



# Email Marketing Targeting Options

## GEOGRAPHIC TARGETING

- Zip Code
- DMA (Designated Market Area)
- MSA (Metropolitan Statistical Area)
- City
- County
- State

## DEMOGRAPHIC TARGETING

### Gender

- Female
- Male
- Non-Binary

### Age

- 18-20
- 21-24
- 25-29
- 30-34
- 35-39
- 40-44
- 45-49
- 50-54
- 55-59
- 60-64
- 65-69
- 70-74
- 75-79
- 80+

### Household Income

- \$0 - \$19,999
- \$20,000 - \$29,999
- \$30,000 - \$39,999
- \$40,000 - \$49,999
- \$50,000 - \$59,999
- \$60,000 - \$69,999
- \$70,000 - \$79,999
- \$80,000 - \$89,999
- \$90,000 - \$99,999
- \$100,000 - \$249,999
- \$250,000 - \$499,999
- \$500,000 - \$749,999
- \$750,000 - \$999,999
- \$1,000,000+

### Presence of Children in Home

- 0-5 Years
- 6-11 Years
- 12-13 Years
- 14-18 Years
- 18+ Student
- Yes - Age is Unknown
- No Children

### Ethnicity/Language

- African American
- Chinese
- English
- Filipino
- French
- German
- Greek
- Hispanic/Spanish Speaking
- Indian
- Irish
- Italian
- Japanese

### Religion

- Buddhist
- Catholic
- Eastern Orthodox
- Greek Orthodox
- Hindu
- Islamic
- Jewish
- Lutheran
- Mormon
- Protestant
- Shinto
- Siku

# Email Marketing Targeting Options

## LIFESTYLE SELECTS TARGETING

### Ailment Awareness\*

- Acne
- ADHD
- Allergies
- Anxiety
- Arthritis
- Asthma
- Autism/PDD
- Back Pain
- Baldness
- Bipolar
- Bladder
- Blood Pressure
- Bowel
- Breast
- Cholesterol
- Chronic Pain
- Cold & Flu
- Dental Care
- Diabetes
- Gray Hair
- Gum/Teeth
- Headaches
- Hearing & Ear
- Heart
- Heartburn
- Hyperhidrosis
- Insomnia
- Lung
- Medications
- Memory
- Menopause
- Men's Health
- Migraine
- Nail Fungus
- Neurological
- Overweight
- Psoriasis
- Rash
- Sexual
- Sinus
- Skin
- Stomach
- Underweight
- Varicose Vein
- Vision
- Warts
- Women's Health

### Credit Level

- Poor Credit: 0 - 599
- Fair Credit: 600 - 649
- Good Credit: 650 - 749
- Excellent Credit: 750+

### Education

- Attended Vocational/Technical
- Completed Graduate School
- Completed High School/High School Grad

### Donors & Philanthropy

- Animal Welfare
- Charity Interest
- Child Welfare
- Environmental
- Humanitarian
- Military
- Political Causes/Party
- Religious

### Health & Fitness

- Acupuncture
- Alternative/Holistic
- Cross Training
- Cycling/Biking
- Dieting/Weightloss
- Group Fitness
- Healthy Cooking
- Herbal Supplements
- Massage Therapy
- Organic Foods
- Pilates
- Racquetball
- Running
- Swimming
- Vitamin Users
- Weight Training
- Yoga

### Home Details

- Homeowner
- Renter
- Home Office Indicator
- Swimming Pool
- Homeowner > 5 Years

### Home Market Value

- \$1K - \$25K
- \$25K - \$50K
- \$50K - \$75K
- \$75K - \$100K
- \$100K - \$125K
- \$125K - \$150K
- \$150K - \$199K
- \$200K - \$299K
- \$300K - \$399K
- \$400K - \$499K
- \$500K - \$599K
- \$600K - \$699K
- \$700K - \$799K
- \$800K - \$899K
- \$900K - \$999K
- \$1,000,000+

### Investment Interest

- Stocks
- Options
- Forex
- Crypto
- Mutual Funds

### Lifestyle

- College Graduates
- Divorced
- Empty Nesters
- Grandparents
- Green Households
- High Tech Households
- Interest In Cannabis Or Marijuana Or CBD
- Luxury Living
- Married
- New College Students
- Pet Owner
- Single
- Widowed

\*In-Market Email Targeting cannot be used for health and ailment-related targeting.

## LIFESTYLE SELECTS TARGETING CONT.

### Lifestyle Changes

- Expecting Parents
- New Home Owners
- New Movers
- Newly Engaged
- Newly Weds

### Net Worth

- Net Worth: \$250K+
- Net Worth: \$500K+
- Net Worth: \$750K+
- Net Worth: \$1MM+
- Net Worth: \$5MM+
- Net Worth: \$10MM+

### Property Type

- Apartment
- Condo
- Mobile Home
- Residential
- Suite

### Travel

- Business Travel
- Casino Travel
- Cruise
- Destination Travel
- Domestic Travel
- Family Vacations
- Frequent Flyer
- International Travel
- Timeshare Owners
- Travel by RV

### Political Affiliation

- Democratic Party
- Republican Party
- Independent/No Party Affiliation

### Occupation

- Barbers, Hairdressers, and Cosmetologists
- Building Maintenance
- Blue Collar
- Child & Personal Care
- Clergy
- C-Level Executives
- Construction
- Decision Makers
- Dentists
- Doctors
- Electricians
- Event Planners
- First Responders
- Fitness & Aerobic Instructor
- Food Prep/Cookes & Servers
- Government
- Job Seekers/Unemployed
- Law Enforcement
- Lawyers/Legal
- Medical
- Medium Business Owner
- Military
- Nurses
- Pet Groomers
- Pharmacists
- Plumbers
- Professional
- Radiologic (X-Ray) Technicians
- Retired
- Roofers
- Self Employed
- Small Business Owner
- Student
- Teacher
- Travel Agent
- Veterinarians
- White Collar

## CONSUMER INTERESTS TARGETING

### Books & Magazines

- Children's
- Classics
- Devotional
- Entertainment
- Fashion
- Fiction
- History
- Home & Garden
- Investing/Finance
- Music
- Non-Fiction
- Parenting
- Pets/Animals
- Romance
- Sports
- Travel

### Collectors

- Antiques
- Cards
- Cars
- Coins
- Comic
- Books
- Dolls
- Figurines
- Film Memorabilia
- Jewelry
- Music Memorabilia
- Plates
- Sports Memorabilia
- Stamps

### Intenders of

- In-Market: Apartment Rental
- In-Market: Higher Education
- In-Market: New Home Purchase
- In-Market: Electrical
- In-Market: HVAC
- In-Market: Plumbing

## CONSUMER INTERESTS TARGETING CONT.

### Consumer Interests

- Arts & Crafts
- Astrology
- Auto Repair
- Baking
- Beauty
- Boating
- Child Development
- Cigars
- Collectables
- Comedy
- Coupons & Promotions
- Crossword Puzzles
- Dance
- Dating
- Decorating
- Do It Yourself Projects
- Education
- Employment
- Entertainment/Arts
- Equestrianism
- Events
- Extreme Adventure
- Fashion
- Festivals
- Films
- Finance
- Firearm Purchase Or Ownership
- Info Seeker
- Fishing
- Fitness
- Food & Wine Enthusiasts
- Gambling
- Gardening
- Genealogy
- Gourmet Cooking
- Health
- Home Improvement
- Hunting
- Instruments
- Interactive Games

### Consumer Interests Cont.

- Interest In Pregnancy Or Infant Care
- Investors
- Knitting
- Live Entertainment
- Live Music
- Live Performance
- Local Media
- Mobile Apps
- Movie Goers
- Music
- Musical Instruments
- Mythology
- Nature
- News
- Outdoors
- Painting
- Pet Owners
- Photography
- Politics
- Quilting
- Reading
- Real Estate
- Reality Tv
- Scrapbooking
- Seminars
- Sewing
- Social Networking
- Sports
- Super Natural
- Surveys
- Technology
- Theater
- Travel Enthusiasts
- Video Games
- Volunteering
- Wine Tasting
- Woodworking
- Writing

### Outdoor Activities

- Backpacking
- Outdoor Concerts
- Rock Climbing
- Snowboarding
- Snowmobiling
- Surfing
- Trail Running/Walking
- White Water Rafting

### Shopping Interests

- Apparel
- Books
- Children Products
- Collectibles
- Dining Out
- Electronics
- Gifts
- Gourmet Foods
- Groceries
- Health & Beauty
- High-end Fashion
- Home Furnishings
- Household Goods
- Jewelry
- Magazines
- Mail Order Buyers
- Membership Clubs
- Online Buyers
- Pet Products

### Sports

- Baseball
- Basketball
- Biking
- Boating
- Camping
- Canoe/Kayak
- Collectors
- College Sports
- Extreme Sports
- Fantasy Sports
- Football
- Golf
- Hiking
- Hockey
- Horse Racing
- NASCAR
- Skiing
- Soccer
- Tennis

## AUTOMOTIVE SELECTS TARGETING

### Automotive Owners/Intenders

- ATVS
- Auto Intender
- Auto Owner
- Boats
- In-Market: Automobile (New)
- In-Market: Automobile (Used)
- Lease Expiration
- Motorcycles
- RV
- Teen Driver in Home

### Auto Owners - Make

- Acura
- Alfa Romeo
- Am General
- Amc
- American Motors (Amc)
- Aston Martin
- Audi
- Bentley
- Bmw
- Buick
- Cadillac
- Chevrolet
- Chrysler
- Daewoo
- Daihatsu
- Datsun
- Delorean
- Dodge
- Eagle
- Ferrari
- Fiat
- Fisker
- Ford
- Genesis
- Geo
- Gmc
- Honda
- Hummer
- Hummer

### Auto Owners - Make Cont.

- Hyundai
- Infiniti
- Isuzu
- Jaguar
- Jeep
- Kia
- Lamborghini
- Land Rover
- Lexus
- Lincoln
- Lotus
- Maserati
- Maybach
- Mazda
- McLaren
- Mercedes-Benz
- Mercury
- Merkur
- Mini
- Mitsubishi
- Nissan
- Oldsmobile
- Peugeot
- Pininfarina
- Plymouth
- Pontiac
- Porsche
- Ram
- Renault
- Rolls-Royce
- Saab
- Saturn
- Scion
- Smart
- Subaru
- Suzuki
- Tesla
- Toyota
- Unknown
- Volkswagen
- Volvo

### Auto Owners - Year

- 1980
- 1981
- 1982
- 1983
- 1984
- 1985
- 1986
- 1987
- 1988
- 1989
- 1990
- 1991
- 1992
- 1993
- 1994
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- 2015
- 2016
- 2017
- 2018
- 2019
- 2020
- 2021
- 2022

### RV Owners/Intenders

- Class A
- Class B
- Class C
- Camping Trailer
- Fifth Wheel
- Travel Trailer

## B2B SELECTS TARGETING

### Business Selects

- Industry Type
- Job Title
- Number of Employees
- Sales Volume
- SIC Code
- Years in Business

### Company Types

- Small Business - Female
- Owned Franchise
- Hispanic Owned Minority
- Owned New Businesses

### Business Occupations

- Accounting Professionals
- Business Owners
- C-Level Executives
- Human Resources
- Executives
- IT Professionals
- Lawyers
- New Business
- Real Estate Agents
- Sales & Marketing