123Push a Stirista solution | **March Madness Related Segments**

Segment Name	Segment Description
123Push > Optimized for CTV > Consumer > Interest > Sports and Recreation > Basketball	Individuals who are interested in Basketball based on surveys, social media data, and online/purchase activity data.
123Push > Optimized for CTV > Consumer > Interest > Entertainment > Television Networks > ESPN	Individuals interested in ESPN Television Network according to transactional and online activity as well as social media data. (FLA Friendly)
123Push > Optimized for CTV > Consumer > Interest > Radio > Sports Radio	Individuals interested in Sports Radio based on surveys, social media data, and online/purchase activity. (FLA Friendly)
123Push > Instant Intent > CTV Streaming Genre > Sports Basketball TV Viewers	Individuals who have recently streamed sports basketball TV. This data is sourced from proprietary SDK and app partnerships that track billions of real time mobile app and CTV viewership datapoints.
123Push > Consumer > Interest > Sports and Recreation > Basketball > College Basketball and March Madness	Individuals who are interested in College Basketball and March Madness based on surveys, social media data, and online/purchase activity data.
123Push > Consumer > Interest > NCAA March Madness	Individuals who are interested in NCAA March Madness based on social media data, surveys, and online/purchase activity. (FLA Friendly)
123Push > Optimized for CTV > Consumer > Interest > Sports and Recreation > Basketball > College Basketball and March Madness	Individuals who are interested in College Basketball and March Madness based on surveys, social media data, and online/purchase activity data.
123Push > Optimized for CTV > Consumer > Interest > NCAA March Madness	Individuals who are interested in NCAA March Madness based on social media data, surveys, and online/purchase activity. (FLA Friendly)
123Push > Consumer > Interest > Gambling	Individuals interested in gambling related topics such as casino and lottery.
123Push > Consumer > Interest > Gambling > Sports Betting and Fantasy Sports	Individuals who are interested in sports betting and fantasy sports based on surveys, sweepstakes, online/purchase activity, and social media data.
123Push > Consumer > Discretionary Spenders > High Income Gamblers	Individuals who are high income gamblers. Based on surveys, online/purchase activity, and social media data.
123Push > Consumer > Discretionary Spenders > Low Income Gamblers	Individuals who are low income gamblers. Based on surveys, online/purchase activity.
123Push > B2B > Employee Attributes > Currently Employed > Industry > Sports, Recreation, and Gambling	Individuals who work in Sports, Recreation, and Gambling based on B2B titles and company industry codes.

stirista | **March Madness Related Segments**

Segment Name	Segment Description
Stirista > Consumer > Interests > Spectator Sports > Basketball	Individuals with spectator sports - basketball interest/flag. Individuals who are highly interested in NBA, NCAA, ESPN, NBA Finals, and College Basketball. (FLA Friendly)
Stirista > Consumer > Interests > Basketball	Individuals part of the basketball interest grouping. Individuals who are highly interested in NBA, NCAA, ESPN, NBA Finals, and College Basketball. (FLA Friendly)
Stirista > Consumer > Interest > Sports > Basketball	Individuals who are interested in Basketball. Individuals who are highly interested in NBA, NCAA, ESPN, NBA Finals, and College Basketball.
Stirista > Interest > Fantasy Sports	Individuals who are interested in Fantasy Sports. (FLA Friendly)
Stirista > Interest > Sports Fans	Individuals who are interested in Sports Fans. Individuals who are highly interested in Football, Baseball, Basketball, Tennis, Golf, and Soccer. (FLA Friendly)
Stirista > Interest > Sports News	Individuals who are interested in Sports News. Individuals who are highly interested in Football, Baseball, Basketball, Tennis, Golf, and Soccer. (FLA Friendly)
Stirista > Interest > Team Sports	Individuals who are interested in Team Sports. Individuals who are highly interested in Football, Baseball, Basketball, Tennis, Golf, and Soccer.(FLA Friendly)
Stirista > Interest > Basketball	Individuals who are interested in Basketball. Individuals who are highly interested in NBA, NCAA, ESPN, NBA Finals, and College Basketball. (FLA Friendly)
Stirista > Category > Basketball	Individuals who are interested in Basketball based on surveys, sweepstakes, online activity, and purchase data. Individuals who are highly interested in NBA, NCAA, ESPN, NBA. This data is PII based and sourced from surveys, sweepstakes, online activity, and purchase data.
Stirista > Sports Television and Network Interest	Individuals who are interested Sports related television and networks. Individuals who like to watch sports on the television. Examples including Football, Baseball, Basketball, This data is PII based and sourced from social media activity.
Stirista > Intent > B2C > Sports > Basketball	Observed behavior of online users with intentional action suggesting interest in Sports-Basketball and/or supporting products. (FLA Friendly)
Stirista > Category > College Basketball	Individuals interested in college basketball and March Madness. For specific teams or conferences, please see our Conference and School segments such as Big 10 alum and Penn State fans. (FLA This data is PII based and sourced from surveys, sweepstakes, online activity, and purchase data.)
Stirista > Custom > NCAA March Madness	Individuals interested in NCAA March Madness. Individuals who are highly interested in NBA, NCAA, ESPN, NBA Finals, and College Basketball. Also includes individuals highly likely to either host a party or attend a party. This data is PII based and sourced from self-reported surveys, public records, online activity, social media data, and purchase transactions.
Stirista > Seasonal > College Basketball > March Madness	Individuals interested in college basketball and March Madness. For specific teams or conferences, please see our Conference segments such as Big 10 alum, Pac 12. This data is PII based and sourced from self-reported surveys, public records, online activity, social media data, and purchase transactions.
Stirista > Category > Gambling	Individuals who are interested in Gambling based on surveys, sweepstakes, online activity, and purchase data.

March Madness Related Segments

Segment Name	Segment Description
LBDigital > Media Source Solutions > Mobile App Users > Seasonal Resolutions, Events & Shoppers with Buyer Intent > March Madness	This audience is made up of individuals with Seasonal Resolutions, Events & Shoppers with Buyer Intent for March Madness.
LBDigital > Media Source Solutions > CTV/Video/OTT > Arts And Entertainment > Spectator Sports > Basketball > See You Court Side > Unknown Gender	This audience of CTV/Video/OTT viewers enjoy watching Basketball - unknown gender
LBDigital > Media Source Solutions > CTV/Video/OTT > Arts And Entertainment > Spectator Sports > Basketball > See You Court Side > Male	This audience of CTV/Video/OTT viewers enjoy watching Basketball - male
LBDigital > Media Source Solutions > CTV/Video/OTT > Arts And Entertainment > Spectator Sports > Basketball > See You Court Side > Female	This audience of CTV/Video/OTT viewers enjoy watching Basketball - female
LBDigital > Activities > Sports and Recreation > Basketball	This audience contains people who enjoy the sport of basketball. They are terrific prospects for sporting goods, sneakers and team apparel.
LBDigital > Browser Activity > Entertainment and Hobbies > Sport and Horserace Betting	This category contains consumers who going to the track to watch the horses or greyhounds race.
LBDigital > Browser Activity > Sports and Recreation > Basketball > NBA and WNBA	This category contains consumers who love to watch NBA and WNBA basketball.
LBDigital > Location - Out and About > Sports Fanatics > NCAA Basketball Fan	Audience contains individuals that are NCAA Basketball fans.
LBDigital > Browser Activity > Entertainment > Basketball	This category contains consumers who enjoy watching entertainment and programs about basketball.
LBDigital > Media Source Solutions > Optimized for TV > Arts And Entertainment > Spectator Sports > Basketball > Female	This audience contains female individuals interested in basketball.
LBDigital > Media Source Solutions > Optimized for TV > Arts And Entertainment > Spectator Sports > Basketball > Male	This audience contains male individuals interested in basketball.
LBDigital > Media Source Solutions > Fair Lending Friendly > Personal Interest > Sports > Basketball	This audience contains Fair Lending qualified individuals who have a strong interest in basketball related topics such as recreational basketball, NBA, and college basketball (NCAA).
LBDigital > Media Source Solutions > Fair Lending Friendly > Avid Social Media Followers > Intent > Basketball	This audience contains Fair Lending qualified individuals following Basketball related topics and brands and social media.
LBDigital > Browser Activity > Gambling > Sports Betting	This category contains consumers who participate in sports betting. Send offers to this audience such as sports, travel, casinos, sports betting, fantasy sports.

AMERIBASE DIGITAL
A STIRISTA SOLUTION

NFL related Segment

Segment Name	Segment Description
Ameribase Digital > Xennials - The First Millennials - Age 31–41 > Sports Fanatics	These Millennials, age 31–41, have self-reported that they are heavily into sports and root for their favorite baseball, footbal, basketball, and/or hockey team. Identified by age group and online interest based on browser activity.
Ameribase Digital > Man Cave - Men's Product Buyers > Sports	This audience contains men who enjoy sports like football, basketball, and baseball. Based on online behavioral information, these consumers consume content about topics about men.
Ameribase Digital > In-Market > Sporting Goods > Team Sports > Basketball	Based on online behavioral information, these consumers consume content about topics like Basketball. Based on online behavioral information, these consumers consume content about topics like Basketball.
Ameribase Digital > Interests > Sports & Recreation > Sports > Team Sports > Basketball > College Basketball	Based on online behavioral information, these consumers consume content about topics like College Basketball. Based on online behavioral information, these consumers consume content about topics.
Ameribase Digital > Interests > Sports & Recreation > Sports > Team Sports > Basketball	Based on online behavioral information, these consumers consume content about topics like Basketball. Based on online behavioral information, these consumers consume content about topics.
Ameribase Digital > Interests > Sports & Recreation > Sports > Team Sports > Basketball > NBA & WNBA	Based on online behavioral information, these consumers consume content about topics like NBA Based on online behavioral information, these consumers consume content about topics.
Ameribase Digital > Sports Supplies Buyers > Basketball	This audience contains individuals shopping online for basketball supplies. Based on online behavioral information, these consumers are in market and purchasing sports supplies.
Ameribase Digital > Mobile Location-Based > Way of Life > NCAA Basketball Fan	Audience includes individuals who are NCAA Basketball fans.
Ameribase Digital > Mobile Location-Based > Sports > NCAA Basketball Fan Age 55	Audience includes individuals aged 55 and above who are NCAA basketball fans.US mobile location-based data derived from GPS enabled devices, mobile apps and mobile exchange ad requests. Audiences are derived via proximety and geo-fencing locations lat long coordinates. Data is opt-in with opt-out provisions and adheres to pivacy laws consumer consent requirements.
Ameribase Digital > Premium Lifestyle > Interests > Spectator Sports > Basketball	This premium lifestyle audience is made up of highly accurate and responsive individuals that are known to have interests in watching basketball. Deterministic data sourced via online self-reported surveys, registrations, subscriptions and cross validated against public/transactional data for accuracy providing actual transactional and real time data points.
Lighthouse List - Ameribase Digital > CTV Enabled > Premium Lifestyle > Interests > Spectator Sports > Basketball	This premium lifestyle audience is made up of highly accurate and responsive individuals that are known to have interests in watching basketball, and who are CTV V Deterministic data sourced via online self-reported surveys, registrations, subscriptions and cross validated against public/transactional data for accuracy providing actual transactional and real time data points.CTV Enabled means that the data is fully refreshed on a monthly basis to ensure that CTV performance remains precise. It should have a positive effect on performance in CTV-related campaigns as the Households are known CTV/OTT users.

Segment Name	Segment Description
Ameribase Digital > Intent > Interests > Sports > Basketball > NBA and WNBA	This audience contains active and responsive consumers who self reported interest in the NBA This audience contains individuals searching online using actionable keywords that indicate their purchase intent.
Ameribase Digital > Intent > Interests > Sports > Basketball > General	This audience contains active and responsive consumers who self reported interest in basketball. This audience contains individuals searching online using actionable keywords that indicate their purchase intent.
Ameribase Digital > TV Enabled > Arts And Entertainment > Spectator Sports > Basketball > Male	These are consumers with demos and interests for enhanced for TV, audio, video and gaming opportunities who are male individuals interested in basketball. This category is sourced from form fills, email openers, online registrations, browser activity, and self-reported information that are all privacy compliant.
Ameribase Digital > TV Enabled > Arts And Entertainment > Spectator Sports > Basketball > Female	These are consumers with demos and interests for enhanced for TV, audio, video and gaming opportunities who are female individuals interested in basketball. This category is sourced from form fills, email openers, online registrations, browser activity, and self-reported information that are all privacy compliant.
Ameribase Digital > Fair Lending Act Trusted > Personal Interest > Sports > Basketball	This audience contains Fair Lending Act curated and custom made trusted audience of individuals who have a strong interest in basketball related topics such as recreational basketball, NBA, and college basketball (NCAA). The data is multi sourced from contentextual ad engagers, self reported, household transactions, warranty information, public records and promotional offers.
Ameribase Digital > Fair Lending Act Trusted > Avid Social Media Followers > Intent > Basketball	This audience contains Fair Lending Act curated and custom made trusted audience of individuals following Basketball related topics and brands and social media. The data is multi sourced from contentextual ad engagers, self reported, household transactions, warranty information, public records and promotional offers.
Ameribase Digital > Social Behaviors > Sport Fans > Sporting Goods > Basketball Equipment	These consumers have responded to contextual ads about Basketball Equipment through a variety of social media sites. These individuals have self-reported interests based on interacting with multiple social media sites.
Ameribase Digital > Social Behaviors > Sport Fans > Team Sports > Basketball	These consumers have responded to contextual ads about Basketball through a variety of social media sites. These individuals have self-reported interests based on interacting with multiple social media sites.
Ameribase Digital > Truthset identity-Scored Fair Lending Act > Personal Interest > Sports > Basketball	This segment contains highly accurate Truthset Identity-Scored Individuals who have a strong interest in basketball related topics such as recreational basketball, NBA, and college basketball (NCAA). Truthset Identity-Scored Ameribase audiences with up to 51% more accuracy and great scale. The data is multi sourced from contentextual ad engagers, self reported, household transactions, warranty information, public records and promotional offers.
Ameribase Digital > CTV Watchers by Content Type > Basketball CTV Watchers	These consumers are active media engagers and have recently watched sports basketball This data is sourced based on multiple signals including MAID, Email, IP matched to multiple App and CTV signals.