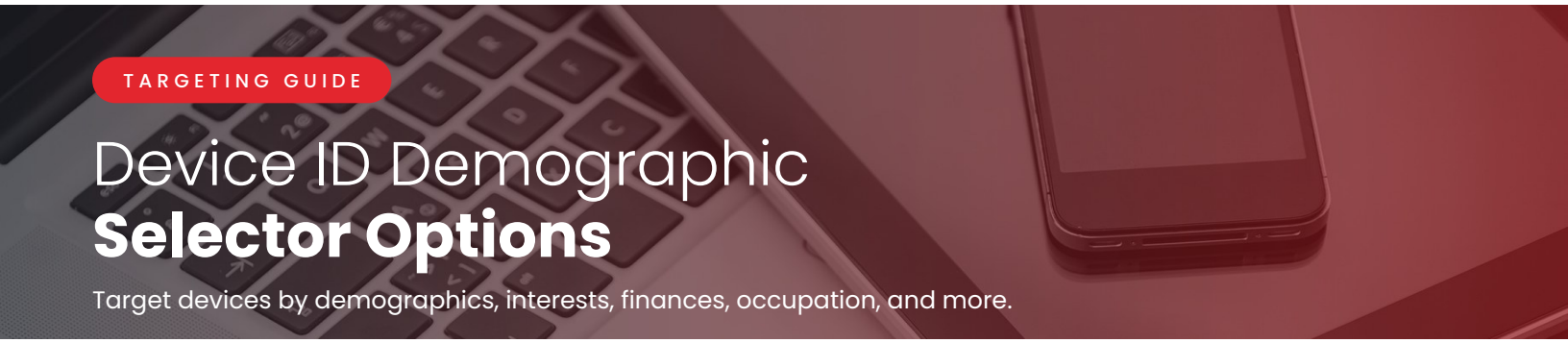


TARGETING GUIDE

Device ID Demographic **Selector Options**

Target devices by demographics, interests, finances, occupation, and more.

Choose any mix of the options below, by state, metro area, or ZIP code. We'll target the matching devices in your market and share **monthly foot traffic attribution reports** so you can see the results.

DEMOGRAPHICS

Gender: Male, Female

Age: 18–24, 25–29, 30–34, 35–39, 40–44, 45–49, 50–54, 55–59, 60–64, 65–69, 70+

Marital status: Married, Not married

Single adults in household: 1, 2, 3, 4, 5, 6+

Children in household: 0, 1, 2, 3, 4, 5, 6+

Household size: 1, 2, 3, 4, 5, 6+

Homeowner: Homeowner, Not a homeowner

Dwelling type: Single-family, Multi-family

Education: Some high school, Completed high school, Some college, Completed college, Completed graduate school, Vocational/technical

Presence of: Senior adult in household, Veteran in household

PURCHASE INTENDERS

General: Automotive, Books and magazines, Gardening products, Hunting and shooting, Photography

Men: Big and tall apparel, Men's apparel

Women: Plus-size apparel, Women's apparel

Children: Children's products

Health and beauty: Cosmetics, Health and beauty products, Jewelry

INTERESTS

Animals: Cats, Dogs, Pets (general)

Arts and crafts: Arts, Crafts, Photography, Woodworking

Children: Children, Education

Collectibles: Coins, Collectibles (general), Stamps

Food and drink: Cooking

Home: Home furnishings, Home gardening, Home improvement

Reading: Audio books, Current affairs, Financial news, History, Magazines, Reading (general), Religious, Science and space, Science fiction

Sports and entertainment: Aerobics, Baseball, Basketball, Camping, Fishing, Football, Golf, Hockey, Hunting, Motorcycling, NASCAR, Running, Scuba diving, Snow skiing, Soccer, Tennis, Walking

Travel: Cruises, Domestic travel, Travel (general)

Other: Automobiles, Diet, Self-improvement

FINANCIAL

Has credit: Yes, No

Credit score: 800+, 750–799, 700–749, 650–699, 600–649, 550–599, 500–549, Under 500

Credit card type: High limit, Standard

Household income: Under $15K, $15K–$25K, $25K–$35K, $35K–$50K, $50K–$75K, $75K–$100K, $100K–$150K, $150K–$200K, $200K–$250K, $250K+

Net worth: Under $50K, $50K–$100K, $100K–$250K, $250K–$500K, $500K+

Mortgage type: Conventional, FHA, Private party lender, SBA, VA

CHARITABLE GIVING

Donors to: Animal, Arts and culture, Children's, Environmental, Health, Religious, Veterans' charities, and general charitable donors

OCCUPATIONS

General: Professional, Upper management, Lower management, White collar, Blue collar, Homemaker, Retired, Other

Executive and management: CEO/CFO/corporate officer, Vice president, Director, Executive, Owner, General manager, Branch manager, Account executive

Legal: Attorney, Paralegal, Legal secretary

Finance and banking: Accountant, Auditor, Comptroller, Banker/loan processor, Insurance underwriter, Claims examiner

Education: Teacher, Professor, Instructor, Counselor, Librarian, Coach

Healthcare: Physician, Registered nurse, LPN, Nurse's aide, Pharmacist, Dentist, Dental hygienist, Chiropractor, Physical therapist, Psychologist, Optometrist, Veterinarian

Professional and technical: Engineer, Systems analyst, Analyst, Scientist, Chemist, Researcher, Actuary, Architect

Administrative: Office manager, Receptionist, Secretary, Bookkeeper, Data entry, Coordinator, Clerk, Assistant

Sales and marketing: Sales clerk, Sales manager, Marketing, Marketing manager, Real estate agent, Insurance agent, Broker, Cashier

Skilled trades: Carpenter, Electrician, Plumber, Mechanic, Auto mechanic, Welder, Machinist, Painter, Mason, Repair

Protective services: Police, Firefighter, Security, Corrections, Military

Transportation: Driver, Truck driver, Bus driver, Pilot, Air traffic control, Dispatcher, Courier

Labor and manufacturing: Laborer, Factory worker, Assembler, Machine operator, Foreman, Supervisor, Maintenance, Janitor

Arts and creative: Artist, Designer, Graphic designer, Interior designer, Musician, Photographer, Editor, Reporter

Food service and hospitality: Food service, Chef, Server, Bartender, Caterer, Travel agent

Agriculture and environment: Farmer, Landscaper, Forestry, Conservation

Personal services: Hairstylist, Child care, Social worker

Other: Self-employed, Student, Disabled, Volunteer