123Push a Stirista solution | **Hanukkah Segment**

Segment Name	Segment Description
123Push > Consumer > Seasonal > Holidays and Celebrations > Hanukkah	Individuals who enjoy celebrating Hanukkah based on surveys, social media data, and online/purchase activity.
123Push > Optimized for CTV > Consumer > Seasonal > Holidays and Celebrations > Hanukkah	Individuals who enjoy celebrating Hanukkah based on surveys, social media data, and online/purchase activity.
123Push > Consumer > Interest > Religion > Judaism (Jewish)	Individuals who are interested in Judaism (Jewish) based on surveys, sweepstakes, and online/purchase activity.
123Push > Optimized for CTV > Consumer > Interest > Religion > Judaism (Jewish)	Individuals who are interested in Judaism (Jewish) based on surveys, sweepstakes, and online/purchase activity.
123Push > Consumer > Demographic > Ethnicity > Jewish	Individuals whose ethnicity is Jewish.
123Push > Consumer > Seasonal > Holidays and Celebrations	Individuals who enjoy Holidays and Celebrations based on surveys, social media data, and online/purchase activity.
123Push > Consumer > Seasonal > Holidays and Celebrations > Celebrations	Individuals who enjoy Celebrations based on surveys, social media data, and online/purchase activity.
123Push > Consumer > Shopping > Gift Shoppers > Jewelry Gift Buyers	Individuals who are Jewelry Gift Buyers based on social media data and online/purchase activity data. (FLA Friendly)
123Push > Consumer > Shopping > Gift Shoppers > Children's Gift Buyers	Individuals who are Children's Gift Buyers based on social media data and online/purchase activity data.
123Push > Consumer > Shopping > Gift Shoppers > Infant and Baby Gift Buyers	Individuals who are Infant and Baby Gift Buyers based on social media data and online/purchase activity data.
123Push > Consumer > Shopping > Gift Shoppers > Toddler Gift Buyers	Individuals who are Toddler Gift Buyers based on social media data and online/purchase activity data.
123Push > Consumer > Shopping > Gift Shoppers > Young Children Gift Buyers	Individuals who are Young Children Gift Buyers based on social media data and online/purchase activity data.
123Push > Consumer > Shopping > Gift Shoppers > Tween Gift Buyers	Individuals who are Tween Gift Buyers based on social media data and online/purchase activity data.
123Push > Consumer > Shopping > Gift Shoppers > Flowers and Gift Buyers	Individuals who are Flowers and Gift Buyers based on social media data and online/purchase activity data.
123Push > Consumer > Shopping > Gift Shoppers > Office Gift Buyers	Individuals who are Office Gift Buyers based on social media data and online/purchase activity data. (FLA Friendly)
123Push > Consumer > Shopping > Gift Shoppers > Corporate Gift Buyers	Individuals who are Corporate Gift Buyers based on social media data and online/purchase activity data. (FLA Friendly)
123Push > Consumer > Shopping > Online Gift Shoppers	Individuals who are Online Gift Shoppers based on social media data and online/purchase activity data. (FLA Friendly)
123Push > Consumer > Shopping > Department Store Shoppers	Individuals who are Department Store Shoppers based on social media data and online/purchase activity data. (FLA Friendly)
123Push > Consumer > Shopping > Gift Card Shoppers	Individuals who are Gift Card Shoppers based on social media data and online/purchase activity data. (FLA Friendly)

Segment Name	Segment Description
123Push > Consumer > Shopping > Value Shoppers	Individuals who are Value Shoppers based on social media data and online/ purchase activity data. (FLA Friendly)
123Push > Consumer > Shopping > Discount Store Shoppers	Individuals who are Discount Store Shoppers based on social media data and online/purchase activity data. (FLA Friendly)
123Push > Consumer > Shopping > Coupon Enthusiasts	Individuals who are Coupon Enthusiasts based on surveys, online/purchase activity, and social media data.
123Push > Consumer > Shopping > Comparison Shoppers	Individuals who are Comparison Shoppers based on surveys, online/purchase activity, and social media data.
123Push > Consumer > Shopping > Holiday Shoppers	Individuals who are Holiday Shoppers based on surveys, online/purchase activity, and social media data.
123Push > Consumer > Travel > Holiday Travelers	Individuals who are spring break planners based on social media data, online/ purchase activity, and surveys.
123Push > Consumer > Seasonal > Holiday Motivators > Individuals Who Love Traveling For the Holidays	Individuals who are individuals who love traveling for the holidays. They love holiday entertaining, decorating, traveling, and celebrating.
123Push > Consumer > Discretionary Spenders > Low Income Holiday Spenders	Individuals who are low income holiday spenders. Based on surveys, online/ purchase activity.
123Push > Consumer > Intent > DIY > Gifts	Individuals who are DIY enthusiasts and who love to make their own gifts. Sourced from surveys, sweepstakes, online activity, and public records.
123Push > Consumer > Intent > DIY > Presents	Individuals who are DIY enthusiasts and who love to make their own presents. Sourced from surveys, sweepstakes, online activity, and public records.
123Push > Optimized for CTV > Consumer > Shopping > Online Gift Shoppers	Individuals who are Online Gift Shoppers based on social media data and online/purchase activity data. (FLA Friendly)
123Push > Optimized for CTV > Consumer > Shopping > Value Shoppers	Individuals who are Value Shoppers based on social media data and online/ purchase activity data. (FLA Friendly)

stirista | Hanukkah Segment

Segment Name	Segment Description
Stirista > Interest > Holiday and Seasonal Travel	Individuals who enjoy traveling, especially during seasonal holidays. Including Halloween, Thanksgiving, Christmas, and New Years.
Stirista > Consumer > Holiday Cooks	Individuals who are highly likely to enjoy holiday cooking. Most likely to host holiday parties frequently for Christmas, Thanksgiving, New Years, Diwali, Kwanzaa, Hanukkah, Chinese New Year, St. Lucia's Day, and Dia de los Muertos.
Stirista > Category > Holidays	Individuals who are interested in Holidays based on surveys, sweepstakes, online activity, and purchase data. (FLA Friendly)
Stirista > Custom > Comparison Shoppers	Individuals who are Comparison Shoppers.

Segment Name	Segment Description
Stirista > Custom > Coupon Enthusiasts	Individuals who are Coupon Enthusiasts. Individuals who like saving, and looking for the best deals.
Stirista > Custom > Holiday Shoppers	Individuals who are Holiday Shoppers.
Stirista > Custom > Holiday Travelers	Individuals who are Holiday Travelers. Individuals who like to travel for Christmas, Thanksgiving, New Years, etc.
Stirista > Interest > Holiday and Seasonal Travel	Individuals who enjoy traveling, especially during seasonal holidays. Including Halloween, Thanksgiving, Christmas, and New Years.
Stirista > Consumer > Holiday Cooks	Individuals who are highly likely to enjoy holiday cooking. Most likely to host holiday parties frequently for Christmas, Thanksgiving, New Years, Diwali, Kwanzaa, Hanukkah, Chinese New Year, St. Lucia's Day, and Dia de los Muertos.
Stirista > Consumer > Gift Buyers	Individuals who are gift buyers. (FLA Friendly)
Stirista > Consumer > Gift Buyers > Fashion	Individuals who are gift buyers interested in fashion. (FLA Friendly)
Stirista > Consumer > Gift Buyers > Consumer Electronics	Individuals who are gift buyers interested in consumer electronics. (FLA Friendly)
Stirista > Consumer > Gift Buyers > Toys	Individuals who are gift buyers interested in toys.
Stirista > Category > Online Shopping	Individuals who are interested in Online Shopping based on surveys, sweepstakes, online activity, and purchase data. Individuals who are frequent shoppers and like shopping online. (FLA Friendly)
Stirista > Seasonal > Holiday Entertainers	Individuals who enjoy holiday entertaining. Individuals who like to host parties for Christmas, Thanksgiving, New Years, etc.
Stirista > Category > Shopping	Individuals who are interested in Shopping based on surveys, sweepstakes, online activity, and purchase data. Includes high interest in all major shopping categories like clothes, shoes, jewelry, children products, pet supplies, home décor, and grocery shopping. (FLA Friendly)
Stirista > Custom > Comparison Shoppers	Individuals who are Comparison Shoppers.
Stirista > Custom > Coupon Enthusiasts	Individuals who are Coupon Enthusiasts. Individuals who like saving, and looking for the best deals.
Stirista > Custom > Holiday Shoppers	Individuals who are Holiday Shoppers.
Stirista > Custom > Holiday Travelers	Individuals who are Holiday Travelers. Individuals who like to travel for Christmas, Thanksgiving, New Years, etc.
Stirista > Category > Hanukkah	Individuals who are interested in Hanukkah based on surveys, sweepstakes, online activity, and purchase data.
Stirista > Food and Beverage > Jewish Cuisine	Individuals who are highly likely to enjoy Jewish cuisine.
Stirista > Consumer > Custom > Jewish Parents of Children Age 10–18	Individuals who are Jewish parents of children age 10–18.
Stirista > Consumer > Religion > JEWISH	Individuals who are JEWISH.