123Push a Stirista solution

MLB Segment

Segment Name	Segment Description
123Push > Consumer > Interest > Sports > Baseball	Individuals interested in baseball related topics such as recreational baseball, Major League Baseball, and college baseball. (FLA Friendly)
123Push > Consumer > Interest > Sports	Individuals interested in sports related entertainment and activities such as recreational sports and sports television and events. (FLA Friendly)
123Push > Consumer > Social Media Followers > Brand Affinity > Baseball > Major League Baseball (MLB)	Individuals following Major League Baseball (MLB) on social media. (FLA Friendly)
123Push > Consumer > Social Media Followers > Brand Affinity > Baseball > Miami Marlins	Individuals following Miami Marlins on social media. (FLA Friendly)
123Push > Consumer > Social Media Followers > Brand Affinity > Baseball > Chicago White Sox	Individuals following Chicago White Sox on social media. (FLA Friendly)
123Push > Consumer > Social Media Followers > Brand Affinity > Baseball > Arizona Diamondbacks	Individuals following Arizona Diamondbacks on social media. (FLA Friendly)
123Push > Consumer > Social Media Followers > Brand Affinity > Baseball > Minnesota Twins	Individuals following Minnesota Twins on social media. (FLA Friendly)
123Push > Consumer > Social Media Followers > Brand Affinity > Baseball > New York Mets	Individuals following New York Mets on social media. (FLA Friendly)
123Push > Consumer > Social Media Followers > Brand Affinity > Baseball > Tampa Bay Rays	Individuals following Tampa Bay Rays on social media. (FLA Friendly)
123Push > Consumer > Social Media Followers > Brand Affinity > Baseball > Texas Rangers	Individuals following Texas Rangers on social media. (FLA Friendly)
123Push > Consumer > Social Media Followers > Brand Affinity > Baseball > Colorado Rockies	Individuals following Colorado Rockies on social media. (FLA Friendly)
123Push > Consumer > Social Media Followers > Brand Affinity > Baseball > San Diego Padres	Individuals following San Diego Padres on social media. (FLA Friendly)
123Push > Consumer > Social Media Followers > Brand Affinity > Baseball > Milwaukee Brewers	Individuals following Milwaukee Brewers on social media. (FLA Friendly)
123Push > Consumer > Social Media Followers > Brand Affinity > Baseball > Chicago Cubs	Individuals following Chicago Cubs on social media. (FLA Friendly)
123Push > Consumer > Social Media Followers > Brand Affinity > Baseball > Oakland Athletics	Individuals following Oakland Athletics on social media. (FLA Friendly)
123Push > Consumer > Social Media Followers > Brand Affinity > Baseball > Seattle Mariners	Individuals following Seattle Mariners on social media. (FLA Friendly)
123Push > Consumer > Social Media Followers > Brand Affinity > Baseball > Los Angeles Angels	Individuals following Los Angeles Angels on social media. (FLA Friendly)
123Push > Consumer > Social Media Followers > Brand Affinity > Baseball > Washington Nationals	Individuals following Washington Nationals on social media. (FLA Friendly)
123Push > Consumer > Social Media Followers > Brand Affinity > Baseball > Cincinnati Reds	Individuals following Cincinnati Reds on social media. (FLA Friendly)
123Push > Consumer > Social Media Followers > Brand Affinity > Baseball > Kansas City Royals	Individuals following Kansas City Royals on social media. (FLA Friendly)
123Push > Consumer > Social Media Followers > Brand Affinity > Baseball > Los Angeles Dodgers	Individuals following Los Angeles Dodgers on social media. (FLA Friendly)
123Push > Consumer > Social Media Followers > Brand Affinity > Baseball > Detroit Tigers	Individuals following Detroit Tigers on social media. (FLA Friendly)
123Push > Consumer > Social Media Followers > Brand Affinity > Baseball > New York Yankees	Individuals following New York Yankees on social media. (FLA Friendly)
123Push > Consumer > Social Media Followers > Brand Affinity > Baseball > St. Louis Cardinals	Individuals following St. Louis Cardinals on social media. (FLA Friendly)
123Push > Consumer > Social Media Followers > Brand Affinity > Baseball > San Francisco Giants	Individuals following San Francisco Giants on social media. (FLA Friendly)
123Push > Consumer > Social Media Followers > Brand Affinity > Baseball > Pittsburgh Pirates	Individuals following Pittsburgh Pirates on social media. (FLA Friendly)
123Push > Consumer > Social Media Followers > Brand Affinity > Baseball > Toronto Blue Jays	Individuals following Toronto Blue Jays on social media. (FLA Friendly)
123Push > Consumer > Social Media Followers > Brand Affinity > Baseball > Cleveland Indians	Individuals following Cleveland Indians on social media. (FLA Friendly)

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123Push > Consumer > Social Media Followers > Brand Affinity > Baseball > Boston Red Sox	Individuals following Boston Red Sox on social media. (FLA Friendly)
123Push > Consumer > Social Media Followers > Brand Affinity > Baseball > Baltimore Orioles	Individuals following Baltimore Orioles on social media. (FLA Friendly)
123Push > Consumer > Social Media Followers > Brand Affinity > Baseball > Philadelphia Phillies	Individuals following Philadelphia Phillies on social media. (FLA Friendly)
123Push > Optimized for CTV > Consumer > Interest > Sports and Recreation > Baseball	Individuals interested in Baseball based on surveys, social media data, and online/purchase activity data.
123Push > Optimized for CTV > Consumer > Interest > Sports and Recreation > Baseball > Major League Baseball	Individuals interested in Major League Baseball 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 Baseball TV Viewers	Individuals who have recently streamed sports baseball TV. Sourced from proprietary SDK and app partnerships tracking real-time CTV viewership. Based on MAIDs.
123Push > Instant Intent > Recent Content Viewers > Sports > Baseball	Individuals who enjoy baseball based on proprietary SDK and app partnerships tracking real-time mobile app and online content viewership. Based on MAIDs.
123Push > Consumer > Sporting Events > People Who Watch The World Series	Individuals who watch The World Series. Sourced from self-reported surveys, public records, online activity, and purchase transactions.
123Push > Consumer > Sporting Events > People Who Host The World Series Parties	Individuals who host The World Series parties. Sourced from self-reported surveys, public records, online activity, and purchase transactions.
123Push > Consumer > Interest > Gambling	Individuals interested in gambling related topics such as casino and lottery.
123Push > Consumer > Interests > Gambling	Individuals interested in gambling based on surveys, social media data, and online/purchase activity.
123Push > Consumer > Interest > Gambling > Sports Betting and Fantasy Sports	Individuals interested in sports betting and fantasy sports based on surveys, sweepstakes, online/purchase activity, and social media data.
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.

MLB Segment

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Stirista > Consumer > Interests > Spectator Sports > Baseball	Individuals with spectator sports - baseball interest. Highly interested in MLB, NCAA, ESPN, World Series, and College Baseball. (FLA Friendly)
Stirista > Category > Sports and Recreation	Individuals interested in Sports and Recreation based on surveys, sweepstakes, online activity, and purchase data. Highly interested in football, basketball, baseball, soccer, golf, tennis, and track. (FLA Friendly)
Stirista > Category > Baseball	Individuals interested in Baseball based on surveys, sweepstakes, online activity, and purchase data. Highly interested in MLB, NCAA, ESPN, World Series, and College Baseball. (FLA Friendly)
Stirista > Category > Major League Baseball	Individuals interested in Major League Baseball based on surveys, sweepstakes, online activity, and purchase data. Highly interested in MLB, NCAA, ESPN, World Series, and College Baseball. (FLA Friendly)
Stirista > Category > Sports Radio	Individuals interested in Sports Radio based on surveys, sweepstakes, online activity, and purchase data. (FLA Friendly)
Stirista > Intent > B2C > Sports > Baseball	Observed behavior of online users with intentional action suggesting interest in Sports-Baseball and/or supporting products. (FLA Friendly)
Stirista > Entertainment > MLB World Series	Individuals who enjoy MLB World Series for entertainment. Highly interested in Baseball. (FLA Friendly)
Stirista > Interest > Sports Fans	Individuals highly interested in Football, Baseball, Basketball, Tennis, Golf, and Soccer. (FLA Friendly)
Stirista > Interest > Sports News	Individuals highly interested in Football, Baseball, Basketball, Tennis, Golf, and Soccer sports news. (FLA Friendly)
Stirista > Interest > Team Sports	Individuals highly interested in Football, Baseball, Basketball, Tennis, Golf, and Soccer team sports. (FLA Friendly)
Stirista > Interest > Baseball	Individuals highly interested in MLB, NCAA, ESPN, World Series, and College Baseball. (FLA Friendly)
Stirista > Interest > Fantasy Sports	Individuals who are interested in Fantasy Sports. (FLA Friendly)

MLB Segment

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#Crosswalk by Stirista > Behavioral Intent > MLB Baseball Stadiums Visitors	Individuals who have recently visited MLB Baseball Stadiums. Behavioral location data from proprietary SDK and app partnerships tracking billions of real-time visitation datapoints.
#Crosswalk by Stirista > Behavioral Intent > MLB Baseball Stadiums > American Family Field > Milwaukee Brewers Visitors	Individuals who have recently visited American Family Field - Milwaukee Brewers.
#Crosswalk by Stirista > Behavioral Intent > MLB Baseball Stadiums > Busch Stadium > St Louis Cardinals Visitors	Individuals who have recently visited Busch Stadium - St. Louis Cardinals.
#Crosswalk by Stirista > Behavioral Intent > MLB Baseball Stadiums > Citizens Bank Park > Philadelphia Phillies Visitors	Individuals who have recently visited Citizens Bank Park - Philadelphia Phillies.
#Crosswalk by Stirista > Behavioral Intent > MLB Baseball Stadiums > Comerica Park > Detroit Tigers Visitors	Individuals who have recently visited Comerica Park - Detroit Tigers.
#Crosswalk by Stirista > Behavioral Intent > MLB Baseball Stadiums > Coors Field > Colorado Rockies Visitors	Individuals who have recently visited Coors Field - Colorado Rockies.
#Crosswalk by Stirista > Behavioral Intent > MLB Baseball Stadiums > Fenway Park > Boston Red Sox Visitors	Individuals who have recently visited Fenway Park - Boston Red Sox.
#Crosswalk by Stirista > Behavioral Intent > MLB Baseball Stadiums > Great American Ball Park > Cincinnati Reds Visitors	Individuals who have recently visited Great American Ball Park - Cincinnati Reds.
#Crosswalk by Stirista > Behavioral Intent > MLB Baseball Stadiums > Guaranteed Rate Field > Chicago White Sox Visitors	Individuals who have recently visited Guaranteed Rate Field - Chicago White Sox.
#Crosswalk by Stirista > Behavioral Intent > MLB Baseball Stadiums > Minute Maid Park > Houston Astros Visitors	Individuals who have recently visited Minute Maid Park - Houston Astros.
#Crosswalk by Stirista > Behavioral Intent > MLB Baseball Stadiums > Nationals Park > Washington Nationals Visitors	Individuals who have recently visited Nationals Park - Washington Nationals.
#Crosswalk by Stirista > Behavioral Intent > MLB Baseball Stadiums > Oriole Park at Camden Yards > Baltimore Orioles Visitors	Individuals who have recently visited Oriole Park at Camden Yards - Baltimore Orioles.
#Crosswalk by Stirista > Behavioral Intent > MLB Baseball Stadiums > PETCO Park > San Diego Padres Visitors	Individuals who have recently visited PETCO Park - San Diego Padres.
#Crosswalk by Stirista > Behavioral Intent > MLB Baseball Stadiums > PNC Park > Pittsburgh Pirates Visitors	Individuals who have recently visited PNC Park - Pittsburgh Pirates.
#Crosswalk by Stirista > Behavioral Intent > MLB Baseball Stadiums > Target Field > Minnesota Twins Visitors	Individuals who have recently visited Target Field - Minnesota Twins.
#Crosswalk by Stirista > Behavioral Intent > MLB Baseball Stadiums > Tropicana Field > Tampa Bay Rays Visitors	Individuals who have recently visited Tropicana Field - Tampa Bay Rays.
#Crosswalk by Stirista > Behavioral Intent > MLB Baseball Stadiums > Wrigley Field > Chicago Cubs Visitors	Individuals who have recently visited Wrigley Field - Chicago Cubs.
#Crosswalk by Stirista > Behavioral Intent > MLB Baseball Stadiums > Yankee Stadium > New York Yankees Visitors	Individuals who have recently visited Yankee Stadium - New York Yankees.
#Crosswalk by Stirista > Behavioral Intent > Professional Sports Venues Visitors	Individuals who have recently visited professional sports venues. Behavioral location data from proprietary SDK and app partnerships.
#Crosswalk by Stirista > Visitor Intent > MLB Baseball Stadiums Visitors	Individuals who have recently visited MLB Baseball Stadiums. Behavioral location data from proprietary SDK and app partnerships.
#Crosswalk by Stirista > Visitor Intent > MLB Baseball Stadiums > American Family Field > Milwaukee Brewers Visitors	Individuals who have recently visited American Family Field - Milwaukee Brewers.
#Crosswalk by Stirista > Visitor Intent > MLB Baseball Stadiums > Angel Stadium > Los Angeles Angels Visitors	Individuals who have recently visited Angel Stadium - Los Angeles Angels.
#Crosswalk by Stirista > Visitor Intent > MLB Baseball Stadiums > Busch Stadium > St Louis Cardinals Visitors	Individuals who have recently visited Busch Stadium - St. Louis Cardinals.
#Crosswalk by Stirista > Visitor Intent > MLB Baseball Stadiums > Chase Field > Arizona Diamondbacks Visitors	Individuals who have recently visited Chase Field - Arizona Diamondbacks.

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#Crosswalk by Stirista > Visitor Intent > MLB Baseball Stadiums > Citi Field > New York Mets Visitors	Individuals who have recently visited Citi Field - New York Mets.
#Crosswalk by Stirista > Visitor Intent > MLB Baseball Stadiums > Citizens Bank Park > Philadelphia Phillies Visitors	Individuals who have recently visited Citizens Bank Park - Philadelphia Phillies.
#Crosswalk by Stirista > Visitor Intent > MLB Baseball Stadiums > Comerica Park > Detroit Tigers Visitors	Individuals who have recently visited Comerica Park - Detroit Tigers.
#Crosswalk by Stirista > Visitor Intent > MLB Baseball Stadiums > Coors Field > Colorado Rockies Visitors	Individuals who have recently visited Coors Field - Colorado Rockies.
#Crosswalk by Stirista > Visitor Intent > MLB Baseball Stadiums > Dodger Stadium > Los Angeles Dodgers Visitors	Individuals who have recently visited Dodger Stadium - Los Angeles Dodgers.
#Crosswalk by Stirista > Visitor Intent > MLB Baseball Stadiums > Fenway Park > Boston Red Sox Visitors	Individuals who have recently visited Fenway Park - Boston Red Sox.
#Crosswalk by Stirista > Visitor Intent > MLB Baseball Stadiums > Globe Life Field > Texas Rangers Visitors	Individuals who have recently visited Globe Life Field - Texas Rangers.
#Crosswalk by Stirista > Visitor Intent > MLB Baseball Stadiums > Great American Ball Park > Cincinnati Reds Visitors	Individuals who have recently visited Great American Ball Park - Cincinnati Reds.
#Crosswalk by Stirista > Visitor Intent > MLB Baseball Stadiums > Guaranteed Rate Field > Chicago White Sox Visitors	Individuals who have recently visited Guaranteed Rate Field - Chicago White Sox.
#Crosswalk by Stirista > Visitor Intent > MLB Baseball Stadiums > Kauffman Stadium > Kansas City Royals Visitors	Individuals who have recently visited Kauffman Stadium - Kansas City Royals.
#Crosswalk by Stirista > Visitor Intent > MLB Baseball Stadiums > Marlins Park > Miami Marlins Visitors	Individuals who have recently visited Marlins Park - Miami Marlins.
#Crosswalk by Stirista > Visitor Intent > MLB Baseball Stadiums > Minute Maid Park > Houston Astros Visitors	Individuals who have recently visited Minute Maid Park - Houston Astros.
#Crosswalk by Stirista > Visitor Intent > MLB Baseball Stadiums > Nationals Park > Washington Nationals Visitors	Individuals who have recently visited Nationals Park - Washington Nationals.
#Crosswalk by Stirista > Visitor Intent > MLB Baseball Stadiums > Oracle Park > San Francisco Giants Visitors	Individuals who have recently visited Oracle Park - San Francisco Giants.
#Crosswalk by Stirista > Visitor Intent > MLB Baseball Stadiums > Oriole Park at Camden Yards > Baltimore Orioles Visitors	Individuals who have recently visited Oriole Park at Camden Yards - Baltimore Orioles.
#Crosswalk by Stirista > Visitor Intent > MLB Baseball Stadiums > PETCO Park > San Diego Padres Visitors	Individuals who have recently visited PETCO Park - San Diego Padres.
#Crosswalk by Stirista > Visitor Intent > MLB Baseball Stadiums > PNC Park > Pittsburgh Pirates Visitors	Individuals who have recently visited PNC Park - Pittsburgh Pirates.
#Crosswalk by Stirista > Visitor Intent > MLB Baseball Stadiums > Progressive Field > Cleveland Indians Visitors	Individuals who have recently visited Progressive Field - Cleveland Indians.
#Crosswalk by Stirista > Visitor Intent > MLB Baseball Stadiums > T Mobile Park > Seattle Mariners Visitors	Individuals who have recently visited T Mobile Park - Seattle Mariners.
#Crosswalk by Stirista > Visitor Intent > MLB Baseball Stadiums > Target Field > Minnesota Twins Visitors	Individuals who have recently visited Target Field - Minnesota Twins.
#Crosswalk by Stirista > Visitor Intent > MLB Baseball Stadiums > Tropicana Field > Tampa Bay Rays Visitors	Individuals who have recently visited Tropicana Field - Tampa Bay Rays.
#Crosswalk by Stirista > Visitor Intent > MLB Baseball Stadiums > Wrigley Field > Chicago Cubs Visitors	Individuals who have recently visited Wrigley Field - Chicago Cubs.
#Crosswalk by Stirista > Visitor Intent > MLB Baseball Stadiums > Yankee Stadium > New York Yankees Visitors	Individuals who have recently visited Yankee Stadium - New York Yankees.