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# Email Intelligence

Build your customer persona  
with demographics, household  
and purchase data



Get insightful consumer data on up to 80% of your customers for stronger segmentation and better personalization via **Email Intelligence**.



## Demographics

Age, Gender, Name,  
Postal Address



## Household

Income, Marital Status,  
Presence of Children,  
Home Market Value



## Purchase Intent

Kids and Babies,  
Clothing, Electronics, Furniture



## Life Stage

Millennial, Expecting,  
Engaged, Mom



## Lifestyle

Gamer, Cord Cutter,  
Beauty Seeker, DIY-er



## Buyer Type

Deal-Seeker, Online Buyer, Big  
Spender, Holiday Shopper