

**CANADA  
CONSUMER  
MASTERFILE**



## INVENTORY

### Total Universe

10.2 million permission email records

Select hyper-targeted audiences by geography, demographics, purchase behavior, areas of interest, and more.

Market	Consumer
Channels	Email
Source	Compiled and Appended, See below in description
Privacy	Permission Opt-In
Geo	Canada

## ABOUT SOURCE PATH DIGITAL'S DATA

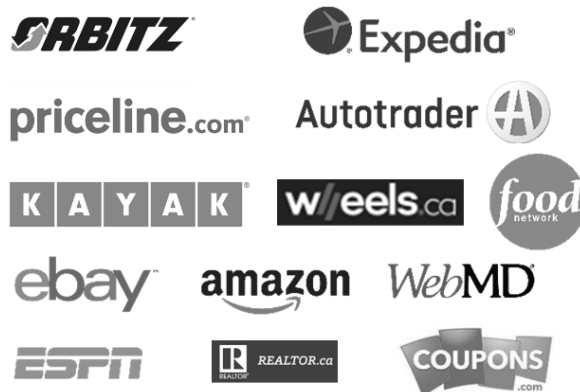
Data is sourced, validated, and appended from hundreds of partners including website registrations, Experian, Equifax, Data Axle, US Postal Service, retailers, online survey companies, and others. All subscribers are confirmed opt-in and CAN-SPAM compliant, ensuring every contact is real and wants to receive emails from companies that provide relevant offers. Source Path Digital guarantees 100% delivery of advertiser emails to recipient email accounts.

### Verify & Append Demographic Data



Surveys

### Industry Data Append Purchase/Industry/Behavior



& hundreds more...



## ABOUT SOURCE PATH DIGITAL

Source Path Digital's philosophy of helping advertisers reach the most targeted and responsive audiences online is powered by our integrated multi-channel approach, signature campaign methodology, and expertise from working with the world's best brands.

We believe in looking "beyond the obvious" with our clients. From campaign planning to completion, we take the time to understand your requirements and needs to create and execute successful campaigns. Our strategies are not boilerplate; They are crafted from expert and objective analysis of industry-specific trends and best practices. We strive to look deeper, evaluate nuances, pinpoint opportunities, and develop the best execution plans using our signature campaign methodology.



## CONSUMER SELECTS

### › Demographics

- Age
- Dwelling Type
- Education
- Ethnicity
- Gender
- Geography
- Health Ailments
- Income
- Language
- Marital Status
- Net Worth
- Occupation
- Presence of Children

### › Purchase Behavior/Interests

- Automotive
- Appliances
- Baby Products
- Beauty Products
- Books & Magazines
- Blue-ray & 3D Products
- Business Opportunities
- Clubs/Organizations
- Computer Hardware & Software
- Dining
- Electronics
- Entertainment
- Exercise Equipment
- Eyewear
- Fashion
- Foods - Gourmet & Healthy
- Furniture
- Games & Toys
- Gym Memberships
- Luxury Items
- Motorcycles
- Pet Supplies
- Weight loss

### › Hobbies and Interests

- Arts & Crafts
- Boating
- Collectables
- Cruising
- Dating
- Dance
- Decorating
- Do It Yourself Projects
- Eco Friendly/Green
- Expecting Parents
- Equestrianism
- Events
- Extreme Adventure
- Fashion
- Festivals
- Films
- Financial Planning
- Fishing
- Fitness
- Gambling
- Gardening
- Genealogy
- Health/Wellness
- Hunting
- Interactive Games
- International News
- Investments
- Local Media
- Mobile Apps
- Music
- Mythology
- Nature
- Photography
- Politics
- Reality TV
- Religion
- Sports
- Technology
- Travel & Tourism



## AUTOMOTIVE

### Description

This automotive permission marketing file is derived from 3rd party opt-in paths and appended/verified from credit agencies, automotive shopping sites, automotive aftermarket services, online surveys, and more.

### Total Universe

- Auto Owners: 5.8 million
- Auto Intenders: 2.2 million

### Segments & Selects Available

- Ownership by make, model, and year
- Current Intender/Shopper (with purchase timeline)
- Own or Lease
- Lease expires soon
- Car Collector
- Overlay with Consumer Data Selects
  - Geography (Postal Code, Major City, Province)
  - Income
  - Age
  - Gender
  - Presence of Children
  - Marital Status
  - Language
  - Ethnicity
  - Lifestyles
  - Interests/Hobbies
  - (more are available, please ask)

