

Postal Select Categories for Email Campaigns

IMPORTANT NOTES

- For privacy & legal reasoning, some targets will not have postal data available. Targets that have postal data available can change at any time.
- All selections are self-reported, responded and/or have visited a site or page related to what we feel is a qualified target.
- Postal is not available for any B2B, Job-Seekers, Occupation Data, or any target pertaining to a field of work/occupation.
- Postal is not available for any target within California or Canada.
- Even if the target only makes up a small portion of the overall list, we are unable to release any raw data for that campaign.

Below are the **AVAILABLE** Postal Selects for email campaigns.

ATHLETES (BY SPORT)		
Baseball	NASCAR	Canoe/Kayak
Basketball	Soccer	Fishing
Extreme Sports	Tennis	Hiking
Football	Biking	Skiing
Golf	Boating	
Hockey	Camping	

AUTOMOTIVE
Auto Intenders (Model, body type, etc.)
Lease Expiration (30, 60, 90 Day Data)
Current Car Age (New, 1 yr, 2 yr, 3-5 yr, 5-10 yr, 10+ yrs)
Recreational Vehicles (RV)

BUYING ACTIVITY
Coupons
Mail Order Buyer
Online Purchasing
Type of Retail Purchase

CREDIT SCORE
Fair Credit: 600 - 649
Good Credit: 650 - 749
Excellent Credit: 750+

CONSUMER INTERESTS & HOBBIES

Arts & Crafts	Films	Mythology
Auto Repair	Finance	Nature
Beauty	Financial Planning	News
Boating	Fishing	Outdoors
Child Development	Fitness	Photography
Cigars	Gardening	Quilting
Collectables	Festivals	Music (By Genre)
Comedy	Genealogy	Musical Instruments (By Type)
Cruising	Health	Reading
Dance	Home Improvement	Real Estate
Dating	Instruments	Reality TV
Decorating	Interactive Games	Seminars
Do It Yourself Projects	International News	Social Networking
Entertainment/Arts	Investments	Sports
Equestrianism	Live Music	Supernatural
Events	Live Performance	Surveys
Extreme Adventure	Local Media	Technology
Family Values	Mobile Apps	Travel & Tourism

DONORS & PHILANTHROPY

Animal Welfare
Charity Interest
Child Welfare
Environmental
Humanitarian
Military

HEALTH & FITNESS (BY TYPE)

Alternative/Holistic	Running
Cycling/Biking	Swimming
Dieting/Weightloss	Vitamin Users
Healthy Cooking	Yoga
Organic Foods	
Pilates	

HOME DETAILS
Homeowner or Renter
Home Age
Home Office Indicator
Home Value
Housing Type Detail
Length of Residence (LOR)
Swimming Pool

HOUSEHOLD INFORMATION
Coupon Clippers
DIY/Home Improvement
Green Households
High Tech Households
Luxury Living
Pet Owners (Cats or Dogs)

HOUSEHOLD INCOME
HHI: < \$25,000
HHI: \$25k- \$50k
HHI: \$50k- 75k
HHI: \$75k- \$100k
HHI: \$100k- \$150k
HHI: \$150k- \$175k
HHI: \$175k- \$250k
HHI: \$250k - \$500k
HHI: \$500k - \$750k
HHI: \$750k - \$1MM
HHI: \$1MM+

LIFESTYLE
Baby Boomers
College Graduates
Empty Nesters
Grandparents
Married
Pet Owner
Single

NET WORTH
Net Worth: \$250K+
Net Worth: \$500K+
Net Worth: \$750K+
Net Worth: \$1MM+
Net Worth: \$5MM+
Net Worth: \$10MM+

PERSONAL
Age (18+)
Gender
Number of Children
Presence of Children (POC)

SHOPPING INTERESTS		
Apparel	Gifts	Magazines
Books	Groceries	Mail Order Buyers
Children Products	Health & Beauty	Membership Clubs
Collectibles	Household Goods	Online Buyers
Electronics	Jewelry	Pet Products

SPORTS ENTHUSIAST

Collectors

Fantasy Sports

Participants

SPORTS INTEREST

(Teams Available)

Baseball

Basketball

Extreme Sports

Football

Golf

Hockey

NASCAR

Soccer

Tennis

TRAVEL

(Target Location can Be Added)

Business Travel

Cruise

Family Vacations

Frequent Flyer

International Travel

Timeshare Owners

Interest in Travel

Below are the categories that are **NOT AVAILABLE** for email campaigns.

ATHLETES (BY SPORT)
Hunting

AUTOMOTIVE
Garage Predictor (Current Year, Make & Model)
Teen Driver In Home

CREDIT SCORE
Poor Credit: 0 - 599

DONORS & PHILANTHROPY
Political Causes/Party
Religious

ETHNICITY/LANGUAGE	
African American	Greek
Chinese	Hispanic/Spanish Speaking
English	Indian
Filipino	Irish
French	Italian
German	Japanese

OCCUPATION
Military
Blue Collar
Professional
Retired
Self Employed
Student
White Collar
Job Seekers

RELIGIOUS VIEWS	
Agnostic	Eastern Orthodox
Atheist	Hindu
Buddhist	Jewish
Catholic	Lutheran
Christian	Mormon

LIFESTYLE
Divorced
New College Students
Widowed
LGBTQ

SPORTS ENTHUSIAST
Sports Betting

Rev: 09152022