



Personalization Data Segment Fields Available

Segment	Field
<i>Rapleaf Core</i>	
1. Basic	Age
2. Basic	Gender
3. Basic	Location
4. Premium	Household Income
5. Premium	Marital Status
6. Premium	Presence of Children
7. Premium	Home Owner Status
8. Premium	Home Property Type
9. Premium	Length of Residence
10. Premium	Home Market Value
11. PREMIUM BUNDLE	Income, Marital Status, Presence of Children, Home Owner Status, Home Property Type, Length of Residence, Home Market Value
12. Auto	Cars in Household
13. Auto	Vehicle New or Used
14. Auto	Vehicle Type
15. Financial	Likely to Use Financial Services
16. Financial	Invested Assets
17. Financial	Loan-to-Value Ratio
18. Financial	High Net Worth
19. Financial	Credit Card - Has Premium Credit Card
20. Financial	Credit Card - Has Retail Card
21. Financial	Credit Card - Has Credit Card
22. Lifestyle	Likely Smartphone User
23. Lifestyle	Occupation
24. Lifestyle	Education
<i>Rapleaf Interests & Behaviors</i>	
25. Interest	Arts & Crafts
26. Interest	Automotive
27. Interest	Baby Product Buyer
28. Interest	Beauty
29. Interest	Blogging
30. Interest	Books
31. Interest	Business
32. Interest	Charitable Donor
33. Interest	Cooking
34. Interest	Discount Shopper
35. Interest	Health & Wellness
36. Interest	High-End Brand Buyer
37. Interest	Home & Garden
38. Interest	Home Improvement
39. Interest	Luxury Goods & Jewelry
40. Interest	Magazine Buyer
41. Interest	News & Current Events
42. Interest	Outdoor & Adventure
43. Interest	Pets
44. Interest	Power Shopper
45. Interest	Sports
46. Interest	Technology
47. Interest	Travel

Note:

Prices quoted in CPM per match.