123Push a Stirista solution

# July 4th Segment

| Segment Name | Segment Description |
|---|---|
| 123Push > Optimized for CTV > Consumer > Seasonal > Holidays and Celebrations > Fourth of July (July 4th) | Individuals who enjoy celebrating Fourth of July (July 4th) based on surveys, social media data, and online/purchase activity. |
| 123Push > Consumer > Seasonal > Holidays and Celebrations > Fourth of July (July 4th) | Individuals who enjoy celebrating Fourth of July (July 4th) based on surveys, social media data, and online/purchase activity. |
| 123Push > Consumer > Seasonal > Holidays and Celebrations > Independence Day | Individuals who enjoy celebrating Independence Day based on surveys, social media data, and online/purchase activity. |
| 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 > Instant Intent > Recent Content Viewers > Food and Drink > Barbecues and Grilling | Individuals who enjoy barbecues and grilling based on proprietary SDK and app partnerships that track billions of real time mobile app and online content viewership datapoints. |
| 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 > Travel > Holiday Travelers | Individuals who are spring break planners based on social media data, online/purchase activity, and surveys. |
| 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 > 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 > 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. |

| Segment Name | Segment Description |
|---|---|
| 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 > Buyer Intent > Interests In Bedding | Individuals who are interested interests in bedding. Based on surveys, online/purchase activity, and social media data. |
| 123Push > Consumer > Buyer Intent > Interests In Home Furniture | Individuals who are interested interests in home furniture. Based on surveys, online/purchase activity, and social media data. |
| 123Push > B2B > Currently Employed > ABM Company > Bed Bath & Beyond | B2B contacts currently employed at Bed Bath & Beyond based on B2B contact info including email, name, postal, title, and company firmographic information. (FLA Friendly) |
| 123Push > B2B > Decision Makers > Retail > Furniture and Home Furnishings Decision Makers | Individuals who are Retail > Furniture and Home Furnishings Decision Makers based on B2B contact info including email, name, title, and company firmographic information. |
| 123Push > B2B > Decision Makers > Retail > Home Improvement and Hardware Stores Decision Makers | Individuals who are Retail > Home Improvement and Hardware Stores Decision Makers based on B2B contact info including email, name, title, and company firmographic information. |
| 123Push > B2B > Decision Makers > Retail > Household Appliances Decision Makers | Individuals who are Retail > Household Appliances Decision Makers based on B2B contact info including email, name, title, and company firmographic information. (FLA Friendly) |
| 123Push > Optimized for CTV > B2B > Decision Makers > Retail > Furniture and Home Furnishings Decision Makers | 30 day full data refresh: Individuals who are Retail > Furniture and Home Furnishings Decision Makers based on B2B contact info. |
| 123Push > Optimized for CTV > B2B > Decision Makers > Retail > Home Improvement and Hardware Stores Decision Makers | 30 day full data refresh: Individuals who are Retail > Home Improvement and Hardware Stores Decision Makers based on B2B contact info. |
| 123Push > Optimized for CTV > B2B > Decision Makers > Retail > Household Appliances Decision Makers | 30 day full data refresh: Individuals who are Retail > Household Appliances Decision Makers based on B2B contact info. (FLA Friendly) |

| Segment Name | Segment Description |
|---|---|
| 123Push > Optimized for CTV > Consumer > Interest > Home > Home Improvement | 30 day full data refresh: Individuals interested in home improvement who are highly likely to purchase home improvement related products and services such as painting, flooring, and appliances. (FLA Friendly) |
| 123Push > Optimized for CTV > Consumer > Interest > Home > Home Furniture and Furnishings | 30 day full data refresh: Individuals who are interested in home furniture and furnishings based on surveys, sweepstakes, online/purchase activity, and social media data. (FLA Friendly) |
| 123Push > Optimized for CTV > Consumer > Purchase Intent > Frequent Furniture Purchasers | 30 day full data refresh: Individuals who are frequent Furniture purchasers based on transactional purchase data. (FLA Friendly) |
| 123Push > Optimized for CTV > Consumer > Interest > Home > Decorating | 30 day full data refresh: Individuals interested in home decorating who are highly likely to purchase home decor and furnishings. (FLA Friendly) |
| 123Push > Optimized for CTV > Consumer > Purchase Intent > Frequent Home Decor Purchasers | 30 day full data refresh: Individuals who are frequent Home Decor purchasers based on transactional purchase data. (FLA Friendly) |
| 123Push > Optimized for CTV > Consumer > Purchase Intent > Frequent Home Goods Purchasers | 30 day full data refresh: Individuals who are frequent Home Goods purchasers based on transactional purchase data. (FLA Friendly) |
| 123Push > Optimized for CTV > Consumer > Purchase Intent > Home Appliances | Individuals interested in purchasing Home Appliances according to social media data and online/purchase activity. (FLA Friendly) |
| 123Push > Optimized for CTV > Consumer > Interest > Computers and Technology > Electronics > Home Appliances | Individuals interested in Home Appliances based on social media data and online/purchase history data. |
| 123Push > Instant Intent > Recent Content Viewers > Home and Garden > Appliances | Individuals who are in market for home and garden appliances based on proprietary SDK and app partnerships that track billions of real time mobile app and online content viewership datapoints. |
| 123Push > Consumer > Auto Owners > Auto Make > Oldsmobile | Individuals who own an Oldsmobile vehicle. (FLA Friendly) |
| 123Push > Consumer > Auto Owners > Auto Make > Jeep | Individuals who own a Jeep vehicle. (FLA Friendly) |
| 123Push > Consumer > Auto Owners > Auto Make > Land Rover | Individuals who own a Land Rover vehicle. (FLA Friendly) |
| 123Push > Consumer > Auto Owners > Auto Make > Lincoln | Individuals who own a Lincoln vehicle. (FLA Friendly) |
| 123Push > Consumer > Auto Owners > Auto Make > Volkswagen | Individuals who own a Volkswagen vehicle. (FLA Friendly) |
| 123Push > Consumer > Auto Owners > Auto Make > Nissan | Individuals who own a Nissan vehicle. (FLA Friendly) |
| 123Push > Consumer > Auto Owners > Auto Make > Eagle | Individuals who own an Eagle vehicle. (FLA Friendly) |
| 123Push > Consumer > Auto Owners > Auto Make > Cadillac | Individuals who own a Cadillac vehicle. (FLA Friendly) |
| 123Push > Consumer > Auto Owners > Auto Make > Lexus | Individuals who own a Lexus vehicle. (FLA Friendly) |
| 123Push > Consumer > Auto Owners > Auto Make > Plymouth | Individuals who own a Plymouth vehicle. (FLA Friendly) |

| Segment Name | Segment Description |
|---|---|
| 123Push > Consumer > Auto Owners > Auto Make > Saturn | Individuals who own a Saturn vehicle. (FLA Friendly) |
| 123Push > Consumer > Auto Owners > Auto Make > Mazda | Individuals who own a Mazda vehicle. (FLA Friendly) |
| 123Push > Consumer > Auto Owners > Auto Make > Ford | Individuals who own a Ford vehicle. (FLA Friendly) |
| 123Push > Consumer > Auto Owners > Auto Make > Chrysler | Individuals who own a Chrysler vehicle. (FLA Friendly) |
| 123Push > Consumer > Auto Owners > Auto Make > GMC | Individuals who own a GMC vehicle. (FLA Friendly) |
| 123Push > Consumer > Auto Owners > Auto Make > Kia | Individuals who own a Kia vehicle. (FLA Friendly) |
| 123Push > Consumer > Auto Owners > Auto Make > Toyota | Individuals who own a Toyota vehicle. (FLA Friendly) |
| 123Push > Consumer > Auto Owners > Auto Make > Audi | Individuals who own an Audi vehicle. (FLA Friendly) |
| 123Push > Consumer > Auto Owners > Auto Make > Scion | Individuals who own a Scion vehicle. (FLA Friendly) |
| 123Push > Consumer > Auto Owners > Auto Make > Mercedes-Benz | Individuals who own a Mercedes-Benz vehicle. |
| 123Push > Consumer > Auto Owners > Auto Make > Jaguar | Individuals who own a Jaguar vehicle. |
| 123Push > Consumer > Auto Owners > Auto Make > Hyundai | Individuals who own a Hyundai vehicle. (FLA Friendly) |
| 123Push > Consumer > Auto Owners > Auto Make > Geo | Individuals who own a Geo vehicle. (FLA Friendly) |
| 123Push > Consumer > Auto Owners > Auto Make > Daewoo | Individuals who own a Daewoo vehicle. (FLA Friendly) |
| 123Push > Consumer > Auto Owners > Auto Make > Pontiac | Individuals who own a Pontiac vehicle. (FLA Friendly) |
| 123Push > Consumer > Auto Owners > Auto Make > Chevrolet | Individuals who own a Chevrolet vehicle. (FLA Friendly) |
| 123Push > Consumer > Auto Owners > Auto Make > Suzuki | Individuals who own a Suzuki vehicle. (FLA Friendly) |
| 123Push > Consumer > Auto Owners > Auto Make > Saab | Individuals who own a Saab vehicle. (FLA Friendly) |
| 123Push > Consumer > Auto Owners > Auto Make > Subaru | Individuals who own a Subaru vehicle. (FLA Friendly) |
| 123Push > Consumer > Auto Owners > Auto Make > Volvo | Individuals who own a Volvo vehicle. (FLA Friendly) |
| 123Push > Consumer > Auto Owners > Auto Make > Isuzu | Individuals who own an Isuzu vehicle. (FLA Friendly) |
| 123Push > Consumer > Auto Owners > Auto Make > Acura | Individuals who own an Acura vehicle. (FLA Friendly) |
| 123Push > Consumer > Auto Owners > Auto Make > Mercury | Individuals who own a Mercury vehicle. (FLA Friendly) |
| 123Push > Consumer > Auto Owners > Auto Make > Dodge | Individuals who own a Dodge vehicle. (FLA Friendly) |

| Segment Name | Segment Description |
|---|---|
| 123Push > Consumer > Auto Owners > Auto Make > Mitsubishi | Individuals who own a Mitsubishi vehicle. (FLA Friendly) |
| 123Push > Consumer > Auto Owners > Auto Make > Infiniti | Individuals who own an Infiniti vehicle. (FLA Friendly) |
| 123Push > Consumer > Auto Owners > Auto Make > Porsche | Individuals who own a Porsche vehicle. |
| 123Push > Consumer > Auto Owners > Auto Make > Bmw | Individuals who own a BMW vehicle. |
| 123Push > Consumer > Auto Owners > Auto Make > Mini | Individuals who own a Mini vehicle. |
| 123Push > Consumer > Auto Owners > Auto Make > Hummer | Individuals who own a Hummer vehicle. |
| 123Push > Consumer > Auto Owners > Auto Make > Buick | Individuals who own a Buick vehicle. (FLA Friendly) |
| 123Push > Consumer > Auto Owners > Auto Make > Honda | Individuals who own a Honda vehicle. (FLA Friendly) |
| 123Push > Consumer > Auto Owners > Auto Make > Ram | Individuals who own a Ram vehicle. (FLA Friendly) |
| 123Push > Consumer > Auto Owners > Auto Make > Am General | Individuals who own an Am General vehicle. (FLA Friendly) |
| 123Push > Consumer > Auto Owners > Auto Make > Yugo | Individuals who own a Yugo vehicle. (FLA Friendly) |
| 123Push > Consumer > Auto Owners > Auto Make > Maserati | Individuals who own a Maserati vehicle. |
| 123Push > Consumer > Auto Owners > Auto Make > Fiat | Individuals who own a Fiat vehicle. |
| 123Push > Consumer > Auto Owners > Auto Make > Fisker | Individuals who own a Fisker vehicle. |
| 123Push > Consumer > Auto Owners > Auto Make > Maybach | Individuals who own a Maybach vehicle. |
| 123Push > Consumer > Auto Owners > Auto Make > Tesla | Individuals who own a Tesla vehicle. |
| 123Push > Consumer > Auto Owners > Auto Make > Ferrari | Individuals who own a Ferrari vehicle. |
| 123Push > Consumer > Auto Owners > Auto Make > Merkur | Individuals who own a Merkur vehicle. |
| 123Push > Consumer > Auto Owners > Auto Make > Smart | Individuals who own a Smart vehicle. |
| 123Push > Consumer > Auto Owners > Auto Make > Daihatsu | Individuals who own a Daihatsu vehicle. |
| 123Push > Consumer > Auto Owners > Auto Make > Lamborghini | Individuals who own a Lamborghini vehicle. |
| 123Push > Consumer > Auto Owners > Auto Make > Mclaren | Individuals who own a Mclaren vehicle. |
| 123Push > Consumer > Auto Owners > Auto Make > Amc | Individuals who own an AMC vehicle. |
| 123Push > Consumer > Auto Owners > Auto Make > Aston Martin | Individuals who own an Aston Martin vehicle. |

| Segment Name | Segment Description |
|---|---|
| 123Push > Consumer > Auto Owners > Auto Make > Sterling | Individuals who own a Sterling vehicle. |
| 123Push > Consumer > Auto Owners > Auto Make > Alfa Romeo | Individuals who own an Alfa Romeo vehicle. |
| 123Push > Consumer > Auto Owners > Auto Make > Rolls-Royce | Individuals who own a Rolls-Royce vehicle. |
| 123Push > Consumer > Auto Owners > Auto Make > Datsun | Individuals who own a Datsun vehicle. |
| 123Push > Consumer > Auto Owners > Auto Make > Renault | Individuals who own a Renault vehicle. |
| 123Push > Consumer > Auto Owners > Auto Make > Lotus | Individuals who own a Lotus vehicle. |
| 123Push > Consumer > Auto Owners > Auto Make > Bentley | Individuals who own a Bentley vehicle. |
| 123Push > Consumer > Auto Owners > Auto Make > Genesis | Individuals who own a Genesis vehicle. |
| 123Push > Consumer > Interest > Shopping | Individuals who are interested in shopping. (FLA Friendly) |
| 123Push > Consumer > Interest > Shopping > Discount Shopping | Individuals who are interested in discount shopping and enjoy a good value. (FLA Friendly) |
| 123Push > Optimized for CTV > Consumer > Seasonal > Holiday Shopping > Apparel Holiday Shoppers | Individuals who are Apparel Holiday Shoppers based on surveys, sweepstake entries, social media data, and online/purchase activity. |
| 123Push > Optimized for CTV > Consumer > Seasonal > Holiday Shopping > Beauty Cosmetics and Fragrance Store Holiday Shoppers | Individuals who are Beauty Cosmetics and Fragrance Store Holiday Shoppers based on surveys, sweepstake entries, social media data, and online/purchase activity. |
| 123Push > Optimized for CTV > Consumer > Seasonal > Holiday Shopping > Big Box Store Holiday Shoppers | Individuals who are Big Box Store Holiday Shoppers based on surveys, sweepstake entries, social media data, and online/purchase activity. |
| 123Push > Optimized for CTV > Consumer > Seasonal > Holiday Shopping > Children's Products Holiday Shoppers | Individuals who are Children's Products Holiday Shoppers based on surveys, sweepstake entries, social media data, and online/purchase activity. |
| 123Push > Optimized for CTV > Consumer > Seasonal > Holiday Shopping > Consumer Electronics Holiday Shoppers | Individuals who are Consumer Electronics Holiday Shoppers based on surveys, sweepstake entries, social media data, and online/purchase activity. |
| 123Push > Optimized for CTV > Consumer > Seasonal > Holiday Shopping > Department Store Holiday Shoppers | Individuals who are Department Store Holiday Shoppers based on surveys, sweepstake entries, social media data, and online/purchase activity. |

stirista | **July 4th Segment**

| Segment Name | Segment Description |
|---|---|
| Stirista > Interest > Family Travel | Individuals who are interested in Family Travel. |
| Stirista > Interest > Adventure Travel | Individuals who are interested in Adventure Travel. (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 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, Cruises, and interest in Disney Parks. |
| 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. (FLA Friendly) |
| 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 interested in wines such as Moscato, Chardonnay, Riesling, Pinot Grigio, Sauvignon Blanc, Cabernet, Pinot Noir, Syrah, Zinfandel, Malbec, and Merlot. (FLA Friendly) |
| Stirista > Business > Industry > Manufacturing > Food & Beverage | Individuals who work in the manufacturing food & beverage industry. (FLA Friendly) |
| Stirista > Business > Industry > Retail > Grocery | Individuals who work in the grocery industry. (FLA Friendly) |
| Stirista > Business > Consumer Goods And Services > Manufacturing > Consumer Goods-Food And Beverage | Individuals who work in food and beverage manufacturing. (FLA Friendly) |
| Stirista > Business > Decision Makers > Manufacturing > Food & Beverage | Individuals who are decision makers in the Manufacturing > Food & Beverage field. (FLA Friendly) |
| Stirista > Consumer > Interests > Cooking - General | Individuals most likely to be interested in cooking tutorials, cooking recipes, and cooking books, as well as enjoying getting groceries and making things homemade. (FLA Friendly) |

| Segment Name | Segment Description |
|---|---|
| Stirista > Consumer > Interests > Foods - Natural | Individuals most likely to be interested in cooking tutorials, cooking recipes, and cooking books, enjoying homemade and healthy meals. (FLA Friendly) |
| Stirista > Consumer > Interests > Cooking / Food Grouping | Individuals most likely to be interested in cooking tutorials, cooking recipes, and cooking books, as well as enjoying getting groceries and making things homemade. (FLA Friendly) |
| Stirista > Category > Nutritional Foods | Individuals who are interested in Nutritional Foods based on surveys, sweepstakes, online activity, and purchase data. (FLA Friendly) |
| Stirista > Category > Recipes and Cooking | Individuals who are interested in Recipes and Cooking based on surveys, sweepstakes, online activity, and purchase data. (FLA Friendly) |
| Stirista > Food and Cooking Television and Network Interest | Individuals who are interested in Food and Cooking related television and networks. (FLA Friendly) |
| Stirista > Intent > B2C > Business > Food & Beverage | Observed behavior of online users with intentional action suggesting interest in Business-Food & Beverage and/or supporting products. (FLA Friendly) |
| Stirista > Consumer > Grocery Shopping Moms | Moms who are highly likely to shop for household groceries. These moms enjoy cooking fresh meals often, and are recipe hunters on Pinterest. |
| Stirista > Auto > Auto Make > F150 | Owners of F150 vehicles. (FLA Friendly) |
| Stirista > Auto > Auto Make > PLYMOUTH | Owners of Plymouth vehicles. (FLA Friendly) |
| Stirista > Auto > Auto Make > DODGE | Owners of Dodge vehicles. (FLA Friendly) |
| Stirista > Auto > Auto Make > JEEP | Owners of Jeep vehicles. (FLA Friendly) |
| Stirista > Auto > Auto Make > FIAT | Owners of Fiat vehicles. (FLA Friendly) |
| Stirista > Auto > Auto Make > CAMRY | Owners of Camry vehicles. (FLA Friendly) |
| Stirista > Auto > Auto Make > CADILLAC | Owners of Cadillac vehicles. (FLA Friendly) |
| Stirista > Auto > Auto Make > ACURA | Owners of Acura vehicles. (FLA Friendly) |
| Stirista > Auto > Auto Make > VOLVO | Owners of Volvo vehicles. (FLA Friendly) |
| Stirista > Auto > Auto Make > PORSCHE | Owners of Porsche vehicles. |
| Stirista > Auto > Auto Make > F 150 | Owners of F 150 vehicles. (FLA Friendly) |
| Stirista > Auto > Auto Make > LAND ROVER | Owners of Land Rover vehicles. |
| Stirista > Auto > Auto Make > GRAND CARAVAN | Owners of Grand Caravan vehicles. (FLA Friendly) |
| Stirista > Auto > Auto Make > MAZDA | Owners of Mazda vehicles. (FLA Friendly) |

| Segment Name | Segment Description |
|---|---|
| Stirista > Auto > Auto Make > SATURN | Owners of Saturn vehicles. (FLA Friendly) |
| Stirista > Auto > Auto Make > MERCEDES | Owners of Mercedes vehicles. |
| Stirista > Auto > Auto Make > CHEVROLET | Owners of Chevrolet vehicles. (FLA Friendly) |
| Stirista > Auto > Auto Make > RAM | Owners of RAM vehicles. (FLA Friendly) |
| Stirista > Auto > Auto Make > HYUNDAI | Owners of Hyundai vehicles. (FLA Friendly) |
| Stirista > Auto > Auto Make > SAAB | Owners of Saab vehicles. (FLA Friendly) |
| Stirista > Auto > Auto Make > JAGUAR | Owners of Jaguar vehicles. |
| Stirista > Auto > Auto Make > CHRYSLER | Owners of Chrysler vehicles. (FLA Friendly) |
| Stirista > Auto > Auto Make > VOLKSWAGEN | Owners of Volkswagen vehicles. (FLA Friendly) |
| Stirista > Auto > Auto Make > HARL | Owners of Harl vehicles. (FLA Friendly) |
| Stirista > Auto > Auto Make > LINCOLN | Owners of Lincoln vehicles. (FLA Friendly) |
| Stirista > Auto > Auto Make > GEO | Owners of GEO vehicles. (FLA Friendly) |
| Stirista > Auto > Auto Make > LEXUS | Owners of Lexus vehicles. (FLA Friendly) |
| Stirista > Auto > Auto Make > OLDSMOBILE | Owners of Oldsmobile vehicles. (FLA Friendly) |
| Stirista > Auto > Auto Make > MITSUBISHI | Owners of Mitsubishi vehicles. (FLA Friendly) |
| Stirista > Auto > Auto Make > IMPALA | Owners of Impala vehicles. (FLA Friendly) |
| Stirista > Auto > Auto Make > MERCURY | Owners of Mercury vehicles. (FLA Friendly) |
| Stirista > Auto > Auto Make > SUBARU | Owners of Subaru vehicles. (FLA Friendly) |
| Stirista > Auto > Auto Make > NISSAN | Owners of Nissan vehicles. (FLA Friendly) |
| Stirista > Auto > Auto Make > SCION | Owners of Scion vehicles. (FLA Friendly) |
| Stirista > Auto > Auto Make > DAEWOO | Owners of Daewoo vehicles. (FLA Friendly) |
| Stirista > Auto > Auto Make > MINI | Owners of Mini vehicles. (FLA Friendly) |
| Stirista > Auto > Auto Make > HONDA | Owners of Honda vehicles. (FLA Friendly) |
| Stirista > Auto > Auto Make > TOYOTA | Owners of Toyota vehicles. (FLA Friendly) |

| Segment Name | Segment Description |
|---|---|
| Stirista > Auto > Auto Make > ISUZU | Owners of Isuzu vehicles. (FLA Friendly) |
| Stirista > Auto > Auto Make > SUZUKI | Owners of Suzuki vehicles. (FLA Friendly) |
| Stirista > Auto > Auto Make > FORD | Owners of Ford vehicles. (FLA Friendly) |
| Stirista > Auto > Auto Make > EAGLE | Owners of Eagle vehicles. (FLA Friendly) |
| Stirista > Auto > Auto Make > AUDI | Owners of Audi vehicles. (FLA Friendly) |
| Stirista > Auto > Auto Make > INFINITI | Owners of Infiniti vehicles. (FLA Friendly) |
| Stirista > Auto > Auto Make > KIA | Owners of KIA vehicles. (FLA Friendly) |
| Stirista > Auto > Auto Make > HUMMER | Owners of Hummer vehicles. |
| Stirista > Auto > Auto Make > GMC | Owners of GMC vehicles. (FLA Friendly) |
| Stirista > Auto > Auto Make > BUICK | Owners of Buick vehicles. (FLA Friendly) |
| Stirista > Auto > Auto Make > BMW | Owners of BMW vehicles. |
| Stirista > Auto > Auto Make > PONTIAC | Owners of Pontiac vehicles. (FLA Friendly) |
| Stirista > Auto > Auto Make > KAWA | Owners of Kawa vehicles. (FLA Friendly) |
| Stirista > Auto > Auto Make > YAMAHA | Owners of Yamaha vehicles. (FLA Friendly) |
| Stirista > Auto > Auto Make > AMERICAN MOTORS | Owners of American Motors vehicles. (FLA Friendly) |
| Stirista > Auto > Auto Make > Silverado 1500 | Owners of Silverado 1500 vehicles. (FLA Friendly) |
| Stirista > Auto > Auto Make > SMART | Owners of Smart vehicles. (FLA Friendly) |
| Stirista > Auto > Auto Make > BENTLEY | Owners of Bentley vehicles. |
| Stirista > Auto > Auto Make > MAYBACH | Owners of Maybach vehicles. |
| Stirista > Auto > Auto Make > LAMBORGHINI | Owners of Lamborghini vehicles. |
| Stirista > Auto > Auto Make > MASERATI | Owners of Maserati vehicles. |
| Stirista > Auto > Auto Make > DATSUN | Owners of Datsun vehicles. (FLA Friendly) |
| Stirista > Auto > Auto Make > AMC | Owners of Amc vehicles. (FLA Friendly) |
| Stirista > Auto > Auto Make > ALFA ROMEO | Owners of Alfa Romeo vehicles. |

| Segment Name | Segment Description |
|---|---|
| Stirista > Auto > Auto Make > MERCEDES-BENZ | Owners of Mercedes-Benz vehicles. |
| Stirista > Auto > Auto Make > ROLLS-ROYCE | Owners of Rolls-Royce vehicles. |
| Stirista > Auto > Auto Make > YUGO | Owners of Yugo vehicles. (FLA Friendly) |
| Stirista > Auto > Auto Make > AM GENERAL | Owners of AM General vehicles. (FLA Friendly) |
| Stirista > Auto > Auto Make > STERLING | Owners of Sterling vehicles. (FLA Friendly) |
| Stirista > Auto > Auto Make > TESLA | Owners of Tesla vehicles. |
| Stirista > Auto > Auto Make > ASTON MARTIN | Owners of Aston Martin vehicles. |
| Stirista > Auto > Auto Make > PEUGEOT | Owners of Peugeot vehicles. |
| Stirista > Auto > Auto Make > FERRARI | Owners of Ferrari vehicles. |
| Stirista > Auto > Auto Make > RENAULT | Owners of Renault vehicles. |
| Stirista > Auto > Auto Make > LOTUS | Owners of Lotus vehicles. |
| Stirista > Auto > Auto Make > DAIHATSU | Owners of Daihatsu vehicles. (FLA Friendly) |
| Stirista > Auto > Auto Make > MERKUR | Owners of Merkur vehicles. (FLA Friendly) |
| Stirista > Auto Owner > Make > Land Rover | Individuals who own a Land Rover vehicle. |
| Stirista > Consumer > Seasonal > Holiday Tech Shoppers | Individuals who are highly likely to be holiday tech shoppers. |
| Stirista > Consumer > Seasonal > Holiday Discount Shoppers | Individuals who are bargain seekers that enjoy holiday shopping discounts and deals. |
| Stirista > Consumer > Seasonal > Luxury Holiday Shoppers | Individuals who are highly likely to shop for luxury products during the holiday season. |
| Stirista > Consumer > Seasonal > Holiday Apparel Shoppers | Individuals who are highly likely to be holiday apparel shoppers. |
| Stirista > Consumer > Seasonal > Holiday Beauty Shoppers | Individuals who are highly likely to be holiday beauty shoppers. They enjoy cosmetics, fragrance, and hair care. |
| Stirista > Consumer > Gift Buyers > Consumer Electronics | Individuals who are gift buyers interested in consumer electronics. (FLA Friendly) |
| Stirista > B2B > ABM Company > Bed Bath & Beyond | B2B contacts currently employed at Bed Bath & Beyond. (FLA Friendly) |
| Stirista > Frequent Purchasers > Furniture | Individuals who have recently/frequently purchased furniture related products. (FLA Friendly) |
| Stirista > Frequent Purchasers > Home Decor | Individuals who have recently/frequently purchased home decor related products. (FLA Friendly) |

| Segment Name | Segment Description |
|---|---|
| Stirista > Frequent Purchasers > Home Goods | Individuals who have recently/frequently purchased home goods related products. (FLA Friendly) |
| Stirista > Consumer > Interests > High End Appliances | Individuals with high end appliances interest. (FLA Friendly) |
| Stirista > Past Purchasers > Home Decorations | Individuals who are past purchasers of Home Decorations. Includes individuals who love to decorate for every holiday and season. (FLA Friendly) |
| Stirista > Past Purchasers > Home Improvement | Individuals who are past purchasers of Home Improvement — DIYers and people who shop at Home Depot and Lowes. (FLA Friendly) |
| Stirista > Past Purchasers > Indoors | Individuals who are past purchasers of Indoors. (FLA Friendly) |
| Stirista > Past Purchasers > Appliances | Individuals who are past purchasers of Appliances. (FLA Friendly) |
| Stirista > Past Purchasers > Furniture | Individuals who are past purchasers of Furniture. Highly likely to shop at Ashleys, Overstock, Living Spaces, West Elm, Wayfair, IKEA, and Rooms To Go. (FLA Friendly) |
| Stirista > Past Purchasers > Home Decor | Individuals who are past purchasers of Home Decor. Includes individuals who love to decorate for every holiday and season. (FLA Friendly) |
| Stirista > HNWI > Likely to Purchase > Home and Garden > Appliances | High Net Worth Individuals likely to purchase Home and Garden > Appliances. Includes all High incomes between $100,000 - 250,000+. |
| Stirista > Category > Electronics | Individuals who are interested in Electronics based on surveys, sweepstakes, online activity, and purchase data. (FLA Friendly) |
| Stirista > Category > Home Appliances | Individuals who are interested in Home Appliances based on surveys, sweepstakes, online activity, and purchase data. (FLA Friendly) |

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# July 4th Segment

| Segment Name | Segment Description |
|---|---|
| LBDigital > Browser Activity > Holiday and Seasonal > July 4th | This category contains consumers who enjoy celebrating the 4th of July. They enjoy celebrating July 4th by barbequing, watching parades and enjoying fireworks. |
| LBDigital > Media Source Solutions > Location - Out and About > Travel Centric > Weekend Traveler | Audience contains individuals that travel on weekends. Sourced from US location data from GPS compliant with all data privacy laws. |
| LBDigital > Location - Out and About > Trendsetters Lifestyles > Outdoor Enthusiast | Audience contains individuals that enjoy the outdoors. Sourced from US location data from GPS compliant with all data privacy laws. |
| LBDigital > Media Source Solutions > Location - Out and About > Travel Centric > Looking To Travel | Audience contains individuals that are planning to travel. Sourced from US location data from GPS compliant with all data privacy laws. |
| LBDigital > Location - Out and About > Seasonal and Holiday > Travel For Holidays | Audience contains individuals that travel during the Holidays. Sourced from US location data from GPS compliant with all data privacy laws. |
| LBDigital > Media Source Solutions > Beer and Spirits | This category contains people who have purchased their favorite alcoholic beverage such as beer, gin, vodka and whiskey. Sourced via mobile device search behavior. |
| LBDigital > Media Source Solutions > Beer and Spirits > Beer Drinkers | People who have purchased beer and used their mobile device to search for alcoholic beverages by brand, style, flavor, coupons, discounts, ingredients and more. |
| LBDigital > Media Source Solutions > Beer and Spirits > Beer Drinkers > Bud Light | Consumers who have purchased or searched for Bud Light via mobile device. |
| LBDigital > Media Source Solutions > Beer and Spirits > Beer Drinkers > Budweiser | Consumers who have purchased or searched for Budweiser via mobile device. |
| LBDigital > Media Source Solutions > Beer and Spirits > Beer Drinkers > Coors | Consumers who have purchased or searched for Coors via mobile device. |
| LBDigital > Media Source Solutions > Beer and Spirits > Beer Drinkers > Coors Light | Consumers who have purchased or searched for Coors Light via mobile device. |
| LBDigital > Media Source Solutions > Beer and Spirits > Beer Drinkers > Miller Light | Consumers who have purchased or searched for Miller Light via mobile device. |
| LBDigital > Media Source Solutions > Beer and Spirits > Beer Drinkers > Pabst | Consumers who have purchased or searched for Pabst via mobile device. |
| LBDigital > Media Source Solutions > Beer and Spirits > Beer Drinkers > Yuengling Traditional Lager | Consumers who have purchased or searched for Yuengling Traditional Lager via mobile device. |
| LBDigital > Media Source Solutions > Beer and Spirits > Beer Drinkers > Corona | Consumers who have purchased or searched for Corona via mobile device. |
| LBDigital > Media Source Solutions > Beer and Spirits > Beer Drinkers > Corona Light | Consumers who have purchased or searched for Corona Light via mobile device. |
| LBDigital > Media Source Solutions > Beer and Spirits > Beer Drinkers > Heineken | Consumers who have purchased or searched for Heineken via mobile device. |
| LBDigital > Media Source Solutions > Beer and Spirits > Beer Drinkers > Modelo Especial | Consumers who have purchased or searched for Modelo Especial via mobile device. |

| Segment Name | Segment Description |
|---|---|
| LBDigital > Media Source Solutions > Beer and Spirits > Beer Drinkers > Negra Modelo | Consumers who have purchased or searched for Negra Modelo via mobile device. |
| LBDigital > Media Source Solutions > Beer and Spirits > Beer Drinkers > Stella Artois | Consumers who have purchased or searched for Stella Artois via mobile device. |
| LBDigital > Media Source Solutions > Beer and Spirits > Beer Drinkers > Tecate | Consumers who have purchased or searched for Tecate via mobile device. |
| LBDigital > Media Source Solutions > Beer and Spirits > Gin Drinkers | People who have purchased gin and used their mobile device to search for alcoholic beverages by brand, style, flavor, coupons, discounts, ingredients and more. |
| LBDigital > Media Source Solutions > Beer and Spirits > Gin Drinkers > Bombay | Consumers who have purchased or searched for Bombay gin via mobile device. |
| LBDigital > Media Source Solutions > Beer and Spirits > Gin Drinkers > Tanqueray | Consumers who have purchased or searched for Tanqueray gin via mobile device. |
| LBDigital > Media Source Solutions > Beer and Spirits > Vodka Drinkers | People who have purchased vodka and used their mobile device to search for alcoholic beverages by brand, style, flavor, coupons, discounts, ingredients and more. |
| LBDigital > Media Source Solutions > Beer and Spirits > Vodka Drinkers > Grey Goose | Consumers who have purchased or searched for Grey Goose via mobile device. |
| LBDigital > Media Source Solutions > Beer and Spirits > Vodka Drinkers > Ketel One | Consumers who have purchased or searched for Ketel One via mobile device. |
| LBDigital > Media Source Solutions > Beer and Spirits > Vodka Drinkers > Skyy | Consumers who have purchased or searched for Skyy vodka via mobile device. |
| LBDigital > Media Source Solutions > Beer and Spirits > Whiskey Drinkers | People who have purchased whiskey and used their mobile device to search for alcoholic beverages by brand, style, flavor, coupons, discounts, ingredients and more. |
| LBDigital > Media Source Solutions > Beer and Spirits > Whiskey Drinkers > Jim Beam | Consumers who have purchased or searched for Jim Beam via mobile device. |
| LBDigital > Media Source Solutions > Beer and Spirits > Beer Drinkers > Dos Equis | Consumers who have purchased or searched for Dos Equis via mobile device. |
| LBDigital > Media Source Solutions > Location - Out and About > Automotive > Automobile Shoppers | Audience contains individuals in market to buy an automobile. Sourced from US location data from GPS compliant with all data privacy laws. |