



### CORE VERTICALS

Categories: Demographics, Intent, Interest, Seasonal, Brand Discovery and Custom. Main Verticals: Automobiles, Travel, Education, News, Entertainment, Lifestyle, B2B, CPG & many more.

### SOURCE OF DATA

DataXpand collects online data through our premium publisher partners by placing DMP technology on publishers website. Currently we have more than 400 publishers & more than 200 million unique users within our Audiences.

### DEVICE COVERAGE

Web

### REGION AVAILABILITY

All Latin America, US Hispanics and Europe (mainly Spain)

DataXpand is the 1st Global Audience Marketplace serving Latin American, European and US Hispanics audiences.

### KEY HIGHLIGHTS

Dataxpannd has premium audiences based on exclusive relationships with leading publishers throughout the rapidly growing regions of Latin America, Europe and US Hispanics. These partnerships enable Dataxpannd to be the best and most reliable data provider in the market. Dataxpannd’s audience clusters are based on users demographics and language, as well as online behavior, including how consumers browse and demonstrate interest and intent in products and services.

### MODELED DATA

Yes

### CONTACT

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## TOP SEGMENTS



#### TRAVEL

Users who are interested in Travel and Tourism: they read travel related content like: destinations, travel guides, hotels, airline tickets, car rentals, news, information, videos, destinations and activities. **\$0.80**



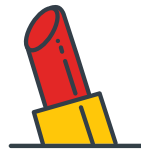
#### GENDER: FEMALE

Users who have declared to be Female or have visited websites with a skew towards Female content at least 3 times in the last month. **\$0.60**



#### ENTERTAINMENT

Users who demonstrate an interest in entertainment: They visit websites about celebrities, actors, movies, films and arts, music, TV and series, gossip, theatre, humor and related contents. **\$0.80**



#### FASHION & BEAUTY

Users who demonstrate an interest in fashion trends, they read related content to fashion trends, collections, designers, style, vanguard, beauty, accessories, clothing, shoes, runway shows, etc **\$1.00**



#### BUSINESS & FINANCE

Users who demonstrate an interest in Business and Finance: They search for related content to stock market, trading, business, financial news, currencies & the economy. **\$0.80**



#### COLLEGE & UNIVERSITY

Users who demonstrate or declare to be in College or University: they search for websites with educational information, helpful tips, videos, books, articles, help forums, wikis, and many others. **\$1.00**



## SOCCER

Soccer Fans & Enthusiasts they read related content to Soccer, videos, scores, schedules, player profiles, soccer clubs, Fifa, World Cup, Champions League, UEFA Europe League, Copa Libertadores league, and many others. **\$0.80**



## MUSIC

Users who are music enthusiasts, listen to online music, browse bands, concerts, music videos, lyrics related to all types of music, music awards, and many others. **\$0.80**



## FAMILY TOURISM

Family trip intenders: they are searching for family vacation. All sort of family activities. They care about prices, services and offers.



## ART & CULTURE

Culture enthusiasts that browse architecture, arts, photography, literature, culture, events. **\$0.80**



## HEALTH & PERSONAL CARE

Users who read related content to Health and Personal Care: body care, wellness, fitness, medicine, body balance, treatments, diets, etc. **\$0.80**