123Push

Segment Name	Segment Description
123Push > Consumer > Seasonal > Holidays and Celebrations > New Years Day	Individuals who enjoy celebrating New Years Day based on surveys, social media data, and online/purchase activity.
123Push > Consumer > Seasonal > Holiday Motivators > New Years Eve Travelers	Individuals who are New Years Eve travelers. They love holiday entertaining, decorating, traveling, and celebrating.
123Push > Consumer > Seasonal > Holiday Motivators > New Years Eve Entertainers	Individuals who are New Years Eve entertainers. They love holiday entertaining, decorating, traveling, and celebrating.
123Push > Consumer > Seasonal > Holiday Motivators > New Years Eve Party Attenders	Individuals who are New Years Eve party attenders. They love holiday entertaining, decorating, traveling, and celebrating.
123Push > Consumer > Seasonal > Holiday Motivators > New Years Eve Fire Work Buyers	Individuals who are New Years Eve firework buyers. They love holiday entertaining, decorating, traveling, and celebrating.
123Push > Optimized for CTV > Consumer > Seasonal > Holidays and Celebrations > New Years Day	Individuals who enjoy celebrating New Years Day based on surveys, social media data, and online/purchase activity.
123Push > Optimized for CTV > Consumer > Intent > Holiday Cooking Recipes	Individuals who are frequent holiday purchasers and cooking/culinary readers based on purchase data and online activity.
123Push > Optimized for CTV > Consumer > Seasonal > Holiday Hosts and Entertainers	Individuals who have shown a self-reported interest in holidays and are modeled highly likely to be hosts for holiday parties based on surveys, sweepstakes, online activity, and purchase data.
123Push > Consumer > Shopping > Holiday Shoppers	Individuals who are Holiday Shoppers based on surveys, online/purchase activity, and social media data.
123Push > Consumer > Travel > Holiday Travelers	Individuals who are spring break planners based on social media data, online/purchase activity, and surveys.
123Push > Optimized for CTV > Consumer > Shopping > Holiday Shoppers	Individuals who are Holiday Shoppers based on surveys, online/purchase activity, and social media data.
123Push > Optimized for CTV > Consumer > Travel > Holiday Travelers	Individuals who are spring break planners based on social media data, online/purchase activity, and surveys.

©2026 Stirista, LLC All Rights Reserved

123Push > Optimized for CTV > Consumer > Seasonal > Holiday Hosts and Entertainers	Individuals who have shown a self-reported interest in holidays and are modeled highly likely to be hosts for holiday parties based on surveys, sweepstakes, online activity, and purchase data.
123Push > Consumer > Interest > Holiday Entertaining and Celebrations	Individuals interested in holidays and celebrations who are frequent holiday shoppers and gift buyers. They love holiday entertaining, decorating, traveling, and celebrating. (FLA Friendly)
123Push > Consumer > Seasonal > Holidays and Celebrations	Individuals who enjoy Holidays and Celebrations based on surveys, social media data, and online/purchase activity.
123Push > Consumer > Seasonal > Holidays and Celebrations > Celebrations	Individuals who enjoy Celebrations based on surveys, social media data, and online/purchase activity.
123Push > Instant Intent > Recent Content Viewers > Food and Drink > Cocktails and Beer	Individuals who enjoy cocktails and beer based on proprietary SDK and app partnerships that track billions of real time mobile app and online content viewership datapoints.
123Push > Instant Intent > Recent Content Viewers > Food and Drink > Wine	Individuals who enjoy wine based on proprietary SDK and app partnerships that track billions of real time mobile app and online content viewership datapoints.
123Push > Consumer > In Market > Wine Enthusiasts	Individuals who are wine enthusiasts based on surveys, online activity, social media data, and purchase/transactional data. (FLA Friendly)
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.

©2026 Stirista, LLC All Rights Reserved

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 > Interest > Food and Drink > Eating Styles > Healthy Eating	Individuals interested in healthy eating based on surveys, social media data, and online/purchase activity. (FLA Friendly)

Stirista Segments

Segment Name	Segment Description
Stirista > Interest > Holiday and Seasonal Travel	Individuals who enjoy traveling, especially during seasonal holidays. Including Halloween, Thanksgiving, Christmas, and New Years.
Stirista > Consumer > Holiday Cooks	Individuals who are highly likely to enjoy holiday cooking. Most likely to host holiday parties frequently for Christmas, Thanksgiving, New Years, Diwali, Kwanzaa, Hanukkah, Chinese New Year, St. Lucia's Day, and Dia de los Muertos.
Stirista > Consumer > Travel > Family Travelers	Individuals with families who enjoy traveling. Parents who enjoy family adventures, including RV trips, Domestic flying, International flying, Cruises, and interest is Disney Parks.
Stirista > Seasonal > New Years Resolutions > Career Moves	Individuals following companies specializing in job placement and recruiting on social media, such as Indeed, Glassdoor, and Monster and individuals with Linkedin profiles indicating that they are seeking or looking for employment or new opportunities.
Stirista > Seasonal > New Years Resolution > Dieting and Weight Loss	Individuals who are interested in dieting and weight loss and highly likely to set goals as a New Year's Resolution.
Stirista > Seasonal > Holiday Entertainers	Individuals who enjoy holiday entertaining. Individuals who like to host parties for Christmas, Thanksgiving, New Years, etc.
Stirista > Seasonal > New Years Weight Loss Resolutions	Individuals interested in weight loss. Individuals who are highly interested in all things health related like, Healthy Eating, Dieting, Weightlifting, Weightloss, Exercise, Running, Walking, Jogging, Yoga, Pilates, and Aerobics.

©2026 Stirista, LLC All Rights Reserved

Stirista > Seasonal > New Years Resolution > Money Moves	Individuals who are highly likely to make personal finance goals as New Year's Resolutions such as saving money and investments.
Stirista > Seasonal > New Years Resolution > Reading More	Individuals who are highly likely to make reading more a New Year's Resolution.
Stirista > Seasonal > New Years Resolution > Healthy Eating	Individuals who are highly likely to make healthy eating and nutrition goals as a New Year's Resolution.
Stirista > Seasonal > New Years Resolution > Saving Money	Individuals who are highly likely to make saving money a New Year's Resolution.
Stirista > Seasonal > New Years Resolutions > Quit Smoking	Individuals who are smokers and likely to make quitting smoking a New Year's Resolution.
Stirista > Seasonal > Holiday Entertainers	Individuals who enjoy holiday entertaining. Individuals who like to host parties for Christmas, Thanksgiving, New Years, etc.
Stirista > Custom > Holiday Travelers	Individuals who are Holiday Travelers. Individuals who like to travel for Christmas, Thanksgiving, New Years, etc.
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 with food - wines interest. Individuals who are interested in wines such as Moscato, Chardonnay, Riesling, Pinot Grigio, Sauvignon Blanc, Cabernet, Pinot Noir, Syrah, Zinfandel, Malbec, and Merlot. (FLA Friendly)

©2026 Stirista, LLC All Rights Reserved

LBDigital Segments

Segment Name	Segment Description
LBDigital > Location - Out and About > Seasonal and Holiday > Organize Holiday Celebrations	Audience contains individuals that organize a New Year's resolution.
LBDigital > Location - Out and About > Seasonal and Holiday > Celebrate New Years	Audience contains individuals that celebrate New Years.
LBDigital > Media Source Solutions > Mobile App Users > Seasonal Resolutions, Events & Shoppers with Buyer Intent > New Year	This audience is made up of individuals with Seasonal Resolutions, Events & Shoppers with Buyer Intent for New Year.
LBDigital > Media Source Solutions > Mobile App Users > Seasonal Resolutions, Events & Shoppers with Buyer Intent > New Year > Celebration Planners	This audience is made up of individuals with Seasonal Resolutions, Events & Shoppers with Buyer Intent for New Year and Celebration Planners.
LBDigital > Media Source Solutions > Mobile App Users > Seasonal Resolutions, Events & Shoppers with Buyer Intent > New Year > Cooks	This audience is made up of individuals with Seasonal Resolutions, Events & Shoppers with Buyer Intent for New Year and Cooks.
LBDigital > Media Source Solutions > Mobile App Users > Seasonal Resolutions, Events & Shoppers with Buyer Intent > New Year > Get Fit	This audience is made up of individuals with Seasonal Resolutions, Events & Shoppers with Buyer Intent for New Year and Get Fit.
LBDigital > Media Source Solutions > Mobile App Users > Seasonal Resolutions, Events & Shoppers with Buyer Intent > Get Organized	This audience is made up of individuals with Seasonal Resolutions, Events & Shoppers with Buyer Intent for New Year and Get Organized.
LBDigital > Media Source Solutions > Mobile App Users > Seasonal Resolutions, Events & Shoppers with Buyer Intent > Lose Weight	This audience is made up of individuals with Seasonal Resolutions, Events & Shoppers with Buyer Intent for New Year and Lose Weight.
LBDigital > Media Source Solutions > Mobile App Users > Seasonal Resolutions, Events & Shoppers with Buyer Intent > Quit Smoking	This audience is made up of individuals with Seasonal Resolutions, Events & Shoppers with Buyer Intent for New Year and Quit Smoking.
LBDigital > Media Source Solutions > Mobile App Users > Seasonal Resolutions, Events & Shoppers with Buyer Intent > Winter Holiday > Celebration Planners	This audience is made up of individuals with Seasonal Resolutions, Events & Shoppers with Buyer Intent for Winter Holiday and Celebration Planners.
LBDigital > Media Source Solutions > Mobile App Users > Seasonal Resolutions, Events & Shoppers with Buyer Intent > Winter Holiday > Cooks	This audience is made up of individuals with Seasonal Resolutions, Events & Shoppers with Buyer Intent for Winter Holiday and Cooks.

©2026 Stirista, LLC All Rights Reserved

LBDigital > Holiday and Seasonal > Catered Events	This audience contains people who enjoy celebrating holidays and seasons with entertainment, and enjoy holding catered events for their guests.
LBDigital > Browser Activity > Holiday and Seasonal > Winter	This category contains consumers who enjoy shopping and spending on Winter home dÃ¢Ë†Å¡Ã‚Â©cor, entertainment, sports, travel, apparel and more.
LBDigital > Location - Out and About > Seasonal and Holiday > Top Holiday Spenders	Audience contains individuals that are top holiday spenders.
LBDigital > Location - Out and About > Seasonal and Holiday > Travel For Holidays	Audience contains individuals that travel during the Holidays.
LBDigital > Location - Out and About > Seasonal and Holiday > Dine Out For Holidays	Audience contains individuals that visit fast food restaurants during the Holidays.
LBDigital > Media Source Solutions > Mobile App Users > Changing Consumer Behaviors Social Intent > Home Entertaining	This audience is made up of individuals who are part of the Changing Consumer Behaviors Social Intent with an interest in Home Entertaining.

Ameribase Segments

Segment Name	Segment Description
Ameribase Digital > Mobile Location-Based > Way of Life > New Years Resolution Weight Loss and Healthy Living	Audience includes individuals with a New Years Resolution for weight loss.
Ameribase Digital > Mobile Location-Based > Seasonal Shoppers > New Years Celebrators	Audience includes individuals who celebrate New Years.
Ameribase Digital > Mobile Location-Based > Interests > Home > In Market for Alcoholic Beverages	Audience includes individuals in the market for alcoholic beverages.
Ameribase Digital > Webform Responders > Food and Drink > Non Alcoholic Beverages	This audience contains people who request information about their self reported interests in non alcoholic beverages.
Ameribase Digital > Webform Responders > Food and Drink > Alcoholic Beverages > Wine	This audience contains people who request information about their self reported interests in wine.

©2026 Stirista, LLC All Rights Reserved

Ameribase Digital > CTV Enabled > CPG > Consumer Commerce > Household Essentials > Beverage > Beer, Ale & Cider	These consumers have purchased Beer, Ale & Cider in the Beverage category while visiting a brick and mortar store, which has an average price of $12.78
Ameribase Digital > CTV Enabled > CPG > Consumer Commerce > Household Essentials > Beverage > Beer, Ale & Cider > FMB & PAB	These consumers have purchased FMB & PAB in the Beer, Ale & Cider category while visiting a brick and mortar store, which has an average price of $12.78
Ameribase Digital > CTV Enabled > CPG > Consumer Commerce > Household Essentials > Beverage > Beer, Ale & Cider > Domestic Beer/Ale (Inc Non-Alcoholic)	These consumers have purchased Domestic Beer/Ale (Inc Non-Alcoholic) in the Beer, Ale & Cider category while visiting a brick and mortar store, which has an average price of $12.78
Ameribase Digital > CTV Enabled > CPG > Consumer Commerce > Household Essentials > Beverage > Beer, Ale & Cider > Imported Beer/Ale (Inc Non-Alcoholic)	These consumers have purchased Imported Beer/Ale (Inc Non-Alcoholic) in the Beer, Ale & Cider category while visiting a brick and mortar store, which has an average price of $12.78
Ameribase Digital > Super Spenders 360 > Food & Entertainment > Alcoholic Beverages	These households are the top 5% in the country spending significantly on alcoholic beverages
Ameribase Digital > Super Spenders 360 > Food & Entertainment > Alcoholic Beverages at Home	These households are the top 5% in the country spending significantly on alcoholic beverages consumed at home
Ameribase Digital > Super Spenders 360 > Food & Entertainment > Alcoholic Beverages Away From Home	These households are the top 5% in the country spending significantly on alcoholic beverages consumed away from home
Ameribase Digital > Super Spenders 360 > Food & Entertainment > Alcoholic Beverages Purchased On Trips	These households are the top 5% in the country spending significantly on alcoholic beverages purchased on trips
Ameribase Digital > Fair Lending Act Trusted > Personal Interest > Holiday Entertaining and Celebrations	This audience contains Fair Lending Act curated and custom made trusted audiences of individuals who have a strong interest in holidays and celebrations who are frequent holiday shoppers and gift buyers. They love holiday entertaining, decorating, traveling, and celebrating.
Ameribase Digital > Mobile Location-Based > Seasonal Shoppers > Holiday Fashion Shoppers	Audience includes individuals who are holiday fashion shoppers.
Ameribase Digital > Ready To Buy > Travel > Holiday Travelers	This audience contains consumers who are planning to travel during the Holidays.
Ameribase Digital > Super Spenders 360 > Food & Entertainment > Catered Affairs	These households are the top 5% in the country spending significantly on catered affairs
Ameribase Digital > Super Spenders 360 > Food & Entertainment > Wine At Home	These households are the top 5% in the country spending significantly on wine consumed at home

©2026 Stirista, LLC All Rights Reserved

Ameribase Digital > Super Spenders 360 > Food & Entertainment > Wine Away From Home	These households are the top 5% in the country spending significantly on wine consumed away from home
Ameribase Digital > Super Spenders 360 > Food & Entertainment > Beer And Ale Away From Home	These households are the top 5% in the country spending significantly on beer and ale consumed away from home

©2026 Stirista, LLC All Rights Reserved