

**USA CONSUMER
MASTERFILE**



INVENTORY

Total Universe

129 million permission email records

100% matching postal available

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

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

ABOUT SOURCE PATH DIGITAL'S DATA

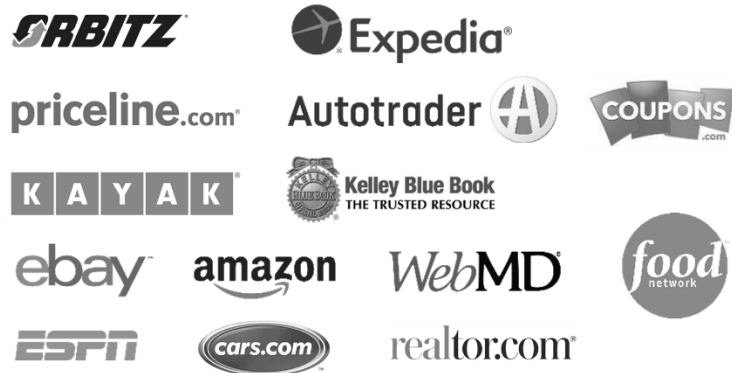
Data is sourced, validated, and appended from hundreds of partners including website registrations, Experian, Equifax, Data Axle, US Postal Service, retailers, online survey companies, and others. All subscribers are confirmed opt-in and CAN-SPAM compliant, ensuring every contact is real and wants to 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.



BUYING ACTIVITY

Description

Data appended and compiled from the largest retailers, credit reporting agencies, online surveys, and self-reported information provide the ability to target and reach consumers based on shopping behaviors, preferences, and payment types.

Total Universe: 118,664,566

Segments & Selects Available

› Credit Card Indicator

- Presence of Card Holder
- Travel and Entertainment Holder
- Bank Card Holder
- Premium Bank Card Holder
- Retail Card Holder
- Gas Card Holder
- Specialty Retail Card Holder
- Upscale Retail Card Holder
- Finance Card Holder

› Credit Card User

› Shopping Habits

- Impulse Buyer
- Bargain Seeker
- Coupon Clippers
- Frozen Dinner Buyers
- Wholesale Club Member
- Fast Food
- Shopaholic
- High End Electronics Buyer
- High Ticket Items
- Household Goods Buyers / Shoppers
- Grocery Shopper / Buyer



CHILDREN

Description

Data appended and compiled from purchase data, direct response, online surveys, and self-reported information provide the ability to target and reach consumers based on children and family makeup.

Total Universe: 119,790,436

Segments & Selects Available

- ▶ **Presence of Children**
 - Presence of Children
 - Absence of Children

- ▶ **Parents of High School Students**

- ▶ **Number of Children**

- ▶ **Age of Children**
 - 0 - 3
 - 4 - 7
 - 8 - 12
 - 13 - 17

- ▶ **Gender of Children**



ETHNICITY & RELIGION

Description

Data appended and compiled from online surveys and self-reported information provide the ability to target and reach consumers based on ethnicity, language, and religion.

Total Universe: 125,126,288

Segments & Selects Available

> Ethnicity (158 available)

> Ethnic Group

- South Asian
- African American
- Central & Southwest Asian
- Eastern European
- Far Eastern
- Hispanic
- Middle Eastern
- Jewish
- Mediterranean
- Native American
- Pacific Islander
- Scandinavian
- Western European

> Language (81 available)

> Language Assimilation

- Assimilated - English Primary
- Bilingual English - English Speaking
- Bilingual Native - Native Language Primary
- Unassimilated - Native Language Only

> Country of Origin (Hispanic)

- Argentina
- Bolivia
- Brazil
- Chile
- Colombia
- Costa Rica
- Cuba

- Dominican Republic
- Ecuador
- El Salvador
- Guatemala
- Honduras
- Mexico
- Nicaragua
- Panama
- Paraguay
- Peru
- Portugal
- Puerto Rico
- Spain
- Uruguay
- Venezuela

> Religion

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



HEALTH

Description

Data appended and compiled from direct response, online surveys, and self-reported information provide the ability to target and reach consumers based on health conditions and ailments.

Total Universe: 57,699,192

Segments & Selects Available

➤ Ailments

- Allergies
- Alzheimer's
- Angina/Heart Disease
- Asthma
- Arthritis/Rheumatism
- Bladder Control Difficulties
- Diabetes
- Emphysema
- Frequent Headaches
- Hearing Difficulties
- High Blood Pressure / Hypertension
- High Cholesterol
- Migraines
- Osteoporosis
- Physical Handicap

➤ Glasses/Contacts Users



HIGH TECH

Description

Data appended and compiled from technology publications, retailers, online surveys, and self-reported information provide the ability to target and reach consumers based on how they purchase and use technology products and services.

Total Universe: 113,871,243

Segments & Selects Available

- **Cell Phone User**
- **Computers**
- **Electronics**
- **E-Reader**
- **Internet Activity**
 - Bill Payments
 - Blogging
 - Gaming
 - Music
 - Online Purchases
 - Social media
 - Tax Preparation
 - Travel Planning
 - TV & Movies
 - Voice Communication
- **Satellite TV**
- **Wi-Fi Access**



HOMEOWNER

Description

Data appended and compiled from publication subscriptions, direct response, census data, postal service, credit agencies, online surveys, and self-reported information provide the ability to target and reach consumers based on home ownership, dwelling types, and home financing.

Total Universe: 128,174,244

Segments & Selects Available

- **Homeowner / Renter**
 - Homeowner
 - Renter
- **Property Type**
 - Multi-Family Dwelling
 - Nursing Home
 - Retirement Home
 - Single Family Dwelling
 - Trailer Court
- **Home Structure**
 - Rooms (range)
 - Bathroom Counts (range)
 - Home Has Pool
 - Home Has Garage
- **Pool Owner**
- **Sale Date (range)**
- **Year Built (range)**
- **First Time Homeowner**
- **Home Intenders**
- **Mortgage Present**
- **Mortgage Amount (range)**
- **Mortgage Interest Rate (% range)**
- **Home Value (range)**
- **Home Equity Estimate**
 - Loan to Value (% range)
 - Home Equity Estimate (range)
- **Mortgage Loan Type**
 - Mortgage Loan Type
 - Stand Alone Second
 - Assumption
 - Cash
 - Building/Construction Loan
 - Credit Line/Equity
 - FHA
 - New Conventional
 - Private Party
 - Refinance
 - Seller Take Back
 - Unavailable
 - VA
 - Finance Type
 - Adjustable
 - Fixed rate
 - Variable



HOUSEHOLD

Description

Data appended and compiled from publication subscriptions, direct response, census data, online surveys, and self-reported information provide the ability to target and reach consumers based on characteristics of their household.

Total Universe: 128,981,782

Segments & Selects Available

- ▶ **Grandparents in Household**
 - Grandparents in Household
 - Grandparents not in Household
- ▶ **Length of Residence (range)**
- ▶ **Household Likelihood**
 - Attending Adult Education Classes
 - Country Club Member
 - Current Events
 - Has Health Insurance
 - Has Life Insurance
 - Uses a CPA or Tax Preparation Service for Taxes
 - Green Living
 - Heavy Pay Per View Movie Usage
 - Heavy Pay Per View Sports Usage
 - Heavy Family Restaurant Visitor
- ▶ **Number of Adults (range)**
- ▶ **Veteran in Household**
 - Presence of Veteran
 - Absence of Veteran



INCOME & WEALTH

Description

Data appended and compiled from publication subscriptions, direct response, census data, credit agencies, online surveys, and self-reported information provide the ability to target and reach consumers based on income, credit, and net worth.

Total Universe: 128,680,646

Segments & Selects Available

- **Income (range)**
- **Net Worth (range)**
- **Investable Assets**
- **Finance Interest**
- **Modeled Credit**
 - Credit Excellent
 - Credit Good
 - Credit Fair
 - Credit Poor
- **Modeled Debt**
- **Trade Lines (range)**
- **Donor**
 - Donor Ever
 - Health
 - Political
 - Religious
 - Environment
 - Wildlife
 - Charitable Donor
 - Non-Religious
 - PBS



INDIVIDUAL

Description

Data appended and compiled from 3rd party opt-in paths, publication subscriptions, direct response, census data, postal service, online surveys, and self-reported information provide the ability to target and reach consumers based on individual demographics.

Total Universe: 128,845,154

Segments & Selects Available

- **Age (range)**
- **Gender**
- **Marital Status**
 - Married
 - Single
 - Divorced
- **Education**
 - College Degree
 - College Students
 - Continuing Education Interest
 - High School Diploma/GED
- **Political Party**
 - Liberal
 - Conservative
 - Democratic
 - Green
 - Independent
 - Libertarian
 - Reform
 - Non-declared (no party affiliation)
 - Other
 - Independence
 - Republican
 - Registered voter (party unknown)
- **Geography**
 - Zip Code
 - SCF
 - CBSA
 - Cities
 - Counties
 - DMA
 - State
 - Nationwide



INTERESTS

Description

Data appended and compiled from 3rd party opt-in paths, online retailers, publication subscriptions, direct response, online surveys, and self-reported information provide the ability to target and reach consumers based on discrete areas of interest and hobbies.

Total Universe: 121,668,187

Segments & Selects Available

- **Active Lifestyle**
- **Arts & Crafts**
 - Crocheting
 - Knitting
 - Needle Point
 - Quilting
 - Sewing
- **Entertainment**
 - Music & Concerts
 - Concert Goers
 - Music
 - TV & Movies
 - TV & Movies (General)
 - Movie Goers
 - Theater/Performing Arts
 - Theme Parks
- **Aviation**
- **Beauty & Cosmetics**
- **Boat Owner**
- **Collectibles**
 - Coins & Stamps
 - Collectibles (General)
- **Current Events**
- **Dieting / Weight Loss**
- **Equestrian**
- **Hispanic Products**
- **Ethnic Products**
 - African American products
 - Asian Products
- **Fashion & Apparel**
 - Accessories
 - Kids
 - Men's
 - Women's
- **Finance/Investments**
 - Annuities
 - Real Estate Investor
 - Securities
 - Stocks/Bonds
- **Gaming**
 - Casino / Gambling
 - Lottery
 - Video Games
- **Gardening**
- **Golf**
- **Gun Owners**
- **Health & Fitness**
 - Fitness
 - Biking/Cycling
 - Running/Jogging
 - Health
 - Alternative Medicine Interest
 - Vitamin User
 - Pilates & Yoga
- **History**
- **Hobbies (not craft or collectibles)**
- **Home Furnishing/Decorating**



> Home Improvement

- Do-It-Yourself
- Remodeling

> Motor Vehicles

- ATV Owners
- Cars
- Motorcycles
- Trucks

> Music

> Nature and Outdoors

- Adventure Seekers
- Bird Watching
- Boating & Sailing
- Camping & Hiking
- Canoe/Kayak
- Hunting and Fishing
 - Fishing Only
 - Freshwater
 - Saltwater
 - Hunting Only

> Hunting Only

> Personalized Products

> Pets

- Cats
- Dogs

> Philanthropy

> Photography

> Reading

- E-Reader
- Magazine
- Non-Fiction
- Science Fiction

> Science/Physics

> Smoking/Tobacco

> Specialty Foods and Cooking

- Alcohol Drinkers
- Cooking
 - Cooking (Generally)
 - Healthy Cooking
- Dining Out Interest
- Fine Dining
- Food and Wine Enthusiasts
 - Food Enthusiasts & Foodies
 - Wine Enthusiasts

> Sports

- Auto Racing & NASCAR
 - Auto Racing (General)
 - NASCAR
- Baseball
- Basketball
 - College Basketball
 - Professional Basketball
- Football
 - College Football
 - Fantasy Football
 - Professional Football
- Golf
- Hockey
- Skiing/Snowboard
- Soccer
- Tennis
- Wrestling

> Sporty Living

> Technology Interest / "Techies"

> Travel

- Business Travel
- Cruise Vacation
- Domestic
- Family Vacations
- Frequent Flyer
- International
- Time Share

OCCUPATION

Description

Data appended and compiled from 3rd party opt-in paths, publication subscriptions, direct response, online surveys, and self-reported information provide the ability to target and reach consumers based on current occupation and career interest.

Total Universe: 123,206,976

Segments & Selects Available

➤ Career Change Interest

➤ Occupations

- Account Executive
- Administration/Management
- Architect
- Barber/Hairstylist/Beautician
- Blue Collar/ Skilled Tradesman
- Cashier
- Child Care/Day Care/Babysitter
- Civil Service/Government
- Cosmetologist
- Customer Service/Representative
- Education
- Engineer
- Executive/Upper Management
- Firefighter
- Food/Beverage
- Financial
- Health Services
- Homemaker
- Housekeeper/Maid
- Insurance/Agent
- Interior Designer
- IT Professional
- Legal

- Manager
- Middle Management
- Military
- Pastor
- Pilot
- Police/Trooper
- Professional or Technical
- Real Estate/Realtor
- Retired
- Sales/Marketing
- Secretary/ Clerical/ Administrative
- Security
- Self Employed/Entrepreneurs
- Shipping/Import/Export/Custom
- Social Worker/Case Worker
- Student
- Transportation
- Veterinarian
- White Collar

➤ Employed

➤ Job Seeker

➤ SOHO



AUTOMOTIVE

Description

Data points are collected from 3rd party opt-in paths and appended/verified from credit agencies, automotive shopping sites, automotive aftermarket services, online surveys, and more.

Total Universe: 89,645,841

Segments & Selects Available

➤ Auto Intenders

- Both Luxury and Non-Luxury Autos
- Luxury Autos Only
- Non-Luxury Autos Only
- Both Import and Domestic Autos
- Domestic Autos Only
- Import Autos Only
- Convertible
- Coupe
- Hatchback
- Hybrid/Electric
- Sedan
- SUV
- Pickup
- Mini-Van
- Wagon

➤ In-Market

- For a New Automobile
- For a Used Automobile
- For Auto Financing
- For Auto Insurance
- For Auto Parts and Service

➤ Auto Owner

➤ Make and Model (over a thousand models available)

➤ Type & Body

➤ Auto Year (range)

➤ Hybrid Car Owner

➤ Luxury Auto Owner

➤ Mileage (range)

➤ Vehicle Fuel

- Biodiesel
- Diesel
- Flex-Fuel
- Gasoline
- Plug-In Electric
- Electric/Gas
- Hybrid

➤ Number of Vehicles Per Household

➤ Antique

