123Push a Stirista solution | **Easter Related Segments**

Segment Name	Segment Description
123Push > Consumer > Social Media Followers > Brand Affinity > Candy > Hershey's	Individuals following Hershey's on social media. (FLA Friendly)
123Push > Consumer > Social Media Followers > Brand Affinity > CPG > Nestle	Individuals following Nestle on social media. (FLA Friendly)
123Push > Consumer > Social Media Followers > Brand Affinity > Candy > Butterfinger	Individuals following Butterfinger on social media. (FLA Friendly)
123Push > Consumer > Social Media Followers > Brand Affinity > Candy > Skittles	Individuals following Skittles on social media. (FLA Friendly)
123Push > Consumer > Social Media Followers > Brand Affinity > Candy > Starburst	Individuals following Starburst on social media. (FLA Friendly)
123Push > Consumer > Social Media Followers > Brand Affinity > Candy > KitKat	Individuals following KitKat on social media. (FLA Friendly)
123Push > Consumer > Social Media Followers > Brand Affinity > Candy > Snickers	Individuals following Snickers on social media. (FLA Friendly)
123Push > Consumer > Social Media Followers > Brand Affinity > Candy > Reeses	Individuals following Reeses on social media. (FLA Friendly)
123Push > Optimized for CTV > Consumer > Interest > Food and Drink > Snacks and Candy	Individuals interested in Snacks and Candy based on surveys, online/purchase data, and social media data.
123Push > Consumer > Seasonal > Holidays and Celebrations > Easter Sunday	Individuals who enjoy celebrating Easter Sunday based on surveys, social media data, and online/purchase activity.
123Push > Optimized for CTV > Consumer > Seasonal > Holidays and Celebrations > Easter Sunday	Individuals who enjoy celebrating Easter Sunday based on surveys, social media data, and online/purchase activity.
123Push > Consumer > Shopping > Grocery Buyers and Household Cooks	Individuals who are Grocery Buyers and Household Cooks 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 > Optimized for CTV > Consumer > Shopping > Holiday Shoppers	Individuals who are Holiday Shoppers based on surveys, online/purchase activity, and social media data.
123Push > Optimized for CTV > Consumer > Travel > Holiday Travelers	Individuals who are spring break planners based on social media data, online/purchase activity, and surveys.
123Push > Optimized for CTV > Consumer > Shopping > Grocery Buyers and Household Cooks	Individuals who are Grocery Buyers and Household Cooks based on surveys, online/purchase activity, and social media data.
123Push > Optimized for CTV > Consumer > Purchase Intent > Frequent Holiday Cooking Products Purchasers	Individuals who are frequent purchasers of holiday cooking related products based on purchase data.
123Push > Optimized for CTV > Consumer > Intent > Holiday Cooking Recipes	Individuals who are frequent holiday purchasers and cooking/culinary readers based on purchase data and online activity.
123Push > Optimized for CTV > Consumer > Seasonal > Holiday Hosts and Entertainers	Individuals who have shown a self-reported interest in holidays and are modeled highly likely to be hosts for holiday parties based on surveys, sweepstakes, online activity, and purchase data.
123Push > Instant Intent > Recent Content Viewers > Food and Drink > Cocktails and Beer	Individuals who enjoy cocktails and beer based on proprietary SDK and app partnerships that track billions of real time mobile app and online content viewership datapoints.
123Push > Instant Intent > Recent Content Viewers > Food and Drink > Wine	Individuals who enjoy wine based on proprietary SDK and app partnerships that track billions of real time mobile app and online content viewership datapoints.

Segment Name	Segment Description
123Push > Consumer > In Market > Wine Enthusiasts	Individuals who are wine enthusiasts based on surveys, online activity, social media data, and purchase/transactional data. (FLA Friendly)
123Push > Consumer > Interest > Food and Beverages > Alcoholic Beverages	Individuals interested in Alcoholic Beverages based on surveys, social media data, and online/purchase activity.
123Push > Consumer > Interest > Food and Beverages > Alcoholic Beverages > Beer	Individuals interested in Beer based on surveys, social media data, and online/purchase activity.
123Push > Consumer > Interest > Food and Beverages > Alcoholic Beverages > Mixed Drinks	Individuals interested in Mixed Drinks based on surveys, social media data, and online/purchase activity.
123Push > Consumer > Interest > Food and Beverages > Alcoholic Beverages > Wine	Individuals interested in Wine based on surveys, social media data, and online/purchase activity.
123Push > Consumer > Interest > Food and Beverages > Alcoholic Beverages > Spirits	Individuals interested in Spirits based on surveys, social media data, and online/purchase activity.
123Push > Optimized for CTV > Consumer > Interest > Food and Beverages > Alcoholic Beverages > Beer	Individuals interested in Beer based on surveys, social media data, and online/purchase activity.
123Push > Optimized for CTV > Consumer > Interest > Food and Beverages > Alcoholic Beverages > Spirits	Individuals interested in Spirits based on surveys, social media data, and online/purchase activity.
123Push > Optimized for CTV > Consumer > Interest > Food and Beverages > Alcoholic Beverages	Individuals interested in Alcoholic Beverages based on surveys, social media data, and online/purchase activity.
123Push > Optimized for CTV > Consumer > Interest > Food and Beverages > Alcoholic Beverages > Mixed Drinks	Individuals interested in Mixed Drinks based on surveys, social media data, and online/purchase activity.
123Push > Optimized for CTV > Consumer > Interest > Food and Beverages > Alcoholic Beverages > Wine	Individuals interested in Wine based on surveys, social media data, and online/purchase activity.
123Push > Consumer > Social Media Followers > Intent > Food and Beverage	Individuals following Food and Beverage related topics and brands and social media. (FLA Friendly)
123Push > Consumer > Interest > Cooking and Gourmet Food	Individuals who are interested in cooking and recipes. They are foodies who enjoy gourmet food. (FLA Friendly)
123Push > Consumer > Interest > Food and Drink	Individuals interested in Food and Drink based on surveys, social media data, and online/purchase activity.
123Push > Consumer > Interest > Food and Drink > Coffee and Tea	Individuals interested in Coffee and Tea based on surveys, social media data, and online/purchase activity. (FLA Friendly)
123Push > Consumer > Interest > Food and Drink > Cuisines	Individuals interested in Cuisines.
123Push > Consumer > Interest > Food and Drink > Eating Styles	Individuals interested in eating styles based on surveys, social media data, and online/purchase activity.
123Push > Consumer > Interest > Food and Drink > Eating Styles > Healthy Eating	Individuals interested in healthy eating based on surveys, social media data, and online/purchase activity. (FLA Friendly)
123Push > Consumer > Interest > Food and Drink > Eating Styles > Organic and Natural Foods	Individuals interested in organic and natural foods based on surveys, social media data, and online/purchase activity. (FLA Friendly)
123Push > Consumer > Interest > Food and Drink > Foodie and Gourmet	Individuals interested in Foodie and Gourmet related topics based on surveys, online/purchase data, and social media data. (FLA Friendly)
123Push > Consumer > Interest > Food and Drink > Recipes and Cooking	Individuals interested in Recipes and Cooking based on surveys, online/purchase data, and social media data. (FLA Friendly)
123Push > Consumer > Interest > Food and Drink > Recipes and Cooking > Barbeques and Grilling	Individuals interested in Barbeques and Grilling based on surveys, online/purchase data, and social media data.

Segment Name	Segment Description
123Push > Consumer > Interest > Food and Drink > Recipes and Cooking > Desserts and Baking	Individuals interested in Desserts and Baking based on surveys, online/purchase data, and social media data.
123Push > Consumer > Interest > Food and Beverages > Herbs and Spices	Individuals who are interested in Herbs and Spices based on surveys, social media data, and online/purchase activity.
123Push > Consumer > Interest > Food and Beverages > Desserts	Individuals who are interested in Desserts based on surveys, social media data, and online/purchase activity.
123Push > Consumer > Interest > Food and Beverages > Main Courses	Individuals who are interested in Main Courses based on surveys, social media data, and online/purchase activity.
123Push > Consumer > Interest > Food and Beverages > Breakfast	Individuals who are interested in Breakfast based on surveys, social media data, and online/purchase activity.
123Push > Consumer > Interest > Food and Beverages > Dinner	Individuals who are interested in Dinner based on surveys, social media data, and online/purchase activity.
123Push > Consumer > Interest > Food and Beverages > Soups and Salads	Individuals who are interested in Soups and Salads based on surveys, social media data, and online/purchase activity.
123Push > Optimized for CTV > Consumer > Interest > Food and Drink > Eating Styles	Individuals interested in eating styles based on surveys, social media data, and online/purchase activity.
123Push > Optimized for CTV > Consumer > Interest > Food and Drink > Eating Styles > Healthy Eating	Individuals interested in healthy eating based on surveys, social media data, and online/purchase activity. (FLA Friendly)
123Push > Optimized for CTV > Consumer > Interest > Food and Drink > Eating Styles > Organic and Natural Foods	Individuals interested in organic and natural foods based on surveys, social media data, and online/purchase activity. (FLA Friendly)
123Push > Optimized for CTV > Consumer > Interest > Food and Drink > Foodie and Gourmet	Individuals interested in Foodie and Gourmet related topics based on surveys, online/purchase data, and social media data. (FLA Friendly)
123Push > Optimized for CTV > Consumer > Interest > Food and Drink > Recipes and Cooking	Individuals interested in Recipes and Cooking based on surveys, online/purchase data, and social media data. (FLA Friendly)
123Push > Optimized for CTV > Consumer > Interest > Food and Drink > Recipes and Cooking > Barbeques and Grilling	Individuals interested in Barbeques and Grilling based on surveys, online/purchase data, and social media data.
123Push > Optimized for CTV > Consumer > Interest > Food and Drink > Recipes and Cooking > Desserts and Baking	Individuals interested in Desserts and Baking based on surveys, online/purchase data, and social media data.
123Push > Optimized for CTV > Consumer > Interest > Food and Drink > Restaurants	Individuals interested in Restaurants based on surveys, online/purchase data, and social media data.
123Push > Optimized for CTV > Consumer > Interest > Food and Drink > Restaurants > Casual Dining	Individuals interested in Casual Dining based on surveys, online/purchase data, and social media data.
123Push > Optimized for CTV > Consumer > Interest > Food and Beverages > Herbs and Spices	Individuals who are interested in Herbs and Spices based on surveys, social media data, and online/purchase activity.
123Push > Optimized for CTV > Consumer > Interest > Food and Beverages > Desserts	Individuals who are interested in Desserts based on surveys, social media data, and online/purchase activity.
123Push > Optimized for CTV > Consumer > Interest > Food and Beverages > Main Courses	Individuals who are interested in Main Courses based on surveys, social media data, and online/purchase activity.
123Push > Optimized for CTV > Consumer > Interest > Food and Beverages > Breakfast	Individuals who are interested in Breakfast based on surveys, social media data, and online/purchase activity.
123Push > Optimized for CTV > Consumer > Interest > Food and Beverages > Dinner	Individuals who are interested in Dinner based on surveys, social media data, and online/purchase activity.
123Push > Optimized for CTV > Consumer > Interest > Food and Beverages > Soups and Salads	Individuals who are interested in Soups and Salads based on surveys, social media data, and online/purchase activity.

Segment Name	Segment Description
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 > 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 > 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 > Consumer > Seasonal > Holidays and Celebrations > Passover	Individuals who enjoy celebrating Passover based on surveys, social media data, and online/purchase activity.
123Push > Optimized for CTV > Consumer > Seasonal > Holidays and Celebrations > Passover	Individuals who enjoy celebrating Passover 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.

stirista | Easter Related Segments

Segment Name	Segment Description
Stirista > Category > Easter Sunday	Individuals who are interested in Easter Sunday based on surveys, sweepstakes, online activity, and purchase data.
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 > Travel > Family Travelers	Individuals with families who enjoy traveling. Parents who enjoy family adventures, including RV trips, Domestic flying, International flying, Crusies, and interest is Disney Parks.

Segment Name	Segment Description
Stirista > Seasonal > Holiday Entertainers	Individuals who enjoy holiday entertaining. Individuals who like to host parties for Christmas, Thanksgiving, New Years, etc.
Stirista > Custom > Holiday Travelers	Individuals who are Holiday Travelers. Individuals who like to travel for Christmas, Thanksgiving, New Years, etc.
Stirista > Consumer > Spending > Big Spending Grocery Buyers	Grocery buyers living in top-spending households to direct product & services offers via the internet, direct mail and call centers.
Stirista > Frequent Purchasers > Cooking	Individuals who have recently/frequently purchased cooking related products. This includes anything food and grocery related, to all cooking gadgets like cookware, and all utensils and speciality products. (FLA Friendly)
Stirista > Business > Industry > Finance > Banking	Individuals who work in the banking industry. (FLA Friendly)
Stirista > Custom > Grocery Buyers and Household Cooks	Individuals who are Grocery Buyers and Household Cooks.
Stirista > Social > Consumer > Alcohol Followers	Social followers of alcohol brands.
Stirista > Social > Consumer > Beer Followers	Social followers of beer brands.
Stirista > Social > Consumer > Wine Followers	Social followers of wine brands.
Stirista > Social > Consumer > Liquor Followers	Social followers of liquor brands.
Stirista > Consumer > Interests > Food - Wines	Individuals with food - wines interest. Individuals who are interested in wines such as Moscato, Chardonnay, Riesling, Pinot Grigio, Sauvignon Blanc, Cabernet, Pinot Noir, Syrah, Zinfandel, Malbec, and Merlot. (FLA Friendly)
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 > Travel > Family Travelers	Individuals with families who enjoy traveling. Parents who enjoy family adventures, including RV trips, Domestic flying, International flying, Crusies, and interest is Disney Parks.
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 > Passover	Individuals who are interested in Passover based on surveys, sweepstakes, online activity, and purchase data.