > Health and Well Being >

Consumers who are likely to be Health and Well Being "Invincibles". Based on the statistical analysis of consumers that have reported to be unconcerned about their health.

### Trusting parents

Psychographic/Attitudes > Health and Well Being >

Consumers that who rely on doctors and are aware of and follow healthy eating and lifestyle practices.

### Weight reformers

Psychographic/Attitudes > Health and Well Being >

Consumers who struggle with health food choices as they try to find an easy and effective way to improve their diet and health.

## Political audiences

### Charitable causes

Lifestyle and Interests (Affinity) > Charitable Causes >

Consumers who are likely to engage with charitable causes including:

- Contributes by volunteering
- Contributes to arts/culture charities
- Contributes to charities
- Contributes to education charities
- Contributes to health charities
- Contributes to political charities
- Contributes to private foundations

### Television

Lifestyle and Interests (Affinity) > Television (TV) >

Consumers who are likely to view the following television programs:

- Political TV – Conservative
- Political TV – Liberal
- Political TV – Liberal Comedy

### Family centered

Psychographic/Attitudes > Personal Views >

Consumers who are likely to spend a quiet evening at home rather than go out; time is more valuable than money, duty before enjoyment, and they enjoy spending time at home with family.

### Social isolation

Psychographic/Attitudes > Personal Views >

Consumers who are likely unhappy with their life as it is, feel very alone in the world, worry a lot about oneself, and feel that there is little that can be done to change their life.

### Work centered

Psychographic/Attitudes > Personal Views >

Consumers who are likely to view money as the best measure of success, willing to sacrifice time with family to get ahead, view themselves as workaholics, and have the world view that people get what they deserve in life.

## CPG and retail audiences

### Activities and entertainment

[Lifestyle and Interests \(Affinity\) > Activities and Entertainment >](#)

Consumers who are likely to enjoy the activities listed below:

- Boating
- Coin collecting
- Do-it-yourselfers
- Home improvement
- Golf
- Video games

### Books and reading

[Lifestyle and Interests \(Affinity\) > Books & Reading >](#)

Consumers who are book readers:

- Audio book listener
- Book reader
- E-book reader

### Hobbies

[Lifestyle and Interests \(Affinity\) > Hobbies >](#)

Consumers who are likely to be interested in the following hobbies:

- Gardening
- Gourmet cooking
- Jewelry making
- Photography
- Scrapbooking

### Home and garden

[Lifestyle and Interests \(Affinity\) > Home and Garden >](#)

FLA Friendly - Consumers who are likely to be interested in home and garden:

- Gardening
- Home decorating

### Purchase behavior

[Lifestyle and Interests \(Affinity\) > Purchase Behavior >](#)

Consumers who are likely to shop at the following retail categories:

- Luxury home good buyer
- Luxury store buyer
- Prepaid phone & calling card
- Security system
- Supercenter
- Warehouse club member
- Young adult clothing buyers

### Switching behavior

[Psychographic/Attitudes > Mobile Behaviors >](#)

Consumers who are likely to switch service providers for different reasons including better quality, plans or technology.

### In-market

[Lifestyle and Interests \(Affinity\) > In-Market >](#)

Consumers who are likely to be interested in the following products and verified with known transactions:

- Furniture
- Furniture (family)
- Gift baskets
- High-end furniture
- Home décor
- Home improvement
- Home improvement (family)
- Kitchen dining furniture
- Kitchenware
- Living room furniture
- Luxury brand shopper
- Mattress and bedding
- Patio heaters
- Retail apparel
- Retail apparel – Deal shoppers
- Retail apparel – Families
- Seasonal products
- Shoes (deal seeker)
- Wedding registry

### Sports and recreation

[Lifestyle and Interests \(Affinity\) > Sports and Recreation >](#)

Consumers who are likely to play the following sports:

- Plays hockey
- Plays soccer
- Plays tennis
- Sports enthusiast

### Style and fashion

[Lifestyle and Interests \(Affinity\) > Style and Fashion >](#)

Consumers who are likely to be interested in "Style and Fashion" based on internet activity in the last 90 days.

### Technology

[Lifestyle and Interests \(Affinity\) > Technology >](#)

Consumers who are likely to have a high probability to adopt or own technology in the following categories:

- Apple iPod/iPhone owner
- Apple Mac purchaser
- Dell computer owner
- Home telco subscriber
- Online general use email
- Online researcher

### Feature focus

[Psychographic/Attitudes > Mobile Behaviors >](#)

Consumers who are likely to value features and technology more than the traditional calling features in helping to get information and keeping up with news.



## CPG and retail audiences continued

### Traditional users

[Psychographic/Attitudes > Mobile Behaviors >](#)

Consumers who are likely to use a landline cell phone for basic calling as well as the tendency to reserve a cell phone for emergency use.

### Mobile users

[Psychographic/Attitudes > Mobile Users >](#)

Consumers who likely exhibit the following mobile behaviors:

- Basic planners
- Mobile professionals
- Mobirati's
- No mobile phone
- Pragmatic adopters
- Social connectors

### Just the essentials

[Psychographic/Attitudes > Retail Shoppers >](#)

Consumers who are likely to purchase the necessities. They know what they want before they go shopping and are not impulsive shoppers. Key Themes: no nonsense.

### Mall maniacs

[Psychographic/Attitudes > Retail Shoppers >](#)

Consumers who like to try new products, stores, and styles. They connect and interact with their preferred brands and shopping brings them enjoyment. Key themes: attention, approval, quality, and image.

### Original traditionalists

[Psychographic/Attitudes > Retail Shoppers >](#)

Consumers who are likely to be loyal to their brands, stores, services, and their country. They are knowledgeable and the most environmentally responsible group who incorporate green practices regularly. Key themes: experience, trust, and reliability.

### Status strivers

[Psychographic/Attitudes > Retail Shoppers >](#)

Consumers who are likely to consider shopping fun and recreational. They like to browse as much as they buy. They are willing to travel to stores and spend the money and time necessary to keep up with trends. Key theme: image.

### Online Coupon Shoppers

[Lifestyle and Interests \(Affinity\) > Shopping Behavior >](#)

Consumers who frequently seek and use online coupons to save on purchases.

### Upscale clicks and bricks

[Psychographic/Attitudes > Retail Shoppers >](#)

Consumers who are likely to be knowledgeable and buy in-store or online. They are always carefully to research purchases online first, shop around, and compare prices before buying. Key theme: good deals.

### Virtual shoppers

[Psychographic/Attitudes > Retail Shoppers >](#)

Consumers who are likely to go for the bargains and the internet helps them find discounts so they don't pay full price. Key themes: affordability and ease.

### Approval seeking

[Psychographic/Attitudes > Shopper Behavior >](#)

Consumers who are likely to buy things that friends and neighbors approve of as well as keeping abreast of changes in fashions and styles.

### Brand loyals

[Psychographic/Attitudes > Shopper Behavior >](#)

Consumers who are likely to resist buying unknown brands to save money and looking for brand names on packages.

### Child influenced

[Psychographic/Attitudes > Shopper Behavior >](#)

Consumers who are likely to buy products because of children, either products that are child requested or because of a child's welfare.

### Impulse buyer

[Psychographic/Attitudes > Shopper Behavior >](#)

Consumers who are likely to change brands for the sake of variety and novelty. They make spur of the moment purchases and lack planning for major purchases.

### Informed consumer

[Psychographic/Attitudes > Shopper Behavior >](#)

Consumers who are likely knowledgeable about products, including reading product labels and shopping to take advantage of bargains.

## CPG and retail audiences continued

### Smart greens

[Psychographic/Attitudes > Technology Adoption >](#)

Consumers who are likely to buy products in recycled packaging, paper products that are recycled, and are against polluting products.

### Technology apprentices

[Psychographic/Attitudes > Technology Adoption >](#)

Consumers who are likely to be Technology Apprentices. They take advantage of technology using the internet and gadgets to a large extent but still have room to expand their usage.

### Technology journeymen

[Psychographic/Attitudes > Technology Adoption >](#)

Consumers who are likely to be Technology Journeymen. They consider technology an important part of life and are skilled users of new technology.

### Technology novices

[Psychographic/Attitudes > Technology Adoption >](#)

Consumers who are likely to be Technology Novices. They consider technology having limited impact on their life and are disconnected from emerging technology.

### Technology wizards

[Psychographic/Attitudes > Technology Adoption >](#)

Consumers who are likely to be Technology Wizards. They rely heavily on technology and new gadgetry.

### Families at home

[Consumer Behaviors >](#)

Consumers who are likely to consist of have households with that have children:

- Under 13
- 13+

### Social media

[Social Media >](#)

Consumers who are likely to be active social media users based on terms and engagement within social media platforms:

- Black Friday shopper
- Fitness device wearer
- Subscription boxes - Apparel

### Home office

[Consumer Behaviors >](#)

Consumers who are likely to own computer accessories like scanners and photo printers. They may be more likely to work from home, and thus spend a lot of time in their homes.

### Fantasy Sports Enthusiasts

[Lifestyle and Interests \(Affinity\) > Online Activity >](#)

Consumers who are most likely to enjoy fantasy sports online.

## Travel audiences

### Activities and entertainment

Lifestyle and Interests (Affinity) > Activities and Entertainment >

Consumers who are likely to participate in the following activities:

- Attends education programs
- Canoeing/Kayaking
- Hunters
- NASCAR enthusiasts
- NBA enthusiasts
- NFL enthusiasts
- NHL enthusiasts
- PGA Tour enthusiasts
- Zoo visitors

### Hobbies

Lifestyle and Interests (Affinity) > Hobbies >

Consumers who are likely interested in either fishing or are outdoor enthusiasts.

### In-market

Lifestyle and Interests (Affinity) > In-Market >

Online intenders likely interested in travel products. These audiences are validated against known transactions.

### Sports

Lifestyle and Interests (Affinity) > Sports >

Consumers who are likely interested in the following sports activities:

- College basketball enthusiast
- College football bowls
- Snow sports

### Travel

Lifestyle and Interests (Affinity) > Travel >

Consumers who are likely to exhibit the following travel behaviors:

- Frequent flyer program members
- High frequency business traveler
- High frequency cruise enthusiast
- High frequency domestic vacationer
- High frequency foreign vacationer
- Hotel guest loyalty program





## Have you seen our vertical audiences?



Auto



Business



Energy and Utility



Financial



Health



Political



Retail and CPG



Travel

### Where to activate

Check out our media destination guide to see where Experian audiences are readily available on the shelf for your next digital and TV campaign.

[See full destination list →](#)

### A few examples of our destinations



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**yahoo!**

## Have you considered adding the following?

### Mosaic®

Mosaic, a proprietary data source from Experian, is a household-based consumer lifestyle segmentation system that classifies all U.S. households and neighborhoods into unique types and groups that provide a 360-degree view of consumers' choices, preferences, and habits.



### TrueTouch<sup>SM</sup>

TrueTouch, a proprietary data source from Experian, is a data-driven content and contact engagement solution that empowers brands to pair the perfect messaging styles with the right channels and call to actions to deliver a personalized experience to your best customers.



## Don't see what you are looking for?

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# Mobile Location audiences

Mobile location data from Experian delivers insight to brands on the “a day in the life” of a consumer. Ultimately mobile location audiences help marketers better understand consumer lifestyles based on one of the most concrete actions, physical location visits to retailers and other key points of interests.



## Example use cases



A retail brand is opening new locations in outdoor malls throughout the country. They can target ‘Outdoor Retail Shoppers’ to reach consumers who would be most interested in their new stores.



A hotel brand has multiple locations near sporting arenas. They can run a campaign targeting consumers who have likely attended a sporting event at NFL, NBA, MLB and college arenas for discounts on dining and rooms.

## Mobile Location audience methodology

Experian uses data sourced from mobile application developers and publishers, data aggregators, mobile ad networks, and exchanges as a foundation in the development of our mobile location audiences. These sources provide Experian with data on thousands of brands and points of interest within the United States.

### Our mobile location audiences cover the following categories:

- Retail:
  - General
  - Seasonal Shoppers
  - QSR and Dining
  - Household
- Media and Entertainment
- Auto
- Travel



## Take a deeper look at our audiences

### Retail: General

#### Big box shoppers

[Mobile Location Models > Visits >](#)

Likely big box store visitors. Based on the statistical analysis of mobile devices that visited big box store locations (e.g. Sams Club, BJ's Wholesale, Costco etc...) in a 90-day time frame.

#### Electronics stores

[Mobile Location Models > Visits >](#)

Likely electronics store visitors. Based on the statistical analysis of mobile location data from devices.

#### Outlet malls shoppers

[Mobile Location Models > Visits >](#)

Likely outlet mall visitors. Based on the statistical analysis of mobile devices that visited locations at least once in 90-day time frame.

#### Jewelry retail stores

[Mobile Location Models > Visits >](#)

Likely jewelry store shoppers. Based on the statistical analysis of mobile location data from devices.

#### High-income and high-end shoppers

[Mobile Location Models > Visits >](#)

Likely to be high-income and shop high-end brands. Predictive model based on a statistical analysis of mobile devices that visited high-end stores (Gucci, Dior, Channel, Louis Vuitton, Prada, Versace, etc.) during the last calendar year. Established and mature couples living gratifying lifestyles in older homes.

## Retail: General continued

### Luxury women's retail shoppers

[Mobile Location Models > Visits >](#)

Likely luxury women's retail shoppers. Based on the statistical analysis of mobile devices that visited luxury women's store locations (e.g. Bloomingdales, Nordstrom, Macys, Saks Fifth Ave, Banana Republic) at least once in 90-day time frame.

### Mall shoppers

[Mobile Location Models > Visits >](#)

Likely frequent mall visitors. Based on the statistical analysis of mobile devices that visited locations at least once a week in 30-day time frame.

### Outdoor retail shoppers

[Mobile Location Models > Visits >](#)

Likely outdoor retail shoppers. Based on statistical analysis of mobile devices that visited outdoor retail locations (e.g. Dicks Sporting Goods, Marmot, Moosejaw, Patagonia, REI, Title Nine) at least once in 90-day time frame.

### Shoe shoppers

[Mobile Location Models > Visits >](#)

Likely shoe retail store visitors. Based on the statistical analysis of mobile devices that visited shoe store locations (e.g. Famous Footwear, DSW, Foot Locker, Lady Foot Locker etc...) at least once in 90-day time frame. Active, young, upper established suburban couples and families living upwardly-mobile lifestyles.

### Sporting goods shoppers

[Mobile Location Models > Visits >](#)

Likely sporting goods shoppers. Based on the statistical analysis of mobile device visits to sporting goods store locations (e.g. Bass Pro Shops, REI, Academy, Cabela's, Golfsmith, Dicks Sporting Goods, Orvis, Marmot etc...) in a 90-day time frame.

### Wedding registry shoppers

[Mobile Location Models > Visits >](#)

Likely wedding registry store visitors. Based on the statistical analysis of mobile devices that visited wedding register store locations (e.g. Crate & Barrel, Williams Sonoma, Bed Bath & Beyond, Pottery Barn, etc...) at least once in 90-day time frame.

### Women's retail shoppers

[Mobile Location Models > Visits >](#)

Likely women's retail shoppers. Based on the statistical analysis of mobile devices that visited women's retail locations (e.g. Gap, Kohls, Ross, TJ Maxx, Marshalls, Express, Levis, Belk) at least once in 90-day time frame.

### Young women's retail shoppers

[Mobile Location Models > Visits >](#)

Likely young women's retail shoppers. Based on the statistical analysis of mobile devices that visited young women's retail locations (e.g. American Eagle, Old Navy, Target, Gap, Kohls, Express, Belk) at least once in 90-day time frame.

## Retail: Households

### Hardwood floor retail stores

[Mobile Location Models > Visits >](#)

Likely hardwood floor shoppers. Based on the statistical analysis of mobile location data from devices.

### High end furniture shoppers

[Mobile Location Models > Visits >](#)

Likely high-end furniture store visitors. Based on the statistical analysis of mobile devices that visited high-end furniture store locations (e.g. Crate & Barrel, Williams-Sonoma, West Elm, Pottery Barn etc...) at least once in 90-day time frame.

### Mattress store shoppers

[Mobile Location Models > Visits >](#)

Likely mattress store visitors. Based on the statistical analysis of mobile devices that visited mattress store locations (e.g. Sleep Number, LA Mattress, Mattress Firm, Slumberland, Casper etc...) at least once in 90-day time frame.

### Mid-low furniture shoppers

[Mobile Location Models > Visits >](#)

Likely mid-low-end furniture store visitors. Based on the statistical analysis of mobile devices that visited mid-low furniture store locations (e.g. IKEA, Rooms to Go, Ashely Furniture, American Signature etc...) at least once in 90-day time frame.

## Retail: QSR and dining

### Coffee shop visitors

[Mobile Location Models > Visits >](#)

Likely coffee store visitors. Based on the statistical analysis of mobile devices that visited coffee shop locations (e.g. Dunkin Donuts, Starbucks, Peets etc...) at least once in 90-day time frame.

### Quick service restaurants (QSR)

[Mobile Location Models > Visits >](#)

Likely to frequently visit quick service restaurants (QSR) in the last 30 days. Based on the statistical analysis of mobile location data from devices.



## Retail: Seasonal shoppers

### Black Friday shoppers

[Mobile Location Models > Visits >](#)

Likely Black Friday shoppers. Based on the statistical analysis of mobile devices that visited Black Friday sale locations during Black Friday.

### Easter shoppers

[Mobile Location Models > Visits >](#)

Likely shoppers for the Easter Holiday. Based on the statistical analysis of mobile devices that visited retail stores during the two weeks prior to the Easter Holiday (including Easter day) from the previous year.

### Father's Day shoppers

[Mobile Location Models > Visits >](#)

Likely shoppers for Father's Day gifts. Based on the statistical analysis of mobile devices that visited retail stores during the two weeks prior to Father's Day (including Father's Day) from the previous year.

### Holiday deal shoppers

[Mobile Location Models > Visits >](#)

Likely holiday sale shoppers. Based on the statistical analysis of mobile devices that visited holiday sale locations during holiday shopping period, 11/1–12/24.

### July 4<sup>th</sup> shoppers

[Mobile Location Models > Visits >](#)

Likely 4<sup>th</sup> of July shoppers. Based on the statistical analysis of mobile devices that visited any retail store locations such as department stores, discount stores, furniture stores, and electronic stores late-June through early July.

### Memorial Day shoppers

[Mobile Location Models > Visits >](#)

Likely Memorial Day shoppers. Based on the statistical analysis of mobile devices that visited retail store locations such as department, discount, furniture and electronic stores between late-May through end of May.

### Mother's Day shoppers

[Mobile Location Models > Visits >](#)

Likely shoppers for Mothers' Day gifts. Based on the statistical analysis of mobile devices that visited retail stores during the two weeks prior to Mother's Day (including Mother's Day) from the previous year.

### Valentine's Day shoppers

[Mobile Location Models > Visits >](#)

Likely shoppers for Valentine's Day gifts. Based on the statistical analysis of mobile devices that visited retail stores during the two weeks prior to Valentine's Day (including Valentine's Day) from the previous year.

### Halloween shoppers

[Mobile Location Models > Visits >](#)

Likely to visit Halloween or party stores. Predictive model based on a statistical analysis of mobile devices that visited Halloween stores within two weeks of Halloween.

## Auto

### Auto dealerships

[Mobile Location Models > Visits >](#)

Likely auto store shoppers. Based on the statistical analysis of mobile location data from devices.

### E-vehicle charging station visitors

[Mobile Location Models > Visits >](#)

Likely to visit electronic vehicle Charging stations. Predictive model based on a statistical analysis of mobile devices that visited e-charging stations during a recent 30-day time frame.

## Media and entertainment

### Concert venues visitors

[Mobile Location Models > Visits >](#)

Likely concert venue visitors. Based on the statistical analysis of mobile devices that visited locations at least once in 90-day time frame.

### Movie theater visitors

[Mobile Location Models > Visits >](#)

Likely movie theater visitors. Based on the statistical analysis of mobile devices that visited movie theater locations (e.g. AMC Theaters, Carmike Cinema, Regal Cinema, Cinemark, Landmark etc...) at least once in 90-day time frame.

## Travel

### College sport venues

[Mobile Location Models > Visits >](#)

Likely college sport venue visitors. Based on the statistical analysis of mobile devices that visited locations at least once in 90-day time frame.

### July 4<sup>th</sup> travelers

[Mobile Location Models > Visits >](#)

Likely 4<sup>th</sup> of July travelers. This predictive model is based on the statistical analysis of mobile devices that visited airports, hotels, and car rental locations between late-June through early-July.

### Las Vegas Strip visitors

[Mobile Location Models > Visits >](#)

Likely to visit the Las Vegas Strip, including casinos. Predictive model based on a statistical analysis of mobile devices that do not live in the area but visited the Las Vegas Strip during a recent 30-day time frame.

### MLB stadium visitors

[Mobile Location Models > Visits >](#)

Likely to visit MLB stadiums. Predictive model based on a statistical analysis of mobile devices that visited MLB stadiums between early-April and early-November.



## Travel continued

### NBA arena visitors

[Mobile Location Models > Visits >](#)

Likely to visit NBA arenas. Predictive model based on a statistical analysis of mobile devices that visited NBA arenas between early-July through late-April.

### NFL stadium visitors

[Mobile Location Models > Visits >](#)

Likely to visit NFL stadiums. Predictive model based on a statistical analysis of mobile devices that visited NFL stadiums between early-September and early-February.

### Ski resort visitors

[Mobile Location Models > Visits >](#)

Likely to visit ski resorts. Predictive model based on a statistical analysis of mobile devices that visited ski resort locations January through March.

### Summer break travelers

[Mobile Location Models > Visits >](#)

Likely summer break travelers. This predictive model is based on a statistical analysis of mobile devices that visited airports, hotels, and car rental locations between mid-June through mid-July.

### University arena college basketball visitor

[Mobile Location Models > Visits >](#)

Likely to visit university arenas - college basketball. Predictive model based on a statistical analysis of mobile devices that visited university arenas between early-November and early-April.

### University arena college football visitor

[Mobile Location Models > Visits >](#)

Likely to visit university stadiums - college football. Predictive model based on a statistical analysis of mobile devices that visited university arenas between.

## Other audiences

### College students

[Mobile Location Models > Visits >](#)

Likely to be a college student. Predictive model based on a statistical analysis of mobile devices that visited college and universities January through March, excluding Saturday and Sunday.

### Financial service visitors

[Mobile Location Models > Visits >](#)

Likely financial services visitors. Based on the statistical analysis of mobile devices that visited financial services locations (e.g. Wells Fargo, TD Bank, Citibank, US Bank, Regions Bank, HSBC etc...) at least once in 90-day time frame.

### Frequent gym goers

[Mobile Location Models > Visits >](#)

Likely gym visitors. Based on the statistical analysis of mobile devices that visited gym locations e.g. World Gym, Lifetime Fitness, LA Fitness, Planet Fitness, Anytime Fitness etc...) at least once in 90-day time frame.



## Have you seen our vertical audiences?

Our demographic data works great performs well when combined with our vertical audiences! We have syndicated audiences that span across the following verticals.



Auto



Business



Energy and Utility



Financial



Health



Political



Retail and CPG



Travel

### Where to activate

Check out our media destination guide to see where Experian audiences are readily available on the shelf for your next digital and TV campaign.

[See full destination list →](#)

### A few examples of our destinations



**Snap Inc.**



**yahoo!**

## Have you considered adding the following?

### Mosaic®

Mosaic, a proprietary data source from Experian, is a household-based consumer lifestyle segmentation system that classifies all U.S. households and neighborhoods into unique types and groups that provide a 360-degree view of consumers' choices, preferences, and habits.



### TrueTouch<sup>SM</sup>

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# Television audiences

Experience unprecedented precision in targeting your television audiences. Target viewers through Experian's innovative approach that combines accuracy and confidence, empowering you to optimize your marketing campaigns.



## Example use cases



Targeting TV enthusiasts, a streaming service could support a campaign to promote a new show with high-quality special effects, emphasizing that the new show is exclusively available on the streaming platform and showcases the latest technology and features that enhance the viewing experience, such as 4K picture quality and immersive sound.



A theme park could choose to suppress audiences for solo TV watchers. This would remove wasted spending for viewers who are less likely to engage with their marketing campaign, instead, maximizing its spend for audiences such as co-watchers with children who find the ad most relevant.

## Television audience categories

### TV usage and viewing

Combines data from ARF's DASH data set with Experian Marketing Data attributes to create TV audiences that reflect how viewers interact with TV and digital devices.

#### Benefits:

- Uses DASH survey responses for audience creation.
- Combines TV viewership data with demographic and behavioral attributes from Experian Marketing Data.



### TV set ownership

Combines data from ARF's DASH data set with Experian Marketing Data attributes to identify and predict TV set ownership.

#### Benefits:

- Uses DASH survey responses for audience creation.
- Combines survey responses for TV set ownership with other data attributes from Experian Marketing Data to predict ownership across Experian's database.





## Take a deeper look at our audiences

### TV usage and viewing

#### Household/Family viewing

[Television \(TV\) > Household/Family Viewing >](#)

Households who are likely to have the following watch behaviors and patterns:

- Antenna TV households
- Broadband TV only households
- Cable satellite or streaming network subscribers
- Cable and streaming service subscribers
- Cable service subscribers
- Co-watchers with children
- Co-watchers without children
- Cord cutters co-watchers
- Financial viewers - broadcast cable
- Financial viewers - streaming
- Pay TV/vMVPD subscribers' households
- Solo watchers

#### Ad avoiders

[Television \(TV\) > Ad Avoiders/Ad Acceptors >](#)

Households that are likely to subscribe to a combo of ad-free services and/or use DVR options across multiple platforms.

#### Ad acceptors

[Television \(TV\) > Ad Avoiders/Ad Acceptors >](#)

Households that are likely willing to watch ads in exchange for free content.

#### Paid TV high spenders

[Television \(TV\) > TV Enthusiasts >](#)

Households that are likely watching traditional cable, satellite and various streaming services and have watched two or more TVs in the past seven days. Hard-core TV watchers/enthusiasts willing to spend money.

#### Viewing device type

[Television \(TV\) > Viewing Device Type >](#)

Households with a high probability of watching TV on the following screen types:

- Screen size – Small
- Screen size – Large

#### Free and Paid Ad Supported Streaming TV

[Television \(TV\) > Ad Avoiders/Ad Acceptors >](#)

Consumers who subscribe to both free and paid streaming services that feature advertisements.

#### Paid Ad Supported Streaming TV Subscriber

[Television \(TV\) > Ad Avoiders/Ad Acceptors >](#)

Consumers who subscribe to paid streaming services that include advertisements on platforms like Hulu and Peacock.

### TV set ownership

#### Brand owners

[Television \(TV\) > Brand Owners >](#)

Households likely to own the following brands:

- Samsung
- Vizio
- LG
- Sony
- Brand loyalist





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Business



Energy and Utility



Financial



Health



Political



Retail and CPG



Travel

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# Branded data

Developed by Experian  
to simplify demographic  
and behavioral insights.



# Mosaic® audiences

Mosaic is a classification system that paints a rich picture of U.S. consumers and their socio-demographics, lifestyles, behaviors, and culture. Using Mosaic audiences, you can anticipate the behavior, attitudes, and preferences of your best customers and reach them in the most effective traditional and digital channels with the best messages.



## Example use cases



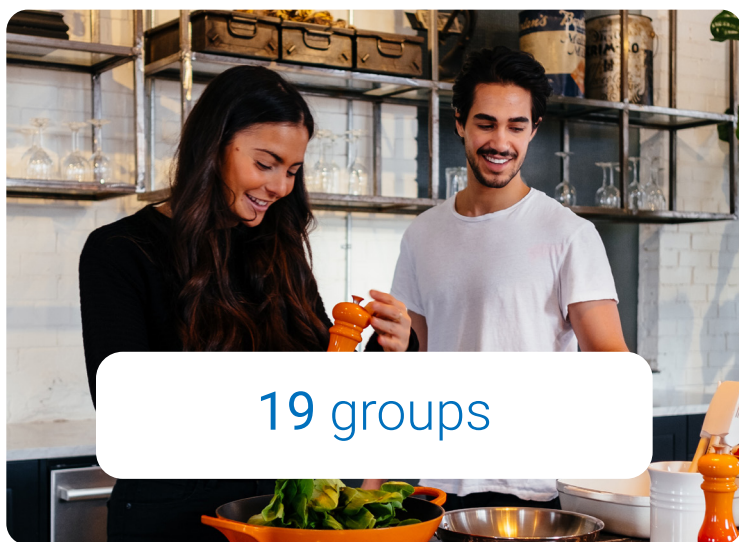
A brand launching an organic line of pre-packaged snacks and lunches can combine 'Digital Family Planners' from our Mosaic audiences and 'Healthy Holistics' from our Lifestyle and Interests audiences to reach families who are committed to exercising and making healthy choices.



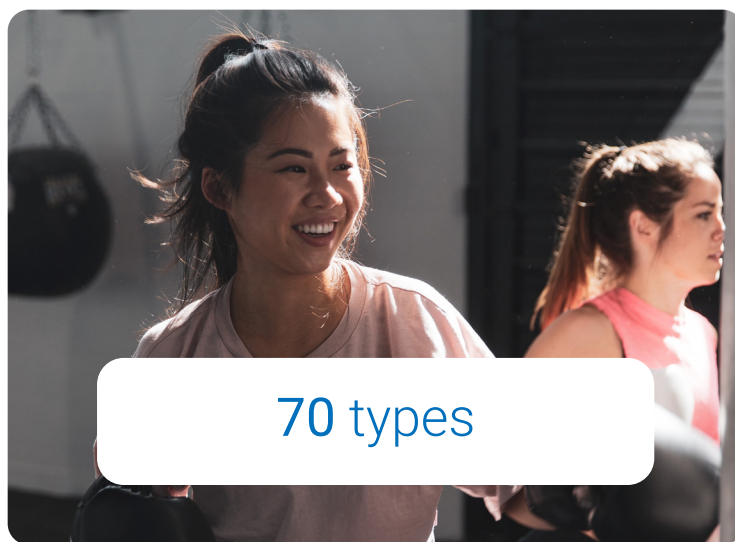
An auto brand is building a campaign around growing families for their new minivan. The auto brand can use 'Active Family Crew' from our Mosaic audiences to reach families with a kid-centric active lifestyle.



## Stats



19 groups



70 types



## Benefits

- Fresh and relevant new insights about consumers and their lifestyles, choices, preferences, and habits.
- Allows for consistent audience definition and experience across all marketing touch points.
- Effective for building and augmenting audience targets, going beyond simple demographics.





## Take a deeper look at our audiences

### The Groups

Mosaic - Personas - Lifestyle and Interests >

#### Established Affluence

Group A > A - Established Affluence

Affluent, highly educated suburban homeowners with multi-generational households and strong financial health.

#### Urban Upward Movers

Group B > B - Urban Upward Movers

Single, child-free, and tech savvy urban professionals in early to mid-career stages with strong financial optimism and social engagement.

#### Family Forward Achievers

Group C > C - Family Forward Achievers

Two-adult, child-focused suburban households with high incomes, strong financial engagement, and omnichannel media habits.

#### Legacy Living Leaders

Group D > D - Legacy Living Leaders

Mid- to later-life multi-generational suburban families with strong financial stability, active travel habits, and charitable involvement.

#### Heartland Community

Group E > E - Heartland Community

Established multi-gen families in smaller metros, mid-to-upper income, blending outdoor lifestyles with home entertainment.

#### Streamers and Spenders

Group F > F - Streamers and Spenders

Single-adult urban renters with modest incomes and high discretionary spend on gaming, entertainment, and aspirational travel.

#### Social Scene Setters

Group G > G - Social Scene Setters

One-adult, convenience-oriented, and digitally engaged households in urban/suburban areas with mid-income and moderate financial depth.

#### Grounded Family Living

Group H > H - Grounded Family Living

Multi-gen families in rural or small metros with modest incomes, older homes, trade/service jobs, and gaming habits.

#### Comfortable Continuity

Group I > I - Comfortable Continuity

Later-life, upper middle-income households without minor children, blending retirement and work in long-tenured suburban homes.

#### Busy Family Builders

Group J > J - Busy Family Builders

Child-centered, tech-confident households renting newer homes in major metros, often preparing for ownership with upward aspiration.

#### Culture and Ease Retirees

Group K > K - Culture and Ease Retirees

Financially secure retirees, culturally engaged with selective digital adoption, in high-value established homes in major metros.

#### Active Later Living

Group L > L - Active Later Living

Affluent, retirement-focused households in established suburbs with culturally engaged lifestyles and proactive health management.

#### Solo City Seniors

Group M > M - Solo City Seniors

Older single-adult households in major metro areas with modest incomes and strong credit health who favor traditional media.

#### Country Living

Group N > N - Country Living

Senior, lower-income households in rural and small towns with long-tenured homes and outdoor and craft-centered lifestyles.

#### Quiet Community Living

Group O > O - Quiet Community Living

Adult-only, multi-generational households with leisure-driven lifestyles anchored by older adults in modest, long-tenured homes.

#### Young Adult Urbanites

Group P > P - Young Adult Urbanites

Highly digital and aspirational young adult households spanning single living and early parenthood in urban rentals.

#### Practical Everyday Living

Group Q > Q - Practical Everyday Living

Single-adult households in smaller cities and rural communities with modest housing and cautious finances.

#### Urban Upstart Streamers

Group R > R - Urban Upstart Streamers

Mobile-centric, single-adult HHs in urban and small-city rentals with modest incomes and streaming and social media habits.

#### Metro Momentum Makers

Group S > S - Metro Momentum Makers

Young single adults in major metros, short-term rentals, growing incomes, aspirational values, and entertainment-driven lifestyles.



## The Types

Mosaic - Personas - Lifestyle and Interests >

### Multigenerational Legacy

Group A: Established Affluence > A01 - Multigenerational Legacy

Affluent, long-tenured, and digitally engaged suburban families with children and multiple adults contributing to high-earning households.

### Heritage Investors

Group A: Established Affluence > A02 - Heritage Investors

Affluent, multi-gen adult-only HHs in long-established, high-value homes with flexible lifestyles and trust in print and digital news.

### Cosmopolitan Prosperity

Group A: Established Affluence > A03 - Cosmopolitan Prosperity

Affluent mid-life, adult-only multi-gen urban HHs in high-value metro multifamily buildings with experience-driven, cultural lifestyles.

### Elite Family Builders

Group A: Established Affluence > A04 - Elite Family Builders

Two-adult households highly engaged in finance and tech, raising kids across life stages in high-value suburban homes.

### Affluent Anchors

Group A: Established Affluence > A05 - Affluent Anchors

Affluent older, child-free multi-adult households in long-held high-value suburban homes with eco giving and culture-driven lifestyles

### Cultured Power Pairs

Group B: Urban Upward Movers > B06 - Cultured Power Pairs

Mid-life to pre-retirement married couples, tech-integrated and culturally engaged, in high-value urban multifamily buildings.

### Independent Urban Earners

Group B: Urban Upward Movers > B07 - Independent Urban Earners

Upper-income, highly digital single adults and single parents in older high-value urban housing, short tenure, low financial risk.

### City Society

Group B: Urban Upward Movers > B08 - City Society

Affluent single adults in major metros living in historic multi-family buildings blending travel, fitness, and gaming engagement.

### Prosperous Digital Families

Group C: Family Forward Achievers > C09 - Prosperous Digital Families

Upper-income, digitally engaged two-adult families raising kids and young adults in high-value newer metro and suburban homes.

### Digital Family Planners

Group C: Family Forward Achievers > C10 - Digital Family Planners

Upper-mid income two-adult families using credit, app-driven, raising kids in newer mid- to upper-value suburban homes.

### Established Family Professionals

Group C: Family Forward Achievers > C11 - Established Family Professionals

Upper-income, digitally native, highly active two-adult families with young kids in high-value older metro and suburban homes.

### Independent Affluence

Group C: Family Forward Achievers > C12 - Independent Affluence

Affluent singles and single parents in high-value older urban/suburban multifamily rentals who enjoy culture, fitness, and gaming.

### Active Empty Nesters

Group D: Legacy Living Leaders > D13 - Active Empty Nesters

Affluent later-life empty-nest HHs in high-value multifamily residences engaged in culture, travel, fitness, and brand-loyal shopping.

### Generational Stewards

Group D: Legacy Living Leaders > D14 - Generational Stewards

Upper-income, long-tenured multi-gen suburban HHs with older adults, young adults, and sometimes teens engaged in traditional leisure.

### Full House Achievers

Group D: Legacy Living Leaders > D15 - Full House Achievers

AAffluent, digitally-integrated, two-adult married HHs raising teens while supporting a young adult in established suburban homes.

### Connected Generations

Group D: Legacy Living Leaders > D16 - Connected Generations

Mid- to upper-income, entertainment-focused multi-gen HHs with kids, young adults, and aging parents in long-tenured suburban homes.

### Energetic Family Networks

Group E: Heartland Community > E17 - Energetic Family Networks

Upper-income, active multi-gen families with kids, young adults, and an aging parent in newer mid- to upper-value homes with green values.

### Practical Prosperity

Group E: Heartland Community > E18 - Practical Prosperity

Mid- to upper-income, multi-gen adult-only HHs led by older married couples in suburban and rural markets with practical digital habits.

### Social Family Ensemble

Group E: Heartland Community > E19 - Social Family Ensemble

Upper-mid income, highly social, large multi-adult families raising children across all ages in mid-value suburban and metro homes.

### Confident Midlife Renters

Group E: Heartland Community > E20 - Confident Midlife Renters

Affluent midlife and pre-retirement renters without kids in higher-value suburban/rural multifamily housing with outdoor activities.

### Established Metro Living

Group E: Heartland Community > E21 - Established Metro Living

Upper-mid income, older multi-adult households without children in long-tenured, mid-value metro homes, blending careers and retirement.

## The Types continued

Mosaic - Personas - Lifestyle and Interests >

### Urban Ambition

Group F: Streamers and Spenders > E22 - Urban Ambition

Ambitious, young, digitally fluent singles and single parents renting older metro apartments with early-career, mobile-first routines.

### Aspiring Singles

Group F: Streamers and Spenders > F23 - Aspiring Singles

Low- to mid-income, high-spending young singles and single parents in premium older metro rentals with mobile, early-career lifestyles.

### Digital Urban Independents

Group F: Streamers and Spenders > F24 - Digital Urban Independents

Low- to mid-income, high-spending singles and single parents in early-mid adulthood renting high-value metro homes, device-rich.

### Early Suburban Living

Group G: Social Scene Setters > G25 - Early Suburban Living

Mid-income, active singles and single parents 19–50 renting newer suburban homes who stream, game, and use social media.

### Culturally Engaged Solos

Group G: Social Scene Setters > G26 - Culturally Engaged Solos

Upper-mid-income, active, digitally connected singles (31–45) renting older high-value metro multifamily homes with long tenures.

### Urban Activity Seekers

Group G: Social Scene Setters > G27 - Urban Activity Seekers

Mid- to upper-mid-income, experience-driven singles and single parents renting older metro multifamily buildings, mid-term tenure.

### Entertainment First Families

Group H: Grounded Family Living > H28 - Entertainment First Families

Mobile-first, mid-life two-adult households with children and some young adults, in mid-value metro homes with active lifestyles.

### Modest Rural Families

Group H: Grounded Family Living > H29 - Modest Rural Families

Mid-life two-adult HHs with young kids in modest rural rentals, practical mobile habits, moderate income, and family-centered lifestyles.

### Stable Suburban Families

Group H: Grounded Family Living > H30 - Stable Suburban Families

Two-adult families with kids in newer suburban and rural homes, moderate incomes, stable finances, family outdoor lifestyles.

### Active Family Crew

Group H: Grounded Family Living > H31 - Active Family Crew

Multi-adult HHs led by older adults with teens, young adults, and aging parents, moderate incomes, engaged in gaming and sports.

### Longstay Greener Living

Group H: Grounded Family Living > H32 - Longstay Greener Living

Upper-moderate income, older multi-generational, and outdoor-lifestyle HHs with teens, young adults, and extended family with long tenure.

### Traditional Later Living

Group I: Comfortable Continuity > I33 - Traditional Later Living

Mid- to upper-income older multi-adult HHs in suburbs, long tenure, no kids at home, value-conscious with TV and print media habits.

### Practical Empty Nesters

Group I: Comfortable Continuity > I34 - Practical Empty Nesters

Older married HHs without children in suburban and rural areas, newer homes, moderate to upper-mid incomes, and outdoor hobbies.

### Solo Power Parents

Group J: Busy Family Builders > J35 - Solo Power Parents

Affluent, digitally fluent single parents in new metro rentals using credit, financially curious, entertainment- and fitness-forward.

### Connected Hearths

Group J: Busy Family Builders > J36 - Connected Hearths

Moderate to upper-mid income, two-adult family households with children in mid-value metro homes, heavy gamers and sports streamers.

### Young Family Momentum

Group J: Busy Family Builders > J37 - Young Family Momentum

Lower- to mid-income, high-spending single early-adult households raising kids in newer urban rentals with short tenure.

### Value First Families

Group J: Busy Family Builders > J38 - Value First Families

Digitally fluent families with kids and young adults in modest, long-tenured homes, low- to mid-income, into gaming and sports.

### Silver Comfort

Group K: Culture and Ease Retirees > K39 - Silver Comfort

Later-life multi-adult HHs in high-value metro/suburban multifamily housing, with upper incomes. Culturally engaged and health-focused.

### Affluent Urbanite Retirees

Group K: Culture and Ease Retirees > K40 - Affluent Urbanite Retirees

Affluent single retiree HHs in long-tenured, high-value older metro multifamily housing with culturally active, philanthropic lifestyles.

### Purposeful Later Living

Group L: Active Later Living > L41 - Purposeful Later Living

Later-life multi-adult households in mid-value metro homes, long-tenured, upper-middle income, civically engaged and health-active.

### Established Suburban Serenity

Group L: Active Later Living > L42 - Established Suburban Serenity

Affluent senior multi-adult households in high-value metro and suburban homes, long-tenured, strong environmental and philanthropic ties.

### Suburban Stability

Group L: Active Later Living > L43 - Suburban Stability

Upper income, later-life single-adult HHs in newer suburban homes with



## The Types continued

Mosaic - Personas - Lifestyle and Interests >

strong financial profiles, stability and consistent activity.

### Steady Senior Couples

Group L: Active Later Living > L44 - Steady Senior Couples

Senior two-adult HHs in long-tenured suburban homes with diversified assets and conservative finances. Home-centered and brand-loyal.

### Settled Routines

Group M: Solo City Seniors > M45 - Settled Routines

Financially diverse post-career seniors with solid assets in long-tenured metro multifamily housing, leisure- and civic-engaged.

### Modest City Seniors

Group M: Solo City Seniors > M46 - Modest City Seniors

Single later-life renters in modest urban multifamily housing, lower income, mixed tech comfort, convenience-driven.

### Cautious Culture Seniors

Group M: Solo City Seniors > M47 - Cautious Culture Seniors

Long-tenured, value-driven single-adult senior renters in older metro housing who are culturally curious with modest means.

### Country Life Together

Group N: Country Living > N48 - Country Life Together

Low- to moderate-income later-life multi-adult HHs in suburban and rural areas, practical spenders in modest homes, trade or service work.

### Generational Rural Stewards

Group N: Country Living > N49 - Generational Rural Stewards

Low- to moderate-income multi-adult HHs in modest suburban and rural homes, long-term stable, value-driven with gardening hobbies.

### Measured Rural Living

Group N: Country Living > N50 - Measured Rural Living

Low-income later-life two-adult HHs in modest rural/suburban homes, very long-tenured, outdoor hobbies, wary of risky investments.

### Traditional Metro Seniors

Group N: Country Living > N51 - Traditional Metro Seniors

Low-income multi-adult households in older metro homes with long tenure, conservative savings, and home-centered lifestyles.

### Senior Solitude

Group N: Country Living > N52 - Senior Solitude

Lower-income senior single-adult HHs in modest metro and rural rentals, stable residency, fixed income, hobby-driven.

### Quiet Solo Seniors

Group O: Quiet Community Living > O53 - Quiet Solo Seniors

Low- to moderate-income senior singles in modest suburban/rural multifamily housing, practical spenders with home-centered lifestyles.

### Digital Metro Seniors

Group O: Quiet Community Living > O54 - Digital Metro Seniors

Low- to moderate-income multi-adult later-life HHs in older metro housing blending retirement and work, digital convenience routines.

### Rural Tradition Adults

Group O: Quiet Community Living > O55 - Rural Tradition Adults

Later-life multi-adult HHs in older fringe metro and rural homes, long-tenured, lower income, traditional media habits, home-centered.

### Urban Routines

Group P: Young Adult Urbanites > P56 - Urban Routines

Young single renters 19–35, some with kids, in dense metro multifamily housing with streaming, gaming, and wellness habits.

### Digital City Strivers

Group P: Young Adult Urbanites > P57 - Digital City Strivers

High-income, career-focused digital-native singles (20s–30s) in older urban multifamily rentals in top metros who game, stream, and shop.

### Mobile Early Living

Group P: Young Adult Urbanites > P58 - Mobile Early Living

Low- to mid-income single renters (19–30) in older metro multifamily housing, mobile-first with broad entertainment and sports interests.

### Midlife Rural Realists

Group Q: Practical Everyday Living > Q59 - Midlife Rural Realists

Mid-life single renters, some with kids, in small-town and rural multifamily housing, mid-income, practical, deal-first lifestyles.

### Scrollers and Savers

Group Q: Practical Everyday Living > Q60 - Scrollers and Savers

Low-mid income young single renters, some single parents, in rural, small-town, and suburban housing, digitally native, value-seeking.

### Suburban Simplicity

Group Q: Practical Everyday Living > Q61 - Suburban Simplicity

Single renters (31–50), some with kids, in metro/suburban multifamily housing, moderate income, digitally comfortable, deal-responsive.

### Steadfast Midlife Solos

Group Q: Practical Everyday Living > Q62 - Steadfast Midlife Solos

Later mid-life (51–65) single renters in suburban and rural housing, with low to moderate incomes and practical, value-focused lifestyles.

### Early Family Rush

Group R: Urban Upstart Streamers > R63 - Early Family Rush

Young single renters (19–30), some single parents, in major metro multifamily housing, lower income, trade jobs, digitally comfortable.

### Urban Balancers

Group R: Urban Upstart Streamers > R64 - Urban Balancers

Low- to mid-income single renters (19–45), some single parents, in urban multifamily housing, mobile-centric and gaming-forward.

### Smaller Town Tenants

Group R: Urban Upstart Streamers > R65 - Smaller Town Tenants

Low-mid income digitally native single renters (19–50), some single parents, in small-town and rural housing, gaming-centric.

## The Types continued

Mosaic - Personas - Lifestyle and Interests >

### Outer Metro Living

Group S: Metro Momentum Makers > S66 - Outer Metro Living

Mid income, digitally connected, single renters (19–45), some with children, in older small-town and outer-metro multifamily housing.

### Metro Midlife Mix

Group S: Metro Momentum Makers > S67 - Metro Midlife Mix

Low- to low-mid-income later midlife (51–65) single renters, some with kids, in dense urban multifamily housing, into sports and gaming.

### Young City Convenience

Group S: Metro Momentum Makers > S68 - Young City Convenience

Low- to low-mid young (19–30) renters, some single parents, in urban multifamily housing, digital, gaming-centric, convenience-oriented.

### Independent on Less

Group S: Metro Momentum Makers > S69 - Independent on Less

Low-income young to later-life single renters in small-city multifamily housing, into gaming, domestic travel, and value shopping.

### Always Online Living

Group S: Metro Momentum Makers > S70 - Always Online Living

Low- to low-mid-income young to midlife single renters, some parents, in urban multifamily housing, health-focused, value-driven.





## Improve engagement by refining your audience

Layer additional data onto your audience reach strategy with impactful triggers such as demographics, location and lifestyle and interest behaviors.

### Vertical data

Combining Mosaic audiences with other verticals allows you to create finely tuned audiences that consider online and offline behaviors with demographics.

Example audiences

- [Auto](#)
- [Business](#)
- [Energy and Utility](#)
- [Financial](#)
- [Health](#)
- [Political](#)
- [Retail](#)
- [Travel](#)

### Lifestyle and Interests

Great audiences to layer in additional behaviors and interests to refine your audience.

Example audiences

- Loyalty card
- Presence of automobile
- Credit card revolver
- Premium store credit card user
- Investor
- Online banking



### Where to activate

Check out our media destination guide to see where Experian audiences are readily available on the shelf for your next digital and TV campaign.

[See full destination list →](#)

A few examples of our destinations



**Snap Inc.**



**yahoo!**

## Have you considered adding the following?

### TrueTouch<sup>SM</sup>

TrueTouch, a proprietary data source from Experian, is a data-driven content and contact engagement solution that empowers brands to pair the perfect messaging styles with the right channels and call to actions to deliver a personalized experience to your best customers.



## Don't see what you are looking for?

[Contact us](#) to have a custom audience or model created for you based on your business needs.



# TrueTouch™ audiences

TrueTouch audiences empower you to pair the perfect messaging styles with the right channels and calls to action to deliver personalized advertising. These audiences were developed with the idea that no consumer is the same - and you need to engage with them on their terms to successfully market to them.



## Example use cases



A retailer is planning an online ad campaign to promote their upcoming sale. To maximize their response rate, they create an audience that combines TrueTouch "Deal Seekers" with consumers who also have the "Engagement Channel Preference" for digital ads.



An appliance manufacturer is running a campaign focused on the durability of their products. They target the TrueTouch "Quality Matters" segment to message consumers that value the long-term value of the products they buy.

## TrueTouch audience categories

### Engagement channel preference

Predicts the likelihood that the consumer engages with brands via a specific channel or is receptive to brand messages delivered in that channel.

These audiences utilize consumer survey data enhanced with attributes from Experian Marketing data including CAPE, Auto Market Statistics and Premier Summarized Credit Statistics from Experian.

#### Benefits:

- Include both new and old media such as direct mail, newspaper, streaming TV, and more.
- Unique audiences that utilize attributes from solutions proprietary to Experian.



### Purchase behavior

Understand where consumers prefer to buy and their decision making styles.

These audiences utilize consumer survey data enhanced with attributes from Experian Marketing data including behavioral data, CAPE, Auto Market Statistics and Premier Summarized Credit Statistics from Experian.

#### Benefits:

- Ability to drive consumers to their preferred channel after conversion.
- Audiences that take the guesswork out of targeting consumers based on their purchase decision styles.



## TrueTouch audience categories continued

### Social media

Predict if a consumer is likely to engage with a particular social media channel.

These audiences utilize consumer survey data enhanced with attributes from Experian Marketing data including CAPE, Auto Market Statistics and Premier Summarized Credit Statistics from Experian.

### Benefits:

- Audiences cover major social media networks including Facebook, Snapchat, YouTube, and more.
- Gives insight into the content consumers engage with on social channels.



Take a deeper look at our audiences

## Engagement channel preference

### Engagement channel preference

TrueTouch: Communication Preferences > Engagement Channel Preference >

Consumers that are likely to prefer the following channels:

- Broadcast cable TV
- Digital display
- Digital newspaper
- Digital video
- Direct mail
- Email engagement
- Mobile SMS MMS
- Radio
- Streaming TV
- Traditional newspaper

### Impulse buyers

TrueTouch: Communication Preferences > Purchase Behavior >

These spenders find it difficult to say 'no' to things that catch their eyes. They recognize they are "spenders" rather than "savers" and appreciate a convenient purchase opportunity. Top of mind = In the cart.

### Mainstream adopters

TrueTouch: Communication Preferences > Purchase Behavior >

Trendy by association, these consumers enjoy following the latest trends set by innovators. They appreciate understanding what the trendsetters are buying these days.

### Mid-luxury department stores

TrueTouch: Communication Preferences > Purchase Behavior >

Consumers that are likely to make purchases at online or at brick and mortar stores that are considered mid- to high-end retailers like Macy's, Neiman Marcus, and Nordstrom.

### Discount store

TrueTouch: Communication Preferences > Purchase Behavior >

Consumers that are likely to make purchases online or at brick and mortar discount superstores like Walmart.com or Target.

### Online coupon sites

TrueTouch: Communication Preferences > Purchase Behavior >

Consumers that are likely to make purchases via online deal vouchers like Groupon or LivingSocial.

### Online retailer

TrueTouch: Communication Preferences > Purchase Behavior >

Consumers that are likely to make purchases on Etail only sites such as Zappos.com or Etsy.com.

## Purchase behavior

### Auction sites

TrueTouch: Communication Preferences > Purchase Behavior >

Consumers that are likely to make purchases on eBid sites like eBay and other marketplaces where bidding or negotiating pricing is typical.

### Brand loyalists

TrueTouch: Communication Preferences > Purchase Behavior >

These consumers are willing to pay more for proven and reputable brands.

### Deal seekers

TrueTouch: Communication Preferences > Purchase Behavior >

Price is more important to these consumers than brand name.

### Discount store

TrueTouch: Communication Preferences > Purchase Behavior >

Consumers that are likely to make purchases online or at brick and mortar discount superstores like Walmart.com or Target.



## Purchase behavior continued

### Organic and natural

TrueTouch: Communication Preferences > Purchase Behavior >

These consumers buy natural and organic products, often preferring to put natural things in their homes and bodies.

### Quality shoppers

TrueTouch: Communication Preferences > Purchase Behavior >

Quality matters for these consumers and they are willing to pay more for fresh ingredients, durable materials, and quality craftsmanship.

### Recreational shoppers

TrueTouch: Communication Preferences > Purchase Behavior >

These are your store browsers who find joy and relaxation in looking for new and interesting offers.

### Savvy shoppers

TrueTouch: Communication Preferences > Purchase Behavior >

These consumers like to compare prices across different sites before purchasing and typically read online reviews and consumer reports.

### Specialty or boutique

TrueTouch: Communication Preferences > Purchase Behavior >

Consumers that are likely to make purchases online or at brick and mortar specialty stores and boutiques such as Victoria's Secret, Pottery Barn, J. Crew, and more.

### Specialty store

TrueTouch: Communication Preferences > Purchase Behavior >

Consumers that are likely to make purchases online or at brick and mortar specialty department stores such as Home Depot (paint and plumbing departments) or Bed Bath & Beyond (bedding and decor departments).

### Trend shoppers

TrueTouch: Communication Preferences > Purchase Behavior >

These consumers dislike the same old and prefer to try new brands or new options. Variety is the spice of life.

### Trendsetters

TrueTouch: Communication Preferences > Purchase Behavior >

These consumers are trend setters and early adopters of new products.

### Wholesale big box stores

TrueTouch: Communication Preferences > Purchase Behavior >

Consumers that are likely to make purchases online or at brick and mortar wholesale stores like Costco, Sam's Club, and Overstock.com.

## Social media

### Channel

Social Media >

Consumers likely to be an active user on the following platforms:

- Facebook
- Instagram
- LinkedIn
- Pinterest
- Snapchat
- Twitter

### Content engagement

Social Media >

Consumers likely to have the following behaviors and interest based on their social media engagement:

- Black Friday shopper
- Fitness device wearer
- New job
- Non-traditional student
- Subscription boxes – Apparel
- Subscription boxes – Cosmetics
- Subscription boxes – Food
- Timeshare vacation rental



## Have you seen our vertical audiences?

Our demographic data works great when combined with our vertical audiences! We have syndicated audiences that span across the following verticals:



Auto



Business



Energy and Utility



Financial



Health



Political



Retail and CPG



Travel

### Where to activate

Check out our media destination guide to see where Experian audiences are readily available on the shelf for your next digital and TV campaign.

[See full destination list →](#)

### A few examples of our destinations



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## Have you considered adding the following?

### Mosaic®

Mosaic, a proprietary data source from Experian, is a household-based consumer lifestyle segmentation system that classifies all U.S. households and neighborhoods into unique types and groups that provide a 360-degree view of consumers' choices, preferences, and habits.



## Don't see what you are looking for?

[Contact us](#) to have a custom audience or model created for you based on your business needs.



# Geo

Reach consumers based on common attributes within a geographic region.



# Geo-Indexed audiences

Reach and target consumers based on a unique and sophisticated geo-based audience identification methodology that helps brands balance data privacy and accuracy. Experian's Geo audiences give brands the ability to reach regions based on a common set of attributes within the region.



## Example use cases



A brand that wants to reach families with young children without using any sensitive personal information could use Geo-Indexed demographic audiences 'presence of children' from Experian to reach households in regions that over index for the likelihood for having children ages 0 to 9 years old living in the household.



A brand can build an audience based on the household's occupational class using Geo-Indexed audiences 'White Collar' audience to create a targeted message for lunch specials within local business centers.

### Geo-Indexed

Geo-Indexed audiences identify regions that over index for a common set of attributes and provide the ability to deliver on Experian's persistent identifiers.

#### Benefits:

- Audiences remain addressable as they are built without the use of sensitive personal information.
- Naturally expanded audience reach by targeting an audience's circle of influence.
- Execute without limitations by activating on Experian's persistent identifiers.



## Take a deeper look at our audiences

## Geo-Indexed audiences

### Ethnicity

[Geo-Indexed > Demographics >](#)

Indicator for households within a geo-level block group that index-highly within the following ethnic groups:

- Hispanic
- African American
- Asian

### Language

[Geo-Indexed > Demographics >](#)

Indicator for households within a geo-level Block Group that index-highly to speak the following languages:

- Spanish
- English
- Mandarin / Cantonese
- French / Haitian / Cajun

## Geo-Indexed audiences continued

### Education

[Geo-Indexed > Demographics >](#)

Indicator for households within a geo-level Block Group that index-highly to have the following education levels:

- Less than high school diploma
- High school diploma
- Some college
- Bachelor degree
- Graduate degree

### Homeowners/Renters

[Geo-Indexed > Demographics >](#)

Indicator for households within a geo-level Block Group that index-highly for Homeowners/Renters.

### Household income

[Geo-Indexed > Demographics >](#)

Indicator for households within a geo-level Block Group that index-highly for the following household income brackets:

- \$1,000 - \$24,000
- \$25,000 - \$49,000
- \$50,000 - \$74,999
- \$75,000 - \$99,999
- \$100,000 - \$124,999
- \$125,000 - \$149,999
- \$150,000 - \$174,999
- \$175,000 - \$199,999
- \$250,000+

### Marital status

[Geo-Indexed > Demographics >](#)

Indicator for households within a geo-level Block Group that index-highly for either married or single.

### Presence of children

[Geo-Indexed > Demographics >](#)

Indicator for households within a geo-level Block Group that index-highly for the presence of children:

- No presence of children
- Ages 0 - 3
- Ages 4 - 6
- Ages 7 - 9
- Ages 10 - 12
- Ages 13 - 15
- Ages 16 - 18

### Occupation

[Geo-Indexed > Demographics >](#)

Predicts if consumers are likely to switch to a new vehicle type:

- Retired
- Blue collar
- White collar

### Age

[Geo-Indexed > Demographics >](#)

Indicator for households within a geo-level Block Group that highly index for individuals within the following age bands

- 19 to 24
- 25 to 34
- 35 to 44
- 45 to 54
- 65+



 Have you seen our vertical audiences?

Our demographic data performs well when combined with our vertical audiences. We have syndicated audiences that span across the following verticals:

  
Auto

  
Business

  
Energy and Utility

  
Financial

  
Health

  
Political

  
Retail and CPG

  
Travel

### Where to activate

Check out our media destination guide to see where Experian audiences are readily available on the shelf for your next digital and TV campaign.

[See full destination list →](#)

### A few examples of our destinations


Have you considered adding the following?

### Mosaic®

Mosaic, a proprietary data source from Experian, is a household-based consumer lifestyle segmentation system that classifies all U.S. households and neighborhoods into unique types and groups that provide a 360-degree view of consumers' choices, preferences, and habits.

[→](#)

### TrueTouch<sup>SM</sup>

TrueTouch, a proprietary data source from Experian, is a data-driven content and contact engagement solution that empowers brands to pair the perfect messaging styles with the right channels and call to actions to deliver a personalized experience to your best customers.

[→](#)

Don't see what you are looking for?

[Contact us](#) to have a custom audience or model created for you based on your business needs.

# Media destination guide



Experian has a robust network of direct publisher partners and activation platforms to help advertisers find and target their exact audience across multiple channels.

## Open web and data platforms

|                                              |                                                    |                                            |
|----------------------------------------------|----------------------------------------------------|--------------------------------------------|
| <input type="checkbox"/> Adobe Ad Cloud      | <input type="checkbox"/> Kenshoo / Skai            | <input type="checkbox"/> Viant (Adelphic)  |
| <input type="checkbox"/> AdSquare            | <input type="checkbox"/> Liveramp                  | <input type="checkbox"/> VideoAmp          |
| <input type="checkbox"/> ArcSpan             | <input type="checkbox"/> Lotame                    | <input type="checkbox"/> Microsoft (Xandr) |
| <input type="checkbox"/> Art19               | <input checked="" type="checkbox"/> Magnite        | <input type="checkbox"/> Yahoo             |
| <input checked="" type="checkbox"/> Audigent | <input type="checkbox"/> MediaOcean                | <input type="checkbox"/> Yieldmo           |
| <input type="checkbox"/> Basis               | <input type="checkbox"/> Media.net                 | <input type="checkbox"/> Zeta              |
| <input type="checkbox"/> Beeswax             | <input type="checkbox"/> OpenX                     |                                            |
| <input type="checkbox"/> Datonics            | <input type="checkbox"/> StackAdapt                |                                            |
| <input type="checkbox"/> Eyeota              | <input checked="" type="checkbox"/> The Trade Desk |                                            |
| <input type="checkbox"/> Google              | <input type="checkbox"/> Verve                     |                                            |

## Television and audio

|                                                           |                                                              |
|-----------------------------------------------------------|--------------------------------------------------------------|
| <input checked="" type="checkbox"/> A4 Media              | <input type="checkbox"/> Madhivē                             |
| <input checked="" type="checkbox"/> Ampersand (NCC Media) | <input checked="" type="checkbox"/> NBCUniversal             |
| <input type="checkbox"/> Audacy                           | <input type="checkbox"/> NYI                                 |
| <input checked="" type="checkbox"/> Cadent                | <input checked="" type="checkbox"/> OpenAP                   |
| <input checked="" type="checkbox"/> Charter               | <input type="checkbox"/> Peacock                             |
| <input checked="" type="checkbox"/> Comcast               | <input type="checkbox"/> Roku                                |
| <input type="checkbox"/> Comscore                         | <input type="checkbox"/> Samsung                             |
| <input type="checkbox"/> Cox Media                        | <input checked="" type="checkbox"/> Sonobi                   |
| <input checked="" type="checkbox"/> Direct TV             | <input checked="" type="checkbox"/> Verizon Fios             |
| <input checked="" type="checkbox"/> DISH                  | <input type="checkbox"/> VideoAmp                            |
| <input type="checkbox"/> FreeWheel                        | <input checked="" type="checkbox"/> WarnerBrothers Discovery |
| <input type="checkbox"/> Frontier                         | <input type="checkbox"/> Pandora                             |
| <input checked="" type="checkbox"/> Inscope               |                                                              |
| <input type="checkbox"/> JamLoop                          |                                                              |
| <input checked="" type="checkbox"/> LG Ad Solutions       |                                                              |

## Social

|                                    |                                              |
|------------------------------------|----------------------------------------------|
| <input type="checkbox"/> Meta      | <input checked="" type="checkbox"/> Snapchat |
| <input type="checkbox"/> Pinterest | <input type="checkbox"/> TikTok              |

## Looking for additional destinations?

We can deliver data to most destinations through our onboarding partners. To confirm a destination or ask about a new destination, please contact your Experian Account Executive. The destinations listed above may operate under defined terms and conditions.

- ☒ Partner Audiences Destination
- ☒ Experian Syndicated Audiences (available off of the shelf)
- ☒ Experian Audiences Destinations
- ☐ Empty box indicates that capability is not available

# The best data unlocks the best marketing



## About us

Experian Marketing Services delivers privacy-forward data and insights to help brands meaningfully connect with people. Advertising is smarter and more personalized than ever. Experian sets new standards in data management, usability, and measurement to thrive in this evolving ecosystem. Discover why brands, agencies, and publishers across the globe trust Experian.

Visit us at [experian.com/marketing](https://experian.com/marketing)

## Need help finding the right audience?

Contact us at [us-go.experian.com/audiencesems](https://us-go.experian.com/audiencesems)

## Footnotes

**1. Fair Lending Act Friendly audiences:** “Fair Lending Friendly” indicates data fields that Experian has made available without use of certain demographic attributes that may increase the likelihood of discriminatory practices prohibited by the Fair Housing Act (“FHA”) and Equal Credit Opportunity Act (“ECOA”). These excluded attributes include, but may not be limited to, race, color, religion, national origin, sex, marital status, age, disability, handicap, family status, ancestry, sexual orientation, unfavorable military discharge, and gender. Experian’s provision of Fair Lending Friendly indicators does not constitute legal advice or otherwise assure your compliance with the FHA, ECOA, or any other applicable laws. Clients should seek legal advice with respect to your use of data in connection with lending decisions or application and compliance with applicable laws.

