

Targeting Segmentation

DEMOGRAPHIC SELECTIONS	Cigars Clothing Clubs/Organizations Coffee Cooking Supplies Cosmetic Surgery Computer Hardware & Software Coupons Dining Plans Eco Friendly/Green Products Electronics Energy Savings Entertainment Exercise Equipment Eyewear Fashion Foods - Gourmet & Healthy Freebies Furniture Games & Toys Gym Memberships Home Remodeling Home Security Herbal Medicines & Remedies Insurance Jewelry Luxury Items Mixed Martial Arts Motivational Products Motorcycles New Car Purchase New Mother Products Party Supplies Pet Supplies Plastic Surgery Property & Land Psychic Readings Recipes Recreation Vehicles Satellite/Cable Plans Software Teeth Whitening Vacation Clubs Weddings Weight loss Wine	AILMENTS & MEDICAL CONDITIONS*	CONSUMER INTERESTS & HOBBIES
Age	Acne	Arts & Crafts	
Primary Language Spoken	Allergies	Boating	
Ethnicity	Anxiety	Child Development	
Dwelling Type	Arthritis	Collectibles	
Home Purchase Date	Asthma	Cruising	
Education Level	Back Pain	Dating	
Household Income	Baldness	Dance	
Gender	Bladder	Decorating	
Marital Status	Blood Pressure	Decorating	
Presence of Children	Bowel	Do It Yourself Projects	
Age of Children	Breast	Expecting Parents	
Gender of Children	Cholesterol	Education	
Religion	Chronic Pain	Employment Equestrianism	
Net Worth	Cold & Flu	Events	
GEOGRAPHIC LOCATION		Extreme Adventure	
State	Depression	Family Values	
County	Diabetes	Festivals	
City	Gray Hair	Films	
SCF	Gum/teeth	Financial Planning	
Zip Code	Headaches	Fishing	
Radius	Heartburn	Fitness	
Drive Markets	Hearing & Ear	Gambling	
Fly Markets	Heart	Gardening	
INCOME LEVEL		Genealogy	
Less than \$25,000	Hyperhidrosis	Health	
\$25,000 - \$50,000	Insomnia	Hunting	
\$50,000 - \$75,000	Lung	Instruments	
\$75,000 - \$100,000	Medications	Interactive Games	
\$100,000 - \$150,000	Memory	International News	
\$150,000 - \$250,000	Menopause	Investments	
\$250,000 - \$500,000	Migraine	Local Media	
\$500,000 - \$1,000,000	Nail Fungus	Mobile Apps	
\$1,000,000 + + +	Neurological	Music	
CONSUMERS SEEKING GOODS & SERVICES		Mythology	
Air Filtration	Overweight	Nature	
Appliances	Pregnancy	Photography	
Audio/Video	Psoriasis	Politics	
Auto Warranty	Rash	Reality TV	
Baby Products	Sexual	Religion	
Beauty Products	Sinus	Seminars	
Blu-ray & 3D Products	Skin	Social Networking	
Books & Magazines	Stomach	Sports	
Business Opportunities	Underweight	Super Natural	
	Vision	Surveys	
	Varicose Vein	Technology	
	Warts	Travel & Tourism	
		Quilting	

Givebacks offers more than 700 consumer targeting attributes.

If you do not see your specific target, please email dillon@givebacks.com