

The book of Audience Signals



Demographics



Age



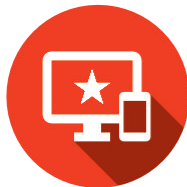
Life Stage



Gender



Education Level



Device Preference



Language



Work Status



Family Status



Credit Score



Nationality



Socio-Economic
Group



Media Consumption



Marital Status

CRM



Previous
Customers



What They've
Purchased



Date of
Purchase



Purchase
Frequency



Customer Address /
Location



Mailing List
Subscribers



Haven't Purchased
in the Last Year



High Customer
Value



Loyalty Card
Holders



Online Sales



Phone Sales



Store Sales

Previous Campaign Activity



Users Who
Have Clicked



Engaged



Viewed



Converted



Shared



Landed



Not
Converted



Searched
For



Purchased

Website



All Site
Visitors



Visitors That
Bounced



Non-
Bouncers



Abandoned
Cart



Non-
Converters



Visit
Duration



Past Purchasers /
Converters



Performed Search
but Didn't Convert



Users by
Source



Video
Watchers



Geo
Specific



Hours or Days
Visited



Recency



Frequency



Cross-Device
Visitors



Time on
Site



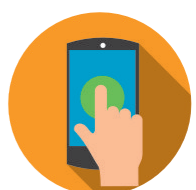
Visit
Frequency



Page Visit
Category



App Install



App Engagement

Google [Passion Points]



Green Living
Enthusiast



Foodies



Fast Food
Cravers



Cooking
Enthusiast



30 min
Chefs



Aspiring
Chefs



Shutterbugs



Savvy
Parents



Pet
Lovers



Dog
Lovers



Cat
Lovers



Do-it-yourselfers



Auto
Enthusiast



Motorcycle
Enthusiast



Performance &
Luxury Vehicle



Fashion
Forward



Beauty
Mavens



Home Decor
Enthusiasts



Technophiles

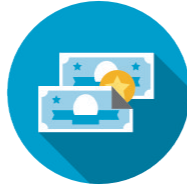


Nightlife
Enthusiast

Google [Passion Points]



Political
Junkies



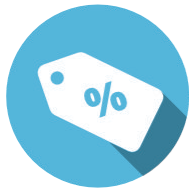
Avid
Investors



Bargain
Hunters



Luxury
Shoppers



Value
Shoppers



Shopaholics

Google [Travel]



Travel
Buffs



Luxury
Travelers



Family
Vacationers

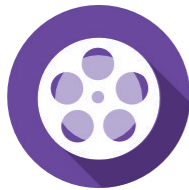


Beach Bound
Travelers



Snowbound
Travelers

Google [Entertainment]



Movie Lovers



Action & Adventure Movie Fans



Family Movie Fans



Comedy Movie Fans



Horror Movie Fans



Romance & Drama Movie Fans



Sci-fi & Fantasy Movie Fans



Avid Readers



Worlds



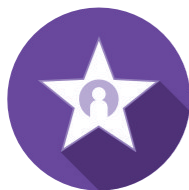
Business



Sports News



Local News



Entertainment & Celeb News



Women's Interest



Men's Interest



Art & Theater Aficionados



Gamers



Hardcore Gamers



Casual & Social Gamers



TV Lovers

Google [Entertainment]



TV Drama
Fans



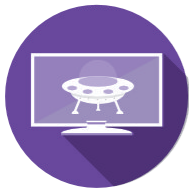
Family Television
Fans



TV Comedy
Fans



Live Game, Reality &
Talk Show Fans



Sci-fi & Fantasy
TV Fans



Music
Lovers



Blues
Fans



Classical Music
Enthusiasts



Country
Music Fans



Electronica & Dance
Music Fans



Folk & Traditional
Music Fans



Indie & Alternative
Rock Fans



Jazz
Enthusiasts



Metalheads



Pop Music
Fans



Rap & Hip Hop
Fans



Spanish Language
Music Fans

Google [Lifestyle]



Thrill
Seekers



Health & Fitness
Buffs



Outdoor
Enthusiasts



Sports
Fans



American Football
Fans



Basketball
Fans



Soccer
Enthusiasts



Baseball
Fans



Hockey
Fans



Golf
Enthusiasts



Tennis
Enthusiasts



Racquetball
Enthusiasts



Winter Sports
Enthusiasts



Water Sports
Enthusiasts



Swimming
Enthusiasts



Boating & Sailing
Enthusiasts



Running
Enthusiasts



Cycling
Enthusiasts



Skiing
Enthusiasts

Social



Liked
Something



Shared
Something



Commented on
Something



Re-tweet

Social [YouTube]



Channel
Subscribers



Watched
Video



Watched More
Than 1 Video



Frequent Channel
Visitors

API / Other



Weather Syncing



Sports Syncing



Traffic Updates



TV Ad Syncing



Radio Ad Syncing



Events & Concerts



Device Type



Keyword Content