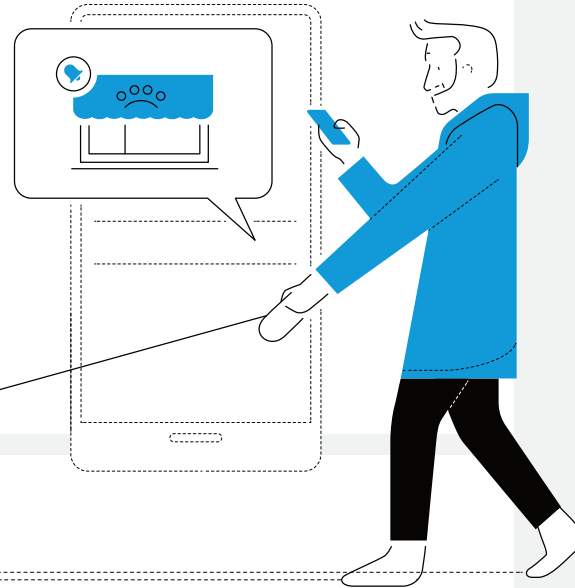


Consumer Interest Data

Confirmed interests based on data from purchases, memberships, magazine subscriptions, and survey responses.

Interest data includes more than 1 billion actual lifestyle indicators at an individual level describing the preferences and behaviors of 70% of all consumer households.



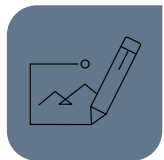
Key Benefits



Gain insight using both household and individual level data



Test market segments based upon known interests



Personalize your message based upon identified interest



Understand prospect and customer interests and hobbies through actual purchase behaviors

Example

- First Name: Brent
- Last Name: Jones
- Interest: Gourmet food and wine (score = 8)
- Interest: Foreign travel (score = 6)
- Interest: Catalogues and magazines (score = 5)

Brent's lifestyle also includes:

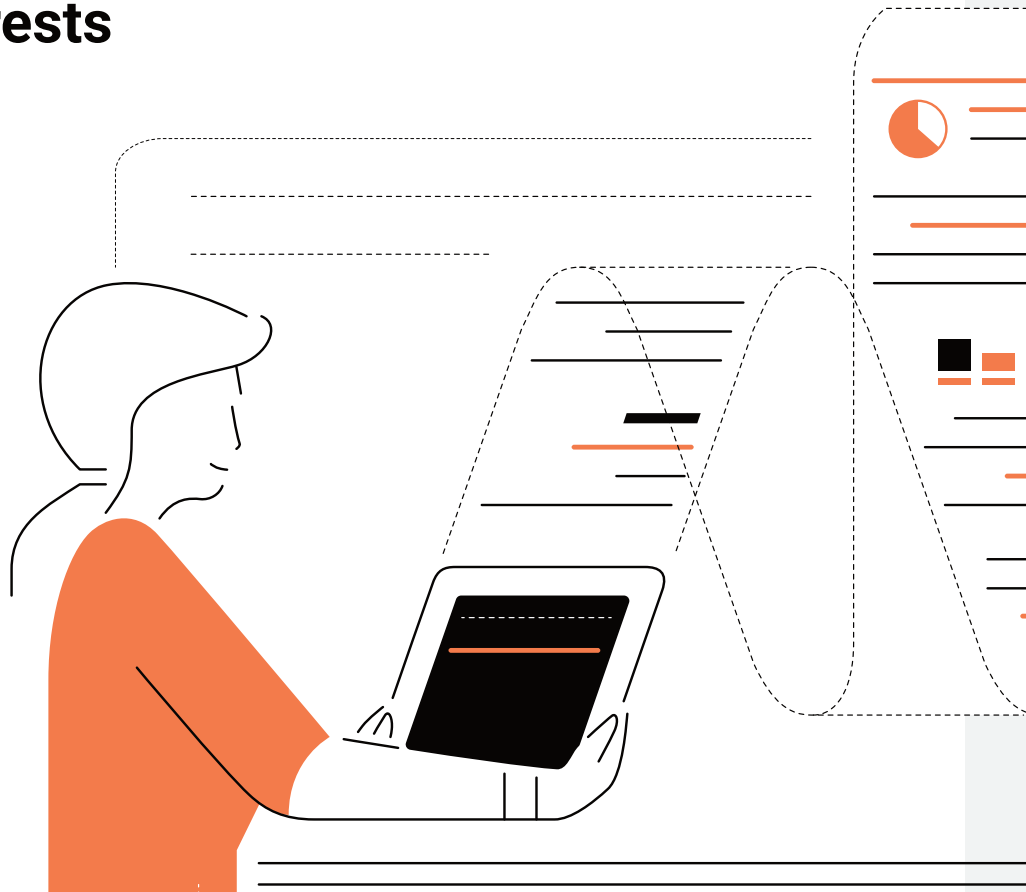
- Golf & Tennis
- Investments/Stocks & Bonds
- High Technology



100 Different Interests

A comprehensive array of consumer lifestyles, measuring 100 different interests confirmed by an actual purchases, memberships, magazine subscriptions, and survey response.

Our individually-scored lifestyles are unique in the marketplace. The intensity scores 1 through 9 all represent a positive interest or affinity that has been triggered by real transactional RFM data. Those with no shown interest are coded with zeroes. Contributors of this data represent a consortium of retailers, membership organizations, publishers, and online marketing service providers who allow access to their lists only when all specific RFM data is removed and converted to these intensity scores.



Scores

Score are not modeled. Examples of rankings include:

- 9 - Highest RFM Intensity
- 8 - Very High RFM Intensity
- 7 - High RFM Intensity

General Transactions and Survey Data

- 2 - Traditional Lifestyle Data
- 1 - Reported Interest

No Transactions or Survey Responses

- 0 - No Known Interest

Interest data available attributes

- Individual level indicators
- Intensity Scores
- 9 through 1 represents a positive interest
- Recency, Frequency, Monetary Value, Number of Sources (RF M+S)
- Used to populate household level equivalents and feed more traditional Y/N indicators already present
- Almost 1.5 billion indicators of lifestyle
- Across 100 Lifestyle Dimension categories
- Golf, Gardening, Travel, Apparel, Automotive, Donors, Books, Internet Behavior, Catalogs, Entertainment, Cooking Family, etc
- Updated Quarterly

Interest Categories

Apparel	Games	Pet Owner
Apparel - Accessories	Gardening	Pets - Cats
Apparel - Children	Gift Giver	Pets - Dogs
Apparel – Men	Gourmet Food and Wine	Photographic Equipment
Apparel – Men's Fashion	Health - Dieting/Weight Loss	Photography
Apparel – Women	Health - Fitness and Exercise	Politically Conservative
Apparel – Women's Fashion	Health - General Health	Politically Liberal
Aviation	High Ticket	Rural & Farming
Bargain Seekers	History	Science
Beauty & Cosmetics	History - American	Senior Citizens
Bible & Devotional	Hobbies	Sports - Baseball
Birds	Home Decorating & Furnishings	Sports - Basketball
Business	Horses	Sports - Football
Business - Home Office	Humor & Comics	Sports - General Sports
Catalog	Inspirational & Motivational	Sports - Golf
Charitable Donor	Investments - Personal Finance	Sports - Hockey
Child & Family	Investments - Stocks & Bonds	Sports - Snow Skiing
Collectibles	Media - Book Buyer	Sports - Soccer
College	Media - Books – Non-Fiction	Sports - Tennis
Cooking	Media - Books - Science Fiction	Stamps & Coins
Crafts - Crochet	Media - Books and Magazines	Sweepstakes
Crafts - General Crafting and Sewing	Media - Magazine Subscriber	Technology - Audio and Music
Crafts - Knitting	Moneymaking Opportunities	Technology - Electronics
Crafts - Needlepoint	Motor Vehicle - Auto Racing	Technology - High Tech
Crafts - Quilting	Motor Vehicle - Automotive	Technology - Internet
Crafts - Sewing	Motor Vehicle - Motorcycles	Technology - Internet Access
Credit Card User	Motor Vehicles – Trucks	Technology - Internet Buyer
Culture & Arts	Oceans & Beaches	Technology - Personal Computers
Current Events	Outdoor Recreation	Technology - TV/Movies/Video
Do-It-Yourselfers	Outdoors - Boating & Sailing	Tobacco User
Ethnic Products - African American	Outdoors - Camping & Hiking	Travel - Cruises
Ethnic Products - Asian	Outdoors - Fishing	Travel - Foreign Travel
Ethnic Products – Hispanic	Outdoors - Hunting	Travel - General Travel
Gambling	Outdoors - Hunting or Fishing	Travel - RV Travel
	Personalized Products	Travel - US Travel
		Wildlife & Environment

For a full list of attributes contact us.