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axle

# Standard Digital Taxonomy

Access thousands of  
Data Axle data  
attributes and  
audiences within  
digital marketplaces  
and data exchanges

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# Chapter 1

## Business Data Taxonomy

Data Axle is one of the world's most trusted and accurate sources of data on tens of millions of businesses across the United States.

### Categories included in this chapter:

- Company
- Decision Makers
- Demographics
- Functional Areas
- Industry
- Occupation
- Professional Groups
- Seniority
- Technology Onsite
- Wealth





## Company

### Business

- Small Business - Individuals who work in companies with 1 to 500 employees

### Business Expense

Individuals who work for companies that spend \$10,000 or more annually in specific areas

#### Names of specific areas:

- Accounting
- Advertising
- Insurance
- Legal
- Office Equipment & Supplies
- Packaging & Container
- Payroll
- Printing
- Professional Services
- Rent & Leasing
- Technology
- Telecommunications
- Temporary Labor
- Utilities

### Company Growth

- High Employee Growth - Individuals who work in companies that have an average employee growth of 10% or more

### Employee Size

Individuals who work for companies with a specific number range of employees

#### Specific number ranges:

- Micro (1 - 20)
- Micro+ (21 - 50)
- Small (1 - 49)
- Small (51 - 100)
- Small-Medium (101 - 500)
- Medium (501 - 1,000)
- Medium-Large (1,001 - 2,500)
- Large (2,501 - 5,000)
- X-Large (5,001+)

Individuals who are employed in an organization with a certain number range employees on IT staff

#### Specific IT staff number ranges:

- IT Staff 1 to 24
- IT Staff 25+

### Ownership

- Franchise - Franchise owners
- Private - Individuals who work for privately-owned companies
- Public - Individuals who work for companies that are publicly owned



## Company

### Revenue

Individuals who work for companies with revenue in the most recently reported year within defined monetary ranges

#### **Names of defined monetary ranges:**

- Revenue Less than \$500K
- Revenue \$500K - \$1 Million
- Revenue \$1 - 5 Million
- Revenue \$5 - 10 Million
- Revenue \$10 - 20 Million
- Revenue \$20 - 50 Million
- Revenue \$50 - 100 Million
- Revenue \$100 - \$500 Million
- Revenue \$500 Million - \$1 Billion
- Revenue Over \$1 Billion

### Specialty

- Fortune 1,000 Companies - Individuals who work for companies that are ranked as one of the 1,000 largest corporations by Fortune Magazine
- Fortune 500 Companies - Individuals who work for one of the 500 largest corporations in the country as identified by Fortune Magazine
- Small Businesses - Individuals who work for companies with 500 employees or less
- Years in Business 5 or less - Individuals who work for companies that have been in business for 5 years or less
- Years in Business More than 5 - Individuals who work for companies that have been in business for more than 5 years

### Square Footage

Individuals who work for companies with a certain range of square footage

- Names of square footage ranges:
- Square Footage 1 to 2,499
- Square Footage 2,500 to 9,999
- Square Footage 10,000 to 39,999
- Square Footage 40,000 +



## Decision Makers

Individuals with decision making authority in a business or organization in certain fields or concentrated areas of focus

### Names of decision-makers

- Accounting Decision Makers
- Administration Decision Makers
- Arts, Design & Media Decision Makers
- Banking and Investments Decision Makers
- C-Level Decision Makers
- Construction Decision Makers
- Data Processing and Systems Decision Makers
- Decision Makers
- Education Decision Makers
- Energy Decision Makers
- Engineering Decision Makers
- Entertainment Decision Makers
- Execs at Home Decision Makers
- Finance Decision Makers
- Food Service Decision Makers
- Frequent Transactional Business Buyers - Education
- Frequent Transactional Business Buyers - Healthcare
- Frequent Transactional Business Buyers - Information Technology
- Government Decision Makers
- Healthcare Decision Makers
- Hospitality Decision Makers
- Human Resources Decision Makers
- Insurance Decision Makers
- IT Decision Makers
- Large Enterprise Decision Makers
- Legal Decision Makers
- Maintenance Decision Makers
- Male Decision Makers
- Manufacturing Decision Makers
- Marketing Decision Makers
- Medical & Health Services Decision Makers
- Medium Business Decision Makers
- Mining, Oil & Gas Extraction Decision Makers
- Operations Decision Makers
- Personnel Staffing Decision Makers
- Purchasing Decision Makers
- Religious Decision Makers
- Repair Services Decision Makers
- Research & Development Decision Makers
- Retail Decision Makers
- Sales & Marketing Decision Makers
- Sales Decision Makers
- Small Business Decision Makers
- Technology Decision Makers
- Transportation Decision Makers
- Very Small Business Decision Makers
- Women Decision Makers



## Demographics

### Gender

- Male
- Female

## Functional Areas

### Banking

- Investment Banking - Individuals involved with investments, such as stock and bond brokers, Investment managers, financial consultants, ratings analysts, Mergers and Acquisitions associates, etc.
- Wealth Management - Individuals who provide financial and investment advice, accounting and tax services, retirement planning, and legal and estate planning, such as Personal Banker, Investment Advisor, Service Relationship Manager, etc.

### C-Level

- C-Level - Executive leadership of an organization, such as Chief Executive Officer, Owner, President, Chief Financial Officer, Founder, Chief Information Officer, etc.
- CEOs, Owners & Presidents - Senior executives and/or founders of an organization, such as Owner, Chief Executive Officer, President, and Founder

### Construction

- Construction - Audience contains professionals who are employed within the construction field. Example titles would be Construction Foreman, or Civil Engineer.

## Consultants

- Consultants - Individuals who provide advisory and consulting services to an organization, such as Marketing Consultant, Contractor, Human Resource Consultant, Management Consultant, etc.

## Education

- Education - Individuals involved in education, such as Professors, Principals, Teachers, Librarians, etc.
- Management & Administration - Individuals who administer and manage educational and education-related organizations, such as School Superintendent, Dean of Students, School Board President, Library Director, etc.
- Professors & Teachers - Individuals directly involved in the educational process at the classroom level, such as Teachers, Professors, Adjunct Professors, Reading Specialists, etc.

## Engineering

- Engineering - Individuals involved in an engineering discipline, such as Chemical Engineer, Geotechnical Engineer, Civil Engineer, Electrical Engineer., etc.
- Civil - Individuals involved in the discipline of civil engineering, such as Civil Engineers, Environmental Engineers, Geotechnical Engineers, Soils Engineers, etc.
- Industrial & Mechanical - Individuals involved in mechanical or industrial engineering, such as Mechanical Engineers, Structural Engineers, Industrial Engineers, Lead Mechanical Engineer, etc.



## Functional Areas

### Finance

- Finance - Individuals who work in accounting and finance functions or work in finance specific fields or disciplines such as VPs of Finance, Controllers, Financial Analysts, Loan Officers, etc.
- Accounting - Individuals involved in the accounting, tax, and audit functions, such as Auditor, VP of Accounting, Controller, Billing Manager, etc.
- Finance & Accounting - Audience contains professionals who are employed within the finance or accounting field. Example titles would be accountant or finance manager.
- Financial Advisors - Individuals who work in the financial services sector and whose responsibilities encompass wealth management, retirement planning, and advisory services, such as Sr. Financial Advisor, Wealth Management Specialist, Retirement Planning Specialist, etc.
- Investment Banking - Individuals who work in Mergers & Acquisitions, securities trading, and other investment banking activities, such as Stock Brokers, Senior Financial Analysts, Securities Specialists, Securities Analysts, etc.

### Government

- Government - Individuals who work in the government and public service sectors, such as Commissioners, Mayors, Police Officers, Military Personnel, Federal Employees, etc.
- Elected Officials - Individuals who are elected to office at the state, local, or federal level, such as Senator, Governor, City Commissioner, Sheriff, District Court Judge, etc.
- Employees - Individuals who work in public service sector organizations, such as Police Officers, Corrections Officers, Military personnel, Federal employees, etc.

### Human Resources

- Human Resources - Individuals who work in human resources, such as VP of Human Resources, Personnel Director, Payroll Manager, Training Director, Recruiting Specialist, etc.
- Benefits - Individuals who work in human resources and specialize in benefits administration and management, such as Director of Benefits, 401K Specialist, Pension Plan Specialist, Benefits Advisor, etc.
- Generalist - Individuals general human resource management and administration responsibilities, such as Human Resource Manager, HR Generalist, HR Administrator, Human Resource Clerk, etc.
- Recruiting - Individuals who work in human resources and specialize in recruiting and talent management, such as Technical Recruiter, Recruiter, Recruiting Director, Director of Talent, etc.



## Functional Areas

### Information Technology

- Information Technology - Individuals who work in Information and Systems Technology in an organization, such as Chief Information Officer, Director of IT, MIS Manager, Technical Project Manager, etc.
- Database & DP - Individuals who work in the information technology discipline and specialize in data, data systems, and data systems management and administration, such as Data Processing Specialist, Database Administrator, Data Engineer, Data Systems Specialist, etc.
- Hardware, Network & Systems - Individuals in the Information Technology field that specialize in networks, systems, security, and hardware, such as Senior Network Engineer, Systems Security Manager, Systems Administration, Network Architect, etc.
- Operations & Support - Individuals who provide operational and support functions for Information Technology resources, such as Technology Operations Manager, Director of Tech Ops, Technical Support Specialist, Desktop Support, etc.
- Software - Individuals who specialize in software and application development for Information Technology, such as Sr Software Engineer, Application Developer, UI/UX Engineer, Software Architect, etc.
- Systems & Business Analysts - Individuals who work in Information Technology specializing in systems and business analysis, such as Business Analysts, Senior Systems Analysts, Technical Project Managers, Business Analyst Directors, etc.

### Legal

- Legal - Individuals who are responsible for marketing, public relations, and communications in an organization, such as Marketing Managers, Corporate Communications Directors, Public Relations Specialists, Authors, Editors, etc.

### Marketing & Communications

- Marketing & Communications - Individuals who are responsible for marketing, public relations, and communications in an organization, such as Marketing Managers, Corporate Communications Directors, Public Relations Specialists, Authors, Editors, etc.
- Product & Research - Individuals responsible for product marketing within an organization, such as Senior Product Manager, Product Research Manager, Merchandising Manager, Director of Product Marketing, etc.



## Functional Areas

### Medical & Health Services

- Medical & Health Services - Individuals who work in the medical, dental, and health services industry, such as Pharmacists, Directors of Patient Accounts, Physical Therapists, Emergency Medical Technicians, Physicians, Nurses, Dentists, etc.
- Dental - Individuals who provide dental and dental-related services, such as Orthodontists, Dentists, Dental Hygienists, Periodontists, etc.
- Health Professional - Audience contains professionals who are employed within the medical and health services field with a focus on health care. Example titles would be Medical Assistant or Physicians Assistant.
- Medical Practitioner - Audience contains professionals who are employed within the medical and health services field, focusing as a medical practitioner that works with patients. Example titles would be Doctor, Surgeon, Pharmacist, Pharmacy Technician, Nurse, Nurse Practitioner, Dental Assistant, or Dentist.
- Nurse - Individuals specializing in nursing related care, such as Registered Nurses, Nurse Practitioners, Nurse Midwives, Licensed Practical Nurses, etc.
- Pharmacists - Individuals who are pharmacists, pharmacy technicians, or provide pharmacy-related services, such as Pharmacy Manager, Pharmacist, Pharmacy Technician, Certified Pharmacy Technician, etc.
- Physicians - Individuals who are medical doctors, such as Physicians, Surgeons, Pediatricians, Oncologists, Radiologists, Ophthalmologists, etc.

### Operations & Manufacturing

- Operations & Manufacturing - Individuals who work in manufacturing, production, and/or operations in an organization, such as Production and Operations Manager, Materials Manager, Manufacturing Director, Safety Director, etc.
- Customer Relations - Individuals who work in manufacturing, production, or operations and specialize in customer support and/or customer relations, such as Customer Support Specialist, Customer Care Technician, Customer Relations Manager, Technical Support Manager, etc.
- Logistics - Individuals who work in manufacturing, production, or operations that specialize in transportation, supply chain management, and logistics such as Traffic Manager, Production Manager, Fleet Manager, Inventory Control Specialist, etc.
- Manufacturing - Audience contains professionals who are employed within the manufacturing field. Example titles would be Inspector or Floor Assembler.
- Operations - Audience contains professionals who are employed within the operations field. Example titles would be Construction Operations Manager or Production Assistance.
- Purchasing & Procurement - Individuals who work in manufacturing and/or the production and operations discipline within a company or organization and specialize in purchasing, supply management, and procurement. Sample job titles and/or job descriptions include Materials Director, Senior Buyer, Procurement Director, and VP of Purchasing.





## Functional Areas

### Ownership & Board

- Ownership & Board - Individuals involved in the ownership or governance of an organization, such as Owners, Partners, Principals, and Board Members
- Board of Directors - Individuals involved in the governance and oversight of an organization, such as Board of Directors, Chairman of the Board, Board Secretary, Audit Committee Chairman, etc.
- Partners, Principals & Owners - Individuals who own or have an ownership stake in an organization, such as Owner, Principal, Managing Partner, and Limited Partner

### Religion

- Religion - Audience contains professionals who are employed within the religious field. Example titles would be Priest or Minister.

### Research & Development

- Research & Development - Audience contains professionals who are employed within the research and development field. Example titles would be Research Scientist or Manager of Research and Development.

### Sales & Business Development

- Sales & Business Development - Independent sales professionals or those who provide sales and sales support within an organization, such as Sales Assistant, Sales Engineer, VP of Sales, and Account Director
- Account Management - Individuals who manage sales accounts and relationships within an organization, such as Account Director, Senior Account Manager, Business Development Manager, Customer Manager, etc.
- Sales & Bus. Dev. - Independent sales professionals and individuals within an organization primarily responsible for the generation of new sales, such as Sales Manager, Regional Sales Manager, Sales Associate, Sales Director, etc.

### Science

- Science - Audience contains professionals who are employed within the science field. Example titles would be Construction Chemist, or Physicist.





## Industry

### Accounting

- Accounting - Individuals who work in firms dealing with accounting

### Agriculture

- Agriculture - Individuals in organizations that are involved in agriculture, such as farm operations, forest management, commercial fishing, feedlots, food processors, wildlife management, etc.

### Banking & Finance

- Banking & Finance - Individuals involved in finance, banking, investment management, and other related financial services, including banks, credit unions, venture capital firms, etc.
- Investment Banking - Individuals involved in enabling, facilitating, and managing capital raising and other financing or liquidity events for large corporations, including merger & acquisition firms, securities dealers, investment banks, etc.
- Management, Investment & Advisory - Individuals who work in organizations involved in investment or asset management, financial advisory, or financial planning, such as investment trusts, mutual funds, financial advisory firms, etc.
- Portfolio Management & Financial Advice - Individuals who provide financial advice and investment management, such as Financial Consultants, Stock and Bond Transfer Agents, Stock Brokers, Investment Trusts, etc.
- Venture Investment & Private Equity Firms - Individuals in organizations involved in seed, early-stage, emerging growth, and leveraged buyout of commercial investments such as venture capital firms, private equity firms, angel investment funds, etc.

### Business Services

- Business Services - Individuals in organizations that offer services and support to other businesses, such as advertising agencies, accounting firms, public relations firms, Cloud Computing companies, etc.
- Commercial Art & Graphic Design - Individuals who work in organizations involved in image, symbol, or other graphic based business messaging, such as commercial photography, graphic design, commercial art, etc.
- Management & General Consulting - Individuals in organizations that provide strategic advice, performance improvements, and consulting such as strategic planning, certification, consulting firms, etc.
- Marketing, Advertising & Sales - Individuals in organizations involved in advertising, marketing, and public relations, such as advertising agencies, public relations agencies, advertising design firms, etc.



## Industry

### Construction

- Construction - Individuals in organizations involved with construction, such as General Contractors, construction companies, Plumbers, Electricians, etc.
- Architecture, Engineering & Survey - Individuals involved in design, permit, planning, and engineering of residential and commercial construction, such as Architect, Surveyor, etc.
- Contractors & Trade - Individuals who work in specialized trades in the construction industry, such as Plumbers, Electricians, Carpenters, HVAC Technicians, etc.

### Education

- Education - Individuals who work in firms dealing with education

### Energy, Natural Resources & Utilities

- Energy - Individuals involved in the production, provision, and distribution of electrical energy, such as energy traders, electricity providers, etc.
- Oil & Gas - Individuals in organizations involved in the exploration, extraction, and distribution of petroleum and natural gas, such as oil companies, natural gas companies, pipeline operators, etc.

### Engineering

- Engineering - Individuals who work in firms dealing with engineering

### Finance

- Finance - Individuals who work in firms dealing with finance

### Food Service

- Food Service - Individuals who work in firms dealing with food service

### Government

- Government - Individuals who work in firms dealing with government

### Government, Social Services & Non-Profits

- Government, Social Services & Non-Profits - Individuals who work in social service and non-profit organizations and local, state and federal government agencies
- Non-Profits & Charities - Individuals involved in social, religious, and educational non-profits and charities, such as religious charities, the Red Cross, etc.
- Public Safety - Individuals in organizations involved in the protection and safety of citizens, such as police departments, fire departments, correctional institutions, etc.
- Social Services - Individuals in organizations that provide public benefit services, such as job and vocational training, family social service organizations, etc.



## Industry

### Healthcare

- Healthcare - Individuals who work in firms dealing with healthcare

### Healthcare & Health Services

- Healthcare & Health Services - Individuals who work for healthcare organizations that provide direct patient care or health and wellness related products and services, such as doctors, nurses, hospitals, clinics, medical laboratories, ambulance services, etc.
- Dentistry & Dental - Individuals in organizations involved in dentistry, orthodontia, and oral health related services, such as dentist offices, orthodontists, dental laboratories, etc.
- Hospitals & Specialty Clinics - Individuals who work in direct patient care facilities such as medical hospitals, psychiatric hospitals, specialty hospitals, outpatient surgical clinics and centers, etc.
- Nursing & Special Care Facilities - Individuals in organizations involved in direct patient care and healthcare services including in-patient, in-home overnight, and specialty medical services, such as immediate care facilities, nursing homes, home health care services, etc.
- Offices & Clinics - Individuals who work in offices and clinics that provide direct patient care by licensed medical doctors, physicians, optometrists, etc.
- Pharmaceuticals - Individuals in organizations involved in the production and sale of medicinal chemicals, naturopathic substances, and biological substances used in direct patient care, such as pharmacies, biotech companies, pharmaceutical Companies, etc.

### Human Resources

- Human Resources - Individuals who work in firms dealing with human resources

### Information Technology

- Information Technology - Individuals who work in firms dealing with information technology

### Insurance

- Insurance - Individuals who work for businesses or organizations involved in providing, supporting, and facilitating the sale of commercial and consumer insurance products.
- Agencies & Brokerages - Individuals involved in the sale and servicing of commercial and consumer insurance, such as insurance brokers, independent insurance agents, etc.



## Industry

### Maintenance

- Maintenance - Individuals who work in firms dealing with maintenance

### Manufacturing

- Manufacturing - Individuals who work in organizations involved in the manufacturing of consumer and industrial goods such as apparel companies, automotive manufacturers, CPG companies, etc.
- Aviation - Individuals in organizations involved in the production of aircraft and aviation products, such as aircraft manufacturers, parts suppliers, engine manufacturers, etc.

### Marketing

- Marketing - Individuals who work in firms dealing with marketing

### Media, Entertainment & Publishing

- Media, Entertainment & Publishing - Individuals in organizations involved with media and publishing, such as newspapers, movie theatres, book publishers, etc.

### Mining, Oil & Gas Extraction

- Media, Entertainment & Publishing - Individuals in organizations involved with media and publishing, such as newspapers, movie theatres, book publishers, etc.

### Real Estate

- Real Estate - Individuals who work in an organization involved in commercial and residential real estate, such as real estate agents, developers, title companies, etc.
- Commercial - Individuals involved in commercial real estate, such as commercial building owners, commercial developers, property lessors, etc.

### Religion

- Religion - Individuals who work in firms dealing with religion

### Repair Services

- Repair Services - Individuals who work in firms dealing with repair services

### Research & Development

- Repair Services - Individuals who work in firms dealing with research and development

### Restaurant & Hospitality

- Restaurant & Hospitality - Individuals who work in the restaurant and hospitality industry, including hotels, restaurants, bars, bakeries, etc.
- Restaurants & Bars - Individuals who work in restaurants and bars, such as cooks, waiters, etc.



## Industry

### Retail

- Retail - Individuals who work in a retail business or organization supplying and selling consumer goods, such as car dealerships, clothing stores, sporting goods stores, etc.
- eCommerce & Mail Order - Individuals in organizations that conduct business on the internet or through direct mail, such as catalog companies, online retailers, mail-order houses, etc.

### Software, Technology & Information Services

- Software, Technology & Information Services - Individuals who are involved in software, hardware, and information technology products and services, such as software providers, hardware providers, outsourced services
- Data & Information Management - Individuals in organizations involved in the collection and management of data for commercial use, such as data companies, list companies, and lead generation companies
- Database & Data Systems - Individuals in organizations that produce and/or sell software, hardware, and/or services that specialize in the storage and management of data, such as Database Software providers, Data backup and management companies, etc.
- Enterprise Resource Management - Individuals in organizations that produce and sell software and services specializing in the management and monitoring of input, processing, and output resources across an entire organization, such as ERP providers, inventory management software companies, project management software companies, etc.
- Finance, HR & Legal - Individuals who work in organizations that produce and sell software and/or offer services specializing in financial analysis and reporting, accounting, legal, and human resource management
- Outsourcing & Custom Development - Individuals in organizations involved in outsourcing programming, testing, and custom development services, such as contract computer programmers, custom software development providers, etc.
- Security - Individuals in organization that produce and sell software and services specializing in systems security, such as anti-virus software providers, network security solution providers, etc.

### Technology

- Telecommunications - Individuals who work in organizations involved in the provision and support of telephone, TV, cable, and internet services, which includes ISPs, telephone companies, cable providers, etc.



## Industry

### Telecommunications

- Telecommunications - Individuals who work in organizations involved in the provision and support of telephone, TV, cable, and internet services, which includes ISPs, telephone companies, cable providers, etc.

### Transportation

- Transportation - Individuals who work in firms dealing with transportation

### Transportation & Travel

- Transportation & Travel - Individuals who work in organizations involved in providing transportation, travel, logistics, and transit-related services, such as shipping companies, airlines, tour operators, etc.
- Trucking & Logistics - Individuals in organizations that offer products and services in support of transportation logistics and ground transportation of cargo such as USPS, freight forwarders, trucking companies, etc.

### Wholesale

- Wholesale - Individuals involved in the sale and supply of commercial and consumer goods at the wholesale distribution level, such as automobile wholesalers, industrial supply wholesalers, etc.

## Occupation

### Currently Employed

- 1-4 Employees - Individuals who work in companies with 1 to 4 employees
- 5-49 Employees - Individuals who work in companies with 5 to 49 employees
- Accounting & Finance - Individuals who work in the accounting and finance, such as CFO, Finance Manager, Accounting Clerk, etc.
- C-Level Executive Employee Level - Top business and organization leadership, such as CEOs, owners, CFOs, CIOs, Executive Directors, etc.
- Human Resources - Individuals who provide Human Resource support, such as HR Manager, HR Generalist, Recruiting specialist, Training Director, etc.
- IT Professionals - Individuals who work in information and systems technology, such as Computer Programmer, Systems Analyst, IT Manager, Computer Operator, etc.
- Manufacturing & Production - Individuals in organizations that manufacture and produce consumer and industrial goods, such as apparel companies, automotive manufacturers, CPG companies, etc.
- Military & Government - Individuals who work in the Armed Forces or local, state, or federal government such as Army Officers, federal employees, Police Officers, Mayors, City Administrators, and State Troopers



## Occupation

### Professional License

Individuals who are registered with state agencies as holding a specific professional license

#### **Names of specific professional licenses:**

- Certified Nurse Midwife
- Certified Nurse Practitioner
- Certified Public Accountant
- Doctor of Chiropractic Medicine
- Doctor of Dental Medicine
- Doctor of Dental Surgery
- Doctor of Medicine
- Doctor of Optometry
- Doctor of Osteopathic Medicine
- Doctor of Physical Therapy
- Doctor of Podiatry
- Doctor of Veterinary Medicine
- Licensed Practical Nurse
- Naturopathic Doctor
- Nurse Practitioner
- Occupational Therapy
- Physical Therapist
- Physician Assistant
- Professional Engineer
- Registered Nurse

Individuals earned a Ph.D.

#### **Names of Ph.D.:**

- Doctor of Philosophy (Ph.D.)



## Professional Groups

### Business Professionals

- Business Professionals - Individuals other than support and clerical personnel who work in a business or organization
- Small Business Owners - Owners and Partners of businesses with 500 or fewer employees
- Small Business Professionals - Individuals with a leadership role in a small business, such as Owner, Vice President, Facilities Manager, Office Manager, Supervisor, etc.

### Buying Authority

Individuals with buying or purchasing authority for certain materials

#### **Names of certain materials:**

- Communication Equipment & Services
- Construction Equipment & Materials
- Laptops, Desktops & Tablets
- Servers & Storage
- Software
- Manufacturing Equipment
- Medical Equipment & Services
- Safety Equipment & Services
- Training Programs & Services

### Finance & Accounting Professionals

- Finance & Accounting Professionals - Individuals who work in the finance and accounting services industry, or the finance and accounting department of an organization

### High-Income Professionals

- High-Income Professionals - Individuals with high incomes, such as Vice Presidents or higher and Directors and Managers from select industries

### IT & Engineering Professionals

- IT & Engineering Professionals - Individuals who work in the IT and engineering fields or practice in these disciplines in an organization, such as IT Manager, Civil Engineer, etc.
- IT Professionals - Individuals specializing in information and systems technology, such as IT manager, computer operator, etc.

### Sales & Marketing Professionals

- Sales & Marketing Professionals - Individuals who work in the Sales or Marketing function at an organization or who work in the Sales and Marketing services industry





## Seniority

### Ownership

- Ownership - Owners or equivalent of an organization, such as Owners, Partners, and Managing Trustees

### Board Level

- Board Level - Individuals who are members of the Board of Director or equivalent at an organization, such as Chairman of the Board, Board of Directors, Trustee, Chairman Emeritus, etc.

### C-Level

- C-Level - Executive leadership of an organization, such as Chief Executive Officer, Owner, President, Chief Financial Officer, Founder, Chief Information Officer, etc.

### Senior Executive

- Senior Executive - Individuals whose oversight is at the executive level in an organization. Examples include titles and/or job descriptions of CMO, COO, SVP of Finance, or VP of Sales

### Executives

- Executives - Individuals with key decision making authority in an organization such as Owner, Principal, President, CEO, and SVP

### Vice President

- Vice President - Individuals who are Vice Presidents or equivalent, such as EVP, SVP, Corporate Counsels, Medical Doctors, Executives, etc.

### Director

- Director - Individuals at the Director or equivalent level in an organization, such as Senior Director, Controller, Senior Consultant, Attorney, etc.

### Manager

- Manager - Individuals at the general management level or equivalent in an organization, such as HR Manager, IT Manager, Teacher, Senior Engineer, etc.

### Middle Management

- Middle Management - Individuals who may be considered Middle Management, including Managers, General Managers, Directors, Office Managers, VPs, etc.

### Staff

- Staff - Individuals whose oversight is at the staff level in an organization. Examples include titles and/or job descriptions of Analyst, Recruiter, and Admin Assistant



## Seniority

### Finance & Accounting

- Finance & Accounting - Individuals who work in finance and accounting

### HR & Administration

- HR & Administration - Individuals who may work in HR or administration

### Operations & Manufacturing

- Operations & Manufacturing - Individuals who work in operations or manufacturing

### Sales & Marketing

- Sales & Marketing - Individuals who work in Sales and Marketing



## Technology Onsite

### Hardware

Individuals employed at an organization that has a specific number range of servers on site

**Names of specific number ranges:**

- 1 to 24 servers on site
- 25+ servers on site

Individuals employed at an organization that has a specific number range of PCs on site

**Names of specific number ranges:**

- 1 to 9 PCs on site
- 10 to 24 PCs on site
- 25 to 100 PCs on site
- 100+ PCs on site

Individuals employed at an organization that has a specific number range of printers on site

**Names of specific number ranges:**

- 1 to 9 printers on site
- 10 to 24 printers on site
- 25+ printers on site

Individuals employed at an organization that has a specific number range of tablets on site

**Names of specific number ranges:**

- 1 to 9 tablets on site
- 10 to 24 tablets on site

Individuals employed at an organization that has a specific type of tech installed on site

**Names of specific types of tech:**

- Apache Server
- DAS Direct Attached Storage
- Data Management
- Digital Whiteboard
- NAS Network Attached Storage
- SAN Storage Area Networks
- Storage 1 Tb+

## Wealth

### High-Income Earners

- High-Income Earners - Individuals who are determined to be high-income earners, such as Vice Presidents and higher and Directors and Managers from Select Industries



## Chapter 2

### Consumer Data Taxonomy

Our consumer database is compiled from data provided by more than 100 sources, including real estate, tax assessments, voter registrations, utility connections, bill processors, and more, giving businesses the ability to target their audiences using actionable insights.

#### Categories included in this chapter:

- Behavior Models
- Demographics
- Consumer Personas
- Interests
- New Movers
- Purchases
- US Politics



## Behavior Models

### TargetReady (A-G)

Households that have a high likelihood of engaging in some way with certain types of behavior

#### Names of certain types of behavior:

- Active Voice
- Adult Education
- Adventure Seekers
- All-Terrain-Vehicle
- Alternative Medicine
- Annuities
- Auto Club
- Auto Insurance
- Auto Loan
- Avid Cell Phone User
- Avid Smart Phone Users
- Avid Theme Park Visitor
- Baby Products
- Bill Payment
- Blog Writing
- Business Banking
- Camping
- Cat Products
- Catalog Buyers
- Cell Phone Only
- Classical Music Concerts
- College Basketball Fans
- College Football Fans
- Conservative
- Cook For Fun
- Cook From Scratch
- Country Club Members
- Country Music Concerts
- Credit Card Rewards
- Cruises
- Diet Products
- DIY Auto Maintenance
- Dog Product
- Domestic Travel
- Education Loan
- E-Reader
- Fantasy Sports
- Fast Food
- Financial Planning
- Foreign Travel
- Frequent Book Buyer
- Frequent Business Travelers
- Frequent Family Restaurant Visitor
- Frequent Flyer (Personal)
- Frequent Online Buyer
- Freshwater Fishing
- Frozen Dinners
- Garden Maintenance
- Gift Giving
- Golf Fans
- Green



## Behavior Models

### TargetReady (H-O)

Households that have a high likelihood of engaging in some way with certain types of behavior

#### **Names of certain types of behavior:**

- Health Insurance (personal)
- Health Insurance (through work)
- Heavy Vitamin & Dietary Supplement
- High Risk/High Return Investors
- High-Value Securities Investor
- High-Value Stock Investor
- High-End Apparel
- High-End Electronics
- High-End Sporting Equipment
- Higher Education
- High-Frequency Coupon Users
- High-Frequency Investment Traders
- Hockey Fans
- Home Improvement
- Home Office
- Hunting
- Hybrid Cars
- Impulse Buyers
- International Long Distance
- Leaning Conservative
- Leaning Liberal
- Liberal
- Life Insurance
- Live Theater
- Low Risk/Low Return Investors
- Low-end Sporting Equipment
- Luxury Cars
- Luxury Hotels
- Major Home Remodeling
- Minivan Buyer
- Mobile Internet Access
- Moderate/Economy Hotels
- Music Downloads
- NASCAR Fans
- New Vehicle Buyer
- Non-Religious Donor
- Online Business Purchase
- Online Gaming
- Online Investment Trading
- Online Travel Planning
- Online TV Download
- On-site Tax Prep
- Organic Food
- Outdoor Activities



## Behavior Models

### TargetReady (P-Z)

Households that have a high likelihood of engaging in some way with certain types of behavior

#### **Names of certain types of behavior:**

- Pay-per-view Movies
- Pay-per-view Sports
- PBS/NPR Donors
- Personal Purchase
- Physical Fitness Clubs
- Pilates/Yoga
- Power Boating
- Professional Baseball Sports Fan
- Professional Basketball Fan
- Professional Football Fan
- Professional Tax Prep
- Professional Wrestling Fan
- Real Estate Investment
- Religious Donors
- Rental Cars
- Rock Music Concerts
- Safety & Security Conscious
- Saltwater Fishing
- Satellite TV
- Shopaholics
- Small Business Insurance
- Snack Eaters
- Soccer Sports Fan
- Social Media Network
- Specialty Organic Food Store
- Sports Fanatics
- Super Size Me
- SUV Buyers
- Tennis Fans
- Timeshare Owners
- Video Games
- Voice Over Internet
- Wholesale Club
- Wi-Fi in Home
- Wi-Fi Outside of Home



# Demographics

## Age

Individuals within a certain age range

### **Names of certain age ranges:**

- Age 18-24
  - Age 20-24
  - Age 25-29
  - Age 30-34
  - Age 35-39
  - Age 40-44
  - Age 45-49
  - Age 50-54
  - Age 55-59
  - Age 60-64
  - Age 65-69
  - Age 65+
- 
- Declared Age - Individuals with a reported age
  - Declared Age 18-19 - Individuals with a reported age of 18 or 19
  - Declared Age 25-34 - Individuals with a reported age between 25 and 34
  - Declared Age 35-44 - Individuals with a reported age between 35 and 44
  - Declared Age 45-54 - Individuals with a reported age between 45 and 54





# Demographics

## Auto

Individuals who drive a vehicle of a certain age

### **Names of certain ages of vehicles:**

- 1 Year Old Vehicle
- 2 Year Old Vehicle
- 3 Year Old Vehicle
- 4 Year Old Vehicle
- 5 Year Old Vehicle
- 6-10 Year Old Vehicle
- 11-15 Year Old Vehicle
- 15 or More Years Old Vehicle Or Older

Individuals who drive a specific vehicle brand

### **Names of vehicle brands:**

- |             |                 |               |
|-------------|-----------------|---------------|
| • Acura     | • Jeep          | • Porsche     |
| • Audi      | • Kia           | • Ram         |
| • BMW       | • Land Rover    | • Range Rover |
| • Buick     | • Lexus         | • Saab        |
| • Cadillac  | • Lincoln       | • Smart       |
| • Chevrolet | • Mazda         | • Subaru      |
| • Chrysler  | • Mercedes-Benz | • Suzuki      |
| • Dodge     | • Mercury       | • Tesla       |
| • Ford      | • Mini          | • Toyota      |
| • Honda     | • Mitsubishi    | • Volkswagen  |
| • Hyundai   | • Nissan        | • Volvo       |
| • Infiniti  | • Oldsmobile    |               |
| • Isuzu     | • Plymouth      |               |
| • Jaguar    | • Pontiac       |               |



## Demographics

### Education

Individuals who have a certain level of education

#### **Names of certain levels of education:**

- No High School
- High School
- Vocation or Technical
- Some College
- Bachelors Degree
- Graduate Degree

### Family

Households with a certain number of individuals

#### **Names of certain numbers of individuals in household:**

- 1 Individual in Household
- 2 Individuals in Household
- 3 Individuals in Household
- 4+ Individuals in Household
  
- 1+ Child Present - Households with at least one child
- 1 Child in Household - Households with one child
- 2 Children in Household – Households with two children
- 3+ Children in Household – Households with three or more children

- Child age Yes - Individuals who have children
- Child age 0 to 3 - Households which have a child present under the age of 4
- Child age 4 to 7 - Households which have a child present between the ages of 4 and 7
- Child age 8 to 12 - Households which have a child present between the ages of 8 and 12
- Child age 13 to 17 - Households which have a child present between the ages of 13 and 17
- Graduating High School - Individuals who have a child graduating High school
- Female head of household - Individuals who are female heads of households
- Male head of household - Individuals who are male heads of households
- Veterans in Household – Households with a veteran

### Financial

- Investor - Individuals who are investors
- Potential Investor - Individuals who are most likely to become investors

### Gender

- Female - Women over the age of 18
- Male - Men over the age of 18



## Demographics

### Housing

- Less than \$100k Home Value - Individuals whose home value is < \$100k
- \$100k-\$199k Home Value - Individuals whose home value between \$100k-\$199k
- \$200k-\$299k Home Value - Individuals whose home value between \$200k-\$299k
- \$300k-\$399k Home Value - Individuals whose home value between \$300k-\$399k
- \$400k-\$499k Home Value - Individuals whose home value between \$400k-\$499k
- \$500k-\$599k Home Value - Individuals whose home value between \$500k-\$599k
- \$600k-\$699k Home Value - Individuals whose home value between \$600k-\$699k
- \$700k-\$799k Home Value - Individuals whose home value between \$700k-\$799k
- \$800k-\$899k Home Value - Individuals whose home value between \$800k-\$899k
- \$900k-\$999k Home Value - Individuals whose home value between \$900k-\$999k
- \$1M+ Home Value - Individuals whose home value is \$1 million or more
- Owns - Individuals who own a home
- Rents - Individuals who don't own a home
- Home Built Pre 1950 - Individuals who have resided in a home built prior to 1950
- Home Built 1950 to 1959 - Individuals who reside in a home built between 1950-1959
- Home Built 1960 to 1969 - Individuals who reside in a home built between 1960-1969
- Home Built 1970 to 1979 - Individuals who reside in a home built between 1970-1979
- Home Built 1980 to 1989 - Individuals who reside in a home built between 1980-1989
- Home Built 1990 to 1999 - Individuals who reside in a home built between 1990-1999
- Home Built 2000 to 2009 - Individuals who reside in a home built between 2000-2009
- Home Built 2010 to 2019 - Individuals who reside in a home built between 2009-2019



## Demographics

### Income

Individuals whose estimated household income is within a defined monetary range

#### **Names of defined monetary ranges:**

- Less than \$25k Household Income
- \$25k - \$59k Household Income
- \$60k-\$74k Household Income
- \$75k-\$99k Household Income
- \$100k+ Household Income
- \$100k-\$124k Household Income
- \$125k-\$149k Household Income
- \$150k+ Household Income
- \$150k-\$199k Household Income
- \$200k-\$249k Household Income
- \$250k - \$499k Household Income
- \$500k+ Household Income

### Language

Individuals who have a specific language preference

#### **Names of specific languages:**

- Chinese Language
- Korean Language
- Spanish Language
- Vietnamese Language

### Marital Status

- Married – Individuals who are married
- Single – Individuals who are single

### Persona

- Affluent Executives - Individuals who are affluent executives
- Ex-Military Executives - Individuals who are ex-military executives
- Young Executives - Individuals who are executives under the age of 40

### Wealth Indicator

Households with an estimated wealth within a defined monetary range

#### **Names of defined monetary ranges:**

- Household Wealth \$0 - \$9,999
- Household Wealth \$10k - \$49k
- Household Wealth \$50k - \$99k
- Household Wealth \$100k - \$199k
- Household Wealth \$200k - \$499k
- Household Wealth \$500k - \$999k
- Household Wealth \$1M+



## Consumer Personas

### Consumer Personas (A-F)

- **Actively Retired** - Many of these homeowners are retired, but some are still working, especially in blue-collar fields and in nursing. This cluster contains married couples, dominated by empty-nesters. They enjoy spending their time on leisure activities such as reading, gardening, travel, fitness, and cooking from scratch.
- **Adopters & Prosumers** - College-educated married couples with children. This cluster contains many heads-of-household aged 40+. They enjoy staying home and playing with their toys, be it high-end electronics, low-end sporting equipment, or the latest tech gadgets.
- **Coasting Through Life** - Relatively high concentration of households along the North and South Atlantic coast, which helps explain the interest in saltwater fishing, golf, and high-end sporting equipment. Middle-aged homeowners, most married, most without children.
- **Connected Couples** - These households enjoy college sports and are tech-savvy, paying bills online and snatching up new gadgets as they hit the market. They have a higher than average interest in attending country music concerts. Here you will find many young married couples without kids yet.
- **Country Club Conservatives** - While these households are not quite as high-earning as the previous cluster, they still earn hefty incomes. Households often consist of individuals with advanced degrees, most of whom are married with older children. A higher-than-usual proportion of households are Conservative or identify as Republicans. Homeowners who work at home remain a significant group.
- **Coupon Club** - College-educated older married couples with children who are either living at home while attending school or else soon-to-move out. Homeowners often work at home. They save money by clipping coupons and shopping at wholesale clubs, but may also enjoy hanging out at the country club and donating money to conservative causes. Many households often have a huge interest in pets.
- **Crème de la Crème** - These households bring home the largest paychecks. They are highly-educated homeowners, most often married with children living at home. A relatively large number of these people are self-employed. These households invest their money into timeshares and traditional investments. They enjoy traveling for vacations as well as sports such as golf and tennis.
- **Enjoying the View** - Older, married empty-nesters; these homeowners have started thinking about life insurance, still have their taxes done by a CPA, and enjoy the comforts of Satellite TV services. Those who are not retired may be working from home in some capacity.
- **Fishing with Fido** - These homeowners love their animals. They enjoy outdoor activities like fishing and gardening. This cluster has a higher percentage of retired or soon-to-be-retired empty nesters. They tend to be more health-conscious and use vitamin and dietary supplements.



## Consumer Personas

### Consumer Personas (G-Z)

- **Gluten-Free Yuppies** - Single, young, highly-educated professionals renting apartments in larger cities (many located on the East Coast). They are jet-setting liberals who take advantage of the availability of specialty stores and adult education opportunities.
- **Left Turns and Straightaways** - Households who have many mixed interests from fishing to movies to pets to gardening. They also have varied levels of education. Members include a higher-than-usual proportion of NASCAR fans with a variety of relatively heavily-populated careers. Residences are usually occupied by married homeowners with children.
- **Portfolios & Passports** - College-educated older married couples without children (or else just empty-nesters) spend their freed-up money on foreign vacations, home improvement, and the stock market.
- **Safety Patrol** - This cluster contains married empty-nesters, but not likely to be retired yet. Slightly younger but less well-educated than their peers, they tend to show an interest in safety, security, life insurance, and diet products.
- **Settling Down** - A mixture of married and single households, but generally without any children in the picture, although many couples may be planning on expanding their family soon. Many individuals display some tech-savvy, have do-it-yourself enthusiasm, and are economically frugal. A disproportionately high number of these households call the Rocky Mountain area home.
- **World View** - This cluster is heavily populated by married, highly-educated, high-earners, but trends slightly younger, generally without children. This group of people still spends a lot of time traveling abroad, including a heavy focus on traveling for business.

## Interests

### Animals

- **Animals** - Individuals with an interest in animals, pets, and wildlife (includes pet owners)
- **Pets** - Individuals who have shown an interest in pets
- **Cats** - Individuals who have shown an interest in cats
- **Dogs** - Individuals who have shown an interest in dogs



## Interests

### Arts & Entertainment

- Arts & Entertainment - Individuals with interests in arts and entertainment
- Comics - Individuals who have shown an interest in comic books
- Film, Television & Performing Arts - Individuals who have an interest in film and television
- Interior Decorating - Individuals who have shown an interest in literature about interior decorating
- Medical/Health - Individuals who have shown an interest in medical & health literature
- Movies - Individuals who have shown an interest in motion pictures
- Music - Individuals who have shown an interest in music
- News & Politics - Individuals who have shown an interest in news & political literature
- Science/Technology - Individuals who have shown an interest in news & political literature

### Auto

- Hybrid – Individuals that own a hybrid
- Minivan – Individuals that own a minivan

### Business & Finance

- Business & Finance - Individuals with interest in business and finance topics, including investing, small business, and insurance
- Finance & Investing - Individuals who have shown an interest in finance & investing
- Home Office - Individuals who have shown an interest in home-based businesses
- Home Office Products - Individuals who have shown an interest in home office products
- Investing - Individuals who have shown an interest in investing activities
- Personal Savings & Investments - Individuals who have shown an interest in personal savings and investment
- Real Estate - Individuals who have shown an interest in real estate investments
- Small Business - Individuals who have shown an interest in small business



## Interests

### Cooking, Food & Beverage

- Cooking, Food & Beverage - Individuals with interests in cooking, food cuisine, and beverage
- Cooking - Individuals who have shown an interest in cooking
- Gourmet - Individuals who have shown an interest in gourmet cooking
- Recipes & Cooking - Individuals with interest in cooking

### Education

- Education - Individuals with interest in education including college, home study, and career development
- College - Individuals who have shown an interest in colleges and college living
- Colleges & Universities - Individuals who have shown an interest in colleges and universities

### Electronics & Computers

- Audio & Music - Individuals who have shown an interest in audio gear and music
- Cameras - Individuals with interest in Cameras
- IT Decision Makers - Individuals who are involved with computers/technology and may play a role in making IT decisions
- Tech Enthusiasts - Individuals with interest in computers and personal electronics which might be classified as "Tech Enthusiasts"

### Health, Beauty & Personal Care

- Health, Beauty & Personal Care - Individuals with interest in beauty & personal care and health & fitness
- Dieting & Weight Loss - Individuals who have shown an interest in diet & weight loss
- Face & Body Care - Individuals who have shown an interest in face & body care
- Fitness - Individuals who have shown an interest in fitness
- Health - Individuals who have an interest in general health
- Health & Fitness - Individuals who have shown an interest in health & fitness
- Weight Management - Individuals with an interest in diet/weight management





## Demographics

### Hobbies & Collecting

- Art & Handicrafts - Individuals who have shown an interest in arts and handicrafts
- Crafts - Individuals who have shown an interest in crafting
- Photography - Individuals who have shown an interest in photography

### Home & Garden

- Gardening - Individuals who have an interest in lawn and garden
- Home Improvement - Individuals who have shown an interest in home improvement
- Gardening & Patio - Individuals who have an interest in home improvement, especially in the gardening and patio area
- Interior Decor & Design - Individuals who have an interest in home improvement, especially in the interior décor and design area

### Internet & Online Activities

- Internet & Online Activities - Individuals with interests in internet and online activities

### Lifestyles

- Do It Yourselfers (DIY) - Individuals who have shown an interest in do-it-yourself projects
- Healthy Living - Individuals who have shown an interest in healthy living
- Parenting & Family - Individuals who have shown an interest in parenting and family
- Rural Farming - Individuals who have shown an interest in rural living

### Mobile App

- Dining Out - Individuals exhibiting the strongest and most recent signals of intent towards dining out
- Health & Wellness - Individuals exhibiting the strongest and most recent signals of intent towards healthy living
- Home & Garden - Individuals exhibiting the strongest and most recent signals of intent towards home improvement and gardening
- Lifestyle – Individuals exhibiting the strongest and most recent signals of intent towards unique lifestyles or special events, like environmental issues, recycling, weddings, etc.
- Personal Finance - Individuals exhibiting the strongest and most recent signals of intent towards personal finance
- Real Estate – Individuals exhibiting the strongest and most recent signals of intent towards being in-market for real estate/related items
- Shopping – Individuals exhibiting the strongest and most recent signals of intent towards online shopping
- Travel – Individuals exhibiting the strongest and most recent signals of intent towards travel



## Interests

### News & Current Events

- News & Current Events - Individuals with interests in news and current events
- News - Individuals with interest in reading about the news
- Business News - Individuals who have shown an interest in business literature

### Politics & Society

- Politics & Society - Individuals with interests in politics and society

## Shopping

- Shopping - Individuals with interests in specific types of goods or types of shopping
- Apparel & Accessories - Individuals who have shown an interest in apparel & accessories
- Children's Apparel - Individuals who have shown an interest in children's apparel
- Men's Apparel - Individuals who have shown an interest in men's apparel
- Women's Apparel - Individuals who have shown an interest in women's apparel
- Fashion - Individuals who have shown an interest in fashion
- Specialty Shoppers & Bargain Hunters - Individuals who have shown an interest in specialty shopping and bargain-hunting
- Bargain Hunting - Individuals who have shown an interest in bargain hunting
- Online Shoppers - Individuals who have shown an interest in online shopping



## Interests

### Sports & Outdoor Activities

- Sport & Outdoor Activities - Individuals with interests in sports and outdoor recreation
- Equestrian - Individuals who have shown an interest in equestrian activities
- Golf - Individuals who have shown an interest in golf
- Motor Sports - Individuals who have shown an interest in motorsports
- Fishing - Individuals who have shown an interest in fishing
- Hiking - Individuals who have shown an interest in hiking
- Hunting - Individuals who have shown an interest in hunting
- Tennis - Individuals who have shown an interest in tennis
- Team Sports - Individuals who have shown an interest in team sports
- Baseball - Individuals who have shown an interest in baseball
- MLB - Individuals who have shown an interest in professional baseball (MLB)
- Basketball - Individuals who have shown an interest in basketball
- NBA - Individuals who have shown an interest in professional basketball (NBA)
- Football - Individuals who have shown an interest in football
- Hockey - Individuals who have shown an interest in hockey
- Soccer - Individuals who have shown an interest in soccer
- Water Sports - Individuals who have shown an interest in water sports
- Boats & Watercraft - Individuals who have shown an interest in watercrafts
- Winter Sports - Individuals who have shown an interest in winter sports
- Skiing - Individuals who have shown an interest in skiing

### Travel

- Travel - Individuals with interests in travel
- Cruises & Charters - Individuals who have shown an interest in cruises and charters
- Personal Travel - Individuals who have shown an interest in personal travel



## New Movers

- New Mover 0 to 3 Months - Individuals who've moved within the last 3 months
- New Mover 0 to 6 Months - Individuals who've moved within the last 6 months
- New Mover 0 to 12 Months - Individuals who've moved within the last 12 months

## Purchases

### Bargain Goods

- Bargain Goods - Individuals who have purchased bargain products

### Continuing Education

- Continuing Education - Individuals who have purchased continuing education products recently

### Diet & Weight Loss Products

- Diet & Weight Loss Products - Individuals who have purchased diet and weight loss products recently

### DVDs

- DVDs - Individuals who have purchased DVD products recently

### Garden Equipment & Supplies

- Garden Equipment & Supplies - Individuals who have purchased garden equipment and supplies products recently

## Green Products

- Green Products - Individuals who have purchased green products recently

## Health & Fitness Products

- Health & Fitness Products - Individuals who have purchased health and fitness products recently

## Home Improvement Supplies

- Home Improvement Supplies - Individuals who have purchased home improvement products recently

## Investments

- Investments - Individuals who have purchased investment products recently

## Music

- Music - Individuals who have purchased music products recently

## Organic Products

- Organic Products - Individuals who have purchased organic products recently



## Purchases

### Outdoor Products

- Outdoor Products - Individuals who have purchased outdoor products recently
- Boating - Individuals who have purchased boating products recently
- Camping - Individuals who have purchased camping products recently
- Fishing - Individuals who have purchased fishing products recently
- Hunting - Individuals who have purchased hunting products recently
- Sailing - Individuals who have purchased sailing products recently

### Pet Products

- Pet Products - Individuals who have purchased pet products recently
- Cats - Individuals who have purchased cat products recently
- Dogs - Individuals who have purchased dog products recently

### Religious Products

- Religious Products - Individuals who have purchased religious products recently

### Science Products

- Science Products - Individuals who have purchased science products recently

### Security Products

- Security Products - Individuals who have purchased security products recently



## Purchases

### Technology

- Technology - Individuals who have purchased technology products recently

### Tickets

- Baseball - Individuals who purchased tickets to a baseball game recently
- Concerts - Individuals who purchased tickets to a concert recently
- Football - Individuals who purchased tickets to a football game recently
- Live Theater - Individuals who purchased tickets to a live theater event recently
- NASCAR - Individuals who purchased tickets to a NASCAR race recently
- Theme Parks - Individuals who purchased tickets to a baseball theme park recently

### Tools

- Tools - Individuals who purchased tools recently

### Travel

- Travel - Individuals who have purchased travel products recently
- Cruise - Individuals who have purchased a ticket for a cruise recently
- International - Individuals who have purchased international travel products recently

### Video Games

- Video Games - Individuals who have video game products recently

### Vitamins

- Vitamins - Individuals who have vitamin products recently



## US Politics

### Political Party

- Democrat - Individuals who are registered Democrats or have voted for Democratic candidates
- Independent - Individuals who are registered Independent or have voted for Independent candidates
- Republican - Individuals who are registered Republicans or have voted for Republican candidates

### Voter Segment

- Conservative Voters - Individuals who have a conservative political view



data  
axle

# Standard Digital Taxonomy

Please reach out to  
[digital-audiences@data-axle.com](mailto:digital-audiences@data-axle.com) with any questions or  
further information