



Retail Shopper Digital Targeting Segments

Market to known buyers of products and services in your target category

When it comes to digital targeting, you know the importance of delivering your ads to the right audience. That is especially true of marketers trying to reach consumers for a specific category (such as cosmetics, pet care, or home improvement) or for specific hobbies (such as fitness, gaming, or live events).

Not only do you want to reach consumers that have spent money on similar product offerings in the past, you likely also want to reach consumers that could spend more on your goods and services.

Our Retail Shopper Digital Targeting Segments

Retail Shopper Digital Targeting Segments from Equifax help online marketers reach consumers based on demonstrated past purchase activity for specific types of products and services. Plus, we help you reach affluent consumers that have both past purchase activity for these types of merchandise and services *and* that are likely to have the financial capacity to purchase your premium or luxury tiered offerings.

Key benefits

Target consumers online more effectively based on actual purchase activity

Minimize wasted ad spend and serve more ads to affluent consumers with demonstrated purchase history for your type of products and services

Built on a foundation of documented purchase activity and likely consumer affluence

Available on various online marketplaces under Equifax/IXI data



Retail Shopper segments are based on actual purchase activity, so marketers can better differentiate and target consumers.

Choose 'Affluent' segments to reach consumers that can likely spend more on your goods and services.

- **Reach consumers by recent purchase activity:** Each of the Retail Shopper targeting segments is composed of consumers that have recently purchased the products or services described in that segment. For example, the Buyers of Health, Fitness & Nutrition Products segment includes consumers that have purchased fitness products or health and nutrition products, supplements or food.
- **Reach consumers by purchase activity and affluence:** The 'Affluent' Retail Shopper targeting segments include consumers that have purchased the products or services AND that are likely to have the discretionary funds to spend more. These consumers are considered to be affluent based on proprietary data from Equifax that estimates households' spending power and credit utilization.

So, marketers in the fitness category can use the Affluent Buyers of Health, Fitness, & Nutrition segment to target consumers likely to be able to purchase exercise equipment with all the bells and whistles, expensive vitamins, premium nutrition drinks, or other high-priced goods.

Retail Shopper segments

Retail Shopper targeting segments provide highly valuable audience segments for several merchant categories. Segments include:

Segment	Description
Beauty and Skincare Buyers	Consumers who shop at health and beauty stores and websites, as documented by actual purchasing activity.
Affluent Beauty and Skincare Buyers	Affluent consumers who shop at health and beauty stores and websites, as documented by actual purchasing activity.
Cosmetic & Makeup Buyers	Consumers who buy cosmetics and makeup products, as documented by actual purchasing activity.
Affluent Cosmetic & Makeup Buyers	Affluent consumers who buy cosmetics and makeup products, as documented by actual purchasing activity.
Home Improvement & DIY Buyers	Consumers who shop at home improvement stores and websites for do-it-yourself projects or other hardware needs, as documented by actual purchasing activity.
Affluent Home Improvement & DIY Buyers	Affluent consumers who shop at home improvement stores and websites for do-it-yourself projects or other hardware needs, as documented by actual purchasing activity.
Buyers of Health, Fitness & Nutrition Products	Consumers who buy fitness products, health and nutrition products, supplements, and food, as documented by actual purchasing activity.
Affluent Buyers of Health, Fitness & Nutrition Products	Affluent consumers who buy fitness products, health and nutrition products, supplements, and food, as documented by actual purchasing activity.
Gamers and Gaming Enthusiasts Buying Gaming Devices	Consumers who are gamers and buy video games, MOBAs, or devices, or products that support games or gaming activity, as documented by actual purchasing activity.
Affluent Gamers and Gaming Enthusiasts Buying Gaming Devices	Affluent consumers who are gamers and buy video games, MOBAs, or devices, or products that support games or gaming activity, as documented by actual purchasing activity.
Home Decorating & Accessories Buyers	Consumers who buy home decorating products, furniture, or accessories for the home, as documented by actual purchasing activity.
Affluent Home Decorating & Accessories Buyers	Affluent consumers who buy home decorating products, furniture, or accessories for the home, as documented by actual purchasing activity.

Segment	Description
Jewelry Buyers	Consumers who buy jewelry or precious stones, as documented by actual purchasing activity.
Affluent Jewelry Buyers	Affluent consumers who buy jewelry or precious stones, as documented by actual purchasing activity.
Live Events: Entertainment and Sports Frequenters	Consumers who attend live entertainment events or sports events, as documented by actual ticket purchasing activity.
Live Events: Affluent Entertainment and Sports Frequenters	Affluent consumers who attend live entertainment events or sports events, as documented by actual ticket purchasing activity.
Movie & Theater Frequenters	Consumers who go to the movies frequently or attend the theater regularly, as documented by actual ticket purchasing activity.
Affluent Movie & Theater Frequenters	Affluent consumers who go to the movies frequently or attend the theater regularly, as documented by actual ticket purchasing activity.
Buyers of Office Supplies	Consumers who buy office supplies, or appliances, or furnishings, or other items for the office, as documented by actual purchasing activity.
Affluent Buyers of Office Supplies	Affluent consumers who buy office supplies, or appliances, or furnishings, or other items for the office, as documented by actual purchasing activity.
Organic & Health Product Buyers	Consumers who buy food and health items classified as organic, as documented by actual purchasing activity.
Affluent Organic & Health Product Buyers	Affluent consumers who buy food and health items classified as organic, as documented by actual purchasing activity.
Pet Food & Supplies Buyers	Consumers who buy pet food or pet supplies, especially focusing on dogs, cats, fish, and birds, as documented by actual purchasing activity.
Affluent Pet Food & Supplies Buyers	Affluent consumers who buy pet food or pet supplies, especially focusing on dogs, cats, fish, and birds, as documented by actual purchasing activity.
Fast Food & Fast Casual Restaurant Frequenters	Consumers who are frequent customers at fast food or fast casual (also called quick-serve) restaurants, as documented by actual purchasing activity.
Affluent Fast Food & Fast Casual Restaurant Frequenters	Affluent consumers who are frequent customers at fast food or fast casual (also called quick-serve) restaurants, as documented by actual purchasing activity.

Our partnerships across the digital ecosystem and with top solution providers means our targeting segments are easily accessible from the platforms and technologies you already use. Plus, we can help you accelerate your marketing efforts and make your campaign execution even easier.

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Retail Shopper Digital Targeting Segments are developed solely for non-FCRA marketing purposes and cannot be taken into consideration as a factor in establishing or determining an individual's eligibility for credit, insurance, or employment.

Equifax targeting segments neither contain nor reveal any personally identifiable information.

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