

Some of our Profiling categories and specialties:

Entertainment



- Cable TV
- Movie Interests
- Number of Hours of TV per week
- Number of Movies at Theater per Year
- Online TV Viewing
- TV Show Categories

Gaming



- Frequency of Play
- Gaming Accessories Used
- Gaming Communities
- Gaming Platforms Owned
- Video Game Types
- Video Games Owned

Food & Beverages



- Alcohol Budget
- Alcohol Categories/Brands
- Alcohol Consumption Frequency
- Bottled Water Categories/Brands
- Coffee/Tea Categories/Brands
- Coffee/Tea Consumption Frequency
- Food Budget
- Grocery Shopping Habits
- Restaurant Visitation
- Soda Categories/Brands

Automotive



- Auto Insurance Provider
- Car Type
- Color
- Future Automotive Purchase Intent
- New/Used Vehicle
- Number of Vehicles in Household
- Ownership/Lease
- Shopping Source Used (i.e., Internet, Trade Publications etc.)
- Vehicles owned in the household (make, model, year)
- Years Owned

Mobile



- Mobile Application Usage
- Mobile Brand
- Mobile Operating System
- Mobile Phone Provider
- Number of Household Mobile Phones
- Daily Hours Spent

Moms & Babies



- Number/Age of Children
- Parenting Style
- Childcare
- Formula Usage
- Product Usage/Brands
- Shopping Preferences

Health Profiling



- Acne
- Atrial Fibrillation
- ADD/ADHD
- Alcohol consumption
- Allergies
- Alzheimer's Disease
- Anxiety Disorders
- Anorexia/Bulimia
- Arthritis
- Asthma
- Autism
- Back Pain
- Blood Disorders
- Cancer - all types
- Chronic Pain
- Colitis
- Deafness
- Dementia
- Depression
- Diabetes (Type I & II)
- Epilepsy
- Dietary Habbits
- Erectile Dysfunction
- Exercise Habits
- Gastric Bypass Surgery
- General Surgical Procedures
- Glasses/Contacts Usage
- Gym Membership
- Gynecological Disorders
- Headaches (minor)
- Hepatitis (all types)
- High Blood Pressure
- High Cholesterol
- Hypertension
- Infertility
- Insurance
- Medication Usage
- Menopause
- Migraines
- Multiple Sclerosis
- Obesity
- Osteoporosis
- Parkinson's Disease
- Physical Activities
- Plastic Surgery
- Pneumonia
- Psoriasis/Eczema
- Rheumatoid Arthritis
- Schizophrenia
- Shingles
- Sinusitis/Rhinitis
- Sleep Disorders
- Strokes
- Ulcerative Colitis

B2B Specialty Profiling



- Position
- Position level
- Department
- IT roles
- Company type
- Industry
- Business Travel
- Business-Related Decision-Making
- Employees in company
- Company annual revenues
- Years at company
- No. of people reporting
- Purchase decision making responsibilities
- IT technologies
- Servers deployed
- Computer Operating System
- IT-Related Decision-Making