

Peer39: people who are ready-to-buy

Experian Purchase Affinity



Peer39 Contextual Data Marketplace™



Get in front of people ready to convert

Experian data and insights help you have more meaningful interactions with people. Understanding customer behaviors, preferences and interests helps identify your customers and the right potential customers, for the most effective marketing activities and campaigns.

Experian's growth audiences match geographic data at the zip level to a representative portion of the population. Layered with purchase behavior insights, Experian Purchase Affinity offers targeting and activation based on a propensity to purchase a product or services.

Privacy-first data, no cookies, no Personal Identifiable Information -- just a wealth of categories -- matched to people's location. Understanding where you can reach the people most likely to purchase has never been easier, driving campaign performance. Reaching interested consumers while respecting privacy and not using cookies has never been easier.

Purchase Affinity Categories include:

- Auto Buy Alternate Fuel Car**
- Auto Buy Compact Car**
- Auto Buy Full Size Car**
- Auto Buy Full Size SUV**
- Auto Buy Full Size Truck**
- Auto Buy Full Size Van**
- Auto Buy Luxury CUV**
- Auto Buy Luxury Compact**
- Auto Buy Luxury SUV**
- Auto Buy Midsize Car**
- Auto Buy Midsize Truck**

- Auto Lease_In Market Lease**
- Auto Lease_In Market Luxury Lease**
- Auto Lease_In Market Non-Luxury Lease**
- GreenAware Tiers : Behavioral Green**
- GreenAware Tiers : Potential Greens**
- GreenAware Tiers : Think Greens**
- GreenAware Tiers : True Browns**
- Pet Enthusiast : Yes/No**
- Premium Credit Card User : Yes/No**
- Technology Adoption : Apprentices**
- Technology Adoption : Journeymen**
- Technology Adoption : Novices**
- Technology Adoption : Wizards**

Rate:
\$1.00
CPM

For more information on how to get started:
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or visit www.Peer39.com