

A close-up photograph of a young Black man with short dark hair and a mustache, wearing round black-rimmed glasses and large black over-ear headphones. He is wearing a bright pink short-sleeved button-down shirt over a white t-shirt. He has a black leather watch on his left wrist and is holding the side of his headphones with his left hand. His eyes are closed, and he has a peaceful expression. Several vibrant, multi-colored light trails (pink, purple, blue, and orange) swirl around his head and arm, creating a sense of motion and digital energy. The background is a blurred city street with warm, out-of-focus lights.

ACXIOM

DE InfoBase®
Digital Data
Catalogue

**Automotive**

This audience category contains consumers who are likely to own varying types of motor vehicles as well as the affinity to buy cars in a specific price range.

**B2B**

This audience category contains consumers who are likely to work in a specific field.

**Consuming & Lifestyle**

This audience category contains consumers who are likely to purchase goods across various product categories including fashion, FMCG/CPG goods, traveling etc.

**Shopping**

This audience category contains information about individual's shopping affinity.

**Hobbies**

This audience category contains information about individual's hobbies.

**Travel**

This audience category contains information about individual's travel affinity.

**Demographics & Lifestage**

This audience category contains demographic information such as Interest & Hobbies and household type.

**Household Characteristics**

This audience category contains information about the presence of children and their affinities.

**Finance**

This audience category contains information about individual's financial services such as Banking or Insurance.

**Geographic**

This audience category contains information like the size of a town the person lives in.

**Habitation & Real Estate**

This audience category contains information about the individuals' property type and home ownership status.

**Income & Wealth**

This audience category contains information like the monthly net income and net worth of a household.

**Segmentations**

This audience category contains audiences which segments the population into different categories based on demographic information and consumption habits.

**Sustainability**

This audience category contains information about individuals' sustainability decisions across multiple areas of life, including their lifestyle choices, transportation habits, energy consumption and more.

**Mobile Audiences**

This audience category contains information created from individual's mobile usage.

**Device Ownership**

This audience category contains demographic information about device ownership.

**Education**

This audience category contains information about education.

**Entertainment**

This audience category contains information about entertainment.

**Food**

This audience category contains information about individual's food affinity.

**Gamers**

This audience category contains information about individual's gaming affinity.

**Social Media**

This audience category contains information about individual's social media affinity.

**Sports**

This audience category contains information about individual's sports affinity.

**Transportation**

This audience category contains information about individual's travel affinity.

**Semantic Audiences**

This audience category contains information around consumers consumption.

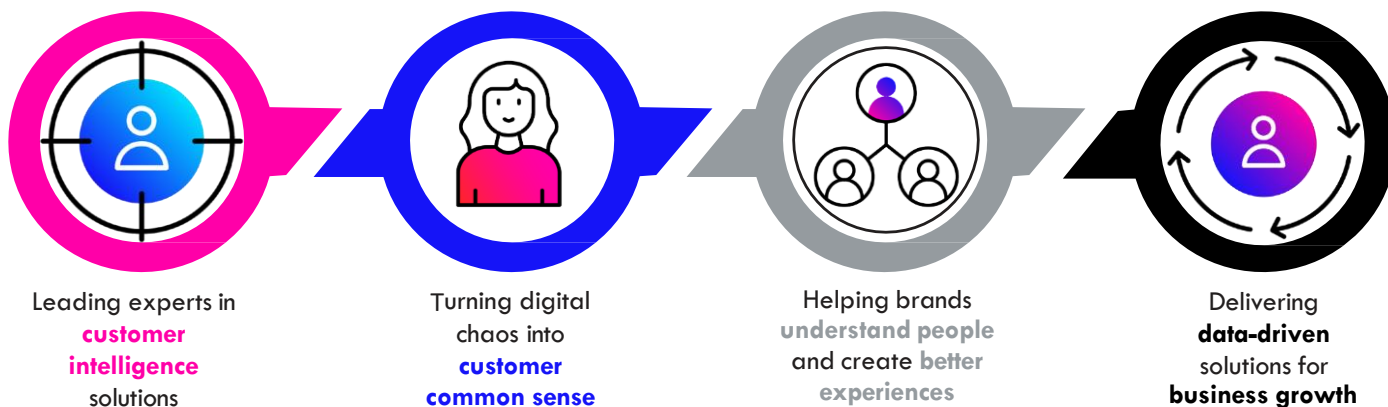
**Seasonal**

This audience category contains information about seasonal events.

InfoBase – actionable consumer intelligence

At Acxiom, we have long recognised the value of data in driving successful marketing campaigns.

As consumers spend more time than ever across a range of devices, brands need to deliver integrated, omnichannel engagements and InfoBase gives brands the customer and prospect information needed to make smarter marketing decisions quickly.



At the heart of an effective marketing strategy, reliable customer insight is required to provide brands with a deep understanding of what people want so they can meet that need.

First-party customer data is invaluable; however, it often lacks the coverage and depth of third-party data solutions designed to provide insights across all customer and prospect records, complementing first-party data. By leveraging third-party insights, brands can unlock the full potential of their customer data, driving real business growth and long-term success.





Automotive

Age of Car

Acxiom Germany > Automotive > Age of Car > ...

This household is highly likely to drive a car of a specific age.

- 01: Age of Car 0 to 3 Years
- 02: Age of Car 4 to 6 Years
- 03: Age of Car 7 or More Years

Automotive Type

Acxiom Germany > Automotive > Automotive-Type > ...

This household is highly likely to drive a specific automotive type.

- 01: Off Road Vehicles
- 02: Luxury
- 03: Sports Cars
- 04: Manufacturers—Asian
- 05: Commercial
- 06: Hybrid
- 07: Electric
- 08: Diesel
- 09: High Emission Value
- 10: Middle Class
- 11: Small Car
- 12: Station Wagons ("Kombi")
- 13: No Station Wagons ("Kombi")
- 14: 4-Wheel Drive
- 15: Electric/Hybrid
- 16: Bivalent/Gas
- 17: Premium Van
- 18: Motorcyclist

Car Buyers

Acxiom Germany > Automotive > Car-Buyers > ...

This element indicates if this household drives a new or used car.

- 01: New Car
- 02: Used Car
- 03: Intention to Buy a New Car

Car Density

Acxiom Germany > Automotive > Car-Density > ...

This person is highly likely to live in a surrounding with a specific density of privately-owned cars, meaning that the average number of cars per household is very low/medium/high.

- 01: Low Density of Privately Owned Cars
- 02: Medium Density of Privately Owned Cars
- 03: High Density of Privately Owned Cars

Driver

Acxiom Germany > Automotive > Driver > ...

This element indicates some aspects of the usage behaviour of a car driver.

- 01: Driver's License
- 02: Car-sharing
- 03: Premium Gas

Horse Power

Acxiom Germany > Automotive > Horse Power > ...

Engine capacity of the car this household highly likely drives.

- 01: High Engine Capacity
- 02: Low Engine Capacity

[GO TO SUMMARY](#)

**Manufacturer: Audi****Acxiom Germany > Automotive > Manufacturer > ...**

Probability of an Audi driver in the household.

- Audi – Average Probability
- Audi – High Probability
- Audi – Low Probability

Manufacturer: BMW**Acxiom Germany > Automotive > Manufacturer > ...**

Probability of a BMW driver in the household.

- BMW – Average Probability
- BMW – High Probability
- BMW – Low Probability

Manufacturer: Dacia**Acxiom Germany > Automotive > Manufacturer > ...**

Probability of a Dacia driver in the household.

- Dacia – Average Probability
- Dacia – High Probability
- Dacia – Low Probability

Manufacturer: Ferrari, Bugatti, Maserati & other luxury cars**Acxiom Germany > Automotive > Manufacturer > ...**

Probability of a Ferrari, Bugatti, Maserati and Other luxury car drivers in the household.

- Ferrari, Bugatti, Maserati & Other Luxury Cars – Average Probability
- Ferrari, Bugatti, Maserati & Other Luxury Cars – High Probability
- Ferrari, Bugatti, Maserati & Other Luxury Cars – Low Probability

Manufacturer: Fiat/Alfa Romeo/Lancia**Acxiom Germany > Automotive > Manufacturer > ...**

Probability of a Fiat/Alfa Romeo/Lancia driver in the household.

- Fiat/Alfa Romeo/Lancia – Average Probability
- Fiat/Alfa Romeo/Lancia – High Probability
- Fiat/Alfa Romeo/Lancia – Low Probability

Manufacturer: Ford**Acxiom Germany > Automotive > Manufacturer > ...**

Probability of a Ford driver in the household.

- Ford – Average Probability
- Ford – High Probability
- Ford – Low Probability

Manufacturer: Honda, Mazda & other East Asia**Acxiom Germany > Automotive > Manufacturer > ...**

Probability of a Honda, Mazda and other East Asia drivers in the household.

- Honda, Mazda & Other East Asia – Average Probability
- Honda, Mazda & Other East Asia – High Probability
- Honda, Mazda & Other East Asia – Low Probability

Manufacturer: Hyundai**Acxiom Germany > Automotive > Manufacturer > ...**

Probability of a Hyundai driver in the household.

- Hyundai – Average Probability
- Hyundai – High Probability
- Hyundai – Low Probability

Manufacturer: Jaguar**Acxiom Germany > Automotive > Manufacturer > ...**

Probability of a Jaguar driver in the household.

- Jaguar – Average Probability
- Jaguar – High Probability
- Jaguar – Low Probability

Manufacturer: Kia**Acxiom Germany > Automotive > Manufacturer > ...**

Probability of a Kia driver in the household.

- Kia – Average Probability
- Kia – High Probability
- Kia – Low Probability

Manufacturer: Land Rover**Acxiom Germany > Automotive > Manufacturer > ...**

Probability of a Land Rover driver in the household.

- Land Rover – Average Probability
- Land Rover – High Probability
- Land Rover – Low Probability

Manufacturer: Mercedes-Benz**Acxiom Germany > Automotive > Manufacturer > ...**

Probability of a Mercedes-Benz driver in the household.

- Mercedes-Benz – Average Probability
- Mercedes-Benz – High Probability
- Mercedes-Benz – Low Probability

Manufacturer: MINI**Acxiom Germany > Automotive > Manufacturer > ...**

Probability of a MINI driver in the household.

- MINI – Average Probability
- MINI – High Probability
- MINI – Low Probability

**Manufacturer: Nissan****Acxiom Germany > Automotive > Manufacturer > ...**

Probability of a Nissan driver in the household.

- Nissan – Average Probability
- Nissan – High Probability
- Nissan – Low Probability

Manufacturer: Opel**Acxiom Germany > Automotive > Manufacturer > ...**

Probability of an Opel driver in the household.

- Opel – Average Probability
- Opel – High Probability
- Opel – Low Probability

Manufacturer: Peugeot/Citroen**Acxiom Germany > Automotive > Manufacturer > ...**

Probability of a Peugeot/Citroen driver in the household.

- Peugeot/Citroen – Average Probability
- Peugeot/Citroen – High Probability
- Peugeot/Citroen – Low Probability

Manufacturer: Porsche**Acxiom Germany > Automotive > Manufacturer > ...**

Probability of a Porsche driver in the household.

- Porsche – Average Probability
- Porsche – High Probability
- Porsche – Low Probability

Manufacturer: Renault**Acxiom Germany > Automotive > Manufacturer > ...**

Probability of a Renault driver in the household.

- Renault – Average Probability
- Renault – High Probability
- Renault – Low Probability

Manufacturer: Seat**Acxiom Germany > Automotive > Manufacturer > ...**

Probability of a Seat driver in the household.

- Seat – Average Probability
- Seat – High Probability
- Seat – Low Probability

Manufacturer: Skoda**Acxiom Germany > Automotive > Manufacturer > ...**

Probability of a Skoda driver in the household.

- Skoda – Average Probability
- Skoda – High Probability
- Skoda – Low Probability

Manufacturer: Tesla/Cadillac/Hummer/Lexus**Acxiom Germany > Automotive > Manufacturer > ...**

Probability of a Tesla/Cadillac/Hummer/Lexus driver in the household.

- Tesla/Cadillac/Hummer/Lexus – Average Probability
- Tesla/Cadillac/Hummer/Lexus – High Probability
- Tesla/Cadillac/Hummer/Lexus – Low Probability

Manufacturer: Toyota**Acxiom Germany > Automotive > Manufacturer > ...**

Probability of a Toyota driver in the household.

- Toyota – Average Probability
- Toyota – High Probability
- Toyota – Low Probability

Manufacturer: Volvo**Acxiom Germany > Automotive > Manufacturer > ...**

Probability of a Volvo driver in the household.

- Volvo – Average Probability
- Volvo – High Probability
- Volvo – Low Probability

Manufacturer: VW**Acxiom Germany > Automotive > Manufacturer > ...**

Probability of a VW driver in the household.

- VW – Average Probability
- VW – High Probability
- VW – Low Probability



B2B

Qualified Professionals

Acxiom Germany > B2B > Qualified Professionals > ...

This element indicates the profession of a person.

- 01: Small Office/Home Office
- 02: Manager
- 03: Doctors
- 04: Gastronomy & Hotel



Demographics & Lifestage

Family Type

Acxiom Germany > Demographics & Lifestage > Family Type > ...

This element indicates that a person is member of a specific family type.

- 01: Single Without Kids
- 02: Single Parent
- 03: Couple Without Kids
- 04: Couple With Kids
- 05: With Kids
- 06: Without Kids

Generations

Acxiom Germany > Demographics & Lifestage > Generations > ...

This element indicates that a person is member of a specific generation.

- 01: Baby Boomers
- 02: Generation X
- 03: Millennials
- 04: Generation Z

Household Type

Acxiom Germany > Demographics & Lifestage > Household Type > ...

This element indicates that a person is member of a specific household type.

- 01: Young Adult(s) in Household
- 02: Pensioner Status
- 03: Empty Nesters
- 04: DINKs
- 05: Grownup Kids at Home
- 06: Students

Kids

Acxiom Germany > Demographics & Lifestage > Kids > ...

This element indicates, if a household has children in a specific age.

- 01: Household with Kids 0-2 Years
- 02: Household with Kids 3-5 Years
- 03: Household with Kids 6-9 Years
- 04: Household with Kids 10-14 Years
- 05: Household with Kids 15-17 Years

Position in Household

Acxiom Germany > Demographics & Lifestage > Position in Household > ...

This element indicates the household position of a person.

- 01: Householder (FMCG)
- 02: Head of Household

Social Status

Acxiom Germany > Demographics & Lifestage > Social Status > ...

This element indicates the social status of a person.

- 03: Average Social Status (Group 3/5)
- 04: High Social Status (Group 4/5)
- 05: Very High Social Status (Group 5/5)



Consuming & Lifestyle

Charity

Acxiom Germany > Consuming & Lifestyle > Charity Cause > ...

This person is highly likely to donate to various causes and organisations.

- 01: Donates to Charitable Causes – General
- 02: Donates to Charitable Causes – Third World
- 03: Donates to Charitable Causes – Emergency Aid
- 04: Donates to Charitable Causes – Children Aid
- 05: Donates to Charitable Causes – Animal Welfare
- 06: Donates to Charitable Causes – Environment

Electricity

Acxiom Germany > Consuming & Lifestyle > Electricity > ...

This element indicates the energy consumption of a household.

- 01: Low Consumption of Electricity
- 02: Medium Consumption of Electricity
- 03: High Consumption of Electricity
- 04: Aim to Change Electricity Supplier
- 05: Strong Affinity for Green Electricity

Health Care

Acxiom Germany > Consuming & Lifestyle > Health Care > ...

This element indicates the affinity and consumption of health-related products.

- 01: OTC (Non-prescription Medicine) Buyer
- 02: Pharmacy Customers
- 03: Online Pharmacy Customers
- 04: Health-Conscious Dieters
- 05: Fitness Enthusiast
- 06: Homeopathy Disciples
- 07: Wellness Lovers
- 08: Vitamin Supplement Buyers
- 09: Healthy Nutrition
- 10: Vegans

Home & Living

Acxiom Germany > Consuming & Lifestyle > Home & Living > ...

This person is very likely to buy high-quality furniture.

- 01: Premium Furniture Buyers
- 02: Discount Furniture Buyers
- 03: Ikea Customers
- 04: Decorative Enthusiast



Interests & Hobbies

Acxiom Germany > Consuming & Lifestyle > Interests & Hobbies > ...

This element indicates the interests and hobbies of a person.

- 01: Travel
- 02: Soccer
- 03: Computers
- 04: Esotericism
- 05: Cooking/Baking
- 06: Puzzles
- 07: Gambling
- 08: Music Listening
- 09: Eating Out
- 10: Pub Visitors
- 11: Health & Fitness
- 12: Hiking/Walking
- 13: Outdoor Activities
- 14: Politics
- 15: Economy
- 16: Heavy Internet User
- 17: Latest Communication Technology Buyers
- 18: Green Living
- 19: Do-It-Yourself
- 20: Cultural Events (Opera, Theatre)
- 21: Gaming/E-Sports
- 22: Newspaper Reading
- 23: Fast Food Buyers
- 24: Sport Event Visitors
- 25: Riding a Bicycle
- 26: Sport Participants
- 27: Sports Betting

Digital Content

Acxiom Germany > Consuming & Lifestyle > Media > Digital Content > ...

This person is highly likely to have a subscription for this kind of digital content.

- 01: E-book Readers
- 02: Audio Streaming
- 03: Spotify
- 04: Apple Music

Internet Usage

Acxiom Germany > Consuming & Lifestyle > Media > Internet Usage > ...

This person is likely to use the Internet a certain amount of time a day.

- 01: Up to 1 hour
- 02: 1-3 Hours
- 03: 3 Hours and More

TV Reception

Acxiom Germany > Consuming & Lifestyle > Media > TV Reception > ...

This element indicates the TV type a person uses.

- 01: Cable TV
- 02: Satellite TV
- 03: Pay-TV
- 04: DVB-T2
- 05: Video Streaming

TV Genre

Acxiom Germany > Consuming & Lifestyle > Media > TV Genre > ...

This element indicates the TV genre a person likes to watch.

- 01: Sports
- 02: Action
- 03: Comedy
- 04: Drama
- 05: Thriller/Mystery
- 06: Kids Program

TV Viewership

Acxiom Germany > Consuming & Lifestyle > Media > TV Viewership > ...

This person is very likely to watch TV content aimed for this purpose.

- 01: Information-oriented
- 02: Entertainment-oriented

TV Time Per Day

Acxiom Germany > Consuming & Lifestyle > Media > TV Time Per Day > ...

This element indicates how much TV a person watches per day.

- 01: Very low – Less Than 100 minutes
- 02: Few – About 150 minutes
- 03: Average – About 200 minutes
- 04: Much – About 250 minutes
- 05: Very High – More Than 300 minutes

Pets

Acxiom Germany > Consuming & Lifestyle > Pets > ...

This person is highly likely to have a pet.

- 01: Dog
- 02: Cat
- 03: Hamster
- 04: Bird
- 05: Fish



Shopping

Acxiom Germany > Consuming & Lifestyle > Shopping > ...

This element indicates the shopping attitudes of a person.

- 01: Teleshopping via Phone
- 02: Mail Order via Catalogue
- 03: Mail Order
- 04: Online Buying
- 05: Online Bidding
- 06: Affluent Family Shoppers
- 07: Premium Brand Buyers
- 08: Cooking/Baking Products
- 09: Music Gifters
- 10: Coffee Buyers
- 11: Soft Drink Buyers
- 12: Energy Drink Buyers
- 13: Chocolate Lovers/Sweet Buyers
- 14: Young Urban Professionals
- 15: Loyalty Card Holders
- 16: Comparison Portal Users (check24)

Fashion

Acxiom Germany > Consuming & Lifestyle > Shopping > Fashion > ...

This person is highly likely to have a high spending on a specific kind of fashion.

- 01: Babies & Toddlers
- 02: Ladies' Fashion (General)
- 03: Men's Fashion (General)
- 04: Kid's Fashion
- 05: Fashion Web Shops
- 06: Shoes
- 07: Lingerie
- 08: Swimwear
- 09: Kid's Fashion for 0-2 Years
- 10: Kid's Fashion for 3-5 Years
- 11: Kid's Fashion for 6-9 Years
- 12: Kid's Fashion for 10-13 Years
- 13: Kid's Fashion for 14-19 Years

FMCG/CPG

Acxiom Germany > Consuming & Lifestyle > Shopping > FMCG/CPG > ...

This element indicates that a person highly likely has a high spending on specific FMCG/CPG goods.

- 01: Soft Drinks
- 02: Bakery Products
- 03: Beer
- 04: Spreads
- 05: Delicatessen
- 06: Fine Foods – Refrigerated
- 07: Fats & Oils
- 08: Yellow Line (Cheese Products) – Self-Service
- 09: Hot Drinks
- 10: Wet Finished Products (“Nassfertigprodukte”)
- 11: Ice Cream
- 12: Spirits
- 13: Confectionery
- 14: Frozen Food
- 15: Home Baking and Cooking Ingredients (“Trockenfertigprodukte”)
- 16: Wine & Sparkling Wine
- 17: Dairy Products
- 18: Sausages
- 19: Baby Food
- 20: Baby Care
- 21: Decorative Cosmetics
- 22: Health & Fitness Products
- 23: Hair Care
- 24: Household Goods
- 25: Household Paper & Foils
- 26: Care Cosmetics
- 27: Oral Care
- 28: OTC Goods
- 29: Paper Hygiene
- 30: Cleaning Agent
- 31: Animal Feed & Hygiene
- 32: Laundry Detergent
- 33: Fresh Food
- 34: Cheese From Counter

Store Preference

Acxiom Germany > Consuming & Lifestyle > Store Preference > ...

This cell indicates specific telco contract forms and an affinity towards smartphones.

- 01: Discounter (Aldi, Lidl etc.)
- 02: Supermarket (Edeka, Rewe etc.)
- 03: Hypermarket (Kaufland, HIT, Real etc.)



Retail

Acxiom Germany > Consuming & Lifestyle > Shopping > Retail > ...

This person is highly likely to have a high spending on specific retail goods.

- 01: Balcony & Terrace Owners
- 02: Outdoor Products
- 03: Amateur Gardeners
- 04: Toys & Children
- 05: Furniture & Interior Decoration
- 06: Jewellery
- 07: Premium Watches
- 08: Cosmetics & Body Care
- 09: Sport & Fitness
- 10: Consumer Electronics
- 11: DIY
- 12: White Goods
- 13: Gaming
- 14: Xbox
- 15: PlayStation
- 16: In-App/In-Game Buyers
- 17: Pet Accessories
- 18: Smartphone – Premium Model
- 19: Smartphone – Second Hand
- 20: Smart Home

Shopping Behaviour

Acxiom Germany > Consuming & Lifestyle > Shopping > Shopping Behaviour > ...

This element indicates the shopping behaviour this person most likely has.

- 01: Sale Shopper/Bargain Hunter
- 02: Price Conscious
- 03: Value Shoppers
- 04: Brand Loyal
- 05: Health & Environment Conscious
- 06: Green Consumers
- 07: Independent Brand Hunters
- 08: LOHAS
- 09: Early Adopters
- 10: Smartphone Switchers

Tech Spenders

Acxiom Germany > Consuming & Lifestyle > Tech Spenders > ...

This person is highly likely to spend above-average for technology.

- 01: Partial Empty Nesters
- 02: Tech Savvy Couples & Families
- 03: Young Affluent Households
- 04: Price Conscious Families

Telco

Acxiom Germany > Consuming & Lifestyle > Telco > ...

This cell indicates specific telco contract forms and an affinity towards smartphones.

- 01: Flat Rate User
- 02: Prepaid
- 03: Provider Changers
- 04: Smartphone Enthusiasts

Traveling

Acxiom Germany > Consuming & Lifestyle > Traveling > ...

This element indicates the travel habits of a person.

- 01: Frequent Flyer (Business Trips)
- 02: Frequent Flyer (Private Trips)
- 03: Long-haul Trips
- 04: Short Trips
- 05: Long Distance Trips
- 06: Short Distance Trips
- 07: City Trip
- 08: Cruise
- 09: Wellness Trip
- 10: Ski/Winter Sport Trip
- 11: Camping/Camper
- 12: Beach Vacation
- 13: Last Minute
- 14: Early Bookers



Finance

Banking

Acxiom Germany > Finance > Financial Services > Banking > ...

This element indicates which banking services a person highly likely uses.

- 01: Online Banking
- 02: Credit Cards
- 03: Loans
- 04: Home Owner (House)
- 05: Home Owner (Flat)
- 06: Mortgaging
- 07: Investments
- 08: Experienced Investor
- 09: Starting Investor
- 10: Shares, Certificates, Warrants
- 11: Gold
- 12: Offensive Investment Strategy
- 13: Defensive Investment Strategy
- 16: Charged Giro
- 17: Saver

Insurance

Acxiom Germany > Finance > Insurance > ...

This person is highly likely to have a certain insurance product.

- 01: Endowment Insurance
- 02: Direct Insurance
- 03: "Riesterrente"
- 04: Private Health Insurance ("PKV")
- 05: Private Supplementary Health Insurance
- 06: Statutory Health Insurance
- 07: Legal Expenses Insurance
- 08: Life Insurance
- 09: Annuity Insurance
- 10: Disability Insurance
- 12: Household Insurance
- 13: Fully Comprehensive Insurance



Geographic

City Type

Acxiom Germany > Geographic > City Type > ...

This element indicates the city type this person lives in.

- 01: Upper Centers in Agglomeration Regions
- 02: Middle Centers in Agglomeration Regions
- 03: Suburban Regions in Agglomeration Regions
- 04: Upper Centers in Urban Regions
- 05: Middle Centers in Urban Regions
- 06: Suburban Regions in Urban Regions
- 07: Upper Centers in Rural Regions
- 08: Middle Centers in Rural Regions
- 09: Suburban Regions in Rural Regions

Commuter Belt

Acxiom Germany > Geographic > Commuter Belt > ...

This person is highly likely to live in the high income commuter belt ("Speckguertel") of a central city.

- 01: Commuter Belt ("Speckguertel")

Street Type

Acxiom Germany > Geographic > Street Type > ...

This element indicates the street type this person lives in.

- 01: Residential Area with (almost) No Business Penetration
- 02: Residential Area with Some Business Penetration
- 03: Residential Area with Medium Business Penetration
- 04: Residential Area with High Business Penetration
- 05: Business Area

Town Bracket

Acxiom Germany > Geographic > Town Bracket > ...

This element indicates the size of the town a person lives in.

- 01: Less than 5,000 Inhabitants
- 02: 5,000 to 10,000 Inhabitants
- 03: 10,000 to 20,000 Inhabitants
- 04: 20,000 to 50,000 Inhabitants
- 05: 50,000 to 100,000 Inhabitants
- 06: 100,000 to 200,000 Inhabitants
- 07: 200,000 to 500,000 Inhabitants
- 08: More than 500,000 Inhabitants



Habitation & Real Estate

Age of Building

Acxiom Germany > Habitation/Real Estate > Age of Building > ...

This element indicates the age of the building a person lives in.

- 01: Age of Building – 1-7
- 02: Age of Building – 8-9
- 03: Age of Building – 10+

Age of Building (Year of Construction)

Acxiom Germany > Habitation/Real Estate > Age of Building > ...

This element indicates the year of construction of the building a person lives in.

- Built 1900 and Older
- Built 1901 to 1950
- Built 1951 to 1960
- Built 1961 to 1970
- Built 1971 to 1980
- Built 1981 to 1990
- Built 1991 to 2000
- Built 2001 to 2010
- Built 2010 and Younger

Building Condition

Acxiom Germany > Habitation/Real Estate > Building Condition > ...

This element indicates the condition of the house.

- 01: Newly Built
- 02: Renovated
- 03: Standard
- 04: Potential for Renovation

Connection to Gas Network

Acxiom Germany > Habitation/Real Estate > Connection to Gas Network > ...

This element indicates a possible connection to a gas network.

- 01: Connected to Gas Network
- 02: Probably Connected to Gas Network
- 03: Not Connected to Gas Network

DSL-Speed

Acxiom Germany > Habitation/Real Estate > DSL-Speed > ...

The building this person lives in is most likely connected with a specific DSL speed availability.

- 01: Minimum 2Mbit/s
- 02: Minimum 16Mbit/s
- 03: Minimum 50Mbit/s
- 04: Minimum 100Mbit/s
- 05: Minimum 250Mbit/s
- 06: Minimum 500Mbit/s
- 07: Minimum 1000Mbit/s

Garden

Acxiom Germany > Habitation/Real Estate > Garden > ...

This person is highly likely to live in a place with a garden.

- 01: Garden Owner – High Probability



Heating Affinity

Acxiom Germany > Consuming & Lifestyle > Heating Affinity > ...

This element indicates the heating affinity of a person.

- 01: Prefers Alternative Energies
- 03: Gas provider Switchers
- 04: Gas
- 05: Oil
- 06: Long-distance Heating
- 08: Wood Pellets
- 09: Geothermal Energy
- 10: Electricity
- 12: Alternative Heating (Geothermal, Solar, Pellets)

Home Moving Frequency

Acxiom Germany > Habitation/Real estate > Home Moving Frequency > ...

This element indicates the fluctuation of a building this person lives in.

- 01: Low Home Moving Frequency
- 02: Medium Home Moving Frequency
- 03: High Home Moving Frequency

Housing Type

Acxiom Germany > Habitation/Real Estate > Housing Type > ...

This person highly likely lives in a street dominated by a specific housing type.

- 01: Housing Type – 1-2 Family House
- 02: Housing Type – 3-5 Family House
- 03: Housing Type – 6-19 Family House
- 04: Housing Type – 20+ Family House
- 05: Special Houses (e.g. Business Use)

Interior Furnishing

Acxiom Germany > Habitation/Real Estate > Interior Furnishing > ...

This element indicates the Interior furnishing in the person's home:

- 01: Upscale/Luxury
- 02: Simple

Living Space

Acxiom Germany > Habitation/Real Estate > Living Space > ...

This element indicates the living space of a household.

- 01: Small Living Space Size in SQM
- 02: Medium Living Space Size in SQM
- 03: Large Living Space Size in SQM

Photovoltaics/Solar Energy

Acxiom Germany > Habitation/Real Estate > Photovoltaics/Solar energy > ...

This element indicates the affinity for photo-voltaic system for solar energy generation.

- 01: Has Photovoltaics
- 02: Potential for New Photovoltaics

Property Size

Acxiom Germany > Habitation/Real Estate > Property Size > ...

This element indicates the price level of the land area the person lives in.

- 01: Small Estate Area
- 02: Medium Estate Area
- 03: Large Estate Area

Real Estate Price

Acxiom Germany > Habitation/Real Estate > Real Estate Price > ...

This person is highly likely to live in a home with a specific real estate value.

- 01: Purchase Price: True Bargain Price
- 02: Purchase Price: Mid to Bargain Price
- 03: Purchase Price: Mid to High
- 04: Purchase Price: High

Rented

Acxiom Germany > Habitation/Real Estate > Rented > ...

This element indicates the rent per square meter of the place this person lives in.

- 01: Low Rent (Per SQM)
- 02: Medium Rent (Per SQM)
- 03: High Rent (Per SQM)

Rented or Owned

Acxiom Germany > Habitation/Real Estate > Rented or Owned > ...

This element indicates the residential property status of this person.

- 01: Rented
- 02: Owned
- 03: Intention to Buy a House



Income & Wealth

Affluency

Acxiom Germany > Income & Wealth > Affluency > ...

This household is highly to be affluent.

- 01: Affluent

Income

Acxiom Germany > Income & Wealth > Income > ...

This element indicates the monthly net income of a household.

- 01: Estimated Monthly Net Income 2.000 to 2.600 EURO
- 02: Estimated Monthly Net Income 2.600 to 3.600 EURO
- 03: Estimated Monthly Net Income 3.600 to 5.000 EURO
- 04: Estimated Monthly Net Income More than 5.000 EURO

Net Worth

Acxiom Germany > Income & Wealth > Net Worth > ...

This element indicates the net worth of a household.

- 01: Estimated Net Worth 25.000 to 50.000 EURO
- 02: Estimated Net Worth 50.000 to 100.000 EURO
- 03: Estimated Net Worth 100.000 to 250.000 EURO
- 04: Estimated Net Worth 250.000 EURO and more

Income – Granular Bands

Acxiom Germany > Income & Wealth > Income Granular > ...

This element indicates the monthly net income of a household.

- 01: Estimated Monthly Net Income below 500 EURO
- 02: Estimated Monthly Net Income 500 to 1.000 EURO
- 03: Estimated Monthly Net Income 1.000 to 1.500 EURO
- 04: Estimated Monthly Net Income 1.500 to 2.000 EURO
- 05: Estimated Monthly Net Income 2.000 to 2.500 EURO
- 06: Estimated Monthly Net Income 2.500 to 3.000 EURO
- 07: Estimated Monthly Net Income 3.000 to 3.500 EURO
- 08: Estimated Monthly Net Income 3.500 to 4.000 EURO
- 09: Estimated Monthly Net Income 4.000 to 4.500 EURO
- 10: Estimated Monthly Net Income 4.500 to 5.000 EURO
- 11: Estimated Monthly Net Income more than 5.000 EURO

Purchasing Power

Acxiom Germany > Income & Wealth > Purchasing Power > ...

This element indicates the purchasing power of a household.

- 03: Medium Purchasing Power
- 04: High Purchasing Power
- 05: Very High Purchasing Power



Segmentations

Personicx Segmentation

Acxiom Germany > Segmentations > Personicx > ...

This person most likely belongs to a specific Personicx™ segment.

- 01: JSN – Young & Career Entry
- 02: DSH – Midlife-Single & Well-situated
- 03: JKN – Single Parent & Standard Lifestyle
- 04: JKH – Young & In Training
- 05: JPM – Childless & Active
- 06: MSN – Midlife Single & Standard Lifestyle
- 07: DKN – Family & Standard Lifestyle
- 08: MFH – Midlife Plus & Top-situated
- 09: DFM – Young Family & Middle Class
- 10: MKH – Adult Family & Established
- 11: MPH – Midlife Plus & Consumption
- 12: ZON – Young Seniors & Standard Lifestyle
- 13: SON – Sunset Years & Standard Lifestyle
- 14: SPH – Golden Retirement & Active

SIGMA-Milieus

Acxiom Germany > Segmentations > SIGMA-Milieus > ...

This person most likely belongs to a specific Sigma-Milieu.

- 01 “Etabliertes Milieu”
(Upper Conservative Segment)
- 02 “Traditionelles bürgerliches Milieu” (Traditional Mainstream)
- 03 “Traditionelles Arbeitermilieu”
(Traditional Blue Collar Segment)
- 04 “Konsummaterialistisches Milieu”
(Pragmatic Strivers)
- 05 “Aufstiegsorientiertes Milieu”
(Social Climber Segment)
- 06 “Modernes bürgerliches Milieu”
(Conventional Modern Mainstream)
- 07 “Modernes Arbeitnehmermilieu”
(Progressive Modern Mainstream)
- 08 “Liberal-Intellektuelles Milieu”
(Upper Liberal Segment)
- 09 “Hedonistisches Milieu”
(Counter Culture)
- 10 “Postmodernes Milieu”
(Postmodern Segment)



Sustainability

Automobility – Automotive Type

Acxiom Germany > Sustainability > Automobility > Automotive-Type >...

This household is highly likely to drive a specific automotive type.

- 01: Low Emission Value
- 02: High Emission Value
- 03: Electric
- 04: Hybrid
- 05: Bivalent/Gas
- 06: Diesel

Automobility – Annual Mileage

Acxiom Germany > Sustainability > Automobility > Annual Mileage >...

This household is highly likely to have a certain annual mileage.

- 01: Annual Mileage Extremely Low
- 02: Annual Mileage Low
- 03: Annual Mileage Slightly Below Average
- 04: Annual Mileage Average
- 05: Annual Mileage Slightly Above Average
- 06: Annual Mileage High
- 07: Annual Mileage Extremely High

Automobility – Driver

Acxiom Germany > Sustainability > Automobility > Driver >...

This element indicates some aspects of the usage behaviour of a car driver.

- 01: Driver's License
- 02: Car Sharing

Automobility – Charging Station

Acxiom Germany > Sustainability > Automobility > Charging Station >...

This household is highly likely to have a charging station for electric cars within 1000M of their home.

- 01: Charging Station within 1000M

Automobility – Car Density

Acxiom Germany > Sustainability > Automobility > Car-Density >...

This person is highly likely to live in a surrounding with a specific density of privately owned cars, meaning that the average number of cars per household is very low/medium/high.

- 01: Low Density of Privately Owned Cars
- 02: Medium Density of Privately Owned Cars
- 03: High Density of Privately Owned Cars

Automobility – Horse Power

Acxiom Germany > Sustainability > Automobility > Horse Power >...

Engine capacity of the car this household highly likely drives.

- 01: High Engine Capacity
- 02: Low Engine Capacity

**Automobility – Development of Car Registration****Acxiom Germany > Sustainability > Automobility > Development of Car Registration >...**

This household is highly likely to live in an area with a certain development of car registration.

- All Cars > 01: Strongly Decreased
- All Cars > 02: Moderate or No Change
- All Cars > 03: Strongly Increased
- Electric Cars > 01: Strongly Decreased
- Electric Cars > 02: Moderate or No Change
- Electric Cars > 03: Strongly Increased
- Hybrids Excluding Plug Ins > 01: Strongly Decreased
- Hybrids Excluding Plug Ins > 02: Moderate or No Change
- Hybrids Excluding Plug Ins > 03: Strongly Increased
- Hybrids Including Plug Ins > 01: Strongly Decreased
- Hybrids Including Plug Ins > 02: Moderate or No Change
- Hybrids Including Plug Ins > 03: Strongly Increased
- Low Emissions (EURO5) > 01: Strongly Decreased
- Low Emissions (EURO5) > 02: Moderate or No Change
- Low Emissions (EURO5) > 03: Strongly Increased
- Very Low Emissions (EURO6) > 01: Strongly Decreased
- Very Low Emissions (EURO6) > 02: Moderate or No Change
- Very Low Emissions (EURO6) > 03: Strongly Increased

Mobility Segmentation**Acxiom Germany > Sustainability > Mobility > Mobility Segmentation >...**

This element indicates the mobility segmentation of a person.

- 01: Active Ecoconscious
- 02: Public Transportation
- 03: Home Sweet Home
- 04: Multi-Mobile
- 05: Love My Car

Home – Housing Type**Acxiom Germany > Sustainability > Home > Housing Type >...**

This person highly likely lives in a street dominated by a specific housing type.

- 01: Housing Type 1-2 Family House
- 02: Housing Type 3-5 Family House
- 03: Housing Type 6-19 Family House
- 04: Housing Type 20+ Family House
- 05: Special Houses (e.g. Business Use)

Home – Estate Size**Acxiom Germany > Sustainability > Home > Estate Size >...**

This element indicates the price level of the land area the person lives in.

- 01: Small Estate Area
- 02: Medium Estate Area
- 03: Large Estate Area

Home – Age of Building**Acxiom Germany > Sustainability > Home > Age of Building >...**

This element indicates the age of the building a person lives in.

- 01: Age of Building 1-7
- 02: New Building area
- 03: Age of Building 8-9
- 04: Age of Building 10+

Home – Ownership**Acxiom Germany > Sustainability > Home > Ownership >...**

This element indicates the residential property status of this person.

- 01: Rented
- 02: Owned

Home – Habitation or Business**Acxiom Germany > Sustainability > Home > Habitation or Business > ...**

This person highly likely lives in a habitation or business area.

- 01: Building Used for Habitation Only
- 02: Building Used for Habitation and Business

Home – Living Space**Acxiom Germany > Sustainability > Home > Living Space >...**

This element indicates the living space of a person.

- 01: Small Living Space Size in SQM
- 02: Medium Living Space Size in SQM
- 03: Large Living Space Size in SQM

Home Energy & Water – Electricity Source**Acxiom Germany > Sustainability > Home Energy & Water > Electricity Source >...**

This element indicates the electricity affinity of a person.

- 01: Strong Affinity for Green Electricity
- 02: Aim to Change Electricity Supplier

**Home Energy & Water – Energy Consumption****Acxiom Germany > Sustainability > Home Energy & Water > Energy Consumption > ...**

This element indicates the energy consumption of a person.

- 01: Low Consumption of Electricity
- 02: Medium Consumption of Electricity
- 03: High Consumption of Electricity
- 04: Smart Home

Home Energy & Water – Gas**Acxiom Germany > Sustainability > Home Energy & Water > Gas >...**

This element indicates if the person is connected to the gas network.

- 01: Connected to Gas Network
- 02: Probably Connected to Gas Network
- 03: Not Connected to Gas Network

Home Energy & Water – Heating Demand**Acxiom Germany > Sustainability > Home Energy & Water > Heating Demand >...**

This element indicates the heating demand of a person.

- 01: Heat Demand Low
- 02: Heat Demand Medium
- 03: Heat Demand High
- 04: Heating Costs Low
- 05: Heating Costs Medium
- 06: Heating Costs High
- 07: Terrain Heights up to 50 M
- 08: Terrain Heights 50 up to 200 M
- 09: Terrain Heights 200 up to 400 M
- 10: Terrain Heights Higher than 400 M

Home Energy & Water – Heating System**Acxiom Germany > Sustainability > Home Energy & Water > Heating System >...**

This element indicates the age of the heating system a person uses.

- 01: Age of Heating System: Young
- 02: Age of Heating System: Medium
- 03: Age of Heating System: Older

Home Energy & Water – Photovoltaic**Acxiom Germany > Sustainability > Home Energy & Water > Photovoltaic >...**

This element indicates the affinity/ability for photovoltaic system for solar energy generation.

- 01: Has Photovoltaics
- 02: Potential for New Photovoltaics
- 03: Medium Rooftop Area Angled South
- 04: Large Rooftop Area Angled South

Food & Groceries – Store Preference**Acxiom Germany > Sustainability > Food & Groceries > Store Preference >...**

This element indicates the store preference of a person.

- 01: Discounter (Aldi, Lidl etc.)
- 02: Supermarket (Edeka, Rewe etc.)
- 03: Hypermarket (Kaufland, HIT, Real etc.)

Food & Groceries – Food Preferences**Acxiom Germany > Sustainability > Food & Groceries > Food Preferences >...**

This element indicates the food preferences of a person.

- 01: Vegans
- 02: Vegetarians

Food & Groceries – Organic Purchasing Power**Acxiom Germany > Sustainability > Food & Groceries > Organic Purchasing Power >...**

This element indicates the organic purchasing power of a person.

- 01: High Organic Purchasing Power

Consuming & Lifestyle**Acxiom Germany > Sustainability > Consuming & Lifestyle >...**

This person is highly likely to be interested in green living.

- 01: Green Living

Consuming & Lifestyle – Refurbish**Acxiom Germany > Sustainability > Consuming & Lifestyle > Refurbish >...**

This person is highly likely to buy second hand or refurbished smartphones.

- 01: Smartphone – Second Hand

Finance – Investments**Acxiom Germany > Sustainability > Finance > Investments >...**

This person is highly likely to make an investment.

- 01: Investments
- 02: Experienced Investor
- 03: Starting Investor

Finance – Donations**Acxiom Germany > Sustainability > Finance > Donations >...**

This person is highly likely to donate to various causes and organisations.

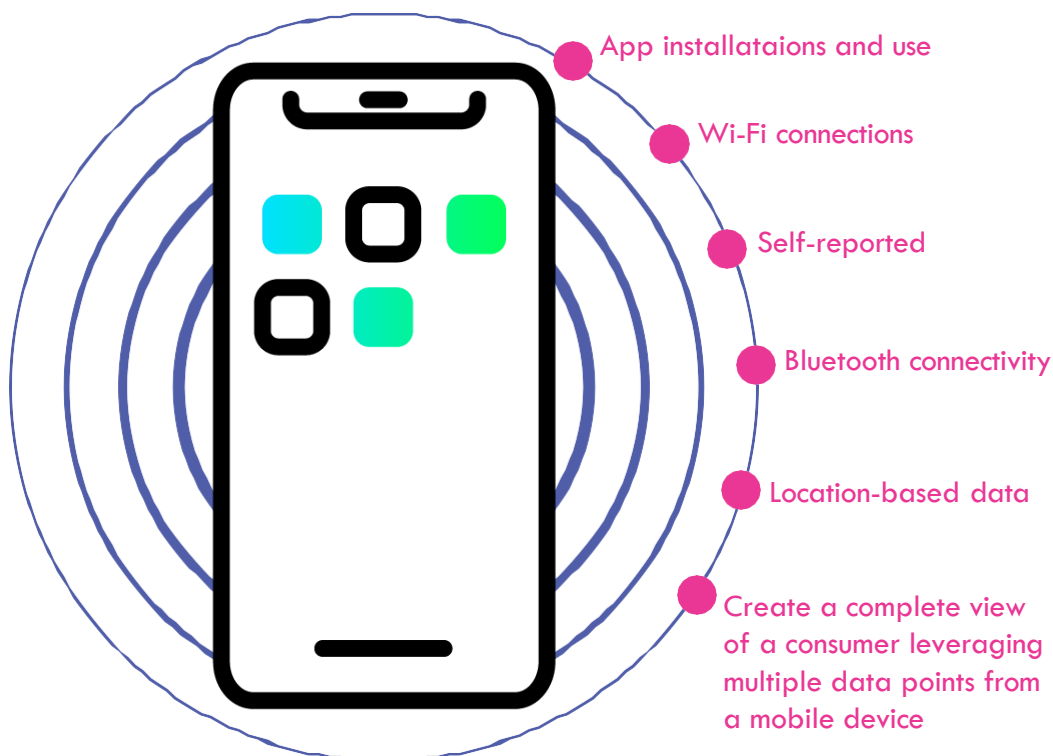
- 01: Environment
- 02: Animal Welfare



Acxiom Mobile – highly personalised marketing from 100% mobile device insights

With nearly 5 billion cell phones in use*, mobile devices serve as highly accurate and insightful proxies for the world's 7.73 billion people.**

Acxiom Mobile blends behaviour information from millions of mobile devices — app installations, in-app self-reported and usage data, Bluetooth and Wi-Fi connections plus location data to build composite personas that suggest people's current needs, interests and affiliations. When behaviours from millions of apps are analysed, a **complete view of audiences emerge by leveraging multiple mobile data points**, resulting in highly-focused marketing opportunities.



* Number of mobile phone users worldwide

** Population Media Center



Automotive

Acxiom Mobile – DE > Automotive > Vehicle Ownership >...

- Brand > Audi
- Brand > BMW
- Brand > Ford
- Brand > Hyundai
- Brand > Jeep
- Brand > Kia
- Brand > Mazda
- Brand > Mercedes-Benz
- Brand > Toyota
- Foreign Cars
- Hybrids & Electric
- Intent
- Luxury Cars

Career & Employment

Acxiom Mobile - DE > Career & Employment >

- Interest

Demographics - Finance

Acxiom Mobile – DE > Demographics > Finance > ...

- Age Group > 18-24
- Age Group > 25-34
- Age Group > 35-44
- Age Group > 45-54
- Age Group > 55+
- Family Flag > New Parents > New Dads
- Family Flag > New Parents > New Moms
- Family Flag > Parents > Dads
- Family Flag > Parents > Moms
- Affordability > High
- Affordability > Highest
- Affordability > Moderate
- Affordability > Moderately Low
- Affordability > Modest
- Business > Business Owner
- Business > Business Professional
- Home Ownership
- Home Ownership > Mortgage

Demographics - Gender

Acxiom Mobile – DE > Demographics > Gender > ...

- Female
- Male

Demographics – Marital Status

Acxiom Mobile – DE > Demographics > Marital Status > ...

- Recently Engaged > Brides To Be
- Recently Engaged > Grooms To Be
- Recently Engaged
- Marital Status > Recently Married
- Marital Status > Single

Device Ownership

Acxiom Mobile - DE > Device Ownership >...

- Computers
- Fitness > FitBit
- Fitness > Garmin
- Gaming consoles > Nintendo
- Gaming consoles > PlayStation
- Gaming consoles > xBox
- Music Accessories > Apple AirPods
- Music Accessories > Beats
- Music Accessories > Bose
- Music Accessories > JBL
- Smart home > Alexa
- Smart home > Google Home
- Smartphones > Android > High End
- Smartphones > Android > Low End
- Smartphones > Google
- Smartphones > HTC
- Smartphones > Huawei
- Smartphones > iOS (Apple)
- Smartphones > iOS (Apple) > iPhone 11
- Smartphones > iOS (Apple) > iPhone X
- Smartphones > Lenovo
- Smartphones > LG
- Smartphones > Motorola
- Smartphones > Nokia
- Smartphones > OnePlus
- Smartphones > Oppo
- Smartphones > Samsung
- Smartphones > Samsung > Galaxy 8
- Smartphones > Samsung > Galaxy 9
- Smartphones > Sony
- Smartphones > TCT
- Smartphones > Vivo
- Smartphones > Xiaomi
- Smartphones > ZTE
- SmartTVs
- SmartTVs > LG
- SmartTVs > Panasonic
- SmartTVs > Samsung
- SmartTVs > Sony
- Tablets > iOS (Apple)
- Tablets > iOS (Apple) > iPad PRO



Education

Acxiom Mobile - DE > Education >...

- Interest
- Kids
- Language Learning
- School
- Tech

Entertainment

Acxiom Mobile - DE > Entertainment >...

- Movie Goers > Interest
- Music Lovers
- Music Lovers > Apple Music
- Music Lovers > Spotify
- Radio streamers
- Video streamers
- Video streamers > Amazon Prime
- Video streamers > Disney+
- Video streamers > Netflix

Financial Services

Acxiom Mobile - DE > Financial Services >...

- Banking
- Digital Payments > Google Wallet
- Digital Payments > Paypal
- Digital Payments > Samsung Pay
- Insurance and Financial Planning
- Investments and Trading Stocks

Food

Acxiom Mobile - DE > Food >...

- Coffee & Tea
- Cooking
- Delivery
- Delivery > Brand > Deliveroo
- Delivery > Brand > Just Eat
- Delivery > Brand > Uber Eats
- Interest
- Restaurant
- Restaurant > Brand > Burger King
- Restaurant > Brand > Dominos Pizza
- Restaurant > Brand > KFC
- Restaurant > Brand > McDonalds
- Restaurant > Brand > Starbucks
- Restaurant > Style > Burgers
- Restaurant > Style > Coffee & Tea
- Restaurant > Style > Desserts
- Restaurant > Style > Pizza
- Restaurant > Style > QSR

Gamers

Acxiom Mobile – DE > Gamers > Online>...

- Action
- Casual Online Gaming
- eSports
- Multi-player
- Puzzle
- RPG
- Users

Hobbies

Acxiom Mobile – DE > Hobbies >...

- Baking & Cooking
- Books & Magazines
- Fitness
- Painting & Drawing
- Photography
- Singing
- Tickets
- Video Editing
- Writing & Editing

InApp Activity

Acxiom Mobile – DE > InApp Activity >...

- Purchase

Location

Acxiom Mobile – DE > Location >...

- Food > Restaurants
- Shopping > Visitors
- Travel > Airports
- Travel > Hotels

News & Current Events

Acxiom Mobile – DE > News & Current Events >...

- Enthusiastics
- Finance News



Shopping - Behavioural

Acxiom Mobile – DE > Shopping > Behavioural >...

- Activewear
- Arts and Crafts
- Beauty Products
- Bicycles
- Big Box
- Book Stores
- Cars
- Children Toys & Clothes
- Coffee Shops
- Consumer Electronics
- Fashion
- Food & Beverage
- Holiday Shopping
- Home Improvement
- Luxury Fashion
- Luxury Goods
- Pet Owners and Pet Stores
- Pharmacy Shoppers
- Value Conscious

Shopping – Ecommerce

Acxiom Mobile – DE > Shopping > Ecommerce >...

- Alibaba
- Amazon
- eBay
- Geek
- Groupon
- Letgo
- Wish

Social Media

Acxiom Mobile – DE > Social Media >...

- Dating
- Messaging
- Social Networks

Sports

Acxiom Mobile – DE > Sports >...

- American Football > Fans
- American Football > NCAA College Football
- American Football > NFL National Football League
- Baseball
- Basketball > Fans
- Basketball > NBA National Basketball Association
- Boxing
- Campers & Hikers
- Cricket
- Cyclists

Sports cont.

Acxiom Mobile – DE > Sports >...

- Extreme Sports
- Fans
- Fantasy Sports
- Fishing
- Golf
- Gym
- Hockey
- Hunting
- March Madness
- Martial Arts
- Motor Sports > Fans
- Rugby
- Running
- Skiing & Snowboarding
- Soccer
- Tennis
- UFC Fans
- Water Sports > Boating
- Water Sports > Swimming
- Wrestling
- Yoga & Pilates

Subscribers

Acxiom Mobile – DE > Subscribers >...

- Intl Mobile Carriers > Germany
- Old Phones

Transportation

Acxiom Mobile – DE > Transportation >...

- Automotive > Parking
- Automotive > Ridesharing > Bikes
- Automotive > Ridesharing > Drivers
- Automotive > Ridesharing > Riders
- Automotive > Ridesharing > Users
- Public Transportation > Taxies
- Public Transportation > Trains
- Public Transportation > Users
- Public Transportation > Work Commuters

Travel

Acxiom Mobile – DE > Travel >...

- Activity > Business Travelers
- Activity > Cruise Travelers
- Activity > Road Trippers
- Activity > Ski Travelers
- Activity > US Theme Parks



Travel cont.

Acxiom Mobile – DE > Travel >...

- Airlines > Air France
- Airlines > British Airways
- Airlines > Delta
- Airlines > KLM
- Airlines > Lufthansa
- Airlines > Ryanair
- Airlines > Swiss
- Airlines > Turkish Airlines
- Airlines > United Airlines
- Airlines > Users
- Car Rentals
- Car Rentals > Sixt
- Destination > Country > Australia Travelers
- Destination > Country > Canada Travelers
- Destination > Country > France Travelers
- Destination > Country > Japan Travelers
- Destination > Country > Mexico Travelers
- Destination > Country > UK Travelers
- Destination > Country > US Travelers
- Destination > Eastern Europe Travelers
- Destination > Exotic Destination
- Destination > International Travelers
- Destination > International Travelers > Frequent Travelers
- Destination > Latin America Travelers
- Destination > Luxury Travel
- Destination > US Resort
- Destination > Western Europe Travelers
- Hotels > Luxury Hotels
- Hotels > Users
- Hotels > Value Hotels
- Travel > Interest
- OTA > Booking.com
- OTA > Expedia
- OTA > Kayak
- OTA > Trivago
- OTA > Users
- Vacation Rentals > Airbnb
- Vacation Rentals > HomeAway
- Vacation Rentals > Users



Acxiom Semantic Audiences

Understanding people on their own terms

Imagine being able to reach your desired audiences with precision and scale, all while remaining privacy-compliant. With Acxiom Semantic Audiences, this is possible because you literally understand people on their own terms. Acxiom Semantic Audiences goes beyond the capabilities of traditional, behavioural marketing methods. Advertisers are free of taxonomic boundaries and are on point to capture their ideal audience's affinities in real time.

How do Acxiom Semantic Audiences work?

They first analyse an entire piece of web-based content being viewed using natural language processing (NLP) to identify the most important words and phrases. By visualising these terms, along with other relevant pieces of context, the Semantics algorithm understands the meaning and sentiment of the piece. When a person views a page in real time, you can understand the most significant words and phrases, allowing you to know what is important to that user right now. From those pages of content, the semantics insights are appended into a real-time anonymous cookie persona. Each persona is appended to a weighted keyword cloud and stored in a database used to build audiences.

Semantic Syndicated Audiences

With Acxiom Syndicated Audiences you can choose from pre-defined and high-value audiences that are available for instant activation on major destinations. Or contact us to push campaign audiences to you exclusively.

Acxiom Semantic Syndicated Audiences revolve around behaviour on the users' devices to understand core characteristics and predict purchase intent. Semantic Audiences are refreshed weekly to ensure the audiences are up to date, i.e., removing people no longer in-market and who no longer exhibit the desired behaviour, people who, for example, went ahead and bought a new car.



Highly Likely Investor

Acxiom Semantic Syndicated > DE > Highly Likely Investor

In Market

Acxiom Semantic Syndicated > DE > In Market >...

- Interest in > Electric Vehicles
- Car Buyer
- Home Buyer
- Insurance
- Movers
- Recent Graduate (Job Seeker)
- Retirement
- Wedding

Traveler

Acxiom Semantic Syndicated > DE > Traveler >...

- International Traveler
- Leisure Traveler

Presence of Children

Acxiom Semantic Syndicated > DE > Presence of Children >...

- Going to College
- Newborn & Toddlers
- School Age

Seasonal

Acxiom Semantic Syndicated > DE > Seasonal >...

- Birthday Celebration Shoppers
- Father's Day Shoppers
- Halloween Shoppers
- Holiday Shoppers
- Mother's Day Shoppers
- New Year's Eve Shoppers
- Easter Shoppers
- Black Friday/Cyber Monday Shoppers

Seasonal cont.

Acxiom Semantic Syndicated > DE > Seasonal > ...

- Summer Holidays Shoppers
- Valentine's Day Shoppers

Small Business Owner

Acxiom Semantic Syndicated > DE > Small Business Owner

Food Delivery

Acxiom Semantic Syndicated > DE > Uses Food Delivery Services

Streaming Services

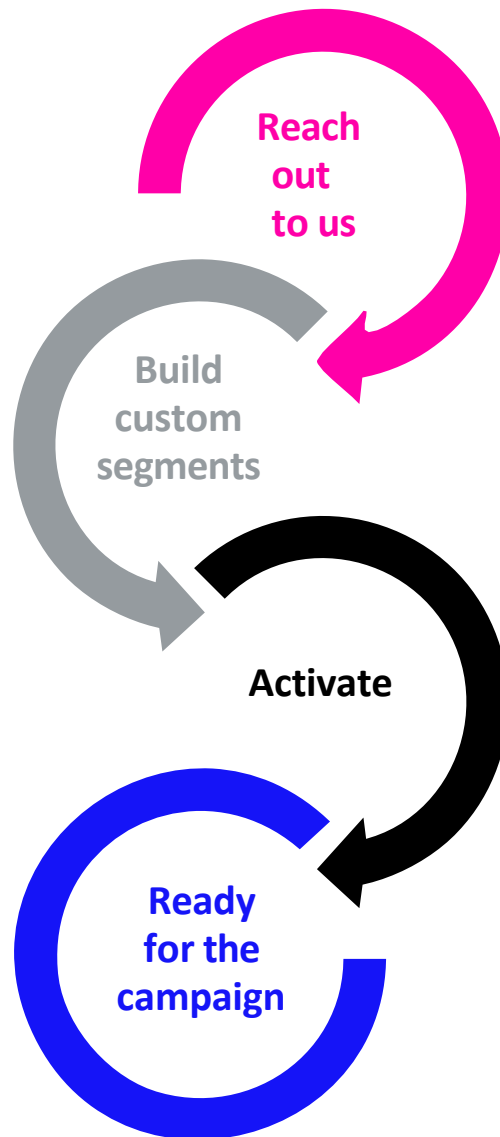
Acxiom Semantic Syndicated > DE > Uses Streaming Services >...

- In market to switch

Data Guru

Analysis, consulting and audience upload – single stop!

Do you require data expertise, or need to resolve a query regarding to our data?



To learn more

about how Acxiom can work with you, contact dataguru_DE@acxiom.com or call us at +49 (0) 69 589962 746.

[acxiom.de](https://www.acxiom.de)

ACXIOM

ΛCXIOM