123Push a Stirista solution | **Valentine's Day 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 > Shopping > Gift Shoppers > Valentine's Day Gift Buyers	Individuals who are Valentine's Day Gift Buyers based on social media data and online/purchase activity data.
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 > Optimized for CTV > Consumer > Shopping > Gift Shoppers > Valentine's Day Gift Buyers	Individuals who are Valentine's Day Gift Buyers based on social media data and online/purchase activity data.
123Push > Optimized for CTV > 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 > 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 > 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 > Spending > Dating Intent copy	Individuals using social media to engage with content related to dating such as Tinder and Match.
123Push > Consumer > Spending > Relationships > Dating	Individuals using social media to engage with content related to dating such as Tinder and Match.
123Push > Optimized for CTV > Consumer > Interest > Relationships	Individuals interested in relationships.
123Push > Optimized for CTV > Consumer > Interest > Relationships > Dating	Individuals interested in dating relationships.
123Push > Optimized for CTV > Consumer > Relationship Status > In a Relationship	Individuals who are engaged based on social media data and online/purchase data.
123Push > Optimized for CTV > Consumer > Relationship Status > Engaged	Individuals who are in a relationship based on social media data and online/purchase data.
23Push > Instant Intent > CTV Streaming Genre > Dating and Relationships TV Viewers	Individuals who have recently streamed dating and relationships 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 > Demographic > Marital Status > Married	Individuals who are married.
123Push > Consumer > Demographic > Marital Status > Single	Individuals who are single.

Segment Name	Segment Description
123Push > Voters > Marital Status > Married	Voters who are married. For political use only.
123Push > Consumer > Marital Status > Non-Traditional	Individuals who are in a non-traditional marital relationship.
123Push > Consumer > Marital Status > Married	Individuals who are Married.
123Push > Consumer > Demographic > Marital Status > Not Married	Individuals who are Not Married.
123Push > Consumer > Interest > Travel > Vacation Travel	Individuals interested in Vacation Travel based on online/purchase data and social media data. (FLA Friendly)
123Push > Consumer > Interest > Travel > Vacation Travel > Domestic Travel	Individuals interested in Domestic Vacation Travel based on online/purchase data and social media data. (FLA Friendly)
123Push > Consumer > Interest > Travel > Vacation Travel > International Travel	Individuals interested in International Vacation Travel based on online/purchase data and social media data. (FLA Friendly)
123Push > Consumer > Travel > Holiday Travelers	Individuals who are spring break planners based on social media data, online/ purchase activity, and surveys.
123Push > Consumer > Travel > Romantic Getaways	Individuals who enjoy traveling for romantic getaways based on surveys, sweepstakes, online activity, and purchase data.
123Push > Consumer > Life Events > New Engagement Intent	Individuals who have recently moved in with a significant other and are likely to be engaged soon. Sourced from surveys, sweepstakes, public records, and online activity.
123Push > Optimized for CTV > Consumer > Interest > Entertainment > Movies > Romantic Comedy Movies	Individuals interested in Romantic Comedy Movies according to online/ transactional activity and social media data.
123Push > Optimized for CTV > Consumer > Travel > Romantic Getaways	Individuals who enjoy traveling for romantic getaways based on surveys, sweepstakes, online activity, and purchase data.
123Push > Consumer > Interest > Food and Beverages > Alcoholic Beverages > Wine	Individuals interested in Wine based on surveys, social media data, and online/ purchase activity.

Valentine’s Day Related Segments

Segment Name	Segment Description
Stirista > Category > Valentines Day	Individuals who are interested in Valentines Day based on surveys, sweepstakes, online activity, and purchase data.
Stirista > Seasonal > Valentines Day	Individuals who are highly likely to celebrate Valentine's Day. They are likely to purchase Valentine's Day gifts and book date reservations.
Stirista > Custom > Valentine's Day	Individuals interested in Valentine's Day.
Stirista > Consumer > Custom > Loreal > Purchase Stimulants > Valentines Day	Individuals that are married who are likely to purchase Valentine's Day gifts.
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 > Travel > Romantic Getaways	Individuals who are highly likely to be interested in Romantic Getaways.
Stirista > Interest > Romantic Getaways and Honeymoon	Individuals who are interested in Romantic Getaways and Honeymoon.
Stirista > Consumer > Interest > Books > Romance	Individuals who are interested in Romance books. Individuals who love all things reading related.
Stirista > Category > Romance Literature	Individuals who are interested in Romance Literature based on surveys, sweepstakes, online activity, and purchase data. (FLA Friendly)
Stirista > Consumer > Marital Status > Married	Individuals who are married.
Stirista > Consumer > Spending > Relationships > Dating	Individuals using social media to engage with content related to dating such as Tinder and Match.
Stirista > Consumer > Interests > Wine Enthusiasts	Individuals part of the wine enthusiasts grouping. 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 > 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.