



## Data Dictionary

Category	Field	Available	Possible Values	Description
Demographic	Age	API; Batch	18 - 20; 21 - 24; 25-34; 35 - 44; 45 - 54; 55-64; 65+	Age Range
Demographic	Gender	API; Batch	Male; Female	Gender
Demographic	Postal Address	API; Batch	Street, city, state and zip	Address where person lives or works
Demographic	First Name	API; Batch	<First>	First name
Demographic	Last Name	API; Batch	<Last>	Last name
Household	Household Income	API; Batch	0-15k; 15-25k; 25-35k; 35-50k; 50-75k; 75k-100k; 100-125k; 125-150k; 150-175k; 175-200k; 200-250k; 250k+	Income of household by range
Household	Marital Status	API; Batch	Single; Married	Marital status
Household	Presence of Children	API; Batch	Yes; No	Indicates whether there are 1 or more children in the household
Household	Home Owner Status	API; Batch	Own; Rent	Whether the person owns or rents their home
Household	Home Market Value	API; Batch	1k-25k; 25k-50k; 50k-75k; 75k-100k; 100k-150k; 150k-200k; 200k-250k; 250k-300k; 300k-350k; 350k-500k; 500k-1mm; 1mm+	Market value of person's home. In ranges of \$25K and \$50K increments.
Household	Length of Residence	API; Batch	"Less than 1 year", "1 Year", "2 Years", "3 Years", "4 Years", "5 Years", "6 Years", "7 Years", "8 Years", "9 Years", "10 Years", "11-15 years", "16-19 years", "20+ years"	Number of years spent in the current residence. Reported as number; not range.
Household	Home Property Type	API; Batch	Single Family; Multifamily	The type of building the person resides in
Household	Net Worth	API; Batch	0-5k; 5k-10k; 10k-25k; 25k-50k; 50k-100k; 100k-250k; 250k-500k; 500k-750k; 750k-1mm; 1mm+	The approximate net worth of the household
Household	Occupation	API; Batch	Blue Collar Worker; Business Owner; Civil Service; Technology; Executive/Upper Management; Health Services; Homemaker; Middle Management; Military Personnel; Nurse; Part Time; Professional; Retired; Secretary; Student; Teacher; White Collar Worker	Occupation
Household	Education	API; Batch	Completed High School; Attended College; Completed College; Completed Graduate School; Attended Vocational/Technical	Indicates the highest known level of education the person has completed.
Social Media	Social Network Count	Batch	1; 2; 3; 4; 5; 6; 7; 8; 9; 10; 10+	Number of social networks the email is registered on
Social Media	On Facebook	Batch	True; (blank)	Registered on Facebook
Social Media	On Twitter	Batch	True; (blank)	Registered on Twitter
Social Media	On LinkedIn	Batch	True; (blank)	Registered on LinkedIn
Purchase Intent	Auto Parts	Batch	I (Interested); B (Bought); A (Actively Interested); M (In Market)	Consumers that are actively shopping online for automotive parts, tires, and accessories.
Purchase Intent	Kids and Babies	Batch	I (Interested); B (Bought); A (Actively Interested); M (In Market)	Consumers that are actively shopping online for baby and kids products.
Purchase Intent	Childrens Clothing	Batch	I (Interested); B (Bought); A (Actively Interested); M (In Market)	Consumers that are actively shopping online for baby and kids clothes and shoe
Purchase Intent	Baby Products	Batch	I (Interested); B (Bought); A (Actively Interested); M (In Market)	Consumers that are actively shopping online for baby gear.
Purchase Intent	Computers and Software	Batch	I (Interested); B (Bought); A (Actively Interested); M (In Market)	Consumers that are actively shopping online for computers and software.
Purchase Intent	Computers	Batch	I (Interested); B (Bought); A (Actively Interested); M (In Market)	Consumers that are actively shopping online for laptops, desktops and tablets.
Purchase Intent	Printing and Copying	Batch	I (Interested); B (Bought); A (Actively Interested); M (In Market)	Consumers that are actively shopping online for printers and ink.
Purchase Intent	Electronics	Batch	I (Interested); B (Bought); A (Actively Interested); M (In Market)	Consumers that are actively shopping online for electronics.
Purchase Intent	Mobile Phones	Batch	I (Interested); B (Bought); A (Actively Interested); M (In Market)	Consumers that are actively shopping online for cell phones and smartphones.
Purchase Intent	Mobile Phone Accessories	Batch	I (Interested); B (Bought); A (Actively Interested); M (In Market)	Consumers that are actively shopping online for cell phone and smartphone accessories.
Purchase Intent	Gift Buyer	Batch	I (Interested); B (Bought); A (Actively Interested); M (In Market)	Consumers that are actively shopping online for gifts, flowers, and food.
Purchase Intent	Flowers	Batch	I (Interested); B (Bought); A (Actively Interested); M (In Market)	Consumers that are actively shopping online for flowers.
Purchase Intent	Food Gifts	Batch	I (Interested); B (Bought); A (Actively Interested); M (In Market)	Consumers that are actively shopping online for food and snacks.
Purchase Intent	Beauty	Batch	I (Interested); B (Bought); A (Actively Interested); M (In Market)	Consumers that are actively shopping online for health and beauty products.
Purchase Intent	Cosmetics	Batch	I (Interested); B (Bought); A (Actively Interested); M (In Market)	consumers that are actively shopping online for cosmetics.
Purchase Intent	Hair Care	Batch	I (Interested); B (Bought); A (Actively Interested); M (In Market)	Consumers that are actively shopping online for hair care.
Purchase Intent	Perfume and Cologne	Batch	I (Interested); B (Bought); A (Actively Interested); M (In Market)	Consumers that are actively shopping online for perfume and cologne.
Purchase Intent	Skin Care	Batch	I (Interested); B (Bought); A (Actively Interested); M (In Market)	Consumers that are actively shopping online for skin care products.
Purchase Intent	Nutrition	Batch	I (Interested); B (Bought); A (Actively Interested); M (In Market)	Consumers that are actively shopping online for vitamins and nutrition products.
Purchase Intent	Home and Garden	Batch	I (Interested); B (Bought); A (Actively Interested); M (In Market)	Consumers that are actively shopping online for home and garden products.
Purchase Intent	Appliances	Batch	I (Interested); B (Bought); A (Actively Interested); M (In Market)	Consumers that are actively shopping online for appliances.
Purchase Intent	Bathroom	Batch	I (Interested); B (Bought); A (Actively Interested); M (In Market)	Consumers that are actively shopping online for bathroom sets, hardware, towels, and accessories.
Purchase Intent	Linens and Bedding	Batch	I (Interested); B (Bought); A (Actively Interested); M (In Market)	Consumers that are actively shopping online for bedding.
Purchase Intent	Kitchen and Dining	Batch	I (Interested); B (Bought); A (Actively Interested); M (In Market)	Consumers that are actively shopping online for cooking supplies, tableware and glassware.
Purchase Intent	Furniture	Batch	I (Interested); B (Bought); A (Actively Interested); M (In Market)	Consumers that are actively shopping online for furniture.
Purchase Intent	Garden and Patio	Batch	I (Interested); B (Bought); A (Actively Interested); M (In Market)	Consumers that are actively shopping online for garden, landscaping, and outdoor supplies.
Purchase Intent	Home Furnishings	Batch	I (Interested); B (Bought); A (Actively Interested); M (In Market)	Consumers that are actively shopping online for home decor.
Purchase Intent	Home Improvement	Batch	I (Interested); B (Bought); A (Actively Interested); M (In Market)	Consumers that are actively shopping online for home improvement products.
Purchase Intent	Lamps and Lighting	Batch	I (Interested); B (Bought); A (Actively Interested); M (In Market)	Consumers that are actively shopping online for home lighting.
Purchase Intent	Pets and Supplies	Batch	I (Interested); B (Bought); A (Actively Interested); M (In Market)	Consumers that are actively shopping online for pet supplies.
Purchase Intent	Cats	Batch	I (Interested); B (Bought); A (Actively Interested); M (In Market)	Consumers that are actively shopping online for cat supplies.
Purchase Intent	Dogs	Batch	I (Interested); B (Bought); A (Actively Interested); M (In Market)	Consumers that are actively shopping online for dog supplies.
Purchase Intent	Jewelry	Batch	I (Interested); B (Bought); A (Actively Interested); M (In Market)	Consumers that are actively shopping online for jewelry and watches.
Purchase Intent	Mens Clothing	Batch	I (Interested); B (Bought); A (Actively Interested); M (In Market)	Consumers that are actively shopping online for men's clothing and accessories.
Purchase Intent	Mens Shoes	Batch	I (Interested); B (Bought); A (Actively Interested); M (In Market)	Consumers that are actively shopping online for men's shoes.
Purchase Intent	Mens Accessories	Batch	I (Interested); B (Bought); A (Actively Interested); M (In Market)	Consumers that are actively shopping online for men's accessories.
Purchase Intent	Womens Clothing	Batch	I (Interested); B (Bought); A (Actively Interested); M (In Market)	Consumers that are actively shopping online for women's clothing and accessories.
Purchase Intent	Womens Shoes	Batch	I (Interested); B (Bought); A (Actively Interested); M (In Market)	Consumers that are actively shopping online for women's shoes.
Purchase Intent	Womens Accessories	Batch	I (Interested); B (Bought); A (Actively Interested); M (In Market)	Consumers that are actively shopping online for women's accessories.
Purchase Intent	Sports and Outdoors	Batch	I (Interested); B (Bought); A (Actively Interested); M (In Market)	Consumers that are actively shopping online for sports equipment and outdoor gear.
Purchase Intent	Toys	Batch	I (Interested); B (Bought); A (Actively Interested); M (In Market)	Consumers that are actively shopping online for toys and games.
Purchase Intent	Video Games	Batch	I (Interested); B (Bought); A (Actively Interested); M (In Market)	Consumers that are actively shopping online for video games.
Life Stage	Millennial	Batch	A (Active)	College Millennials are defined by their age and active presence on university and college campuses.

Category	Field	Available	Possible Values	Description
Life Stage	Expecting	Batch	A (Active)	Expecting Parents are expecting a baby or likely to be expecting a baby, as defined by declared data, online shopping for maternity clothing, and website visitation to pregnancy and parental preparation content.
Life Stage	Engaged	Batch	A (Active)	Getting Married are defined by their shopping behavior for engagement rings, wedding bands, wedding dresses, wedding shoes, wedding invitations, wedding flowers, and wedding décor.
Life Stage	Home Buyer	Batch	A (Active)	Home Buyers or likely to be home buyers are defined by declared data, online shopping habits, and website visitation.
Life Stage	Mom	Batch	A (Active)	Moms are identified and powered by a core set of declared data at the individual level.
Life Stage	New Parent	Batch	A (Active)	New Parents are identified and defined by their demographics and shopping behavior for infant and baby clothing, baby feeding products, strollers, car seats, baby furniture, infant toys, and other baby gear.
Lifestyle	Adrenaline	Batch	A (Active)	Adrenaline Junkies are defined by their consistent shopping behavior for camping, hiking, biking, kayaking, skiing, snowboarding, and other outdoor adventure sports gear.
Lifestyle	Beauty Style	Batch	A (Active)	Beauty Mavens are defined by their consistent shopping behavior for beauty products such as cosmetics, hair care, skin care, perfume, and beauty tools.
Lifestyle	Connected	Batch	A (Active)	Connected Home consists of consumers that shop across a variety of categories for the connected home, including lighting, security, thermostat, voice controlled devices, etc. These shoppers are on the leading edge of having a home that is infused with all of the latest technology
Lifestyle	Cord Cutter	Batch	A (Active)	Cord Cutters are defined by their cutting of traditional media services like cable, being at the front of the pack for new and streaming technology solutions, and relying heavily upon mobile and connected devices for their content consumption.
Lifestyle	Design	Batch	A (Active)	Design Aficionados are defined by their consistent shopping behavior for products to beautify their home such as furniture, home decor, curtains and drapes, rugs, bedding sets, and table linens.
Lifestyle	DIY Neighbors	Batch	A (Active)	DIY Neighbors are defined by their consistent shopping behavior for DIY products such as power tools, flooring supplies, plumbing supplies, building supplies, hardware, electrical supplies, and power equipment.
Lifestyle	Early Tech Adopters	Batch	A (Active)	Early Tech Adopters are defined by being at the front of the pack with new technology purchases and influencers in their circles. The products and brands they shop for, general demographics, and website content consumption determine membership in this audience.
Lifestyle	Fashionista	Batch	A (Active)	Fashion Insiders are defined by their consistent shopping behavior for handbags, shoes, dresses, jewelry, and other fashion accessories.
Lifestyle	Fitness	Batch	A (Active)	Fitness Buffs are defined by their consistent shopping behavior for fitness equipment, activewear, yoga and pilates gear, vitamins, and nutritional supplements.
Lifestyle	Gamer	Batch	A (Active)	Gamers are defined by their core demographic of males 18 to 44 and consistent shopping behavior in video games, video game consoles, computers and electronics.
Lifestyle	Gearhead	Batch	A (Active)	Gearheads are defined by their consistent shopping behavior for auto parts, auto accessories, and tires.
Lifestyle	Family CEO	Batch	A (Active)	Family CEOs are defined by their consistent shopping behavior for baby and kids items, products for the kitchen and home, and items for pets.
Lifestyle	Outdoors	Batch	A (Active)	Outdoors People are defined by their consistent shopping behavior for hunting, fishing, boating, camping, and hiking gear.
Lifestyle	Pet Lover	Batch	A (Active)	Pet Lovers are defined by their consistent shopping behavior for toys, food, health items, and accessories for their dogs, cats, and other pets.
Lifestyle	Team Player	Batch	A (Active)	Team Players are defined by their consistent shopping behavior for baseball, softball, football, basketball, volleyball, and hockey gear.
Lifestyle	Tech Fan	Batch	A (Active)	Tech Fans are defined by their consistent shopping behavior for computers and electronics such as smartphones, tablets, TVs, speakers and headphones, and digital cameras.
Shopper Type	Deal Seeker	Batch	I (Interested); B (Bought); A (Actively Interested); M (In Market)	Deal Seekers are defined by shopping behavior such as using coupons, buying from budget focused stores, and using deal, coupon, and comparison shopping sites.
Shopper Type	Luxury Shopper	Batch	I (Interested); B (Bought); A (Actively Interested); M (In Market)	Luxury Shoppers are defined by shopping behavior for high end fashion and luxury brands from higher end merchants.
Shopper Type	Big Spender	Batch	I (Interested); B (Bought); A (Actively Interested); M (In Market)	Big Spenders are defined by making big purchases or spending a large amount.
Shopper Type	Holiday Shopper	Batch	I (Interested); B (Bought); A (Actively Interested); M (In Market)	Holiday Shoppers are consumers that are actively shopping online for Halloween costumes and accessories.
Shopper Type	Online Buyer	Batch	I (Interested); B (Bought); A (Actively Interested); M (In Market)	Online Buyers are verified online buyers across the retail vertical.
Email Activity Metrics	Date First Seen	API; Batch	2015-03-28	The date that TowerData first encountered the email address.
Email Activity Metrics	Longevity	API; Batch	0 to 3	A score describing when TowerData first encountered the email address.
Email Activity Metrics	Popularity	API; Batch	0 to 10	A score reflecting the activity of the email over the last 3 months as viewed by TowerData.
Email Activity Metrics	Velocity	API; Batch	0 to 10	A score reflecting the popularity of the email as viewed by TowerData in the past 12 months.
Email Activity Metrics	Month Last Open	API; Batch	2015-05	The month that TowerData last detected an open by the email address.
Email Activity Metrics	Most Open Day	Batch	Sunday to Saturday	Day of week person opens emails most
Email Activity Metrics	Most Open Time	Batch	0-3; 4-7; 8-11; 12-15; 16-19; 20-23	Time of day person opens emails most
Email Activity Metrics	Open or Visit Times	Batch	2016-03-16 19:05:23	Stream of times when a person opens an email or visits a website
Device	Device ID	Batch	IDFA, Google Advertising ID or Windows Advertising ID	The advertising identifier for a person's smart phone
Interest	Arts & Crafts	API; Batch	True; (blank)	Purchases Arts & Crafts Products
Interest	Books	API; Batch	True; (blank)	Purchases books; Interest in reading books
Interest	Business	API; Batch	True; (blank)	Interest in business
Interest	Health & Wellness	API; Batch	True; (blank)	Interest in healthy lifestyle; purchases healthy lifestyle products
Interest	News & Current Events	API; Batch	True; (blank)	Purchases subscriptions for news & current events.
Interest	Movies	API; Batch	True; (blank)	Interest in movies
Interest	Music	API; Batch	True; (blank)	Interest in music
Purchase	Automotive	API; Batch	True; (blank)	Purchase Behavior: Automotive Goods



## Data Dictionary

Category	Field	Available	Possible Values	Description
Purchase	Charitable Donor	API; Batch	True; (blank)	Indicates likelihood of being a charitable donor
Purchase	Cooking	API; Batch	True; (blank)	Purchases cooking magazines; interest in cooking
Purchase	High End Brand Buyer	API; Batch	True; (blank)	Has bought a premium CPG brand in the past 18 months
Purchase	Magazine Buyer	API; Batch	True; (blank)	Purchases magazines subscriptions
Purchase	Travel	API; Batch	True; (blank)	Interest in travel
Financial	Has Credit Card	API; Batch	True; (blank)	Has a credit card
Financial	Has Retail Card	API; Batch	True; (blank)	Has a branded credit card for retail stores or gas stations
Financial	Has Premium Credit Card	API; Batch	True; (blank)	Has a premium credit card such as Amex Gold
Financial	Spending Score	API; Batch	1 to 10	A score indicating how much discretionary spending the household will do over a 12 month period
Financial	Invested Assets	API; Batch	0-5k; 5k-15k; 15k-25k; 25k-35k; 35k-50k; 50k-100k; 100k-500k; 500k+	The approximate liquid investments of the household.

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