



AnalyticsIQ Audiences

by Alliant

Your guide to AnalyticsIQ digital audiences powered by Alliant — built for off-the-shelf activation, custom audience creation, and omnichannel targeting.

 AnalyticsIQ

alliantdata.com



Transactional Behavior + Cognitive Psychology

Understand the Why Behind the Buy

We help marketers understand not just who people are and *what they do*, but *why*.

Alliant combines rich transactional behavior with cognitive psychology to create comprehensive people-based data solutions that fuel deeper engagement, stronger connections, and more meaningful campaigns with insights that anticipate both actions and motivations.

AnalyticsIQ

As part of the Alliant people-based data ecosystem, AnalyticsIQ audiences continue to offer the predictive audience categories marketers trust and use across major activation platforms, now enhanced with deterministic purchase intelligence and custom audience development expertise.

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Alliant People-Based Data Solutions

Powered by AnalyticsIQ

Alliant combines the rigor of member-sourced transactional data with the foresight of psychology-driven research to deliver data that gives marketers a complete picture of consumer behavior – including actions and motivations.



Alliant Audiences Built on Purchase Behaviors

Our portfolio of syndicated audiences also includes a robust set of purchase behavior audiences built from rich transaction data across hundreds of brands and enriched with demographic and lifestyle insights.

[LEARN MORE](#)



Automotive

The path to vehicle purchase is complex, with consumers researching, comparing, and evaluating options long before they visit a dealership.

With 100+ automotive audiences, marketers can reach consumers throughout the vehicle ownership and purchase journey, from those actively researching specific makes and models to those exploring insurance options or vehicle upgrades. By combining predictive insights into ownership, shopping behavior, vehicle preferences, and consumer motivations, these audiences help you identify and engage every type of auto consumer in the marketplace today.



Auto Insurance

Auto insurance audiences provide insight into consumer auto insurance behaviors such as being in market for auto insurance and even which auto insurance provider a customer might use.

Carriers & Coverage

AnalyticsIQ > Automotive > Auto Insurance > Carrier & Coverage >

- > AllState
- > GEICO
- > Progressive
- > State Farm
- > USAA Customers
- > Collision Insurance
- > Comprehensive Insurance
- > Medical Insurance
- > Personal Injury Insurance
- > Under or Uninsured Insurance



In Garage

Take a look inside the garage to learn more about the type of vehicle consumers are likely to drive, their maintenance preferences, and more.

Average Mileage

AnalyticsIQ > Automotive > In Garage > Average Mileage Put on Vehicles Per Year >

- > 10,000 to 14,000 Miles on Vehicle
- > 2,000 to 4,00 Miles on Vehicle
- > 5,000 to 9,000 Miles on Vehicle
- > Greater than 14,000 Miles on Vehicle
- > Less than 2,000 Miles on Vehicle

Lease or Rent

AnalyticsIQ > Automotive > In Garage > Likely to Lease or Rent Vehicle

Consumers who are likely to lease or rent their vehicles.

Number of Vehicles

AnalyticsIQ > Automotive > In Garage > Number of Vehicles Owned >

- > 0 Vehicles Owned
- > 1 Car owned
- > 2 Cars Owned
- > Likely to own 2 or More Vehicles
- > Likely to Own 3 or More Vehicles

Vehicle Age

AnalyticsIQ > Automotive > In Garage > Vehicle Age >

- > 2 or Less Year Old Car
- > 3 to 5 Year Old Car
- > 6 to 9 Year Old Car
- > 10 to 14 Year Old Car
- > 15 or More Year Old Car

Vehicle Make

AnalyticsIQ > Automotive > In Garage > Vehicle Make >

- > Acura
- > Audi
- > BMW
- > Buick
- > Cadillac
- > Chevrolet
- > Chrysler
- > Dodge
- > Fiat
- > Ford
- > GMC
- > Honda
- > Hyundai
- > Infiniti
- > Jeep
- > Kia
- > Land Rover
- > Lexus
- > Lincoln
- > Mazda
- > Mitsubishi
- > Nissan
- > Porsche
- > Smart Car
- > Subaru
- > Tesla
- > Toyota
- > Volkswagen
- > Volvo

Vehicle Maintenance Preferences

AnalyticsIQ > Automotive > In Garage >

Vehicle Maintenance Preferences >

- > After Market Warranty Vehicle Maintenance
- > Dealership Vehicle Maintenance
- > DIY Vehicle Maintenance
- > Friend or Family Member Vehicle Maintenance
- > No Preference for Vehicle Maintenance
- > Non-Dealership Shops Vehicle Maintenance

Vehicle Type

AnalyticsIQ > Automotive > In Garage >

Vehicle Type >

- > All Electric Vehicle Drivers
- > Coupe
- > Electric or Hybrid Vehicle
- > Family Vehicle
- > Hatchback
- > Minivan Owners
- > Sedan Owners
- > SUV Owners
- > Truck

Vehicle Use

AnalyticsIQ > Automotive > In Garage >

Vehicle Use >

- > Family Use Vehicle
- > Vehicle Used for Carpooling
- > Waze Users



In Market

In Market automotive segments highlight customers that are likely to be shopping for a vehicle - new or used and include 30+ specific makes. Additional audiences include preferred vehicle features, vehicle use and type, auto shopper persona and more.

Buyer Type

AnalyticsIQ > Automotive > In Market > Buyer Type >

- > Anxious Buyers
- > Budget Driven Buyers
- > Image Oriented Buyers
- > Methodical Buyers
- > Online Vehicle Purchasers
- > Safety Conscious Buyers
- > Smooth Buyers

Desired Vehicle Features

AnalyticsIQ > Automotive > In Market > Desired Vehicle Features >

- > High End / Luxury Vehicle

In Market for Vehicle

AnalyticsIQ > Automotive > In Market >

- > Electric Vehicle
- > Gas Vehicle
- > New Vehicle
- > Used Vehicle
- > Vehicle

Vehicle Make

AnalyticsIQ > Automotive > In Market > Vehicle Make >

- | | |
|-----------------------------|------------------------------|
| > In Market for an Acura | > In Market for a Kia |
| > In Market for an Audi | > In Market for a Land Rover |
| > In Market for a BMW | > In Market for a Lexus |
| > In Market for a Buick | > In Market for a Lincoln |
| > In Market for a Cadillac | > In Market for a Mazda |
| > In Market for a Chevrolet | > In Market for a Mercedes |
| > In Market for a Chrysler | > In Market for a Mitsubishi |
| > In Market for a Dodge | > In Market for a Nissan |
| > In Market for a Fiat | > In Market for a Porsche |
| > In Market for a Ford | > In Market for a Smart Car |
| > In Market for a GMC | > In Market for a Subaru |
| > In Market for a Honda | > In Market for a Tesla |
| > In Market for a Hyundai | > In Market for a Toyota |
| > In Market for an Infiniti | > In Market for a Volkswagen |
| > In Market for a Jeep | > In Market for a Volvo |

Vehicle Type

AnalyticsIQ > Automotive > In Market > Vehicle Type >

- | | |
|----------------------------------|-------------------------|
| > In Market for a Coupe | > In Market for a Sedan |
| > In Market for a Family Vehicle | > In Market for a SUV |
| > In Market for a Hatchback | > In Market for a Truck |
| > In Market for a Minivan | |



INTRODUCING

NEW! In-Market Automotive Audiences from PurchaseCore

Powered by PurchaseCore purchase intelligence, these new automotive audiences help marketers identify consumers who are likely to be actively shopping for a new vehicle. Built using known and inferred transaction-based behaviors, these audiences provide valuable insight into automotive brand affinities and vehicle preferences.

NEW

Vehicle Make

AnalyticsIQ > Transaction > Automotive > In Market > Vehicle Make or Model >

- > New Alfa Romeo
- > New Chevrolet > Equinox
- > New Chevrolet > Tahoe
- > New Chevrolet > Silverado 1500
- > New Chevrolet > Silverado 2500
- > New Dodge > Ram
- > New Ford > Bronco Sport
- > New Ford > Escape
- > New Ford > Explorer
- > New Ford > F-150
- > New Ford > F-250
- > New Ford > Mustang
- > New Honda > Civic
- > New Honda > CR-V
- > New Honda > Odyssey
- > New Honda > Pilot
- > New Land Rover
- > New Mitsubishi
- > New Acura
- > New Audi
- > New BMW
- > New Buick
- > New Cadillac
- > New Chevrolet
- > New Chrysler
- > New Dodge
- > New Ford
- > New Genesis
- > New GMC
- > New Honda
- > New Hyundai
- > New Infiniti
- > New Jaguar
- > New Jeep
- > New Kia
- > New Lexus
- > New Lincoln
- > New Mazda
- > New Mercedes-Benz
- > New MINI
- > New Nissan
- > New Porsche
- > New Rivian
- > New Subaru
- > New Tesla
- > New Toyota > 4Runner
- > New Toyota > Corolla
- > New Toyota > Highlander
- > New Toyota > Camry
- > New Toyota
- > New Toyota > RAV4
- > New Toyota > Tundra
- > New Volkswagen
- > New Volvo

NEW

Vehicle Type

AnalyticsIQ > Transaction > Automotive > In Market > Vehicle Type >

- > New Luxury Car
- > New Diesel Vehicle
- > New Economy Car
- > New Electric Vehicle
- > New Luxury Car
- > New Diesel Vehicle
- > New Economy Car
- > New Electric Vehicle
- > New Flex Fuel Vehicle
- > New Green Vehicle
- > New Hybrid Vehicle
- > New Large SUV
- > New Minivan
- > New Vehicle > Multi-Car Owner
- > New Sedan
- > New Truck
- > New Vehicle
- > New Wagon
- > New Small SUV
- > New Sports Car



B2B

Business growth starts with identifying the right accounts—and the right people within them. Alliant’s B2B audiences help marketers reach organizations and professionals based on firmographics, industry, job function, company size, professional interests, and other key business attributes. These insights enable more accurate account targeting, prospecting, lead generation, and customer acquisition strategies.

Even more powerful, Alliant’s unique B2B2C linkage capabilities provide a holistic view of individuals across both their professional and personal lives. By connecting these insights, marketers can better understand decision-makers, uncover new opportunities, and create more relevant engagement strategies that extend beyond the traditional cold call or email.

Company Attributes

Foundational firmographic segments like company size, industry, sales volumes, and more, as well as leading coverage in small business-specific audiences.

Business Stability

AnalyticsIQ > B2B > Company Attributes > Business Stability >

- > Excellent
- > Fair
- > Good
- > Poor
- > Very Good
- > Very Poor

Business Type

AnalyticsIQ > B2B > Company Attributes > Business Type >

- > LLC
- > LLP
- > Private Company
- > Public Company

Company Age

AnalyticsIQ > B2B > Company Attributes > Company Age >

- > New Business (Less than 1 Year)
- > Less than 2 Years
- > 2-5 Years
- > 6-10 Years
- > More Than 10 Years

Company Industry

AnalyticsIQ > B2B > Company Attributes > Company Industry >

- > Administrative and Support Services
- > Agriculture, Forestry and Fishing
- > Arts, Entertainment and Recreation
- > Big Tech Companies
- > Business and Professional Services
 - > Accounting, Auditing and Legal
 - > Advertising and Market Research
 - > Architecture and Engineering
 - > Management Consulting
 - > Scientific Research and Development
- > Construction
- > Education
 - > College and Universities
 - > Schools
- > Financial and Insurance Services
 - > Financial and Insurance Services
 - > Fund Management
 - > Insurance
 - > Investment Banking
 - > Securities and Commodities Brokerage
 - > Wealth Management
- > Government
 - > Civil Service
 - > Military
- > Healthcare and Social Work
 - > Hospitals and Medical Offices
 - > Chiropractor Offices
 - > Dentist and Dental Offices
 - > Optometrists and Eye Doctors Offices
 - > Physicians
 - > Nursing and Residential Care
 - > Pharmacy and Drug Stores
 - > Social Work
- > Hospitality and Food Service
 - > Accommodation
 - > Food and Beverage Service
 - > Restaurants
- > Information and Communication
 - > Book and Software Publishing
 - > Computer Programming and Consultancy
 - > Information Services
 - > Movie, Video, Television and Music Publishing
 - > Programming and Broadcasting
 - > Telecommunications (Telco)
- > Manufacturing
 - > Automotive
 - > Food and Beverages
 - > Metals and Plastics
 - > Pharmaceuticals
 - > Transport Equipment
- > Mining, Oil, and Gas
- > Personal and Consumer Services
- > Real Estate
- > Transportation and Storage
 - > Air Transport
 - > Delivery Companies for Retail
 - > Land Transport
 - > Postal and Courier Activities
 - > Warehousing and Support
 - > Water Transport
- > Utilities
- > Water Supply and Waste Management
- > Wholesale and Retail Trade
 - > Automotive Trade and Repair
 - > Retail Trade
 - > Clothing
 - > Department Stores
 - > Gas Stations and Convenience Stores
 - > Jewelry Stores
 - > Office Supplies Stores
 - > Supermarkets and Grocery Stores



Company Sales Volume (Annual Revenue)

AnalyticsIQ > B2B > Company Attributes > Company Sales Volume >

- > \$1,000,000-\$4,999,999
- > \$5,000,000-\$9,999,999
- > \$10,000,000-\$24,999,999
- > \$25,000,000-\$49,999,999
- > \$50,000,000-\$99,999,999
- > \$100,000,000-\$499,999,999
- > \$500,000,000+
- > Less than \$250,000

Company Size

AnalyticsIQ > B2B > Company Attributes > Company Size >

- > Less than 10 Employees
- > 10-49 Employees
- > 50-99 Employees
- > 100-499 Employees
- > 500-999 Employees
- > 1,000 - 4,999 Employees
- > 5,000+ Employees
- > Likely to Have a Fleet

Decision Drivers & Behavior Motivations

AnalyticsIQ > B2B > Company Attributes > Decision Drivers & Behavior Motivations >

- > Price Oriented
- > Quality Oriented

Preferred Marketing Communication Methods

AnalyticsIQ > B2B > Company Attributes > Preferred Marketing Communication Methods >

- > Initial Marketing Contact Channel Preference
 - > Email
 - > In Person Meeting
 - > LinkedIn
 - > Telephone Call
 - > X (Twitter)
- > Marketing Content Preference
 - > Case Study
 - > eBook
 - > Infographic
 - > Video
 - > Webinar
 - > White Paper

Presence of Social Media Account

AnalyticsIQ > B2B > Company Attributes > Presence of Social Media Account >

- > LinkedIn
- > Meta (Facebook)
- > X (Twitter)
- > YouTube

Small Businesses

AnalyticsIQ > B2B > Company Attributes > Small Businesses >

- > Business Stability
- > Company Industry
- > Company Sales Volume (Annual Revenue)
- > Presence of Social Media Account
- > Small Business Decision Makers
- > Small Business Owners

Title

AnalyticsIQ > B2B > Company Attributes > Title >

- > Staff
- > Manager
- > Director
- > C-Level
- > VP



Employee Attributes

Businesses don't make decisions, people do. Gain insights into who professionals are including personal interests, what behaviors they often exhibit such as their content and contact preferences, their role including business owners, executives, decision makers, influencers and more.

Business Decision Influencers

AnalyticsIQ > B2B > Employee Attributes > Business Decision Influencers >

- > Active & Influential Social Media Users
 - > Instagram Influencers
 - > LinkedIn Influencers
 - > Meta Influencers (Facebook)
 - > X Influencers (Twitter)
- > Business Profession
 - > Blue Collar Business Decision Influencers
 - > Financial Services Business Decision Influencers
 - > Insurance Business Decision Influencers
 - > Legal/Law Practice Business Decision Influencers
 - > Professional Tech Business Decision Influencers
 - > Real Estate Business Decision Influencers
 - > Sales Business Decision Influencers
 - > White Collar Business Decision Influencers
- > Decision Drivers & Behavior Motivations
 - > Environmentally Conscious
 - > Financially Adventurous
 - > Loyal Customers
 - > Luxury Brand Buyers
 - > Professionally Adventurous
 - > Recreationally Adventurous
 - > Socially Bold
 - > Spontaneous Consumers
 - > Technology Adopters
 - > Technology Laggards
 - > Purchase Decision Drivers
 - > Price Oriented
 - > Quality Oriented
- > Preferred Marketing Communication Methods
 - > Marketing Content Preference
- > Business Decision Makers
 - > Active & Influential Social Media Users
 - > Business Profession
 - > Decision Drivers & Behavior Motivations

Business Executives

AnalyticsIQ > B2B > Employee Attributes > Business Executives >

- > Active & Influential Social Media Users
- > Affluent Executives
- > Business Profession
- > Decision Drivers & Behavior Motivations
- > Frequent Uber & Lyft Riders
- > Health & Wellness
- > Preferred Marketing Communication Methods

Business Owners

AnalyticsIQ > B2B > Employee Attributes > Business Owners >

- > Active & Influential Social Media Users
- > Business Profession
- > Co-Owners
- > Decision Drivers & Behavior Motivations
- > Home Based Business Owners
- > Military Veteran Business Owners
- > Minority-owned Businesses
- > Sole Owner
- > Woman-owned Businesses/Female Owned Businesses



Department

AnalyticsIQ > B2B > Employee Attributes > Department >

- > Education
- > Executive
- > Development
- > Finance
- > General
- > Management
- > Government
- > Healthcare
- > Human Resources or HR
- > IT/Technology
- > Legal
- > Marketing
- > Operations
- > Procurement
- > Quality Control
- > Religion
- > Research & Development
- > Sales

Social Media Engagement - LinkedIn

AnalyticsIQ > B2B > Employee Attributes > Social Media Engagement > LinkedIn

- > Seeking Career Advice
- > B2B Business Software
- > Job Search
- > C-Suite Influencers
- > HCP Influencers
- > Small Business Influencers

Title

AnalyticsIQ > B2B > Employee Attributes > Staff >

- > C-Level
- > Manager
- > Staff

Working From Home

AnalyticsIQ > B2B > Employee Attributes > Working From Home >

- > Remote Workers Interested in Career Improvement
- > Remote Workers Likely to be In Market for a Vehicle
- > Remote Workers Likely to be Music Streamers
- > Remote Workers Likely to Book with Online Vacation Platforms
- > Remote Workers Likely to Donate to Charitable Organizations
- > Remote Workers Likely to Enjoy Meal Delivery Subscription Boxes
- > Remote Workers Likely to Enjoy Subscription Boxes
- > Remote Workers Likely to Enjoy Video Games
- > Remote Workers Likely to Exercise Regularly
- > Remote Workers Likely to Have a Pet
- > Remote Workers Likely to Have Children in Household
- > Remote Workers Likely to Order Food Delivery Services Regularly
- > Remote Workers Likely to Order Groceries Online
- > Remote Workers Likely to Use Digital Payment Services
- > Remote Workers That Frequently Use Coupons
- > Telecommuters

»»» REAL CLIENT WIN «««

**Agency Boosts B2B
Client Performance 2.3x
with Alliant Custom
Audience**

[Download the Case Study](#)





Channel

The most effective campaigns connect with consumers where they are most likely to engage. These audiences provide insights into media consumption and engagement across devices, email, social networks, podcasts, and more, helping marketers optimize media strategies and reach audiences through the channels that drive the strongest results.



Device

These audiences help identify the devices consumers are most likely to own, use, and engage with.

AnalyticsIQ > Channel > Device >

- > Android Owner
- > iPhone Owner
- > No Smartphone

Email

Audiences highlighting consumers likely to open emails in their inbox.

AnalyticsIQ > Channel > Email >

- > Highly Likely to Open Email
- > Most Likely to Open Email

Podcasts

These audiences provide insight into consumers' podcast listening habits, including preferred genres, platforms, and likelihood to engage with podcast advertising.

AnalyticsIQ > Channel > Podcasts >

- > Amazon Music Podcast Listeners
- > Apple Podcast Listeners
- > Business Podcast Listeners
- > Conservative Podcast Listeners
- > Crime Junkie Podcast Listeners
- > Daily Podcast Listeners
- > Dateline Podcast Listeners
- > Facebook Podcast Listeners
- > Google Podcast Listeners
- > iHeartRadio Listeners
- > Listens to Podcasts on Road Trips
- > Listens to Podcasts While Exercising
- > News Podcast Listeners
- > NPR Podcast Listeners
- > Podcast Listeners
- > Self-Development Podcast Listeners
- > Sports Podcast Listeners
- > Spotify Podcast Listeners
- > TikTok Podcast Listeners

AnalyticsIQ > Channel > Podcasts > Genre

- > Business Podcast Listeners
- > Comedy Podcast Listeners
- > Economics Podcast Listeners
- > News Podcast Listeners
- > Pop Culture Podcast Listeners
- > Science Podcast Listeners
- > Sports Podcast Listeners
- > Technology Podcast Listeners
- > True Crime Podcast Listeners
- > Wellness Podcast Listeners

Social Networks

Our Social Networks segments help marketers reach consumers who are likely to be active, engaged, and influential across today's leading social media platforms.

AnalyticsIQ > Channel > Social Networks >

- > Active Users
- > Committed Non-Users
- > Deal Site Users
- > Facebook User
- > Houzz Users
- > Instagram Influencer
- > Instagram User
- > Meta Influencer (Facebook)
- > LinkedIn Influencer
- > LinkedIn User
- > Passionate Influencers
- > Pinterest Influencers
- > Pinterest User
- > Snapchat Influencers
- > Snapchat User
- > Super Passionate Influencers
- > TikTok Users
- > Travel Site Influencer
- > Tumbler Users
- > X Influencer (Twitter)
- > X User





Charitable Contributions

Successful fundraising starts with reaching individuals who are both willing and able to support your mission. These audiences help non-profits, advocacy groups, and mission-driven organizations identify likely donors based on charitable giving behaviors, donation motivations, preferred causes, and giving capacity.

Annual Discretionary Spending on Donation

These audiences help identify individuals based on how much they are likely to donate in the next 12-months.

[AnalyticsIQ](#) > [Charitable Contributors](#) > [Annual Discretionary Spending on Donation](#) >

- > \$2,500 to \$3,499
- > \$3,500 to \$6,249
- > Great than \$6,250

Donation Motivation

These audiences provide insight into the motivations that influence charitable giving behaviors.

[AnalyticsIQ](#) > [Charitable Contributors](#) > [Donation Motivations](#) >

- > Children's Charity Donor
- > Community-Minded Extrinsic Donors
- > Community-Minded Intrinsic Donors
- > Extrinsic Donors
- > Healthcare Organization Donors
- > Individualistic Extrinsic Donors
- > Individualistic Intrinsic Donors
- > Intrinsic Donors
- > Non-Planned Givers

Likely Donors

These audiences highlight likely donors, their preferred charitable cause, and individuals likely to donate online.

[AnalyticsIQ](#) > [Charitable Contributors](#) > [Likely Donors](#) >

- > Animal Welfare
- > Anti-Hunger Cause Donors
- > Arts or Cultural Causes
- > Charitable Contributor
- > Charitable Contributors in Last 12-months
- > Children's Charities
- > Community-Based Charitable Organizations
- > Donates by Mail
- > Education Cause Donors
- > Environmental or Wildlife Causes
- > General Contributor
- > Health Causes
- > High Dollar Donor
- > International Aid Causes
- > Likely to Have Donated Over \$100 to 4 or More Charitable Organizations in Last 12-months
- > Medical Care Cause Donors
- > Online Donors
- > Highly Likely
- > Likely
- > Most Likely
- > Very Highly Likely
- > Religious Cause Donors
- > Veterans Causes

Political Donors

These audiences focus solely on donors likely to contribute to political causes and organizations.

[AnalyticsIQ](#) > [Charitable Contributors](#) > [Political Donors](#) >

- > Conservative Causes
- > Liberal Causes

»»»» REAL CLIENT WIN ««««

Alliant audiences help non-profit connect with donors on Facebook - **increasing engagement rates by 32% while decreasing their CPA by over 80%.**

[Download Case Study](#)



Demographics

Demographics provide the foundation for audience understanding. These audiences help marketers identify and reach consumers based on characteristics such as age, income, education, family composition, cultural background, and other key household and lifestyle factors.





Age

Target consumers based on age ranges and life stages.

[AnalyticsIQ > Demographics > Age >](#)

Broad Age Range >

- > 21 & older
- > 20-29
- > 30-39
- > 40-49
- > 50-59
- > 60-69
- > 70-79
- > 80-89
- > 90+

Narrow Age Range >

- > 20-24
- > 25-29
- > 30-34
- > 35-39
- > 40-44
- > 45-49
- > 50-54
- > 55-59
- > 60-64
- > 65-69
- > 70-74
- > 75-79
- > 80+

Staggered Age Range >

- > 18-24
- > 25-34
- > 35-44
- > 45-54
- > 55-64
- > 65-74
- > 75+

Birthday Month

Celebrate birthdays with audiences that provide insight into the month consumers are most likely to have been born.

[AnalyticsIQ > Demographics > Birthday Month >](#)

- > January
- > February
- > March
- > April
- > May
- > June
- > July
- > August
- > September
- > October
- > November
- > December

Country of Origin

These audiences provide insight into consumers' likely country of origin.

[AnalyticsIQ > Demographics > Country of Origin >](#)

- > Brazil
- > Columbia
- > Cuba
- > Dominican Republic
- > Mexico
- > Puerto Rico

Cultural Assimilation

Understand consumers' likely level of assimilation into U.S. culture, language preferences, and related attributes.

[AnalyticsIQ > Demographics > Cultural Assimilation >](#)

- > Assimilated
- > Unassimilated

Education

These audiences provide a look into the different levels of education consumers are most likely to have.

AnalyticsIQ > Demographics > Education >

- > High School Degree
- > Some College
- > Graduate Degree
- > Bachelor's Degree
- > Vocational/Tech Degree
- > Likely to Enroll Children in Private In-Person School
- > Likely to Enroll Children in Public In-Person School
- > Likely to Switch from In-Person to Virtual School

Employment

Understand various aspects of an individual's employment - including type, status, and more.

AnalyticsIQ > Demographics > Employment >

- > Actively Seeking New Job
- > African American Professional
- > Blue Collar
- > Educator
- > Executive
- > Females Likely to Work in STEM Fields
- > Financial Services
- > Full Time Student
- > Full-Time
- > Gig Economy
 - > Likely to Be Driver
 - > Likely to Provide Services
 - > Likely to Rent Out Real Estate
 - > Likely to Sell Clothes
 - > Likely to Sell Handmade Products
 - > Likely to Sell Home Goods
- > High Income Professional
- > Hispanic Professional
- > Homemaker
- > Insurance
- > Legal Profession
- > Likely to Ever Work in Formal Sciences
- > Likely to Ever Work in Life Sciences
- > Likely to Ever Work in Natural Sciences
- > Likely to Ever Work in Social Sciences
- > Likely to Ever Work in STEM Fields
- > Middle Management
- > Military Veteran
- > Open to Changing Jobs
- > Other Medical
- > Other White Collar
- > Part-Time
- > Physician
- > Professional Tech
- > Public Sector
- > Military
- > Real Estate
- > Retired
- > Sales
- > Unemployed
- > Working From Home
 - > Interest in Career Improvement
 - > Remote Workers
 - > Improvement/Education
 - > Remote Workers
 - > Remote Workers with Children





Ethnicity

These audiences provide insight into consumers' likely ethnic backgrounds.

AnalyticsIQ > Demographics > Ethnicity >

- > African American
- > African American Generation Z
- > African American Millennials
- > Asian (other)
- > Caucasian
- > Chinese
- > Hispanic
- > Hispanic Generation Z
- > Hispanic Millennials
- > Indian
- > Middle Eastern
- > Native American

Gender

These segments contain individuals of different genders.

AnalyticsIQ > Demographics > Gender >

- > Female
- > Male

Generation

From Baby Boomers to Gen Z, these audiences help identify individuals based on their likely generational cohort.

AnalyticsIQ > Demographics > Generation >

- > Baby Boomers
- > Generation X
- > Generation Z
- > Millennials

Hispanic Consumers

Gain a deeper understanding of Hispanic consumers through audiences that reflect cultural attributes, preferences, and behaviors.

AnalyticsIQ > Demographics > Hispanic Consumers >

- > Cultural Assimilation
 - > Assimilated
 - > Unassimilated
- > Generation
 - > First Generation Citizens
 - > Second Generation Citizens
 - > Number of Generations in Home
 - > One Generation in House
 - > 2 Generations in House
 - > 3 or More Generation in House
- > Internet of Things
- > Language
- > Religious Devotion
- > Television Viewership
- > Travel

Household Composition

Understand the makeup of households, including family structure, household size, and other key household characteristics.

AnalyticsIQ > Demographics > Household Composition >

- > Age of Children in Household
- > Caretaker in Household
- > Children Present in the Household
- > Cohabitation
- > Generation Z in Household
- > Has Grandchildren
- > New Grandparents
- > Number of Adults in Household
- > Number of Children in Household
- > Parents
 - > African American Generation Alpha
 - > Dads
 - > Generation Alpha
 - > Hispanic Generation Alpha
 - > Moms
 - > New Parents
 - > Single Parents
 - > Working Parents
- > Pet Owners
- > Senior Adult in Household
- > Veteran in Household
- > Working Women
- > Young Adult in Household

Housing Attributes

From home value and ownership status to property type and length of residence, these audiences provide a comprehensive view of consumers' housing situation.

AnalyticsIQ > Demographics > Housing Attributes >

- > Age of Home
- > Dwelling Type
- > Has Small Office
- > Home Value
- > Length of Residence
- > Ownership
- > Pool Owner
- > Pre Movers
 - > Furnishings Big Spenders



Language

Identify consumers based on their likely primary language and language preferences.

AnalyticsIQ > Demographics > Language >

- > Arabic
- > Native English Speaker
- > Bilingual Native Language Speakers
- > Chinese (Mandarin, Cantonese, Other)
- > Farsi
- > French
- > German
- > Hebrew
- > Hindi
- > Italian
- > Japanese
- > Korean
- > Polish
- > Portuguese
- > Russian
- > Spanish
- > Vietnamese

Marital Status

These audiences predict an individual's likely marital status.

AnalyticsIQ > Demographics > Marital Status >

- > Married
- > Single

Occupation

Understand consumers' likely occupations and professional roles across a wide range of industries and career paths.

AnalyticsIQ > Demographics > Occupation >

- > Account Executive
- > Accounting/Biller/Billing Clerk
- > Barber/Hairstylist/Beautician
- > Business Owner (Accountant or Contractor)
- > Clerk
- > Cosmetologist
- > Electrician
- > Engineer
- > Farmer/Dairyman
- > Healthcare
- > Homemaker
- > Insurance/Agent
- > Laborer
- > Legal/Attorney/Lawyer
- > Manager
- > Manager/Marketing Manager
- > Mechanic
- > Medical Doctor/Physician
- > Military
- > Nurse (Registered)
- > Nurse's Aide/Orderly
- > Pharmacist/Pharmacy
- > Sales
- > Securities and Commodities Brokerage
- > Self-Employed
- > Teacher
- > Therapists/Physical



Finance

Finances influence many aspects of consumers' lives, from spending habits to long-term financial planning. These audiences provide a comprehensive view of consumers' financial profiles, helping marketers better understand spending habits, financial interests, and likely financial needs. For financial services marketers, select audiences are available in Fair Lending Friendly formats designed to support compliant advertising and audience targeting strategies.

Affluence Segments

Audiences aligning individuals to their most likely segment of affluence.

AnalyticsIQ > Finance > Affluence Segments >

- > Climbers
- > Giving Back
- > Millionaire Next Door
- > Nouveau Riche
- > Old Money
- > Spend Like the Rich
- > Super Rich

Credit

These audiences provide a high-level overview on an individual's overall credit.

AnalyticsIQ > Finance > Credit >

- > Credit Revolvers
- > Credit Transactors

Credit Cards

These audiences contain individuals likely to have a credit card, what credit provider they prefer to bank with, and other important insights surrounding credit card usage.

AnalyticsIQ > Finance > Credit Cards >

- > Airline Credit Card
- > American Express
- > Chase Cardholders
- > Discover
- > Discover (Gold or Premium)
- > Discover (Regular)
- > Likely to Own 5 or More Credit Cards
- > Likely to Utilize a Credit Card for Daily Purchases
- > Mastercard
- > Mastercard (Gold or Premium)
- > Mastercard (Regular)
- > Premium Credit Card
- > Presence of Credit Cards
- > Starter Credit Card
- > Travel & Entertainment Credit Card
- > Upscale Retail Credit Card
- > Visa
- > Visa (Gold or Premium)
- > Visa (Regular)

Estimated Net Worth

Target individuals based on their likely estimated net worth.

AnalyticsIQ > Finance > Estimated Net Worth >

- > \$0 to \$19,999
- > \$20,000 to \$24,999
- > \$25,000 to \$49,999
- > \$50,000 to \$74,999
- > \$75,000 to \$99,999
- > \$100,000 to \$149,999
- > \$150,000 to \$249,999
- > \$250,000 to \$374,999
- > \$375,000 to \$499,999
- > \$500,000 to \$749,999
- > \$750,000 to \$999,999
- > \$1,000,000 to \$1,999,999
- > \$2,000,000 to \$3,999,999
- > \$4,000,000 to \$5,999,999
- > Greater than \$6,000,000

Financial Motivations

These audience provide insight into the financial goals and motivations that influence consumer decisions.

AnalyticsIQ > Finance > Financial Motivations >

- > Confident in Current State of Economy
- > Conscientious Spenders
- > Engaged Financial Planners
- > Financial Growth
- > Financial Organization
- > Financial Planning
- > Retirement Planning
- > Spontaneous Spenders
- > Wealth Management

FinTech

From digital payments to mobile wallets, these audiences contain consumers likely to utilize popular FinTech technology.

AnalyticsIQ > Finance > FinTech >

- > Digital Payment Users
- > Mobile Investing
- > Mobile Wallet



Household Income

These audiences help marketers identify consumers based on their likely annual household income.

[AnalyticsIQ](#) > [Finance](#) > [Household Income](#) >

- > \$0 - \$14,999
- > \$15,000 - \$19,999
- > \$20,000 - \$29,999
- > \$30,000 - \$39,999
- > \$40,000 - \$49,999
- > \$50,000 - \$59,999
- > \$60,000 - \$74,999
- > \$75,000 - \$99,999
- > \$100,000 - \$124,999
- > \$125,000 - \$149,999
- > \$150,000 - \$199,999
- > \$200,000 - \$249,999
- > \$250,000 - \$399,999
- > \$400,000+
- > Disposable Income
- > \$0 - \$10,999
- > \$11,000 - \$25,999
- > \$26,000 - \$50,999
- > \$51,000 - \$75,999
- > \$76,000 - \$100,999

Investing

Gain insight into consumers' likely investing behaviors, interests, strategies, and financial priorities.

[AnalyticsIQ](#) > [Finance](#) > [Investing](#) >

- > 529 College Plan
- > Accredited Investors
- > Active Investors
- > Has Financial Investments
- > Has Foreign Investments
- > Has Investments
- > Has Personal Investments
- > Has Real Estate Investments
- > Has Stocks & Securities Investments
- > Likely to Adopt a New or Switched Investment Strategies
- > Likely to Have a Buy-and-Hold Investment Strategy
- > Likely to Have a Certified Financial Planner
- > Likely to Have a Diversification Investment Strategy
- > Likely to Have a Dividend Investing Investment Strategy
- > Likely to Have a Dollar-Cost Averaging Investment Strategy
- > Likely to Have a Financial Consultant
- > Likely to Have a Growth Investing Investment Strategy
- > Likely to Have a Pension
- > Likely to Have a Personal Savings Account
- > Likely to Have a Portfolio, Investment, or Asset Manager
- > Likely to Have a Real Estate Investment Strategy
- > Likely to Have a Retirement Account (401k or 403b)
- > Likely to Have a Retirement Savings Investment Strategy
- > Likely to Have a Value Investing Investment Strategy
- > Likely to Have a Value Investing Investment Strategy
- > Likely to Have a Value Investing Investment Strategy
- > Likely to Have an Active Investing Investment Strategy
- > Likely to Have an Income Investing Investment Strategy
- > Likely to Have an Index Investing Investment Strategy
- > Likely to Have an Insurance Investment Strategy
- > Likely to Have an Investment Advisor
- > Likely to Have an Investment Advisor, Financial Planner, Financial Consultant, or Portfolio Manager
- > Likely to Have an IRA Savings Account
- > Likely to Use Financial Advisor
- > Millennial Active Investors
- > Number of Residential Investment Properties
- > Overall Investable Assets
- > Presence of a Homeowner with Mortgage Paid-in-Full
- > Presence of a Mortgage
- > Presence of Annuities
- > Presence of Bonds
- > Presence of Checking Account
- > Presence of Life Insurance
- > Presence of Savings Account
- > Stocks & Securities

Loan Account Holders

Audiences of individuals currently holding loan accounts.

AnalyticsIQ > Finance > Loan Account Holders >

- > Active Federal or Private Student Loans
- > Personal Loan Account Holders
- > Student Loan Account Holders

Payment Propensity

Segments of consumers with varying payment propensity.

AnalyticsIQ > Finance > Payment Propensity >

- > Excellent
- > Fair
- > Good
- > Poor
- > Very Good
- > Very Poor

Stability

Segments of consumers with varying credit stability.

AnalyticsIQ > Finance > Stability >

- > Excellent
- > Fair
- > Good
- > Poor
- > Very Good
- > Very Poor

Wealth Life Stage

Audiences of individuals in unique wealth stages of their life.

AnalyticsIQ > Finance > Wealth Life Stage >

- > Delayed Retirement
- > Millennials with Time
- > Spenders, Not Savers



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The Ultimate Financial Services
Data Playbook

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Fair Lending (FLA) Friendly

Our FLA Friendly Data translates many of our audiences into unique versions specifically designed for regulation friendly advertising. Only non-protected class data elements are leveraged to responsibly create these powerful targeted audiences for your company's marketing needs.



Automotive

Automotive audiences available in Fair Lending Friendly formats including those related to auto insurance, vehicle ownership and in market consumers.

In Garage

[AnalyticsIQ > FLA Friendly > Automotive > In Garage >](#)

- > Likely to Lease or Rent a Vehicle
- > Number of Vehicles Owned
- > Vehicle Type
- > Buyer Type
- > In Market for Electric Vehicle
- > In Market for Gas Vehicle
- > In Market for New Vehicle
- > In Market for Used Vehicle
- > In Market for Vehicle

Auto Insurance

[AnalyticsIQ > FLA Friendly > Automotive > Auto Insurance >](#)

- > Carrier & Coverage
- > In Market

Podcast Genre

Channel audiences available in Fair Lending Friendly formats include podcast listening behaviors.

[AnalyticsIQ > FLA Friendly > Channel > Podcasts > Genre >](#)

- > Business Podcast Listeners
- > Comedy Podcast Listeners
- > Economics Podcast Listeners
- > News Podcast Listeners
- > Pop Culture Podcast Listeners
- > Science Podcast Listeners
- > Sports Podcast Listeners
- > Technology Podcast Listeners
- > True Crime Podcast Listeners
- > Wellness Podcast Listeners

Charitable Contributors

Charitable Fair Lending Friendly audiences include likely donors and annual discretionary spend on donations.

[AnalyticsIQ > FLA Friendly > Charitable Contributors >](#)

- > Annual Discretionary Donations
 - > \$2,500 - \$3,499
 - > \$3,500 - \$6,249
 - > \$6,250 or more
- > Likely Donors
 - > Charitable Contributors in Last 12-months

Demographics

Fair Lending Friendly demographics audiences including birthday month, employment and housing attributes.

[AnalyticsIQ > FLA Friendly > Demographics >](#)

- > Birthday Month
- > Employment
- > Household Composition
- > Housing Attributes

Finance

Finance Fair Lending Friendly audiences include those related to credit cards, estimated net worth, mortgages, fintech utilization and annual household income.

[AnalyticsIQ > FLA Friendly > Finance >](#)

- > Banking Access Preference
- > Credit Cards
- > Estimated Net Worth
- > FinTech
- > Household Income
- > Investing
- > Mortgages & Loans



In Market

A variety of in market audiences are available as Fair Lending Friendly versions including annual discretionary spend, insurance, and online shoppers.

AnalyticsIQ > FLA Friendly > In Market >

- > Annual Discretionary Spending
 - > \$25,000 - \$42,999
 - > \$ 20,000 - \$24,999
 - > \$43,000 or more
- > Apparel
 - > \$2,500 - \$2,999
 - > \$3,000 - \$4,999
 - > \$5,000 or more
- > Dining Out
 - > \$4,000 - \$4,999
 - > \$5,000 - \$7,499
 - > \$7,500 or more
- > Education
 - > \$1,500 - \$2,499
 - > \$2,500 - \$5,499
 - > \$5,500 or more
- > Entertainment
 - > \$1,750 - \$2,249
 - > \$2,250 - \$3,499
 - > \$3,500 or more
- > Home Furnishings
 - > \$2,500 - \$2,999
 - > \$3,000 - \$4,999
 - > \$5,000 or more
- > Personal Care
 - > \$850 - \$999
 - > \$1,000 - \$1,499
 - > \$1,500 or more
- > Reading
 - > \$175 - \$199
 - > \$200 - \$299
 - > \$300 or more
- > Clothing & Apparel Shoppers
 - > High-End Clothing Store Shoppers
 - > Mid-Range Department Store Clothing Shoppers
 - > Unlikely to Be High-End Clothing Store Shoppers
 - > Unlikely to Be Mid-Range Department Store Clothing Shoppers
- > Insurance
 - > Auto Insurance
 - > Health Insurance
 - > Life Insurance
 - > And more
- > Online Shoppers
 - > Buy Now, Pay Later Shoppers

Interests

Fair Lending Friendly interest-based audiences cover a variety of consumer lifestyle interests.

AnalyticsIQ > FLA Friendly > Interest >

- > Cooking & Food
- > Exercise Products or Services
- > Financial News
- > Gardening Fan
- > Travel
- > Unlikely to Be Gardening Fan
- > Unlikely to Follow Financial News

Past Purchases

Fair Lending Friendly audiences that provide insight into past purchase behaviors.

AnalyticsIQ > FLA Friendly > Past Purchases >

- > Consumer Electronics
- > High End Appliances
- > Luxury Brands
- > Unlikely to Have Purchased Consumer Electronics
- > Unlikely to Have Purchased High End Appliances
- > Unlikely to Have Purchased Luxury Brands

Social Networks

AnalyticsIQ > FLA Friendly > Channel > Social Networks >

- > Facebook Users
- > Instagram Users
- > LinkedIn Users
- > Pinterest Users
- > Snapchat Users
- > X Users

Travel Intenders

Travel Fair Lending Friendly audiences cover regional destinations and traveler types.

AnalyticsIQ > FLA Friendly > Travel Intenders >

- > Region
 - > Likely to Have Traveled to Coastal or Tropical Regions
 - > Likely to Have Traveled to Deserts
 - > Likely to Have Traveled to Large Cities
 - > Likely to Have Traveled to Small Towns
 - > Likely to Have Traveled to the Mountains
- > Traveler Types
 - > Exercise Enthusiast Travel Intenders
 - > Food Enthusiast Travel Intenders
 - > Likely to Be Luxury Travelers
 - > Likely to Be Value Travelers
 - > Likely to Highly Value Rewards or Loyalty Points When Traveling
 - > Likely to Travel for Adventurous Experiences
 - > Likely to Travel for Cultural Experiences
 - > Likely to Travel for Family Experiences
 - > Likely to Travel for Outdoor Experiences
 - > Likely to Travel for Wellness or Leisure Experiences
 - > Likely to Travel to All-Inclusive Destinations

TV Viewership

TV audiences available in Fair Lending Formats include consumer TV viewership profiles.

AnalyticsIQ > FLA Friendly > Television (TV) Viewership > Programming and Content Preferences >

- > Business & Economy News
- > Health News
- > Pop Culture News
- > Science & Technology News





Health & Wellness

Gain the complete picture of consumer behavior with Alliant’s Healthcare Marketing Intelligence powered by AnalyticsIQ.

Our data goes beyond basic demographics, diet, and exercise to help marketers understand how individuals engage, what health and wellness behaviors shape their journey, and what environmental, social, and lifestyle factors that can impact health outcomes. These audiences are valuable for healthcare organizations and wellness brands looking to improve targeting and personalize marketing communications for consumers and patients.

Barriers to Healthcare

These audiences predict and identify the likely barriers to healthcare and health access an individual might face.

AnalyticsIQ > Health & Wellness > Barriers to Health >

- > Cost Barriers
- > Lack of Primary Care Physician
- > Likely to Have Access to At Least One Caretaker
- > Likely to Have Access to Medical Supplies
- > Likely to Have Engaged in Multiple Forms of Self-Advocacy with Health Professionals
- > Likely to Have Frequent Access to Natural Spaces
- > Likely to Have High Levels of Environmental Concern for Where They Live
- > Likely to Have No Difficulties Accessing Medical Facilities
- > Likely to Have the Highest Health Literacy Score
- > Likely to Live in an Area that Has Limited Access to Healthy and Affordable Food
- > Transportation Barriers
- > Work Schedule Barriers

CBD – Treatment Preferences

Gain insight into how consumers prefer to approach treatment and healthcare decisions across a range of care options.

AnalyticsIQ > Health & Wellness > CBD >

- > CBD Users
- > Consumption Method
- > Reason to Use
 - > Insomnia
 - > Pain Management
 - > Stress Management

Clinical Studies Ad Exposure

Reach consumers based on the channels through which they are most likely to discover information about clinical studies.

AnalyticsIQ > Health & Wellness > Interests > Clinical Studies > Channel >

- > Direct Mail Ad
- > Doctor or Healthcare Provider
- > Newspaper Ad
- > Online Ad
- > Radio Ad
- > Social Media Ad
- > TV Ad

Diet

The category provides segments covering the various diets an individual is likely to adhere to and other dietary based behaviors.

AnalyticsIQ > Health & Wellness > Diet >

- > Alternative Meats
- > Cage-Free Eggs
- > Free Range Chicken
- > Fast Food Eaters & Snack Lovers
- > Grass Fed Beef
- > Have a Healthy Diet
- > Healthy Eaters
- > Lifestyle Dieters
- > Vegan Dieters
- > Vegetarian

Exercise

These audiences provide insight into consumers' exercise habits, fitness interests, and activity levels.

AnalyticsIQ > Health & Wellness > Exercise >

- > Avid Exerciser
- > Extreme Exerciser
- > Exercises at a Gym or Studio
- > Exercises at Home
- > Exercises Outside
- > Interval Training
- > Moderate Exerciser
- > Non-Exerciser
- > Reason for Exercising
 - > Easy Access to Exercise
 - > Exercise Buddy
 - > Exercise Partner or Spouse
 - > Exercises for Rewards
 - > Doctor's Advice
 - > Exercises for Enjoyment
 - > Exercises to Feel Good
 - > Exercises for Heart Health
 - > Exercises to Look Good
 - > Exercises to Lose Weight
 - > Exercises to Maintain Weight
 - > Exercises for Overall Health
 - > Exercises to Reduce Stress
 - > Exercises to Build Strength
- > Regular Rec Sports Team Member
- > Weekly Fitness Class Attendees
- > Weightlifting
- > Yoga & Pilates Enthusiast

Health Lifestyle

These audiences provide insight into consumers' health attitudes, behaviors, goals, and concerns, helping marketers better understand their overall approach to health and wellness.

AnalyticsIQ > Health & Wellness > Health Lifestyle >

- > High Adherence to Healthy Behaviors
- > High Belief in Healthy Behaviors
- > Likely to Have Many Active Health Goals
- > Likely to Have Multiple Health Concerns

Health Tech Adoption

These audiences provide insight into consumers' adoption of digital health technologies and applications used to manage, monitor, and support their health.

AnalyticsIQ > Health & Wellness > Health Tech Adoption >

- > E-Pharma Apps
- > Symptom Tracking Apps
- > Virtual Healthcare Chatbots (AI)
- > Women's Health Apps

Interests

Explore consumers' interests across a wide range of health, wellness, fitness, and self-care topics.

AnalyticsIQ > Health & Wellness > Interests >

- > Acupuncture
- > Aromatherapy
- > Cigars
- > Cupping
- > Fitbit Users
- > GLP-1
- > Herbal Remedies
- > Homeopathic
- > Hookah
- > In Market For Health Supplements
- > Likely to Use Health Wearables
- > Likely to Use Smart Workout Equipment
- > Meditation
- > Naturopathy
- > Reflexology
- > Reiki
- > Vitamin & Nutrition Supplement Buyers

Job Satisfaction

These audiences predict an individual's likely level of job satisfaction.

AnalyticsIQ > Health & Wellness > Job Satisfaction >

- > High Job Satisfaction
- > Low Job Satisfaction

Medical Utilization

These segments contain individuals who are likely to utilize various medical services or procedures.

AnalyticsIQ > Health & Wellness > Medical Utilization >

- > Chiropractics
- > ER Visits
- > Likely to Be Aware and/or Utilize Many Health Resources in their Community
- > Likely to Be Comfortable Taking Various Health Actions for Themselves
- > Likely to Have Adequate Doctor-Patient Interactions
- > Likely to Have Had Lasik Surgery
- > Likely to Have Had Telehealth Appointment with Medical Specialists
- > Likely to Have Had Telehealth Appointment with Primary Care Physician
- > Likely to Have Health Insurance Through a Major Provider
- > Likely to Have Medical Facility Within 5 Minutes' Drive
- > Likely to Need and Wear Contact Lenses
- > Likely to Need and Wear Prescription Glasses
- > Likely to Need and Wear Reading Glasses
- > Likely to See a Dentist
- > Likely to See an Eye Doctor
- > Likely to Take COVID-19 Vaccine
- > Likely to Take Many Health Actions in a Calendar Year
- > Likely to Take Multiple Precautionary Actions Prior to Health-Related Appointments
- > Likely to Undergo Elective Plastic Surgery
- > Likely to Use At Home Health Tests
- > Likely to Use Health Monitors or Biosensors
- > Medical Visits
- > Online RX
- > Primary Care Doctor
- > Primary Care Visits
- > Specialist Visits
- > Telemedicine
- > Urgent Care Visits
- > WebMD

Researching Health Topics

Identify consumers based on their preferred methods for researching health information and advice.

AnalyticsIQ > Health & Wellness > Channel > Researching Health Topics >

- > Asks Medical Provider in Person
- > Calls Medical Provider
- > Facebook Health Forums
- > Health Education Websites
- > Online Patient Community or Advocacy Group
- > Provider or Hospital Website
- > Reddit Health Topics
- > Social Media Health Forums

Sleep

AnalyticsIQ > Health & Wellness > Sleep >

- > Poor Sleep Quality
- > Good Sleep Quality

Stress

AnalyticsIQ > Health & Wellness > Stress >

- > High Stress Consumers
- > Low Stress Consumers

Weight Loss

Reach consumers who are likely interested in weight management, fitness programs, nutrition plans, and other weight-loss related solutions.

AnalyticsIQ > Health & Wellness > Weight Loss >

- > Likely to Have Lost 6+ Pounds in Last 2 Months
- > Likely to Have Lost Desired Amount of Weight
- > Likely to Start Weight Loss Program This Month





PROVIDER-AS-A-PERSON INTELLIGENCE

Healthcare Professionals (HCP)

By leveraging our consumer and business data expertise, we optimize match rates and directly link HCPs via NPI to PeopleCore, our consumer intelligence data powered by AnalyticsIQ. This enables pharma, life sciences, and healthcare technology brands to instantly access 100+ ready-to-use HCP audiences and thousands of custom audience combinations.

HCP Type

Identify HCP types like RN, PA, MD, and more.

AnalyticsIQ > Healthcare Professionals (HCP) > HCP Type >

- > Doctor of Medicine/Doctor of Osteopathy
- > Nurse Practitioner/Physician Assistant
- > Registered Nurse

Identifying HCPs likely to be Hispanic Bilingual by type, including:

- > Doctor of Medicine/Doctor of Osteopathy > Hispanic Bilingual
- > Nurse Practitioner/Physician Assistant > Hispanic Bilingual
- > Registered Nurse > Hispanic Bilingual

HCP Specialty

Segment HCPs based on over 30 unique specialties such as cardiologist, geriatric medicine, and more.

AnalyticsIQ > Healthcare Professionals (HCP) > Specialty >

HCPs with the following specialties:

- > Anesthesiology
- > Cardiology
- > Dermatology
- > Emergency Medicine
- > Endocrinology
- > General Medicine
- > Geriatric Medicine
- > Hematology
- > Intensive and Critical Care
- > Mental Health
- > Neurology
- > Nutrition
- > Oncology
- > Ophthalmology/Optometry
- > Orthopedic Medicine
- > Pathology
- > Pediatrics
- > Pharmacology
- > Pulmonology
- > Radiology
- > Rehabilitation (PT/OT)
- > Reproductive Health
- > Rheumatology
- > Surgery
- > Urology

HCPs who are likely to be early adopters of technology with the following specialties:

- > Anesthesiology > Tech Adopters
- > Cardiology > Tech Adopters
- > Dermatology > Tech Adopters
- > Emergency Medicine > Tech Adopters
- > Endocrinology > Tech Adopters
- > General Medicine > Tech Adopters
- > Geriatric Medicine > Tech Adopters
- > Hematology > Tech Adopters
- > Intensive and Critical Care > Tech Adopters
- > Mental Health > Tech Adopters
- > Neurology > Tech Adopters
- > Nutrition > Tech Adopters
- > Oncology > Tech Adopters
- > Ophthalmology/Optometry > Tech Adopters
- > Orthopedic Medicine > Tech Adopters
- > Pathology > Tech Adopters
- > Pediatrics > Tech Adopters
- > Pharmacology > Tech Adopters
- > Pulmonology > Tech Adopters
- > Radiology > Tech Adopters
- > Rehabilitation (PT/OT) > Tech Adopters
- > Reproductive Health > Tech Adopters
- > Rheumatology > Tech Adopters
- > Surgery > Tech Adopters
- > Urology > Tech Adopters



Prescriber

Target HCPs based on their ability to prescribe.

AnalyticsIQ > Healthcare Professionals (HCP) > Prescriber >

HCPs who can prescribe medications and treatments related to the following:

- > Anesthesiology
- > Cardiology
- > Dermatology
- > Emergency Medicine
- > Endocrinology
- > Gastroenterology
- > General Medicine
- > Geriatric Medicine
- > Hematology
- > Intensive and Critical Care
- > Mental Health
- > Neurology
- > Oncology
- > Ophthalmology/Optometry
- > Orthopedic Medicine
- > Pathology
- > Pediatrics
- > Pharmacology
- > Plastic Surgery
- > Pulmonology
- > Radiology
- > Rehabilitation (PT/OT)
- > Reproductive Health
- > Rheumatology
- > Surgery
- > Urology

HCPs who can prescribe medications and treatments likely to have the following personal characteristics:

- > Channel
 - > Apple Podcast Listeners
 - > Facebook Users
 - > Google Podcast Listeners
 - > iHeart Radio Podcast Listeners
 - > Instagram Users
 - > LinkedIn Users
 - > Snapchat Users
 - > Spotify Podcast Listeners
 - > TikTok Users
 - > X Users (Twitter)
- > Language
 - > Hispanic Bilingual
- > Television (TV) Viewership
 - > TV Streamers

»»» WHITE PAPER «««

How People-Based Data is Transforming HCP Engagement

READ NOW

Custom HCP Audiences Built for Precision

With flexible audience-building capabilities, marketers can create highly customized HCP audiences by combining:

- > **Clinical attributes:** specialty, provider type, prescribing ability
- > **Personal characteristics:** tech adoption, bilingual status, media preferences
- > **Consumer-level insights:** demographics, behaviors, lifestyle, and motivations

Each audience is built on deterministic data and linked to digital identifiers for seamless activation across any channel.





In Market

Timing can make all the difference when it comes to influencing purchase decisions. These audiences help marketers identify consumers who are actively researching or likely to be in the market for specific products and services. By understanding shopping intent, purchase behaviors, spending patterns, and consumer preferences, marketers can engage high-potential buyers at the moments that matter most.

Annual Discretionary Spending

Understand consumers' likely discretionary spending across a variety of retail services, products, and other everyday purchases.

AnalyticsIQ > In Market > Annual Discretionary Spending >

- > Apparel
 - > \$2,500 to \$2,999
 - > \$3,000 to \$4,999
 - > Greater than \$5,000
- > Dining
 - > \$4,000 to \$4,999
 - > \$5,000 to \$7,499
 - > Greater than \$7,500
- > Education
 - > \$1,500 to \$2,499
 - > \$2,500 to \$5,499
 - > Greater than \$5,500
- > Entertainment
 - > \$1,750 to \$2,249
 - > \$2,250 to \$3,499
 - > Greater than \$3,500
- > Home Furnishings
 - > \$2,500 to \$2,999
 - > \$3,000 to \$4,999
 - > Greater than \$5,000
- > Personal Care
 - > \$850 to \$999
 - > \$1,000 to \$1,499
 - > Greater than \$1,500
- > Reading
 - > \$175 - \$199
 - > \$200 - \$299
 - > Greater than \$300
- > Total
 - > \$20,000 to \$24,999
 - > \$25,000 to \$42,999
 - > Greater than \$43,000

Clothing and Apparel Shoppers

Identify consumers who are likely to be shopping for specific types of clothing and apparel.

AnalyticsIQ > In Market > Clothing & Apparel Shoppers >

- > Discount Clothing Store Shoppers
- > High-End Boutique Shoppers
- > High-End Clothing Store Shoppers
- > Mid-Range Department Store Clothing Shoppers
- > Online-only Store Clothing Shoppers
- > Retail Chain Clothing Shoppers
- > Thrift Store Clothing Shoppers
- > Trendy Chain Clothing Shoppers



Coupon Users

These audiences provide insight into consumers' likelihood to use coupons, discounts, and promotional offers when making purchase decisions.

AnalyticsIQ > In Market > Coupon Users >

- > Avid Couponer
- > Extreme Couponer
- > Online Coupon Sites

Dining Out

Target consumers based on their dining preferences and behaviors.

AnalyticsIQ > In Market > Dining Out >

- > Casual Restaurant Enthusiasts
- > Fast Food Restaurant Enthusiasts
- > Restaurant Enthusiasts
- > Upscale Restaurant Enthusiasts
- > Delivery
 - > Fast Food Delivery Users
 - > Restaurant Delivery Users



Online Shoppers

Identify consumers who are likely to shop online and gain insight into their digital purchasing behaviors, product interests, and shopping preferences.

AnalyticsIQ > In Market > Online Shoppers >

- > Buy Now, Pay Later Spenders
- > Cell Phone Big Spenders
- > Education Big Spenders
- > Entertainment Big Spenders
- > Frequent Amazon Shoppers
- > Frequent Auction Site Shoppers
- > Home Furnishings Big Spenders
- > Likely to Purchase Vitamins Online
- > Online Grocery Shoppers
 - > In Market for Baby Products
 - > In Market for Cold Grocery Items, Instacart, Shipt, Amazon Fresh
 - > In Market for Dry Grocery Items
 - > In Market for Grocery Delivery
 - > In Market for Grocery Pick-Up
- > In Market for Household Items
- > In Market for Produce Items
- > Personal Care Big Spenders
- > Reading Big Spenders
- > Restaurant Big Spenders
- > Shops for Beauty Products Primarily Online
- > Shops for Books Primarily Online
- > Shops for Clothing Primarily Online
- > Shops for Electronics Primarily Online
- > Shops for Furniture Primarily Online
- > Shops for Gifts Primarily Online
- > Shops for Housewares Primarily Online
- > Shops for Music Primarily Online
- > Shops for Pet Supplies Primarily Online
- > Shops for Sporting Goods Primarily Online

Insurance

These audiences contain individuals who are likely to be in the market for a new insurance policy or carrier and the reasons why they are looking for a new insurance policy.

AnalyticsIQ > In Market > Insurance >

- > In Market for Accidental Death or Dismemberment Insurance
- > In Market for Dental Insurance
- > In Market for Homeowners Insurance
- > In Market for Life Insurance
- > In Market for Renters Insurance
- > In Market for Supplemental Insurance
- > In Market for Vision Insurance
- > Likely to Purchase Warranties on Appliances
- > Likely to Purchase Warranties on Tech Products

Retail Personas

These audiences help marketers understand who shoppers are, what they value, and the behaviors that drive brand loyalty and purchasing decisions.

AnalyticsIQ > In Market > Retail Personas >

- > Brand Mission Loyalists
- > Loyal Beauty & Personal Care Shoppers
- > Loyal Clothing & Apparel Shoppers
- > Loyal Grocery Shoppers
- > Passionate Beauty & Personal Care Shoppers That Spend Big
- > Passionate Clothing & Apparel Shoppers That Spend Big
- > Passionate Grocery Shoppers That Spend Big
- > Reward Program Loyalists

Subscription Boxes

These audiences predict an individual's likelihood to subscribe to one or more popular recurring products and services.

AnalyticsIQ > In Market > Subscription Boxes >

- > Cooking & Meal Delivery Lovers
- > Food & Beverage Subscription Box Lovers
- > Makeup & Beauty Subscription Box Lovers
- > Lovers
- > Pet Subscription Box Lovers
- > Style & Fashion Subscription Box Lovers
- > Vitamin & Nutrition Supplement Subscription Box Lovers
- > Wine Subscription Box Lovers

Miscellaneous Brands

AnalyticsIQ > In Market >

- > Airbnb Services
- > Aldi Shoppers
- > Amazon Shoppers
- > Apple Products
- > Costco Shoppers
- > Google Products
- > Kroger Shoppers
- > Microsoft Products
- > Pandora Services
- > PayPal Services
- > Publix Shoppers
- > Safeway Shoppers
- > Sam's Club Shoppers
- > Sephora Shoppers
- > Spotify Services
- > Sprouts Shoppers
- > Steam Users
- > Target Shoppers
- > Trader Joe's Shoppers
- > Venmo Services
- > VRBO Services
- > Walmart Shoppers
- > Whole Foods Shoppers

Miscellaneous Products and Services

Explore additional in-market audiences that capture a variety of consumer purchase intentions, shopping behaviors, and product interests across unique categories.

AnalyticsIQ > In Market >

- > Premium, High-End, or Specialty Pet Food
- > Cosmetic Procedures
- > Discount Designer Shoppers
- > Farmers' Market Shoppers
- > Food Delivery Service Users
- > Full-Price Designer Shoppers
- > Green of Energy Efficient Products and Appliances
- > Term Life Insurance
- > Vet Appointments for Pet
- > Healthy Dog Products
- > Healthy Cat Products
- > In Market for Beauty Products
- > In Market for Beauty Services
- > Likely to Make Purchases Based on Brand Social Awareness
- > Likely to Make Purchases Based on Product Quality
- > Likely to Purchase CBD For Pets
- > Long Term Care
- > Natural Cat Products
- > Natural Dog Products
- > Non-Traditional TV Shoppers
- > Online Dating
- > Online Education
- > Online Streaming Shoppers
- > Organic Food Shoppers
- > Pet Clothing
- > Pet Insurance
- > Smart Speaker Shoppers





Interest

Connecting with consumers starts with understanding what matters most to them. These audiences offer insight into the hobbies, passions, activities, and interests that shape consumer behaviors and purchasing decisions. With more than 225 interests represented, marketers can identify and engage audiences whose lifestyles and behaviors align with their brand.



General Interests

Explore a wide range of hobbies, activities, and leisure interests that help paint a more complete picture of consumers' lifestyles and passions.

AnalyticsIQ > Interest >

- > Aerobic Exercise
- > Antique Art
- > Antiques
- > Art
- > Arts & Crafts
- > Astrology Fans
- > Audio Books
- > Auto Work
- > Automotive Buff
- > Aviation
- > Avid Collector
- > Avid Music Listener
- > Beauty & Cosmetics
- > Board Games/Puzzles
- > Board Gaming Store Enthusiasts
- > Boating / Sailing
- > Book Reading
- > Broader Living
- > Cable Television
- > Camping / Hiking
- > Career Improvement
- > Career Oriented
- > Collectible Card Game Players
- > Collectibles / Antiques
- > Collectibles Fans
- > Collecting Antiques
- > Collecting Arts
- > Collecting Baseball Cards
- > Collecting Coins
- > Collecting Comics or Comic Books
- > Collecting Interest
- > Collecting Movies
- > Collecting Music
- > Collecting Stamps
- > Collecting Toys
- > Common Living Lifestyle
- > Computer Owners
- > Consumer Electronics
- > Cooking Enthusiasts
- > Cultural Artistic Living
- > Current Affairs & Politics
- > Current Affairs Expert
- > Dance Enthusiasts
- > Dieting & Weight Loss
- > Dish Satellite Owners
- > DIY Doers
- > DIY Living
- > Electronics & Computers
- > Exercise Biking
- > Exercise Of Running/Jogging
- > Exercise of Walking
- > Exercise Pilates & Barre
- > Exercise Products or Services
- > Exercise/Health Products or Services
- > Fantasy Sports Gaming
- > Fashion Mavens
- > Fishing Enthusiasts
- > Foodies and Food Enthusiasts
- > Gardening
- > Gardening Fan
- > Golf Enthusiasts
- > Hardcore Outdoor Enthusiasts
- > Health or The Medical Field
- > High Brow Interests
- > High-Tech Innovations
- > History / Military
- > Home Decorating
- > Home Furnishings/Decorating
- > Home Improvement
- > Home Improvement Fan
- > Home Living
- > Home Stereos
- > House Plants
- > Hunting / Shooting Interest
- > Investment Opportunity Seekers
- > Lottery Gaming
- > Martial Arts
- > Military History
- > Motorcycle Enthusiasts
- > Music or Collecting Movies
- > Music Players
- > NASCAR
- > Natural or Organic Foods
- > Online Poker Players
- > Outdoor Activity Enthusiasts
- > Parenting
- > Performing/Performing Arts
- > Photography
- > Professional Living
- > Riding Horses
- > Science/Space
- > Scuba Diving
- > Self-Improvement
- > Sewing/Knitting/Needlework
- > Snow Skiing Fan
- > Sports
- > Sportsbook Gaming
- > Sweepstakes
- > Swimming
- > Telecommunications
- > Theater/Performing Arts
- > Transportation
- > Travel
- > Traveling Fans
- > Upscale Living
- > Video Games
- > Woodworking
- > Yoga Enthusiasts

Cooking and Food

Identify consumers who are passionate about food, cooking, and other culinary interests.

AnalyticsIQ > Interest > Cooking and Food >

- > Cooking Fan
- > General Cooking Interest
- > Gourmet Cooking Enthusiasts
- > Organic Ingredient & Cooking Enthusiasts
- > Special Foods
- > Wine Enthusiasts

Reading

Gain insight into consumers' reading interests and preferences across a variety of genres, topics, and content types.

AnalyticsIQ > Interest > Reading >

- > Biography Readers
- > eBook Readers
- > Fashion Magazine Readers
- > Food Magazine Readers
- > Gardening & Plant Magazine Readers
- > Health Magazine Readers
- > Horror Readers
- > Magazine Subscribers
- > Magazine Subscribers to 3+ Magazines
- > Magazines
- > Mystery Readers
- > Reading Fans
- > Reading Magazines
- > Religious Magazines
- > Religious/Inspirational Items
- > Romance Readers
- > Science Fiction
- > Tech Magazine Readers
- > Travel Magazine Readers

Science

These audiences contain audiences interested in various scientific ventures.

AnalyticsIQ > Interest > Science >

- > Interested in Formal Sciences
- > Interested in Life Sciences
- > Interested in Natural Sciences
- > Interested in Social Sciences

Sports

These audiences help marketers identify consumers based on their sports interests and fandoms.

AnalyticsIQ > Interest > Sports >

- > Auto/Motorcycle Racing Enthusiasts
- > Baseball Enthusiasts
- > Basketball Enthusiasts
- > Bowling Enthusiasts
- > Female Sports Fanatics
- > Female Sports Fans
- > Football Enthusiasts
- > Golf Lovers
- > Hockey Enthusiasts
- > Soccer Enthusiasts
- > Sports Fanatics
- > Sports Memorabilia
- > Sporty Living
- > Team Sports
- > Tennis
- > TV Sports Enthusiasts
- > Water Sports

Transportation

AnalyticsIQ > Interest > Transportation >

- > Frequent Car-sharers
- > Frequent Uber or Lyft Users

Travel

These audiences contain individuals who are likely to be interested in various types of travel.

AnalyticsIQ > Interest > Travel >

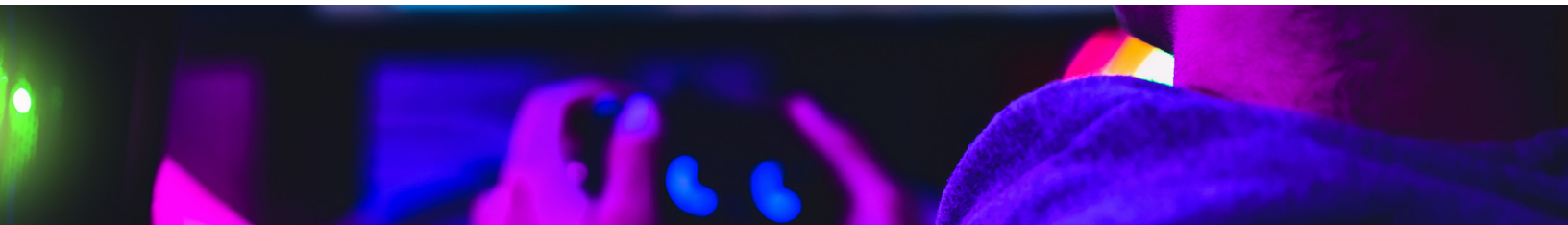
- > Cruise Travel Interest
- > Domestic Travel Interest
- > International Travel Interest

Video Games

These audiences provide a comprehensive view of gaming enthusiasts, including platform preferences, gaming behaviors, and levels of engagement.

AnalyticsIQ > Interest > Video Games >

- > Dedication Spectrum
 - > Casual Female Gamers
 - > Casual Male Gamers
 - > Core Gamers
 - > Hardcore Gamers
 - > Mid-core Female Gamers
 - > Mid-core Male Gamers
- > Game Preferences
 - > Likely to Have Played Any Type of Video Game Using Virtual Reality
 - > Likely to Have Played or Competed in Esports Games
 - > Likely to Have Watched Esports Games
 - > Likely to Play 3+ Video Games at a Time
 - > Likely to Play Card and Board Video Games
 - > Likely to Play Digital Card Video Games
 - > Likely to Play Fighting Video Games
 - > Likely to Play Mass Multiplayer Online (MMO) Video Games
 - > Likely to Play Platform Video Games
 - > Likely to Play Player vs Player (PvP) Video Games
 - > Likely to Play Real-Time Strategy Video Games
 - > Likely to Play Role-Playing (RPG) Video Games
 - > Likely to Play Sandbox Role-Playing (RPG) Video Games
 - > Likely to Play Shooter Video Games
 - > Likely to Play Simulation Video Games
 - > Likely to Play Sports Video Games
 - > Likely to Play Survival Video Games
 - > Likely to Play Turn-Based Strategy Video Games
 - > Likely to Play Virtual Reality Video Games with Others
- > Gaming Frequency
 - > Daily Gamers
 - > Likely to Play Video Games 21+ Hours a Week
 - > Likely to Play Video Games 5+ Hours in Single Session
 - > Likely to Play Virtual Reality Video Games a Few Times a Month or More
- > Likely to Watch Esports Games a Few Times a Month or More
- > Weekend Only Gamers
- > Gaming Motivation
 - > Challenge and Competition Loving Gamers
 - > Social Gamers
 - > Just For Fun Gamers
- > Interest in Console Video Games
- > Interest in Handheld Video Games
- > Interest in Tabletop Role Playing Games or RPGs
- > Online Gaming
 - > Likely to Befriend In-Game Friends
 - > Likely to Create Self-Reflective Avatar
 - > Likely to Frequently Play Player vs Player Games
 - > Likely to Frequently Play Role-Playing Games (RPG)
 - > Likely to Play Free Subscription Online Games
 - > Likely to Play Online Video Game Solo
 - > Likely to Play Paid Subscription Online Games
 - > Likely to Purchase Lockboxes
 - > Likely to Re-Use Favorite Avatar
 - > Likely to Spend \$1+ in Online Game Shops
 - > Likely to Spend \$50+ in Online Game Shops
 - > Online Video Game Players
- > Preferred Gaming Platforms
 - > All Gaming Platforms
 - > Console & Mobile Video Game Players
 - > Console & PC Video Game Players
 - > Console Only Video Game Players
 - > Likely to Play Nintendo
 - > Likely to Play PlayStation
 - > Likely to Play Xbox
 - > Mobile & PC Video Game Players
 - > Mobile Only Video Game Players
 - > PC Only Video Game Players



Past Purchases

Purchase history is often one of the strongest indicators of future consumer behavior. These audiences provide insight into historical purchase behaviors across a variety of product categories, helping marketers anticipate future needs and interests.

Past Purchases

AnalyticsIQ > Past Purchases >

- > Audio Book
- > Auto Parts or Accessories
- > Books
- > Books/Music Books
- > Children's Apparel
- > Children's Back-To-School Items
- > Children's General Baby Care Items
- > Children's General Products
- > Children's items
- > Children's Learning Toys
- > Computer Games
- > Crafts & Hobbies Products
- > DVDs or Videos
- > Electronics, Computing & Home Office Products
- > Female Merchant Buyer
- > Financial Newsletter Subscription
- > Gardening or Farming Products
- > General Home Office Computer Products
- > Health & Beauty Products
- > High End Appliances
- > Home/Garden Products
- > Hunting Fan**
- > Infant & Toddler Apparel
- > Jewelry
- > Luggage
- > Luxury Brand Products
- > Magazines
- > Mail Order Buyer
- > Mail Responder
- > Male Merchandise Buyer
- > Men's Apparel
- > Men's Big & Tall Apparel
- > Musical Instruments
- > Novelty Military Memorabilia
- > Online Educational Courses
- > Online Purchaser
- > Petite Women's Apparel
- > Photography or Video Equipment
- > Shoe Brands
- > Sports / Leisure Products
- > Sunglasses Brands
- > TV/Video/Movie Watching Products
- > Value Hunters
- > Watches or Jewelry Brands
- > Women's Apparel
- > Women's Plus Sizes Apparel
- > Young Men's Apparel
- > Young Women's Apparel



Personas

Every consumer is unique, with distinct behaviors, motivations, and personality traits that influence how they interact with brands. These audiences provide a deeper understanding of who consumers are, how they make decisions, and what they value most.

Persona

AnalyticsIQ > Persona >

- > Agreeable Consumers
- > Creative Consumers
- > Deal Seekers
- > Environmentally Conscious
- > Extroverted Consumers
- > Financially Adventurous
- > Financially Cautious
- > Green-Conscious Consumers
- > Introverted Consumers
- > Loyal Customers
- > Luxury Brand Buyers
- > Open to Diversity
- > Professionally Adventurous
- > Professionally Cautious
- > Recreationally Adventurous
- > Recreationally Cautious
- > Religious Devotion
- > Safety Conscious Individuals
- > Socially Bold
- > Socially Cautious
- > Spontaneous Buyers
- > Sustainable Living Spenders
- > Technology Adopter
- > Technology Laggard

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Political

Understand the factors that influence political engagement through audiences that reflect likely voting behaviors, political affiliations, donor activity, and perspectives.

Likely Political Party Preference

AnalyticsIQ > Political > Likely Political Party Preference >

- > Democrat
- > Republican
- > Persuadables/Swing Voters

Political Donors

AnalyticsIQ > Political > Political Donors >

- > Likely to Donate at least \$50 to Political Cause

Social Views

AnalyticsIQ > Company Attributes > Device

- > Socially Conservative
- > Socially Liberal
- > Socially Moderate

Voting

AnalyticsIQ > Political > Voting >

- > Likely To Be Committed Voters
- > Likely To Be Political Enthusiasts
- > Likely to Have Switched Political Opinions
- > Likely to Vote
- > Need to be Persuaded to Vote
- > New, First Time Voters
- > New, Recent Intention to Vote
- > Unlikely to Vote
- > Voting By Mail
- > Extremely Likely to Vote by Mail
- > Highly Likely to Vote by Mail
- > Likely to Vote by Mail



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Seasonal

Consumer behaviors often shift in response to seasonal events and milestones throughout the year. These audiences provide insight into how holidays and seasonal occasions influence spending, shopping intent, and lifestyle behaviors, helping marketers connect with consumers at the right moment.

Back to School

AnalyticsIQ > Seasonal > Back to School >

- > Elementary
- > College Students
- > High School
- > Middle School
- > Moms with College Students

Virtual Learning

AnalyticsIQ > Seasonal > Back to School > Virtual Learning >

- > College Students
- > Elementary Students
- > High School Students
- > Middle School Students
- > In Market for Online Education Resources

Holiday Shoppers

AnalyticsIQ > Seasonal > Holiday > Holiday Shoppers >

- > Infant Gifts
- > Kid Gifts
- > Teen Gifts
- > Toddler Gifts
- > Tween Gifts



Social Media Engagement

Social media has become a powerful reflection of consumers' interests, passions, and everyday behaviors. These audiences help marketers understand the topics, brands, causes, entertainment, and communities consumers are most likely to engage with across social and digital platforms.

Social Networks

AnalyticsIQ > Social Media Engagement > Channel > Social Networks >

- > Instagram
- > TikTok > Heavy Users
- > TikTok > Influencers > Beauty and Skincare
- > TikTok > Influencers > Politics
- > TikTok > Influencers > Shopping
- > TikTok > Influencers > Sports and Fitness
- > Twitch > Heavy Users
- > YouTube > Heavy Users
- > YouTube > Influencers > Politics
- > YouTube > Influencers > Sports and Fitness

Charity & Non-Profit Engagement

AnalyticsIQ > Social Media Engagement > Charity or Non-Profit >

- > AARP
- > American Diabetes Association
- > American Heart Association
- > Doctors Without Borders
- > Environmental Wildlife Conservation Causes
- > Feeding America
- > Make-A-Wish Foundation
- > National Multiple Sclerosis Society
- > Public Broadcasting Supporter
- > Save The Children

Consumer Electronics

AnalyticsIQ > Social Media Engagement > Consumer Electronics >

- > Apple Watch

Entertainment & Media

AnalyticsIQ > Social Media Engagement > Entertainment and Media >

- > Disney Live Action and Movies
- > Harry Potter
- > Hispanic TV
- > Live Theatre
- > Marvel Comic Series

Finance

AnalyticsIQ > Social Media Engagement > Finance >

- > FinTech > Zelle Digital Payments
- > Investing > High Value Stock Investments
- > Investing > Real Estate

Food & Beverage

AnalyticsIQ > Social Media Engagement > Food and Beverage >

- > Coca-Cola
- > Coffee Mate

Life Stages & Events

AnalyticsIQ > Social Media Engagement > Life Stages and Events >

- > College Life

Military

AnalyticsIQ > Social Media Engagement > Military >

- > Coast Guard
- > Marines
- > Military Families
- > National Guard
- > Navy

Music

AnalyticsIQ > Social Media Engagement > Music

- > Music
- > Country Music
- > Hip Hop and Rap

Political

AnalyticsIQ > Social Media Engagement > Political > Viewpoints >

- > Supports Pro School Choice

Quick Service Restaurants (QSR)

AnalyticsIQ > Social Media Engagement > QSR >

- > Burger King
- > Chick-fil-A
- > Coffee
- > Quick Service Restaurants
- > Taco Bell

Retail

AnalyticsIQ > Social Media Engagement > Retail and Apparel >

- > Big Box Retail

Seasonal

AnalyticsIQ > Social Media Engagement > Seasonal > Holiday

- > Holiday Shoppers
- > Thanksgiving Shoppers

Sports

AnalyticsIQ > Social Media Engagement > Sports >

- > FIFA World Cup

Telecommunications

AnalyticsIQ > Social Media Engagement > Telecommunications >

- > Android

Travel

AnalyticsIQ > Social Media Engagement > Travel >

- > Traveler Types

Video Games

AnalyticsIQ > Social Media Engagement > Video Games >

> Game Preferences

- > Card and Board Video Games > Candy Crush
- > Mass Multiplayer Online (MMO) Video Games > Final Fantasy
- > Platform Video Games > Super Mario
- > Shooter Video Games > Fortnite
- > Sports Video Games > FIFA
- > Sports Video Games > NBA 2K

> Gaming Platforms

- > Nintendo Switch
- > PlayStation 5

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Technology

Technology plays an important role in how consumers communicate and stay connected. These audiences help marketers better understand carrier preferences and switching tendencies.

Length of Time with Current Provider

AnalyticsIQ > Technology > Cell Phones & Mobile Devices > Length of Time >

- > Less than 1 Year
- > 1-2 Years
- > 3-5 Years
- > More than 5 Years

Loyalty to Carrier

AnalyticsIQ > Technology > Cell Phones & Mobile Devices > Loyalty to Carrier >

- > Loyal to Carrier
- > No Loyalty to Carrier

Satisfaction with Carrier

AnalyticsIQ > Technology > Cell Phones & Mobile Devices > Satisfaction with Carrier >

- > Highly Dissatisfied with Current Carrier
- > Highly Satisfied with Current Carrier

Switching Carriers

AnalyticsIQ > Technology > Cell Phones & Mobile Devices > Switching Carriers >

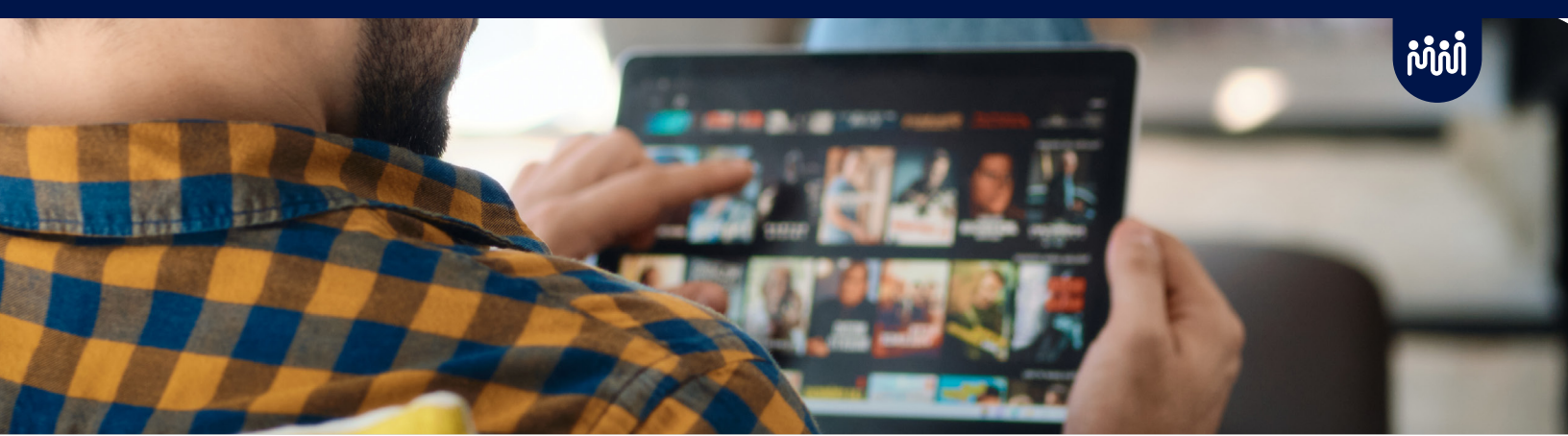
- > Likely Interested in Switching
- > Reason to Switch
 - > Cost
 - > Network Quality
 - > Plan Options





Television (TV) Viewership

Television is a key part of the consumer entertainment experience. Alliant's TV viewership audiences, powered by AnalyticsIQ, predict the viewing preferences, patterns, and behaviors that influence television and streaming consumption.



Device or Viewing Method

These segments include individuals who are likely to use various devices or different viewing methods to watch television.

AnalyticsIQ > Television (TV) Viewership > Device or Viewing Method >

- > Cable Subscribers
- > Frequently Watch TV Outside of Home
- > Frequently Watch TV with Group
- > Google TV Owner
- > Likely Cable Subscribers
- > On-Demand Streaming Service
- > Subscribers
- > Own 4+ TVs
- > Own a Smart TV
- > TV Streamers
- > Unlikely to Have a Cable Subscription
- > Use TV Adaptor (Fire Stick, Roku, Apple TV, etc.)
- > Use DVR
- > View TV content on a Computer
- > View TV content on a Mobile Phone
- > View TV content on a Tablet
- > View TV content on a Television

Genre

AnalyticsIQ > Television (TV) Viewership > Genre >

- > Action Adventure
- > Animation
- > Comedy
- > Crime Drama
- > Fantasy
- > Horror
- > Reality
- > Western

Programming and Content Preferences

Understand consumers' television content interests across a wide range of genres and programming preferences.

AnalyticsIQ > Television (TV) Viewership > Programming and Content Preferences >

- > Business & Economy News
- > Children's Shows
- > Documentaries
- > Family Shows
- > Food Shows
- > Health News
- > Home Improvement Shows
- > Live Sports
- > Movies & Shows
 - > Bachelorette
 - > Bridgerton
 - > Downtown Abbey
 - > FI
 - > Scream
 - > Squid Games
- > Star Trek
- > Super Mario Bros
- > WWE Raw
- > Yellowstone
- > News
- > Reality Shows
- > Sci-fi
- > Broadcast News
- > CNN
- > Fox News
- > Local News
- > MSNBC
- > Pop Culture News
- > Public TV
- > Science & Technology News
- > Sports
 - > Female Baseball Enthusiasts
 - > Female Basketball Enthusiasts
 - > Female Football Enthusiasts
 - > Female Golf Enthusiasts
 - > Female Soccer Enthusiasts
 - > Enjoy Streaming Baseball Content
 - > Enjoy Streaming Basketball Content
 - > Enjoy Streaming Football Content
 - > Enjoy Streaming Golf Content
 - > Enjoy Streaming Soccer Content
 - > Likely to Enjoy Streaming Sports Content

Streaming Services

Identify consumers who are likely to subscribe to popular streaming services and understand how they engage with streaming content.

AnalyticsIQ > Television (TV) Viewership > Streaming Services >

- > Apple TV Originals
- > Amazon Originals
- > Amazon Prime Video Subscribers
- > Amazon Prime Video Subscribers Who Pay Extra for No Commercials
- > Apple TV+ Subscribers
- > Disney+ Subscribers
- > Disney+ Subscribers Who Pay Extra for No Commercials
- > HBO Maz Originals
- > HBO Subscribers
- > HBO Subscribers Who Pay Extra for No Commercials
- > Hulu Originals
- > Hulu Subscribers
- > Hulu Subscribers Who Pay Extra for No Commercials
- > Netflix Originals
- > Netflix Subscribers
- > Netflix Subscribers Who Pay Extra for No Commercials
- > Other Service Subscribers
- > Paramount Plus Subscribers
- > Paramount Plus Subscribers Who Pay Extra for No Commercials
- > Peacock Subscribers
- > Peacock Subscribers Who Pay Extra for No Commercials
- > Likely to Pay Extra for No Commercials
- > Likely To Switch Streaming Services
- > Likely YouTube TV Subscribers
- > Likely YouTube TV Subscribers Who Pay Extra for No Commercials

TV Dayparts

Understand when individuals are most likely to watch television across various viewing dayparts.

AnalyticsIQ > Television (TV) Viewership > TV Dayparts >

- > Daytime Viewers
- > Early Fringe Viewers
- > Early Morning Viewers
- > Late Night Viewers
- > Primetime Viewers

Viewer Profile

These segments include consumers with different viewer profiles based on their television viewing behaviors and engagement.

AnalyticsIQ > Television (TV) Viewership > Viewer Profile >

- > Casual TV Watchers
- > Children Between 12 and 17 Watching TV in Household
- > Children Under 11 Watching TV in Household
- > Consider Watching TV a Lifestyle Hobby
- > Dedicated TV Lovers
- > Heavy Daily TV Viewers
- > Moderate Daily TV Viewers





Travel Intenders

Many consumers enjoy creating memories through travel and new experiences. These audiences help marketers understand the types of travel consumers prefer, how they allocate discretionary spending toward travel, and their likelihood to be planning or considering their next vacation.

Annual Discretionary Spending on Travel

These audiences predict an individual's annual discretionary spending on travel in the next 12 months.

Cruise Travel

[AnalyticsIQ > Travel Intenders > Annual Discretionary Spending > Cruise Travel >](#)

- > \$800 to \$1,099
- > \$1,100 to \$1,999
- > Greater than \$2,000

Domestic Travel

[AnalyticsIQ > Travel Intenders > Annual Discretionary Spending > Domestic Travel >](#)

- > \$2,250 to \$2,749
- > \$2,750 to \$4,499
- > Greater than \$4,500

International Travel

[AnalyticsIQ > Travel Intenders > Annual Discretionary Spending > International Travel >](#)

- > \$1,500 to \$1,999
- > \$2,000 to \$2,999
- > Greater than \$3,000

Travel

[AnalyticsIQ > Travel Intenders > Annual Discretionary Spending > Travel >](#)

- > \$4,000 to \$4,999
- > \$5,000 to \$7,999
- > Greater than \$8,000



By Generation

Identify travel intenders by generation.

[AnalyticsIQ > Travel Intenders > By Generation >](#)

- > Baby Boomer Travel Intenders
- > Generation X Travel Intenders
- > Generation Z Travel Intenders
- > Millennial Travel Intenders

Region

Understand the destinations and regions in the U.S. where consumers are most likely to visit.

[AnalyticsIQ > Travel Intenders > Region >](#)

- > Coastal or Tropical Regions
- > Deserts
- > Large Cities
- > Midwest US
- > Northeast US
- > Small Towns
- > Southeast US
- > Southwest US
- > Mountains
- > West Coast US

Type

[AnalyticsIQ > Travel Intenders > Type >](#)

- > Domestic
- > International
- > Cruise

Traveler Type

Gain a deeper understanding of travelers through audiences that reflect their interests, travel styles, and preferred vacation experiences.

AnalyticsIQ > Travel Intenders > Traveler Type >

- > Adventure Loving Travel Intenders
- > Boat Enthusiast Travel Intenders
- > Business Travel Intenders
- > Empty Nest Travel Intenders
- > Entertainment Loving Travel Intenders
- > Exercise Enthusiast Travel Intenders
- > Family Travel Intenders
- > Fishing Enthusiast Travel Intenders
- > Food Enthusiast Travel Intenders
- > Golf Enthusiast Travel Intenders
- > Likely Frequent Personal Travelers
- > Likely to Drive or Travel By Car
- > Likely to Fly or Travel By Plane
- > Likely to Highly Value Rewards or Loyalty Points When Traveling
- > Likely to Rent a Vehicle When Traveling
- > Likely to Travel for Business Travelers
- > Likely to Travel for Cultural Experiences
- > Likely to Travel for Outdoor Experiences
- > Likely to Travel for Outdoor Experiences
- > Likely to Travel to All-Inclusive Destinations
- > Luxury Travel Intenders
- > Online Travel Bookers
- > Pet Owner Travel Intenders
- > Retired Travel Intenders
- > Ski Enthusiast Travel Intenders
- > Spontaneous Travel Intenders
- > Value Travel Intenders
- > Yoga & Pilate Enthusiast Travel Intenders



»»»» RESEARCH INSIGHT ««««

US Travel Rates
 Understanding Modern
 Travel Trends

[Download Report](#)

Alliant Audiences Built on Purchase Behaviors

In addition to the people-based data solutions powered by AnalyticsIQ, Alliant offers a dedicated taxonomy of syndicated audiences rooted in real-world purchase activity.

Built from rich transaction data across hundreds of brands and enriched with demographic and lifestyle insights, these audiences help marketers better understand consumer spending habits, brand affinities, category engagement, and future purchase potential.

Automotive

Deterministic ownership data from nationwide dealership and service department records.

193 Audiences

EXAMPLE SEGMENT

Automotive - Loyalty - Toyota Loyalists

Demographics

Accurate and scalable demographics from a national compiler and matched to our Intelligence Community.

141 Audiences

EXAMPLE SEGMENT

Demographic- Family - Household with 3 Adults

Brand Propensities

Purchase-based brand audiences built from 175MM+ credit & bank card transactions.

1041 Audiences

EXAMPLE SEGMENT

Brand Propensities - Apparel - Nike Buyer Propensity

Movers & Homeowners

Homeownership from a national compiler or self-reported changes of address with an Alliant Member.

28 Audiences

EXAMPLE SEGMENT

Movers & Homeowners - New Movers - Moved in Last 30 Days

CPG

Audiences built from 9M+ active consumers across 6,000 brands sourced from mobile couponing apps.

162 Audiences

EXAMPLE SEGMENT

CPG - Beauty & Care - Bath and Body Products Buyer Propensity

Political

Voter audiences based on party affiliations, political donations, candidate preferences and life stages.

84 Audiences

EXAMPLE SEGMENT

Politics - Affluent Voters - Affluent Millennial Independents

Purchase Behaviors

Consumers in the Alliant Intelligence Community who have purchased products or services in specific categories.

168 Audiences

EXAMPLE SEGMENT

Purchase Behaviors – Home & Garden – Home Decor

TV Viewership

TV viewership audiences based on television genre, sub-genre, movie, show, and smart TV manufacturer.

221 Audiences

EXAMPLE SEGMENT

TV Viewership – Genre – Comedy Viewer Propensity

Social & Interest Propensities

Social media-based audiences built from followers of specific accounts or engagement with relevant hashtags.

508 Audiences

EXAMPLE SEGMENT

Interest Propensities – Movies – Marvel Comic Series

TV Subscribers

Streaming TV subscriber audiences built on service level ecommerce data with real transactional demographic and lifestyle data.

46 Audiences

EXAMPLE SEGMENT

TV Subscribers – Behavior – Streaming Switchers from Hulu



Looking for the right purchase-based audience for your next campaign? Contact datahelp@alliantdata.com to explore Alliant's audience taxonomy and custom audience offerings.

Next Steps

Let's Talk

Alliant streamlines your path to activation – making it easy to test data, build custom audiences, and target prospects across channels. Reach out today to get started.



datahelp@alliantdata.com

available 24/7

Identity support that enables seamless activation across common industry destinations:

- 400+ Programmatic Platforms
- All Leading Addressable TV Platforms
- All Major Social Networks



Addressable TV



Email



Direct Mail



Programmatic



CDPs & Analytic Platforms



Social