



- We have created 24 custom segments to help our advertisers pinpoint the audiences that matter.
- These segments draw on exclusive inventory, first look inventory and proprietary first party data related to our users' search, browse and shopping behaviours. This is our bedrock.
- On top of this, we can scale out campaigns to reach similar audiences using our profiling tools.
- Layered on top again, our contextual tools help us supplement our segment building activities.

#### PRIVACY PRINCIPLES

- None of the data we use are personally identifiable.
- We use data to classify people at a segment level only.
- All of our publisher partners provide notice within their Privacy/cookie policies and facilitate opt-outs.
- We use the Ad Choices icon across all campaigns.

	Segment	Description
	Tweens	Young pre-adolescent cohort who have grown up with internet access and phone ownership.
	Students	College, university goers. These consumers are perfect for banking, credit, mobile, and entertainment advertising.
	Young & Social	Outgoing, entertainment seeking. Highly engaged in content related to movies, TV, music and events.
	Career Focused	People starting off or considering their employment options with a view to moving onwards and upwards.
	Socially Active Adults	Go out, eat out regularly, and eat in with friends. Highly interested in food from researching recipes to reading about the latest restaurants.
	Baby on the way	Audiences who are expecting or may have new babies at home.
	Parenting	All decisions are family based including grocery, travel, car, finance and appliances.
	Money Minders	People looking for the best deals relating to utility, phone and money service products. Engage frequently with coupon, price comparison, barcode scanning utility and retail apps.
	High Net Worth	People who spend time on business productivity, executive management, marketing, sales, enterprise, financial sites. People who earn good salaries and enjoy high levels of disposable income which allows them to afford luxury items.
	Seniors	Retirees, OAPs, or simply 55+. People with time and money on their hands, interested in travel, healthcare and finance.
	Business Decision Makers	Responsible for company spending decisions covering IT, telecoms, hiring, education, T&E.
	Car Buyers	Interested in cars, new and used. Actively researching and interacting with auto content. Frequently access car sites, performing research on specific make/models, dealer locations and auto loan options.
	Online Shoppers	People who visit transactional sites and buy online regularly.
	Travel	People who research and take trips, at home, abroad, long or short hop, for pleasure or business.
	Music	Visit music websites. Listen to streaming audio several times a week. Downloads a lot of songs. Likes to share information about favourite bands.
	Gamers	Regular console and internet gamer. Has greater than average number of games downloaded. Shares game activity on social media.
	Consumer Tech Enthusiasts	Obsessed with consumer technology developments as they relate to phone, computers, tablets, cameras and electronics.
	Socially Networked	Individuals who spend a lot of time connected. Online, networking, sharing, communicating.
	Charity & Community	People who donate, volunteer and who are active in their communities.
	Fashion & Beauty	Women interested in latest fashion news, shop regularly and attach large importance to their appearance.
	Health & Fitness	People who are body conscious, go to the gym, pursue outdoor interests and are interested in eating healthily.
	Home & Garden	People who invest time, energy and money in their homes and gardens.
	Sports Enthusiast	People who are passionate about sport - GAA, football, rugby, golf etc.
	Local	People who live local, spend local. Take geo-targeting to the next level and reach people at city, county and provincial levels. This segment uses local media brands to get you into the heart of local communities. Ideal for national campaigns that want to cut through locally.