







Segment	Broker Fee	Qualifiers (and/or)	Sources	Action Trigger
Auto Buyers - Make/Model/Type - New/Used	30%	In-market car buyers that are actively searching to purchase a vehicle	 Leading auto research and auto dealer lead generation sites	Intent
Auto Enthusiasts	30%	Auto bloggers, social network circles focused on auto discussion topics, new and used cars	Social networks and auto reasearch sites	Interest
Finance - Small Business	30%	Read small business management content on relevant websites Search / interact with small business support documentation Interact with small business reference directories	Leading nationally branded small business finance publications Small business reference and listing directories	Interest
Travel - General - Accomodations - Location (City/State/Country)	30%	 Search for and / or made travel reservations on travel reservation engines / websites	Travel booking websites	Intent
Shoppers - Babies and Kids - Books - Fashion - Fashion - Jewelry & Watches - Health & Beauty - Home & Garden - Appliances - Home & Garden - Furniture - Music - Musical Instruments - Personal Tech - Personal Tech - Cameras - Personal Tech - Computers - Personal Tech - Mobile - Personal Tech - Software - Personal Tech - Video Games - Sports and Recreation	30%	In market shoppers looking for pricing, ratings and purchase information on specific products as well as enthusiasts commenting on and shopping for niche-interest items.	 Comscore Top 10 shopping sites and vertical enthusiast sites that track product interest and drive specific purchasing behavior.	Intent
Diet and Fitness	30%	Health website visitors seeking information on diet and fitness	Leading health content websites	Interest
Sports Enthusiasts	20%	Avid sports team followers visiting websites oriented around pro sports leagues and teams. Members and creators of sports-based micro communities	Sports content websites Sports social networks	Interest + Registration
Demographic - Age, Gender, Ethnicity	20%	 Registration information form leading social network, shopping, dating and other high-reliability websites (involving a transaction requiring valid info). Cross referenced for validity of data source	Leading enthusiast and general social networks, shopping sites, dating websites, etc.	Registration
Hispanic	20%	U.S. visitors to Hispanic / Spanish speaking websites; dual language sites; Hispanic news sites Registered visitors to Hispanic social networks	Branded U.S. hispanic websites Leading Hispanic social networks	Interest + Registration
Urban (African American) - Hip Hop Music / Entertainment	20%	Visitors to Hip Hop music / entertainment / African American News websites Registered visitors to African American social networks	Hip Hop / Urban entertainment and lifestyle sites; African American social networks	Interest + Registration
Singles / Daters	20%	Registered visitors to dating / social websites that have declared themselves as "unattached" in the last 30 days	 Branded dating and social network sites	Interest + Registration
Parenting	20%	Active online families looking for information about child rearing, family health and other parenting issues.	Parents social networks	Interest
Offer Seekers	20%	Users that have responded to online offers such as coupons, free trials, giveaways or newsletters	Registration Paths, discount sites, and lead gen sites	Interest
Guys n' Gear	20%	 Enthusiasts in high-end racing and motoring	Leading male oriented enthusiast publications	Interest
Home Improvement	20%	Consumers seeking tips and advice on how best to upgrade their homes, inside and out	Leading home décor publications	Interest
Online Streamers	20%	Heavy users of podcast and custom streaming products	Leading broadband content sites	Interest
Entertainment	20%	Frequent visitors to TV, music and gossip content and blogs	Top U.S. entertainment portals and gossip blog networks	Interest
BIZographic Professional Profile Data	\$3.25 CPM	Data from leading business to business information vertical with over 40M professional profiles. Targetable segments include industry, company size, functional area, and seniority	Bizo B2B advertising network (plaxo, zoom info, jigsaw, salary.com and more!)	Registration