123Push a Stirista solution

Labor Day Segment

Segment Name	Segment Description
123Push > Optimized for CTV > Consumer > Seasonal > Holidays and Celebrations > Labor Day	Individuals who enjoy celebrating Labor Day based on surveys, social media data, and online/purchase activity. PII-based.
123Push > Consumer > Seasonal > Holidays and Celebrations > Labor Day	Individuals who enjoy celebrating Labor Day based on surveys, social media data, and online/purchase activity. PII-based.
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 tracking real-time viewership. Based on MAIDs.
123Push > Consumer > Travel > Holiday Travelers	Individuals who are holiday travelers based on social media data, online/purchase activity, and surveys.
123Push > Optimized for CTV > Consumer > Travel > Holiday Travelers	Individuals who are holiday travelers 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 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.
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 on social media. (FLA Friendly)
123Push > Consumer > Buyer Intent > Interests In Bedding	Individuals interested in bedding based on surveys, online/purchase activity, and social media data.
123Push > Consumer > Buyer Intent > Interests In Home Furniture	Individuals interested in home furniture based on surveys, online/purchase activity, and social media data.

Segment Name	Segment Description
123Push > B2B > Currently Employed > ABM Company > Bed Bath & Beyond	B2B contacts currently employed at Bed Bath & Beyond. (FLA Friendly)
123Push > B2B > Decision Makers > Retail > Furniture and Home Furnishings Decision Makers	Retail > Furniture and Home Furnishings Decision Makers verified through business social media profiles.
123Push > B2B > Decision Makers > Retail > Home Improvement and Hardware Stores Decision Makers	Retail > Home Improvement and Hardware Stores Decision Makers verified through business social media profiles.
123Push > B2B > Decision Makers > Retail > Household Appliances Decision Makers	Retail > Household Appliances Decision Makers. (FLA Friendly)
123Push > Optimized for CTV > B2B > Decision Makers > Retail > Furniture and Home Furnishings Decision Makers	30-day refresh: Retail > Furniture and Home Furnishings Decision Makers.
123Push > Optimized for CTV > B2B > Decision Makers > Retail > Home Improvement and Hardware Stores Decision Makers	30-day refresh: Retail > Home Improvement and Hardware Stores Decision Makers.
123Push > Optimized for CTV > B2B > Decision Makers > Retail > Household Appliances Decision Makers	30-day refresh: Retail > Household Appliances Decision Makers. (FLA Friendly)
123Push > Optimized for CTV > Consumer > Interest > Home > Home Improvement	30-day refresh: Individuals interested in home improvement. (FLA Friendly)
123Push > Optimized for CTV > Consumer > Interest > Home > Home Furniture and Furnishings	30-day refresh: Individuals interested in home furniture and furnishings. (FLA Friendly)
123Push > Optimized for CTV > Consumer > Purchase Intent > Frequent Furniture Purchasers	30-day refresh: Frequent Furniture purchasers based on transactional data. (FLA Friendly)
123Push > Optimized for CTV > Consumer > Interest > Home > Decorating	30-day refresh: Individuals interested in home decorating. (FLA Friendly)
123Push > Optimized for CTV > Consumer > Purchase Intent > Frequent Home Decor Purchasers	30-day refresh: Frequent Home Decor purchasers based on transactional data. (FLA Friendly)
123Push > Optimized for CTV > Consumer > Purchase Intent > Frequent Home Goods Purchasers	30-day refresh: Frequent Home Goods purchasers based on transactional data. (FLA Friendly)
123Push > Optimized for CTV > Consumer > Purchase Intent > Home Appliances	Individuals interested in purchasing Home Appliances. (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.
123Push > Instant Intent > Recent Content Viewers > Home and Garden > Appliances	Individuals in-market for home and garden appliances based on SDK and app partnerships.
123Push > Consumer > Interest > Shopping	Individuals interested in shopping. (FLA Friendly)
123Push > Consumer > Interest > Shopping > Discount Shopping	Individuals interested in discount shopping who enjoy a good value. (FLA Friendly)
123Push > Optimized for CTV > Consumer > Seasonal > Holiday Shopping > Apparel Holiday Shoppers	Apparel 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	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 > Consumer Electronics Holiday Shoppers	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	Department Store Holiday Shoppers based on surveys, sweepstake entries, social media data, and online/purchase activity.

stirista

Labor Day Segment

Segment Name	Segment Description
Stirista > Interest > Family Travel	Individuals interested in Family Travel. PII-based.
Stirista > Interest > Adventure Travel	Individuals interested in Adventure Travel. (FLA Friendly)
Stirista > Interest > Holiday and Seasonal Travel	Individuals who enjoy traveling during seasonal holidays including Halloween, Thanksgiving, Christmas, and New Years.
Stirista > Consumer > Holiday Cooks	Individuals highly likely to enjoy holiday cooking and host parties for Christmas, Thanksgiving, New Years, Diwali, Kwanzaa, Hanukkah, and others.
Stirista > Consumer > Travel > Family Travelers	Families who enjoy traveling including RV trips, domestic/international flying, cruises, and Disney Parks.
Stirista > Consumer > Spending > Big Spending Grocery Buyers	Grocery buyers in top-spending households targeted via 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, Cabernet, Pinot Noir, Syrah, Zinfandel, Malbec, and Merlot. (FLA Friendly)
Stirista > Consumer > Interests > Cooking - General	Individuals interested in cooking tutorials, recipes, and books. (FLA Friendly)
Stirista > Consumer > Interests > Foods - Natural	Individuals interested in natural foods, cooking tutorials, and making healthy homemade meals. (FLA Friendly)
Stirista > Consumer > Interests > Cooking / Food Grouping	Individuals interested in cooking tutorials, recipes, and books. (FLA Friendly)
Stirista > Category > Nutritional Foods	Individuals interested in Nutritional Foods based on surveys, sweepstakes, online activity, and purchase data. (FLA Friendly)
Stirista > Category > Recipes and Cooking	Individuals 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 interested in Food and Cooking television and networks. (FLA Friendly)
Stirista > Intent > B2C > Business > Food & Beverage	Observed behavior suggesting interest in Business-Food & Beverage. (FLA Friendly)
Stirista > Consumer > Grocery Shopping Moms	Moms highly likely to shop for household groceries and enjoy cooking fresh meals.
Stirista > Consumer > Seasonal > Holiday Tech Shoppers	Individuals highly likely to be holiday tech shoppers.
Stirista > Consumer > Seasonal > Holiday Discount Shoppers	Bargain seekers who enjoy holiday shopping discounts and deals.
Stirista > Consumer > Seasonal > Luxury Holiday Shoppers	Individuals highly likely to shop for luxury products during the holiday season.

Segment Name	Segment Description
Stirista > Consumer > Seasonal > Holiday Apparel Shoppers	Individuals highly likely to be holiday apparel shoppers.
Stirista > Consumer > Seasonal > Holiday Beauty Shoppers	Individuals highly likely to be holiday beauty shoppers (cosmetics, fragrance, hair care).
Stirista > Consumer > Gift Buyers > Consumer Electronics	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. (FLA Friendly)
Stirista > Frequent Purchasers > Home Decor	Individuals who have recently/frequently purchased home decor products. (FLA Friendly)
Stirista > Frequent Purchasers > Home Goods	Individuals who have recently/frequently purchased home goods products. (FLA Friendly)
Stirista > Consumer > Interests > High End Appliances	Individuals with high end appliances interest. (FLA Friendly)
Stirista > Past Purchasers > Home Decorations	Past purchasers of Home Decorations who decorate for every holiday and season. (FLA Friendly)
Stirista > Past Purchasers > Home Improvement	Past purchasers of Home Improvement; DIYers who shop at Home Depot and Lowes. (FLA Friendly)
Stirista > Past Purchasers > Indoors	Individuals who are past purchasers of Indoors products. (FLA Friendly)
Stirista > Past Purchasers > Appliances	Individuals who are past purchasers of Appliances. (FLA Friendly)
Stirista > Past Purchasers > Furniture	Past purchasers of Furniture likely to shop at Ashley's, Overstock, West Elm, Wayfair, IKEA, and Rooms To Go. (FLA Friendly)
Stirista > Past Purchasers > Home Decor	Past purchasers of Home Decor 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 (income $100,000–$250,000+).
Stirista > Category > Electronics	Individuals interested in Electronics. (FLA Friendly)
Stirista > Category > Home Appliances	Individuals interested in Home Appliances. (FLA Friendly)
Stirista > Business > Industry > Manufacturing > Food & Beverage	Individuals who work in manufacturing food & beverage. (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	Decision makers in Manufacturing > Food & Beverage. (FLA Friendly)