



CORE VERTICALS

Auto, Powersports, Outdoor, Technology, Home, Contractor DIY, Health and Wellness and other Consumer Interest Categories

SOURCE OF DATA

Primary source of data is from UGC content generated on community forums.

DEVICE COVERAGE

Web and Mobile

REGION AVAILABILITY

North America, UK

MODELED DATA

No

VerticalScope owns and operates over 1600 websites spanning several core verticals including: Auto, Powersports, Outdoor, Technology, Home, Contractor DIY, Health and Wellness and other Consumer Interest Categories.

KEY HIGHLIGHTS

VerticalScope data is ACTIVE data - it is UGC - outside of Facebook, it is the best source of this kind of data at scale -It demonstrates passion in the users -It is great to use as seed data for scaling multiple audiences for related use cases -It is great for inferring gender in many cases -It is great for identifying web influencers, which brands love -Forum data is directly collected from the web - there is no middle-man- behaviors are injected directly into the Lotame cookie.

CONTACT

ddomitrovic@verticalscope.com

TOP SEGMENTS

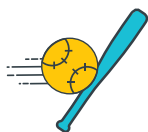


AUTO
INTEREST AND
INTENDERS

All Types, Makes and Models



HOME



POWERSPORTS
INTEREST AND
INTENDERS

All Types, Makes and Models



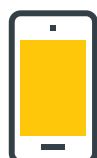
HEALTH
AND
WELLNESS



OUTDOOR
INTEREST



GENERAL
CONSUMER
INTEREST



TECHNOLOGY