stirista

World Cup Segment

Segment Name	Segment Description
Stirista > Sports > World Cup > Biggest Stars > Lionel Messi (Argentina)	Individuals who have shown intent for the World Cup 2026 and Lionel Messi, based on social media activity.
Stirista > Sports > World Cup > Biggest Stars > Cristiano Ronaldo (Portugal)	Individuals who have shown intent for the World Cup 2026 and Cristiano Ronaldo, based on social media activity.
Stirista > Sports > World Cup > Biggest Stars > Lamine Yamal (Spain)	Individuals who have shown intent for the World Cup 2026 and Lamine Yamal, based on social media activity.
Stirista > Sports > World Cup > Biggest Stars > Christian Pulisic (USA)	Individuals who have shown intent for the World Cup 2026 and Christian Pulisic, based on social media activity.
Stirista > Sports > World Cup > Biggest Stars > Erling Haaland (Norway)	Individuals who have shown intent for the World Cup 2026 and Erling Haaland, based on social media activity.
Stirista > Sports > World Cup > Biggest Stars > Bruno Fernandes (Portugal)	Individuals who have shown intent for the World Cup 2026 and Bruno Fernandes, based on social media activity.
Stirista > Sports > World Cup > Biggest Stars > Jude Bellingham (England)	Individuals who have shown intent for the World Cup 2026 and Jude Bellingham, based on social media activity.
Stirista > Sports > World Cup > Biggest Stars > Raphinha (Brazil)	Individuals who have shown intent for the World Cup 2026 and Raphinha, based on social media activity.
Stirista > Sports > World Cup > Biggest Stars > Pedri (Spain)	Individuals who have shown intent for the World Cup 2026 and Pedri, based on social media activity.
Stirista > Sports > World Cup > Biggest Stars > Harry Kane (England)	Individuals who have shown intent for the World Cup 2026 and Harry Kane, based on social media activity.
Stirista > Interest > Soccer	Individuals who are interested in Soccer. Individuals who are highly interested in MLS, FIFA, FIFA World Cup, ESPN, Copa America, EURO, EPL, LaLiga, and Alls. (FLA Friendly)
Stirista > Interest > Sporting Events	Individuals who are interested in Sporting Events. Individuals who are highly interested in anything sports including, football, basketball, baseball, soccer, golf, and tennis. (FLA Friendly)
Stirista > Interest > Sports	Individuals who are interested in Sports. Individuals who are highly interested in Football, Baseball, Basketball, Tennis, Golf, and Soccer. (FLA Friendly)
Stirista > Interest > Sports and Recreation	Individuals who are interested in Sports and Recreation. Including Football, Baseball, Basketball, Soccer, Tennis, Hockey and Golf. (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 > Lifestyles > Soccer Parents	Individuals who enjoy a soccer parent lifestyle.
Stirista > Intent > B2C > Sports > Soccer	Observed behavior of online users with intentional action suggesting interest in Sports-Soccer and/or supporting products. (FLA Friendly)

Segment Name	Segment Description
Stirista > Entertainment > FIFA World Cup	Individuals who enjoy FIFA World Cup for entertainment. Individuals who are highly interested in Soccer. (FLA Friendly)
Stirista > Entertainment > Sporting Events	Individuals who enjoy Sporting Events for entertainment. Individuals who are highly interested in anything sports including, football, basketball, baseball, soccer, golf, and tennis. (FLA Friendly)
Stirista > Entertainment > Sports	Individuals who enjoy Sports for entertainment. Individuals who are highly interested in anything sports including, football, basketball, baseball, soccer, golf, and tennis. (FLA Friendly)
Stirista > Custom > World Cup Enthusiast	Individuals interested in the World Cup. Individuals who are highly interested in Soccer like, MLS, FIFA, FIFA World Cup, ESPN, Copa America, EURO, EPL, LaLiga, and Alls.
Stirista > Category > Soccer	Individuals who are interested in Soccer based on surveys, sweepstakes, online activity, and purchase data. (FLA Friendly)
Stirista > Category > Sporting Events	Individuals who are interested in Sporting Events based on surveys, sweepstakes, online activity, and purchase data. (FLA Friendly)
Stirista > Category > Sports and Recreation	Individuals who are interested in Sports and Recreation based on surveys, sweepstakes, online activity, and purchase data. (FLA Friendly)
Stirista > Consumer > Interest > Sports	Individuals who are interested in Sports. Including Football, Baseball, Basketball, Soccer, Tennis, Hockey and Golf.
Stirista > Consumer > Interest > Sports > Soccer	Individuals who are interested in Soccer. Individuals who are highly interested in MLS, FIFA, FIFA World Cup, ESPN, Copa America, EURO, EPL, LaLiga, and Alls.
Stirista > Consumer > Interests > Soccer	Individuals part of the soccer interest grouping. Individuals who are highly interested in MLS, FIFA, FIFA World Cup, ESPN, Copa America, EURO, EPL, LaLiga, and Alls. (FLA Friendly)
Stirista > Consumer > Interests > Spectator Sports > Soccer	Individuals with spectator sports - soccer interest/flag. Individuals who are highly interested in MLS, FIFA, FIFA World Cup, ESPN, Copa America, EURO, EPL, LaLiga, and Alls. (FLA Friendly)
Stirista > Consumer > Interests > Spectator Sports > Tv Sports	Individuals with spectator sports - tv sports interest/flag. Individuals who like to watch sports on the television. (FLA Friendly)
Stirista > B2B > ABM Company > McDonald's	B2B contacts currently employed at McDonald's. (FLA Friendly)
Stirista > Business > Language > Croatian	Individuals who speak Croatian.
Stirista > Category > Gambling	Individuals who are interested in Gambling based on surveys, sweepstakes, online activity, and purchase data.
Stirista > Consumer > Interests > Sports Grouping	Individuals with sports grouping interest/flag. Includes individuals who like to watch or play sports like football, baseball, basketball, soccer, tennis, or golf. (FLA Friendly)
Stirista > Consumer > Interests > Sporty Lifestyles	Individuals part of the sporty lifestyles grouping. Includes individuals who like to play and be apart of football, baseball, basketball, soccer, tennis, or golf. (FLA Friendly)
Stirista > Consumer > Language > Korean	Individuals who speak Korean.
Stirista > Consumer > Lifestyles > Sporty Living	Individuals with sporty living interest/flag. Includes individuals who like to play sports like football, baseball, basketball, soccer, tennis, or golf. (FLA Friendly)
Stirista > Consumer > Social > Apple Products Intent	Individuals following Apple product related handles on social media. (FLA Friendly)
Stirista > Intent > Brands > AdidasUS > 1	Public social followers of the @adidasus handle. (FLA Friendly)
Stirista > Intent > Brands > Dove	Individuals who are following Dove on social media. (FLA Friendly)

Segment Name	Segment Description
Stirista > Intent > Brands > Nike > 1	Public social followers of the @nike handle. (FLA Friendly)
Stirista > Intent > Brands > Verizon > 1	Public social followers of the @verizon handle. (FLA Friendly)
Stirista > Sports Television and Network Interest	Individuals who are interested in Sports related television and networks. (FLA Friendly)
Stirista > Auto > Auto Make > HYUNDAI	Owners of Hyundai vehicles. (FLA Friendly)
Stirista > Auto > Auto Make > VOLKSWAGEN	Owners of Volkswagen vehicles. (FLA Friendly)
Stirista > Auto > Auto Owners > Hyundai > Hyundai Accent	Individuals who own a Hyundai Accent.
Stirista > Auto > Auto Owners > Hyundai > Hyundai Elantra	Individuals who own a Hyundai Elantra.
Stirista > Auto > Auto Owners > Hyundai > Hyundai Elantra GT	Individuals who own a Hyundai Elantra GT.
Stirista > Auto > Auto Owners > Hyundai > Hyundai Elantra touring	Individuals who own a Hyundai Elantra touring.
Stirista > Auto > Auto Owners > Hyundai > Hyundai Entourage	Individuals who own a Hyundai Entourage.
Stirista > Auto > Auto Owners > Hyundai > Hyundai Equus	Individuals who own a Hyundai Equus.
Stirista > Auto > Auto Owners > Hyundai > Hyundai Excel	Individuals who own a Hyundai Excel.
Stirista > Auto > Auto Owners > Hyundai > Hyundai Genesis	Individuals who own a Hyundai Genesis.
Stirista > Auto > Auto Owners > Hyundai > Hyundai Genesis Coupe	Individuals who own a Hyundai Genesis Coupe.
Stirista > Auto > Auto Owners > Hyundai > Hyundai Santa Fe	Individuals who own a Hyundai Santa Fe.
Stirista > Auto > Auto Owners > Hyundai > Hyundai Santa Fe Sport	Individuals who own a Hyundai Santa Fe Sport.
Stirista > Auto > Auto Owners > Hyundai > Hyundai Scoupe	Individuals who own a Hyundai Scoupe.
Stirista > Auto > Auto Owners > Hyundai > Hyundai Sonata	Individuals who own a Hyundai Sonata.
Stirista > Auto > Auto Owners > Hyundai > Hyundai Sonata Hybrid	Individuals who own a Hyundai Sonata Hybrid.
Stirista > Auto > Auto Owners > Hyundai > Hyundai Tiburon	Individuals who own a Hyundai Tiburon.
Stirista > Auto > Auto Owners > Hyundai > Hyundai Tucson	Individuals who own a Hyundai Tucson.
Stirista > Auto > Auto Owners > Hyundai > Hyundai Veloster	Individuals who own a Hyundai Veloster.
Stirista > Auto > Auto Owners > Hyundai > Hyundai Veloster Turbo	Individuals who own a Hyundai Veloster Turbo.
Stirista > Auto > Auto Owners > Hyundai > Hyundai Veracruz	Individuals who own a Hyundai Veracruz.
Stirista > Auto > Auto Owners > Hyundai > Hyundai XG350	Individuals who own a Hyundai XG350.
Stirista > Auto > Auto Owners > Volkswagen > Volkswagen Beetle	Individuals who own a Volkswagen Beetle.
Stirista > Auto > Auto Owners > Volkswagen > Volkswagen Cabrio	Individuals who own a Volkswagen Cabrio.
Stirista > Auto > Auto Owners > Volkswagen > Volkswagen Cabriolet	Individuals who own a Volkswagen Cabriolet.
Stirista > Auto > Auto Owners > Volkswagen > Volkswagen CC	Individuals who own a Volkswagen CC.
Stirista > Auto > Auto Owners > Volkswagen > Volkswagen Corrado	Individuals who own a Volkswagen Corrado.
Stirista > Auto > Auto Owners > Volkswagen > Volkswagen Eos	Individuals who own a Volkswagen Eos.
Stirista > Auto > Auto Owners > Volkswagen > Volkswagen EuroVan	Individuals who own a Volkswagen EuroVan.

Segment Name	Segment Description
Stirista > Auto > Auto Owners > Volkswagen > Volkswagen Fox	Individuals who own a Volkswagen Fox.
Stirista > Auto > Auto Owners > Volkswagen > Volkswagen Golf	Individuals who own a Volkswagen Golf.
Stirista > Auto > Auto Owners > Volkswagen > Volkswagen GTI	Individuals who own a Volkswagen GTI.
Stirista > Auto > Auto Owners > Volkswagen > Volkswagen Jetta	Individuals who own a Volkswagen Jetta.
Stirista > Auto > Auto Owners > Volkswagen > Volkswagen Passat	Individuals who own a Volkswagen Passat.
Stirista > Auto > Auto Owners > Volkswagen > Volkswagen Pickup	Individuals who own a Volkswagen Pickup.
Stirista > Auto > Auto Owners > Volkswagen > Volkswagen Quantum	Individuals who own a Volkswagen Quantum.
Stirista > Auto > Auto Owners > Volkswagen > Volkswagen Rabbit	Individuals who own a Volkswagen Rabbit.
Stirista > Auto > Auto Owners > Volkswagen > Volkswagen Routan	Individuals who own a Volkswagen Routan.
Stirista > Auto > Auto Owners > Volkswagen > Volkswagen Tiguan	Individuals who own a Volkswagen Tiguan.
Stirista > Auto > Auto Owners > Volkswagen > Volkswagen Vanagon	Individuals who own a Volkswagen Vanagon.

123Push a Stirista solution

World Cup Segment

Segment Name	Segment Description
123Push > Consumer > Lifestyles > World Cup Enthusiasts	Individuals who are World Cup Enthusiasts based on surveys, social media data, and online/purchase activity.
123Push > Optimized for CTV > Consumer > Interest > Sports and Recreation > Soccer	Individuals who are interested in Soccer, FIFA, The World Cup, Women's World Cup, FA Cup, and Euro based on surveys, social media data, and online/purchase activity data. (FLA Friendly)
123Push > Optimized for CTV > Consumer > Lifestyles > World Cup Enthusiasts	Individuals who are World Cup Enthusiasts based on surveys, social media data, and online/purchase activity.
123Push > Optimized for Audio > Consumer > Interest > Sports > Soccer	30 day full data refresh: Individuals interested in soccer related topics such as FIFA World Cup, recreational soccer, and Major League Soccer. (FLA Friendly)
123Push > Consumer > Social Media Followers > Brand Affinity > Soccer > Arsenal FC	Individuals following Arsenal FC on social media. (FLA Friendly)
123Push > Consumer > Social Media Followers > Brand Affinity > Soccer > Chelsea FC	Individuals following Chelsea FC on social media. (FLA Friendly)
123Push > Consumer > Social Media Followers > Brand Affinity > Soccer > FC Barcelona	Individuals following FC Barcelona on social media. (FLA Friendly)
123Push > Consumer > Social Media Followers > Brand Affinity > Soccer > FC Bayern Munchen	Individuals following FC Bayern Munchen on social media. (FLA Friendly)
123Push > Consumer > Social Media Followers > Brand Affinity > Soccer > FIFA World Cup	Individuals following FIFA World Cup on social media. (FLA Friendly)
123Push > Consumer > Social Media Followers > Brand Affinity > Soccer > FIFAcom	Individuals following FIFAcom on social media. (FLA Friendly)
123Push > Consumer > Social Media Followers > Brand Affinity > Soccer > Liverpool FC	Individuals following Liverpool FC on social media. (FLA Friendly)
123Push > Consumer > Social Media Followers > Brand Affinity > Soccer > Premier League	Individuals following Premier League on social media. (FLA Friendly)
123Push > Consumer > Social Media Followers > Brand Affinity > Soccer > Valencia CF	Individuals following Valencia CF on social media. (FLA Friendly)
123Push > Consumer > Sporting Events > People Who Host The World Cup Parties	Individuals who host The World Cup parties.
123Push > Consumer > Sporting Events > People Who Watch The World Cup	Individuals who watch The World Cup.
123Push > Optimized for CTV > Consumer > Interest > Sports > Soccer	30 day full data refresh: Individuals interested in soccer related topics such as FIFA World Cup, recreational soccer, and Major League Soccer. (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 > Interest > Sports > Soccer	Individuals interested in soccer related topics such as FIFA World Cup, recreational soccer, and Major League Soccer. (FLA Friendly)
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.
123Push > Consumer > Auto Owners > Auto Make > Hyundai	Individuals who own a Hyundai vehicle. Stirista has 135 million unique VIN numbers linked to consumer contact data. (FLA Friendly)
123Push > Consumer > Demographic > Ancestry > Algeria	Individuals whose ancestry is from Algeria.
123Push > Consumer > Demographic > Ancestry > Argentina	Individuals whose ancestry is from Argentina.
123Push > Consumer > Demographic > Ancestry > Austria	Individuals whose ancestry is from Austria.
123Push > Consumer > Demographic > Ancestry > Belgium	Individuals whose ancestry is from Belgium.

Segment Name	Segment Description
123Push > Consumer > Demographic > Ancestry > Brazil	Individuals whose ancestry is from Brazil.
123Push > Consumer > Demographic > Ancestry > Colombia	Individuals whose ancestry is from Colombia.
123Push > Consumer > Demographic > Ancestry > Croatia	Individuals whose ancestry is from Croatia.
123Push > Consumer > Demographic > Ancestry > Ecuador	Individuals whose ancestry is from Ecuador.
123Push > Consumer > Demographic > Ancestry > Egypt	Individuals whose ancestry is from Egypt.
123Push > Consumer > Demographic > Ancestry > England	Individuals whose ancestry is from England.
123Push > Consumer > Demographic > Ancestry > France	Individuals whose ancestry is from France.
123Push > Consumer > Demographic > Ancestry > Germany	Individuals whose ancestry is from Germany.
123Push > Consumer > Demographic > Ancestry > Ghana	Individuals whose ancestry is from Ghana.
123Push > Consumer > Demographic > Ancestry > Indian (Iranian Heritage)	Individuals whose ancestry is from Indian (Iranian Heritage).
123Push > Consumer > Demographic > Ancestry > Ivory Coast	Individuals whose ancestry is from Ivory Coast.
123Push > Consumer > Demographic > Ancestry > Jordan	Individuals whose ancestry is from Jordan.
123Push > Consumer > Demographic > Ancestry > Korea	Individuals whose ancestry is from Korea.
123Push > Consumer > Demographic > Ancestry > Morocco	Individuals whose ancestry is from Morocco.
123Push > Consumer > Demographic > Ancestry > Netherlands	Individuals whose ancestry is from Netherlands.
123Push > Consumer > Demographic > Ancestry > Norway	Individuals whose ancestry is from Norway.
123Push > Consumer > Demographic > Ancestry > Panama	Individuals whose ancestry is from Panama.
123Push > Consumer > Demographic > Ancestry > Paraguay	Individuals whose ancestry is from Paraguay.
123Push > Consumer > Demographic > Ancestry > Portugal	Individuals whose ancestry is from Portugal.
123Push > Consumer > Demographic > Ancestry > Qatar	Individuals whose ancestry is from Qatar.
123Push > Consumer > Demographic > Ancestry > Saudi Arabia	Individuals whose ancestry is from Saudi Arabia.
123Push > Consumer > Demographic > Ancestry > Scotland	Individuals whose ancestry is from Scotland.
123Push > Consumer > Demographic > Ancestry > Senegal	Individuals whose ancestry is from Senegal.
123Push > Consumer > Demographic > Ancestry > South Africa	Individuals whose ancestry is from South Africa.
123Push > Consumer > Demographic > Ancestry > Spain	Individuals whose ancestry is from Spain.
123Push > Consumer > Demographic > Ancestry > Switzerland	Individuals whose ancestry is from Switzerland.
123Push > Consumer > Demographic > Ancestry > Tunisia	Individuals whose ancestry is from Tunisia.
123Push > Consumer > Demographic > Ancestry > Uruguay	Individuals whose ancestry is from Uruguay.
123Push > Consumer > Demographic > Ancestry > Uzbekistan	Individuals whose ancestry is from Uzbekistan.
123Push > Consumer > Demographic > Ethnicity > Brazil	Individuals whose ethnicity is Brazil.
123Push > Consumer > Demographic > Ethnicity > Ecuador	Individuals whose ethnicity is Ecuador.
123Push > Consumer > Demographic > Ethnicity > Egyptian	Individuals whose ethnicity is Egyptian.

Segment Name	Segment Description
123Push > Consumer > Demographic > Ethnicity > Ghana	Individuals whose ethnicity is from Ghana.
123Push > Consumer > Demographic > Ethnicity > Indian (Iranian Heritage)	Individuals whose ethnicity is Indian (Iranian Heritage).
123Push > Consumer > Demographic > Ethnicity > Japanese	Individuals whose ethnicity is Japanese.
123Push > Consumer > Demographic > Ethnicity > Korean	Individuals whose ethnicity is Korean.
123Push > Consumer > Demographic > Ethnicity > Misc South African	Individuals whose ethnicity is South African.
123Push > Consumer > Demographic > Ethnicity > Senegalese	Individuals whose ethnicity is Senegalese.
123Push > Consumer > Demographic > Ethnicity > South African	Individuals whose ethnicity is South African.
123Push > Consumer > Demographic > Languages Spoken > Japanese	Individuals who speak Japanese.
123Push > Consumer > Demographic > Languages Spoken > Korean	Individuals who speak Korean.
123Push > Consumer > Discretionary Spenders > High Income Gamblers	Individuals who are high income gamblers.
123Push > Consumer > Discretionary Spenders > Low Income Gamblers	Individuals who are low income gamblers.
123Push > Consumer > Geographic > State of Residence > New Jersey	Individuals who live in New Jersey.
123Push > Consumer > Geographic > State of Residence > New York	Individuals who live in New York.
123Push > Consumer > Interest > Arts and Entertainment > Pop Culture > Anime Manga and Japanese Media	Individuals who are interested in Anime Manga and Japanese Media.
123Push > Consumer > Interest > Food and Drink > Cuisines > Japanese Cuisine	Individuals interested in Japanese Cuisine. They are highly likely to dine at Japanese restaurants.
123Push > Consumer > Interest > Food and Drink > Cuisines > Korean Cuisine	Individuals interested in Korean Cuisine based on surveys, social media data, and online/purchase activity.
123Push > Consumer > Interest > Sports and Recreation > Australian Rules Football	Individuals who are interested in Australian Rules Football based on surveys, social media data, and online/purchase activity data.
123Push > Consumer > Social Media Followers > Brand Affinity > Airlines > Air France	Individuals following Air France on social media. (FLA Friendly)
123Push > Consumer > Social Media Followers > Brand Affinity > Airlines > New Zealand Air	Individuals following New Zealand Air on social media. (FLA Friendly)
123Push > Consumer > Social Media Followers > Brand Affinity > Airlines > South African Airlines	Individuals following South African Airlines on social media. (FLA Friendly)
123Push > Consumer > Social Media Followers > Brand Affinity > Banking > Citi Bank	Individuals following Citi Bank on social media.
123Push > Consumer > Social Media Followers > Brand Affinity > Baseball > Atlanta Braves	Individuals following Atlanta Braves on social media. (FLA Friendly)
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 > Kansas City Royals	Individuals following Kansas City Royals 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 > Los Angeles Dodgers	Individuals following Los Angeles Dodgers 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 > New York Yankees	Individuals following New York Yankees 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 > Consumer > Social Media Followers > Brand Affinity > Basketball > Atlanta Hawks	Individuals following Atlanta Hawks on social media. (FLA Friendly)

Segment Name	Segment Description
123Push > Consumer > Social Media Followers > Brand Affinity > Basketball > Boston Celtics	Individuals following Boston Celtics on social media. (FLA Friendly)
123Push > Consumer > Social Media Followers > Brand Affinity > Basketball > Dallas Mavericks	Individuals following Dallas Mavericks on social media. (FLA Friendly)
123Push > Consumer > Social Media Followers > Brand Affinity > Basketball > Houston Rockets	Individuals following Houston Rockets on social media. (FLA Friendly)
123Push > Consumer > Social Media Followers > Brand Affinity > Basketball > Los Angeles Clippers	Individuals following Los Angeles Clippers on social media. (FLA Friendly)
123Push > Consumer > Social Media Followers > Brand Affinity > Basketball > Los Angeles Lakers	Individuals following Los Angeles Lakers on social media. (FLA Friendly)
123Push > Consumer > Social Media Followers > Brand Affinity > Basketball > New York Knicks	Individuals following New York Knicks on social media. (FLA Friendly)
123Push > Consumer > Social Media Followers > Brand Affinity > Beer > Heineken	Individuals following Heineken on social media.
123Push > Consumer > Social Media Followers > Brand Affinity > Beer > Michelob Ultra	Individuals following Michelob Ultra on social media.
123Push > Consumer > Social Media Followers > Brand Affinity > Credit Cards > American Express	Individuals following American Express on social media.
123Push > Consumer > Social Media Followers > Brand Affinity > Credit Cards > MasterCard	Individuals following MasterCard on social media.
123Push > Consumer > Social Media Followers > Brand Affinity > Fast Food Restaurants > McDonald's	Individuals following McDonald's on social media. (FLA Friendly)
123Push > Consumer > Social Media Followers > Brand Affinity > Fitness Apparel > Adidas	Individuals following Adidas on social media. (FLA Friendly)
123Push > Consumer > Social Media Followers > Brand Affinity > Fitness Apparel > Nike	Individuals following Nike on social media. (FLA Friendly)
123Push > Consumer > Social Media Followers > Brand Affinity > Football > Atlanta Falcons	Individuals following Atlanta Falcons on social media. (FLA Friendly)
123Push > Consumer > Social Media Followers > Brand Affinity > Football > Dallas Cowboys	Individuals following Dallas Cowboys on social media. (FLA Friendly)
123Push > Consumer > Social Media Followers > Brand Affinity > Football > Houston Texans	Individuals following Houston Texans on social media. (FLA Friendly)
123Push > Consumer > Social Media Followers > Brand Affinity > Football > Kansas City Chiefs	Individuals following Kansas City Chiefs on social media. (FLA Friendly)
123Push > Consumer > Social Media Followers > Brand Affinity > Football > Los Angeles Chargers	Individuals following Los Angeles Chargers on social media. (FLA Friendly)
123Push > Consumer > Social Media Followers > Brand Affinity > Football > Los Angeles Rams	Individuals following Los Angeles Rams on social media. (FLA Friendly)
123Push > Consumer > Social Media Followers > Brand Affinity > Football > Miami Dolphins	Individuals following Miami Dolphins on social media. (FLA Friendly)
123Push > Consumer > Social Media Followers > Brand Affinity > Football > New York Giants	Individuals following New York Giants on social media. (FLA Friendly)
123Push > Consumer > Social Media Followers > Brand Affinity > Football > New York Jets	Individuals following New York Jets on social media. (FLA Friendly)
123Push > Consumer > Social Media Followers > Brand Affinity > Football > Philadelphia Eagles	Individuals following Philadelphia Eagles on social media. (FLA Friendly)
123Push > Consumer > Social Media Followers > Brand Affinity > Football > San Francisco 49ers	Individuals following San Francisco 49ers on social media. (FLA Friendly)
123Push > Consumer > Social Media Followers > Brand Affinity > Football > Seattle Seahawks	Individuals following Seattle Seahawks on social media. (FLA Friendly)
123Push > Consumer > Social Media Followers > Brand Affinity > Hockey > Boston Bruins	Individuals following Boston Bruins on social media. (FLA Friendly)
123Push > Consumer > Social Media Followers > Brand Affinity > Hockey > Dallas Stars	Individuals following Dallas Stars on social media. (FLA Friendly)
123Push > Consumer > Social Media Followers > Brand Affinity > Hockey > Los Angeles Kings	Individuals following Los Angeles Kings on social media. (FLA Friendly)
123Push > Consumer > Social Media Followers > Brand Affinity > Hockey > New Jersey Devils	Individuals following New Jersey Devils on social media. (FLA Friendly)
123Push > Consumer > Social Media Followers > Brand Affinity > Hockey > New York Rangers	Individuals following New York Rangers on social media. (FLA Friendly)
123Push > Consumer > Social Media Followers > Brand Affinity > Hockey > Toronto Maple Leafs	Individuals following Toronto Maple Leafs on social media. (FLA Friendly)
123Push > Consumer > Social Media Followers > Brand Affinity > Luxury > Kate Spade New York	Individuals following Kate Spade New York on social media.

Segment Name	Segment Description
123Push > Consumer > Social Media Followers > Brand Affinity > Snacks > FritoLay	Individuals who are following FritoLay on social media. (FLA Friendly)
123Push > Consumer > Social Media Followers > Brand Affinity > Technology > Lenovo	Individuals following Lenovo on social media. (FLA Friendly)
123Push > In Market > Smart Phones and Mobile Phone Plans > Wireless Provider > AT&T;	Individuals who are highly likely to be in market for Smart Phones and Mobile Phone Plans from AT&T.; (FLA Friendly)
123Push > Instant Intent > Device Attributes > Device Make > Apple	Individuals who are currently using an Apple device.
123Push > Instant Intent > Device Attributes > Device Make > Lenovo	Individuals who are currently using a Lenovo device.
123Push > Instant Intent > Recent Content Viewers > Food and Drink > Japanese Cuisine	Individuals who enjoy japanese cuisine based on proprietary SDK and app partnerships.
123Push > Instant Intent > Recent Content Viewers > Travel > Australia and New Zealand	Individuals who are in market for traveling to Australia and New Zealand.
123Push > Instant Intent > Recent Content Viewers > Travel > Japan	Individuals who are in market for traveling to Japan.
123Push > Optimized for Audio > Consumer > Demographic > Ethnicity > Japanese	30 day full data refresh: Individuals whose ethnicity is Japanese.
123Push > Optimized for Audio > Consumer > Demographic > Ethnicity > Korean	30 day full data refresh: Individuals whose ethnicity is Korean.
123Push > Optimized for Audio > Consumer > Demographic > Languages Spoken > Korean	30 day full data refresh: Individuals who speak Korean.
123Push > Optimized for Audio > Consumer > Geographic > State of Residence > New Jersey	30 day full data refresh: Individuals who live in New Jersey.
123Push > Optimized for Audio > Consumer > Geographic > State of Residence > New York	30 day full data refresh: Individuals who live in New York.
123Push > Optimized for Audio > Voters > State Senate District > New York-04	30 day full data refresh: Individuals living in the New York-04 state senate district. For political use only.
123Push > Optimized for CTV > Consumer > Demographic > Ethnicity > Algerian	30 day full data refresh: Individuals whose ethnicity is Algerian.
123Push > Optimized for CTV > Consumer > Demographic > Ethnicity > Australia	30 day full data refresh: Individuals whose ethnicity is from Australia.
123Push > Optimized for CTV > Consumer > Demographic > Ethnicity > Austrian	30 day full data refresh: Individuals whose ethnicity is Austrian.
123Push > Optimized for CTV > Consumer > Demographic > Ethnicity > Belgium	30 day full data refresh: Individuals whose ethnicity is from Belgium.
123Push > Optimized for CTV > Consumer > Demographic > Ethnicity > Croatian	30 day full data refresh: Individuals whose ethnicity is Croatian.
123Push > Optimized for CTV > Consumer > Demographic > Ethnicity > Egyptian	30 day full data refresh: Individuals whose ethnicity is Egyptian.
123Push > Optimized for CTV > Consumer > Demographic > Ethnicity > Ghana	30 day full data refresh: Individuals whose ethnicity is from Ghana.
123Push > Optimized for CTV > Consumer > Demographic > Ethnicity > Ivory Coast	30 day full data refresh: Individuals whose ethnicity is from Ivory Coast.
123Push > Optimized for CTV > Consumer > Demographic > Ethnicity > Korean	30 day full data refresh: Individuals whose ethnicity is Korean.
123Push > Optimized for CTV > Consumer > Demographic > Ethnicity > Misc South African	30 day full data refresh: Individuals whose ethnicity is South African.
123Push > Optimized for CTV > Consumer > Demographic > Ethnicity > Qatar	30 day full data refresh: Individuals whose ethnicity is from Qatar.
123Push > Optimized for CTV > Consumer > Demographic > Languages Spoken > Korean	30 day full data refresh: Individuals who speak Korean.
123Push > Optimized for CTV > Consumer > Geographic > State of Residence > New Jersey	30 day full data refresh: Individuals who live in New Jersey.
123Push > Optimized for CTV > Consumer > Geographic > State of Residence > New York	30 day full data refresh: Individuals who live in New York.
123Push > Optimized for CTV > Consumer > Interest > Food and Drink > Cuisines > Japanese Cuisine	Individuals interested in Japanese Cuisine. They are highly likely to dine at Japanese restaurants.
123Push > Optimized for CTV > Consumer > Interest > Food and Drink > Cuisines > Korean Cuisine	Individuals interested in Korean Cuisine based on surveys, social media data, and online/purchase activity.

Segment Name	Segment Description
123Push > Optimized for CTV > Consumer > Interest > Sports and Recreation > Australian Rules Football	Individuals who are interested in Australian Rules Football based on surveys, social media data, and online/purchase activity data.
123Push > Auto Owners > Hyundai > Hyundai Accent	Individuals who own a Hyundai Accent.
123Push > Auto Owners > Hyundai > Hyundai Elantra	Individuals who own a Hyundai Elantra.
123Push > Auto Owners > Hyundai > Hyundai Elantra GT	Individuals who own a Hyundai Elantra GT.
123Push > Auto Owners > Hyundai > Hyundai Elantra touring	Individuals who own a Hyundai Elantra touring.
123Push > Auto Owners > Hyundai > Hyundai Entourage	Individuals who own a Hyundai Entourage.
123Push > Auto Owners > Hyundai > Hyundai Equus	Individuals who own a Hyundai Equus.
123Push > Auto Owners > Hyundai > Hyundai Excel	Individuals who own a Hyundai Excel.
123Push > Auto Owners > Hyundai > Hyundai Genesis	Individuals who own a Hyundai Genesis.
123Push > Auto Owners > Hyundai > Hyundai Genesis Coupe	Individuals who own a Hyundai Genesis Coupe.
123Push > Auto Owners > Hyundai > Hyundai Ioniq	Individuals who own a Hyundai Ioniq.
123Push > Auto Owners > Hyundai > Hyundai Kona	Individuals who own a Hyundai Kona.
123Push > Auto Owners > Hyundai > Hyundai Palisade	Individuals who own a Hyundai Palisade.
123Push > Auto Owners > Hyundai > Hyundai Santa Fe	Individuals who own a Hyundai Santa Fe.
123Push > Auto Owners > Hyundai > Hyundai Santa Fe Sport	Individuals who own a Hyundai Santa Fe Sport.
123Push > Auto Owners > Hyundai > Hyundai Scoupe	Individuals who own a Hyundai Scoupe.
123Push > Auto Owners > Hyundai > Hyundai Sonata	Individuals who own a Hyundai Sonata.
123Push > Auto Owners > Hyundai > Hyundai Sonata Hybrid	Individuals who own a Hyundai Sonata Hybrid.
123Push > Auto Owners > Hyundai > Hyundai Tiburon	Individuals who own a Hyundai Tiburon.
123Push > Auto Owners > Hyundai > Hyundai Tucson	Individuals who own a Hyundai Tucson.
123Push > Auto Owners > Hyundai > Hyundai Veloster	Individuals who own a Hyundai Veloster.
123Push > Auto Owners > Hyundai > Hyundai Veloster Turbo	Individuals who own a Hyundai Veloster Turbo.
123Push > Auto Owners > Hyundai > Hyundai Veracruz	Individuals who own a Hyundai Veracruz.
123Push > Auto Owners > Hyundai > Hyundai XG350	Individuals who own a Hyundai XG350.
123Push > Auto Owners > Volkswagen > Volkswagen Beetle	Individuals who own a Volkswagen Beetle.
123Push > Auto Owners > Volkswagen > Volkswagen Cabrio	Individuals who own a Volkswagen Cabrio.
123Push > Auto Owners > Volkswagen > Volkswagen Cabriolet	Individuals who own a Volkswagen Cabriolet.
123Push > Auto Owners > Volkswagen > Volkswagen CC	Individuals who own a Volkswagen CC.
123Push > Auto Owners > Volkswagen > Volkswagen Corrado	Individuals who own a Volkswagen Corrado.
123Push > Auto Owners > Volkswagen > Volkswagen Eos	Individuals who own a Volkswagen Eos.
123Push > Auto Owners > Volkswagen > Volkswagen EuroVan	Individuals who own a Volkswagen EuroVan.
123Push > Auto Owners > Volkswagen > Volkswagen Fox	Individuals who own a Volkswagen Fox.

Segment Name	Segment Description
123Push > Auto Owners > Volkswagen > Volkswagen Golf	Individuals who own a Volkswagen Golf.
123Push > Auto Owners > Volkswagen > Volkswagen GTI	Individuals who own a Volkswagen GTI.
123Push > Auto Owners > Volkswagen > Volkswagen Jetta	Individuals who own a Volkswagen Jetta.
123Push > Auto Owners > Volkswagen > Volkswagen Passat	Individuals who own a Volkswagen Passat.
123Push > Auto Owners > Volkswagen > Volkswagen Pickup	Individuals who own a Volkswagen Pickup.
123Push > Auto Owners > Volkswagen > Volkswagen Quantum	Individuals who own a Volkswagen Quantum.
123Push > Auto Owners > Volkswagen > Volkswagen Rabbit	Individuals who own a Volkswagen Rabbit.
123Push > Auto Owners > Volkswagen > Volkswagen Routan	Individuals who own a Volkswagen Routan.
123Push > Auto Owners > Volkswagen > Volkswagen Tiguan	Individuals who own a Volkswagen Tiguan.
123Push > Auto Owners > Volkswagen > Volkswagen Vanagon	Individuals who own a Volkswagen Vanagon.
123Push > Auto Owners > Volkwagen > Volkswagen Atlas	Individuals who own a Volkswagen Atlas.
123Push > Auto Owners > Volkwagen > Volkswagen GLI	Individuals who own a Volkswagen GLI.
123Push > Auto Owners > Volkwagen > Volkswagen Golf GTI	Individuals who own a Volkswagen Golf GTI.

World Cup Segment

Segment Name	Segment Description
LBDigital > Activities > Sports and Recreation > Soccer	This audience contains people who enjoy the sport of soccer. They are terrific prospects for sporting goods, cleats and team apparel.
LBDigital > Browser Activity > Gambling > Sports Betting	This category contains consumers who participate in sports betting.
LBDigital > Media Source Solutions > CTV/Video/OTT > Arts And Entertainment > Spectator Sports > Soccer > Goal! > Female	This audience of CTV/Video/OTT viewers enjoy watching Soccer - female.
LBDigital > Media Source Solutions > CTV/Video/OTT > Arts And Entertainment > Spectator Sports > Soccer > Goal! > Male	This audience of CTV/Video/OTT viewers enjoy watching Soccer - male.
LBDigital > Media Source Solutions > CTV/Video/OTT > Arts And Entertainment > Spectator Sports > Soccer > Goal! > Unknown Gender	This audience of CTV/Video/OTT viewers enjoy watching Soccer - unknown gender.
LBDigital > Media Source Solutions > Fair Lending Friendly > Avid Social Media Followers > Intent > Soccer	This audience contains Fair Lending qualified individuals following Soccer related topics and brands and social media.
LBDigital > Media Source Solutions > Fair Lending Friendly > Personal Interest > Sports > Soccer	This audience contains Fair Lending qualified individuals who have a strong interest in soccer related topics such as FIFA World Cup, recreational soccer, and Major League Soccer.
LBDigital > Media Source Solutions > Mobile App Users > Seasonal Resolutions, Events & Shoppers with Buyer Intent > World Cup	This audience is made up of individuals with Seasonal Resolutions, Events & Shoppers with Buyer Intent for World Cup.
LBDigital > Media Source Solutions > Optimized for TV > Arts And Entertainment > Spectator Sports > Soccer > Female	This audience contains female individuals interested in soccer.
LBDigital > Media Source Solutions > Optimized for TV > Arts And Entertainment > Spectator Sports > Soccer > Male	This audience contains male individuals interested in soccer.
LBDigital > Online Influencers > In-Market Travel > Destinations > Europe > France	This audience contains people who are in-market for travel services to France.
LBDigital > Online Influencers > In-Market Travel > Destinations > Europe > Germany	This audience contains people who are in-market for travel services to Germany.
LBDigital > Online Influencers > In-Market Travel > Destinations > Europe > Spain	This audience contains people who are in-market for travel services to Spain.
LBDigital > Online Influencers > In-Market Travel > Destinations > Europe > United Kingdom	This audience contains people who are in-market for travel services to the United Kingdom.
LBDigital > Home and Family > Online Shoppers > Nike	This audience contains individuals who shop online with Nike.
LBDigital > Location - Out and About > Internet Service > Verizon Fios Subscriber	Audience contains individuals that have Verizon Fios for internet service.
LBDigital > Media Source Solutions > Browser Activity/Contextual Ad Responders > Brand > Adidas	This audience contains brand loyalists who have Browsed and responded to Contextual ads for Adidas.
LBDigital > Media Source Solutions > Browser Activity/Contextual Ad Responders > Brand > Nike	This audience contains brand loyalists who have Browsed and responded to Contextual ads for Nike.
LBDigital > Media Source Solutions > Browser Activity/Contextual Ad Responders > In-Market > Travel > Popular Destinations > London	This audience contains individuals who are in-market and have Browsed and responded to Contextual ads for travel to London.
LBDigital > Media Source Solutions > Location - Out and About > Cell Phone Carriers > Verizon Wireless Shopper	Audience contains individuals in market for a mobile phone from Verizon.
LBDigital > Media Source Solutions > Location - Out and About > Dining and Retail > Loyal McDonalds Diner	Audience contains individuals that dine at McDonalds frequently.

AMERIBASE DIGITAL
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World Cup Segment

Segment Name	Segment Description
Ameribase Digital > CTV Watchers by Content Type > Soccer CTV Watchers	These consumers are active media engagers and have recently watched sports soccer TV and routinely engage with similar content.
Ameribase Digital > Extreme Sports > Sporting Ticket Buyers	Stradalli Performance Sports Marketing brings you access to responsive sports fans. This segment consists of sports lovers that have purchased tickets to major sporting events.
Ameribase Digital > Fair Lending Act Trusted > Avid Social Media Followers > Intent > Soccer	This audience contains Fair Lending Act trusted audience of individuals following Soccer related topics and brands and social media.
Ameribase Digital > Fair Lending Act Trusted > Personal Interest > Sports > Soccer	This audience contains Fair Lending Act trusted audience of individuals who have a strong interest in soccer related topics such as FIFA World Cup, recreational soccer, and Major League Soccer.
Ameribase Digital > In-Market > Sporting Goods > Team Sports > Soccer	Based on online behavioral information, these consumers consume content about topics like Soccer.
Ameribase Digital > Interests > Sports & Recreation > Sports > Team Sports > Soccer > College Soccer	Based on online behavioral information, these consumers consume content about topics like College Soccer.
Ameribase Digital > Interests > Sports & Recreation > Sports > Team Sports > Soccer > MLS	Based on online behavioral information, these consumers consume content about topics like MLS.
Ameribase Digital > Interests > Sports & Recreation > Sports > Team Sports > Soccer > UEFA	Based on online behavioral information, these consumers consume content about topics like UEFA.
Ameribase Digital > Interests > Sports Fans > Sport > Soccer > Teams > AC Milan	Based on online behavioral information, these consumers consume content about topics like AC Milan.
Ameribase Digital > Interests > Sports Fans > Sport > Soccer > Teams > Arsenal F.C.	Based on online behavioral information, these consumers consume content about topics like Arsenal F.C..
Ameribase Digital > Interests > Sports Fans > Sport > Soccer > Teams > Bayern Munich	Based on online behavioral information, these consumers consume content about topics like Bayern Munich.
Ameribase Digital > Interests > Sports Fans > Sport > Soccer > Teams > Chelsea	Based on online behavioral information, these consumers consume content about topics like Chelsea.
Ameribase Digital > Interests > Sports Fans > Sport > Soccer > Teams > FC Barcelona	Based on online behavioral information, these consumers consume content about topics like FC Barcelona.
Ameribase Digital > Interests > Sports Fans > Sport > Soccer > Teams > Juventus	Based on online behavioral information, these consumers consume content about topics like Juventus.
Ameribase Digital > Interests > Sports Fans > Sport > Soccer > Teams > Liverpool F.C.	Based on online behavioral information, these consumers consume content about topics like Liverpool F.C..
Ameribase Digital > Interests > Sports Fans > Sport > Soccer > Teams > Manchester City	Based on online behavioral information, these consumers consume content about topics like Manchester City.
Ameribase Digital > Interests > Sports Fans > Sport > Soccer > Teams > Manchester United	Based on online behavioral information, these consumers consume content about topics like Manchester United.
Ameribase Digital > Interests > Sports Fans > Sport > Soccer > Teams > Real Madrid	Based on online behavioral information, these consumers consume content about topics like Real Madrid.
Ameribase Digital > Recent Content Viewers > Sports > World Soccer	Individuals who enjoy consuming world soccer content based on multiple partnerships that track Mobile App and CTV Viewership data.
Ameribase Digital > Social Behaviors > Sport Fans > Sporting Goods > Soccer Equipment	These consumers have responded to contextual ads about Soccer Equipment through a variety of social media sites.

Segment Name	Segment Description
Ameribase Digital > Social Behaviors > Sport Fans > Team Sports > Soccer	These consumers have responded to contextual ads about Soccer through a variety of social media sites.
Ameribase Digital > Truthset identity-Scored Fair Lending Act > Avid Social Media Followers > Intent > Soccer	This segment contains highly accurate Truthset Identity-Scored Individuals who following Soccer related topics and brands and social media.
Ameribase Digital > Truthset identity-Scored Fair Lending Act > Personal Interest > Sports > Soccer	This segment contains highly accurate Truthset Identity-Scored Individuals who have a strong interest in soccer related topics such as FIFA World Cup, recreational soccer, and Major League Soccer.
Ameribase Digital > TV Enabled > Arts And Entertainment > Spectator Sports > Soccer > Female	These are consumers with demos and interests for enhanced for TV, audio, video and gaming opportunities who are female individuals interested in soccer.
Ameribase Digital > TV Enabled > Arts And Entertainment > Spectator Sports > Soccer > Male	These are consumers with demos and interests for enhanced for TV, audio, video and gaming opportunities who are male individuals interested in soccer.
Ameribase Digital > Ameribiz B2B > Top Business B2B Industries > Hospitality > McDonalds	This audience contains individuals searching online for McDonalds.
Ameribase Digital > Brand > Adidas	Based on online behavioral information, these consumers consume content about topics like Adidas.
Ameribase Digital > Brand > AT&T;	Based on online behavioral information, these consumers consume content about topics like AT&T.;
Ameribase Digital > Brand > Dove	Based on online behavioral information, these consumers consume content about topics like Dove.
Ameribase Digital > Brand > Nike	Based on online behavioral information, these consumers consume content about topics like Nike.
Ameribase Digital > Consumers With Cell Phones By Carrier > Verizon	These loyal cell phone consumers have all identified as a Verizon customer.
Ameribase Digital > In-Market > Cell Phones & Mobile Carriers > Carriers > AT&T;	These consumers with cell phones have all searched related content for AT&T; products.
Ameribase Digital > Interests > Sports Fans > Sport > Baseball > Teams > Atlanta Braves	Based on online behavioral information, these consumers consume content about topics like Atlanta Braves.
Ameribase Digital > Interests > Sports Fans > Sport > Baseball > Teams > Boston Redsox	Based on online behavioral information, these consumers consume content about topics like Boston Redsox.
Ameribase Digital > Interests > Sports Fans > Sport > Baseball > Teams > Houston Astros	Based on online behavioral information, these consumers consume content about topics like Houston Astros.
Ameribase Digital > Interests > Sports Fans > Sport > Baseball > Teams > Kansas City Royals	Based on online behavioral information, these consumers consume content about topics like Kansas City Royals.
Ameribase Digital > Interests > Sports Fans > Sport > Baseball > Teams > Los Angeles Dodgers	Based on online behavioral information, these consumers consume content about topics like Los Angeles Dodgers.
Ameribase Digital > Interests > Sports Fans > Sport > Baseball > Teams > Miami Marlins	Based on online behavioral information, these consumers consume content about topics like Miami Marlins.
Ameribase Digital > Interests > Sports Fans > Sport > Baseball > Teams > New York Mets	Based on online behavioral information, these consumers consume content about topics like New York Mets.
Ameribase Digital > Interests > Sports Fans > Sport > Baseball > Teams > New York Yankees	Based on online behavioral information, these consumers consume content about topics like the New York Yankees.
Ameribase Digital > Interests > Sports Fans > Sport > Baseball > Teams > Philadelphia Phillies	Based on online behavioral information, these consumers consume content about topics like the Philadelphia Phillies.
Ameribase Digital > Interests > Sports Fans > Sport > Basketball > Teams > Atlanta Hawks	Based on online behavioral information, these consumers consume content about topics like Atlanta Hawks.

Segment Name	Segment Description
Ameribase Digital > Interests > Sports Fans > Sport > Basketball > Teams > Boston Celtics	Based on online behavioral information, these consumers consume content about topics like Boston Celtics.
Ameribase Digital > Interests > Sports Fans > Sport > Basketball > Teams > Dallas Mavericks	Based on online behavioral information, these consumers consume content about topics like Dallas Mavericks.
Ameribase Digital > Interests > Sports Fans > Sport > Basketball > Teams > Houston Rockets	Based on online behavioral information, these consumers consume content about topics like Houston Rockets.
Ameribase Digital > Interests > Sports Fans > Sport > Basketball > Teams > Los Angeles Clippers	Based on online behavioral information, these consumers consume content about topics like Los Angeles Clippers.
Ameribase Digital > Interests > Sports Fans > Sport > Basketball > Teams > Los Angeles Lakers	Based on online behavioral information, these consumers consume content about topics like Los Angeles Lakers.
Ameribase Digital > Interests > Sports Fans > Sport > Basketball > Teams > Miami Heat	Based on online behavioral information, these consumers consume content about topics like Miami Heat.
Ameribase Digital > Interests > Sports Fans > Sport > Basketball > Teams > New York Knicks	Based on online behavioral information, these consumers consume content about topics like New York Knicks.
Ameribase Digital > Interests > Sports Fans > Sport > Basketball > Teams > Philadelphia 76ers	Based on online behavioral information, these consumers consume content about topics like Philadelphia 76ers.
Ameribase Digital > Interests > Sports Fans > Sport > Basketball > Teams > Toronto Raptors	Based on online behavioral information, these consumers consume content about topics like Toronto Raptors.
Ameribase Digital > Interests > Sports Fans > Sport > Football > Teams > Atlanta Falcons	Based on online behavioral information, these consumers consume content about topics like Atlanta Falcons.
Ameribase Digital > Interests > Sports Fans > Sport > Football > Teams > Dallas Cowboys	Based on online behavioral information, these consumers consume content about topics like Dallas Cowboys.
Ameribase Digital > Interests > Sports Fans > Sport > Football > Teams > Houston Texans	Based on online behavioral information, these consumers consume content about topics like Houston Texans.
Ameribase Digital > Interests > Sports Fans > Sport > Football > Teams > Kansas City Chiefs	Based on online behavioral information, these consumers consume content about topics like Kansas City Chiefs.
Ameribase Digital > Interests > Sports Fans > Sport > Football > Teams > Los Angeles Rams	Based on online behavioral information, these consumers consume content about topics like Los Angeles Rams.
Ameribase Digital > Interests > Sports Fans > Sport > Football > Teams > Miami Dolphins	Based on online behavioral information, these consumers consume content about topics like Miami Dolphins.
Ameribase Digital > Interests > Sports Fans > Sport > Football > Teams > New York Giants	Based on online behavioral information, these consumers consume content about topics like New York Giants.
Ameribase Digital > Interests > Sports Fans > Sport > Football > Teams > New York Jets	Based on online behavioral information, these consumers consume content about topics like New York Jets.
Ameribase Digital > Interests > Sports Fans > Sport > Football > Teams > Philadelphia Eagles	Based on online behavioral information, these consumers consume content about topics like Philadelphia Eagles.
Ameribase Digital > Interests > Sports Fans > Sport > Hockey > Teams > Boston Bruins	Based on online behavioral information, these consumers consume content about topics like Boston Bruins.
Ameribase Digital > Interests > Sports Fans > Sport > Hockey > Teams > Dallas Stars	Based on online behavioral information, these consumers consume content about topics like the Dallas Stars.

Segment Name	Segment Description
Ameribase Digital > Interests > Sports Fans > Sport > Hockey > Teams > Los Angeles Kings	Based on online behavioral information, these consumers consume content about topics like Los Angeles Kings.
Ameribase Digital > Interests > Sports Fans > Sport > Hockey > Teams > New Jersey Devils	Based on online behavioral information, these consumers consume content about topics like New Jersey Devils.
Ameribase Digital > Interests > Sports Fans > Sport > Hockey > Teams > New York Islanders	Based on online behavioral information, these consumers consume content about topics like New York Islanders.
Ameribase Digital > Interests > Sports Fans > Sport > Hockey > Teams > New York Rangers	Based on online behavioral information, these consumers consume content about topics like New York Rangers.
Ameribase Digital > Interests > Sports Fans > Sport > Hockey > Teams > Philadelphia Flyers	Based on online behavioral information, these consumers consume content about topics like Philadelphia Flyers.
Ameribase Digital > Interests > Sports Fans > Sport > Hockey > Teams > Toronto Maple Leafs	Based on online behavioral information, these consumers consume content about topics like Toronto Maple Leafs.
Ameribase Digital > Interests > Sports Fans > Sport > Hockey > Teams > Vancouver Canucks	Based on online behavioral information, these consumers consume content about topics like Vancouver Canucks.
Ameribase Digital > Pixel Perfect > Brand > Atlanta Journal Constitution	This ad engager audience includes consumers who actively engage with online ads for Atlanta Journal Constitution.
Ameribase Digital > Pixel Perfect > Brand > Coca-Cola	This ad engager audience includes consumers who actively engage with online ads for Coca-Cola.
Ameribase Digital > Pixel Perfect > Brand > PepsiCo	This ad engager audience includes consumers who actively engage with online ads for PepsiCo.
Ameribase Digital > Ready To Buy > Travel > By Destination > Atlanta	This audience contains consumers who are looking to book a trip to Atlanta.
Ameribase Digital > Ready To Buy > Travel > By Destination > London	This audience contains consumers who are looking to book a trip to London.
Ameribase Digital > Ready To Buy > Travel > By Destination > Los Angeles	This audience contains consumers who are looking to book a trip to Los Angeles.
Ameribase Digital > Ready To Buy > Travel > By Destination > Miami	This audience contains consumers who are looking to book a trip to Miami.
Ameribase Digital > Ready To Buy > Travel > By Destination > New York	This audience contains consumers who are looking to book a trip to New York.
Ameribase Digital > Ready To Buy > Travel > Cruise Passengers > Best Cruise Passengers - Most Popular Port Miami	This audience is made up of individuals who have cruised and live close to the Port of Miami, Florida.
Ameribase Digital > Ready To Buy > Travel > Cruise Passengers > Best Cruise Passengers - Most Popular Port of Los Angeles	This audience is made up of individuals who have cruised and live close to the Port of Los Angeles, California.
Ameribase Digital > Ready To Buy > Travel > Cruise Passengers > Best Cruise Passengers - Most Popular Port of Seattle	This audience is made up of individuals who have cruised and live close to the Port of Seattle, Washington.
Ameribase Digital > Ready To Buy > Travel > Cruise Passengers > Popular Cruise Destinations - Australia	This audience is made up of cruise passengers who cruise to the popular destination of Australia.
Ameribase Digital > Ready To Buy > Travel > Cruise Passengers > Popular Cruise Destinations - Brazil	This audience is made up of cruise passengers who cruise to the popular destination of Brazil.
Ameribase Digital > Social Behaviors > Sport Fans > Team Sports > Australian Football	These consumers have responded to contextual ads about Australian Football through a variety of social media sites.
Ameribase Digital > USA Travelers - State Tourism Visitors > Boston	This audience contains individuals searching online for and visiting specific landmarks in Boston.
Ameribase Digital > USA Travelers - State Tourism Visitors > New York	This audience contains individuals searching online for and visiting specific landmarks in New York.
Ameribase Digital > USA Travelers - State Tourism Visitors > Philadelphia	This audience contains individuals searching online for and visiting specific landmarks in Philadelphia.

Segment Name	Segment Description
Ameribase Digital > World Travelers > Egypt	This audience contains individuals looking up information online about and traveling to Egypt.
Ameribase Digital > World Travelers > Japan	This audience contains individuals looking up information online about and traveling to Japan.
Ameribase Digital > World Travelers > London	This audience contains individuals looking up information online about and traveling to London.
Ameribase Digital > World Travelers > New Zealand	This audience contains individuals looking up information online about and traveling to New Zealand.
Ameribase Digital > World Travelers > Portugal	This audience contains individuals looking up information online about and traveling to Portugal.
Ameribase Digital > World Travelers > South Africa	This audience contains individuals looking up information online about and traveling to South Africa.
Ameribase Digital > World Travelers > Spain	This audience contains individuals looking up information online about and traveling to Spain.
Ameribase Digital > World Travelers > Switzerland	This audience contains individuals looking up information online about and traveling to Switzerland.