



**EQUIFAX**<sup>®</sup>

## Retail Propensity Digital Targeting Segments

### **Finding the right audience matters**

As an online marketer, you know the importance of reaching the right audience with your ad campaigns. In fact, your success rests on it. Whether you are a mass market, upscale, or luxury retailer, you will always be seeking consumers with specific buying tendencies, a propensity, and the capacity to consume your particular products or services.

Digital targeting segments from Equifax help online marketers market more efficiently to consumers with the specific behaviors, preferences or characteristics in their target audience. We help marketers reach consumers likely to be interested in their products, and with the discretionary spending capacity to afford it.

### **Our Retail Propensity Digital Targeting Segments**

Based on our Economic Cohorts<sup>®</sup> consumer segmentation system, Retail Propensity Digital Targeting Segments take into account both interest and capacity to buy. Our unique buying capacity insights are driven by the Economic Cohorts methodology, which differentiates consumers by our industry-leading measures of household economics first. By combining insights into estimated household income, spending and credit with demographics, buying behaviors and product preferences, the Retail Propensity Digital Targeting Segments offer a powerful tool for delivering the right message to the right audience.

Our targeting segments give retailers and their agencies the option of targeting households based on their likelihood to consume certain types of products in a variety of categories.

### **Key benefits**

**Target consumers** online more effectively by using estimated retail propensities

**Eliminate wasted ad spend** by ensuring more ads are served to consumers with the retail propensities you seek, and the capacity to buy

**Built on a foundation of anonymous, aggregated data** collected by Equifax

Protecting consumer privacy online is one of the core values of Equifax.

The segments include:

<b>Mass Market/Discount Store Shoppers</b>	Households likely to shop at large national and discount retailers
<b>Apparel Shoppers</b>	Households likely to buy apparel
<b>Gift Buyers</b>	Households likely to buy gifts
<b>Shop for Children</b>	Households likely to buy items for children
<b>Jewelry Buyers</b>	Households likely to buy jewelry
<b>Upscale Shoppers</b>	Households likely to shop at upscale retailers
<b>Luxury Shoppers</b>	Households likely to shop at luxury retailers
<b>Premium Brands Shoppers</b>	Households likely to shop for premium brands

### **Our commitment to privacy**

Protecting consumer privacy online is one of the core values of Equifax. Our Retail Propensity Digital Targeting Segments are estimates of likely household characteristics built using anonymous, aggregated, neighborhood level data. Our digital products do not incorporate or reveal any personally identifiable information. Nor are these segments built using any data gathered about individuals' online behavior.

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