

Data Category	Description and Application
Demographic Data	- Includes age, gender, income, education, etc. - Used for basic audience segmentation and targeting.
Geographic Data	- Information about users' locations, from broad regions to specific areas. - Useful for location-based targeting and regional market analysis.
Behavioral Data	- Based on consumer behaviors, interests, and activities. - Ideal for targeting based on lifestyle, hobbies, and purchasing patterns.
Purchase Intent Data	- Data indicating users' likelihood to purchase specific products or services. - Valuable for targeting users close to the point of purchase.
B2B Data	- Information related to business professionals, industries, company size, etc. - Used for targeting in B2B marketing campaigns.
Automotive Data	- Data on car ownership, purchase history, and automotive interests. - Suitable for tailored automotive marketing and retargeting.
Financial Data	- Information on consumer financial behaviors and products. - Useful for financial services marketing and creditworthiness assessment.
Health and Wellness Data	- Data on health-related behaviors, interests, and conditions. - Important for health, wellness, and pharmaceutical marketing.
Travel Data	- Insights into travel behaviors, preferences, and booking history. - Useful for travel and hospitality industry targeting.
Home and Property Data	- Information on homeownership, property details, and related interests. - Used for real estate and home-related product marketing.
Retail Data	- Consumer shopping behaviors and preferences across retail categories. - Valuable for retail and e-commerce targeting strategies.
Media Consumption Data	- Insights into consumers' media viewing habits and preferences. - Useful for media and entertainment-focused marketing.