

Lifestyle & Interest Data



Build relationships with people based on their lifestyles and interests

Our lifestyle data describes consumers' hobbies and interests to understand better how they spend their time and money. It's compiled from a variety of sources, including self-reported information proprietary to Epsilon.

Use these insights to drive more relevant marketing and cultivate deeper personal relationships.

BY THE NUMBERS

125
lifestyle and interest segments

SAMPLE SEGMENTS

- Arts & photography
- Books
- Charitable causes
- Collectors
- Cooking, food & beverage
- Crafts
- Health & fitness
- Hobbies
- Home & gardening
- Memberships
- Music
- Smokers
- Sports & recreation
- Travel

SOURCES

- Catalog & mail order purchases
- Magazine subscriptions
- Retail transactions
- Survey responses
- Warranty cards



Epsilon is committed to data quality and transparency. Our full data dictionary covers sourcing, derivation and detailed descriptions of each segment. We're also active participants in the IAB Data Transparency initiative.

Learn more

For a full listing of our online audience segments, explore our data dictionary:
epsilon.com/datahotline

For more info on how our data is sourced, reach out to us directly:
onlinedatahotline@epsilon.com

WHY EPSILON DATA?

- We manage the industry's #1 ranked consumer database, based on a third-party audit.
- We have more transactional data for marketing purposes than any other company, with intelligence on \$3.5T across 60B transactions.
- We manage the first and largest cooperative database in the U.S. and the largest survey database in North America with unique opt-in data direct from consumers.
- We've spent decades strengthening our offerings by investing in our data assets through strategic acquisitions and ongoing quality improvements.
- Our data fuels marketing campaigns everywhere for 3,000 brands.
- Integrity and loyalty fuel 95% client renewal rates.