



How to Target  
Finance & Insurance  
Audiences

# Audience Guide Contents



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Whether your goal is precision targeting or driving brand awareness at scale, Eyeota's Finance & Insurance Audience Guide is your blueprint for reaching online users across key financial categories.

With audience data sourced from trusted partners, these segments help you connect people actively researching, purchasing, or switching financial and insurance products—including banking, credit, investing, retirement, and mortgage solutions.

Browse our curated selection of finance and insurance audience segments built from intent signals such as product ownership, behavioral insights, demographic attributes, and more. Activate these segments across all major demand-side and supply-side platforms to identify, reach, and engage your ideal business customers on audio, connected TV, display, digital out-of-home, mobile, and social channels.

# Target Entrepreneurs

Reach audiences such as self-employed individuals, startup founders, and business owners who are actively building, managing, and growing their own ventures.

## Global

- Global Bombora - B2C - Income Changes and Status - Self-Employed / Entrepreneur
- Global Experian Worldview - Demo - Employment Status - Self-employed

## EMEA

- UK CACI - Ocean - Is self employed
- UK EQ Data - Population Employment - Economically Active - Self Employed
- UK Kantar - Sociodemographics - Business and Employment - Self Employed
- UK Starcount - Business and Finance - Entrepreneurship and Start Ups
- UK YouGov - Perspectives - Entrepreneurial
- DE Schober - Demo - Self Employed



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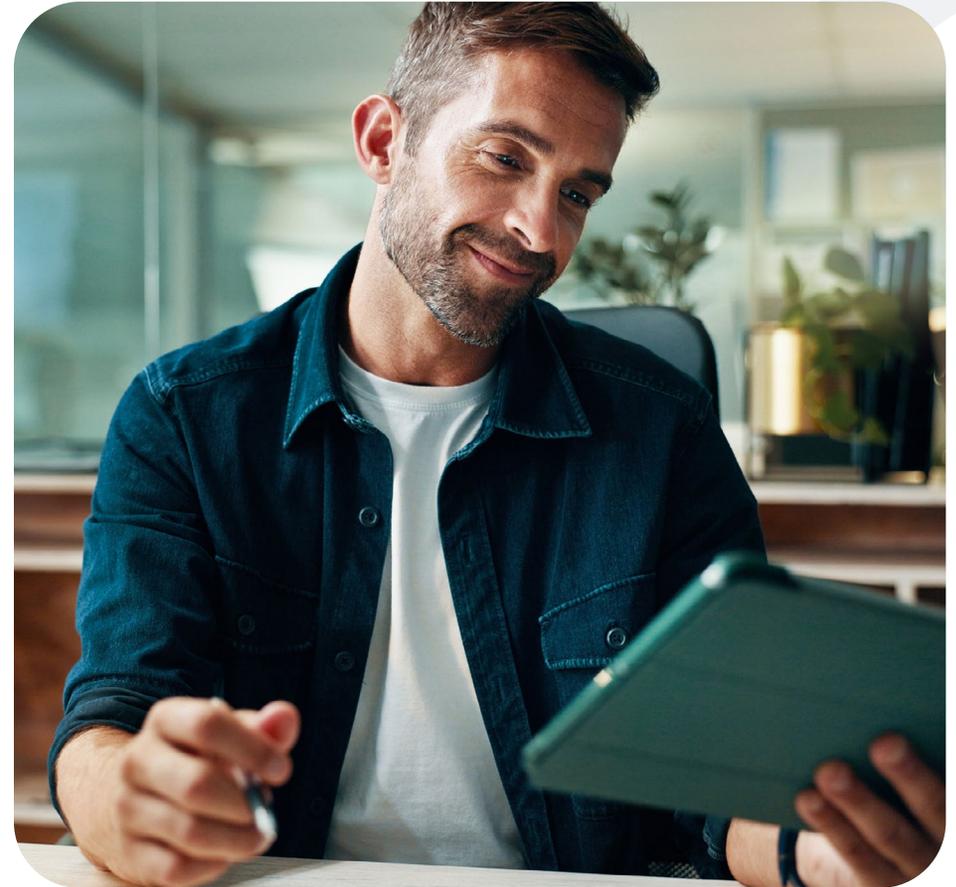


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# Target Entrepreneurs

## US

- US D&B - B2B Job Function / Roles - Entrepreneurs
- US Acxiom - Demo - Business Owner - Self-Employed
- US Acxiom - Demo - Occupation - Head of Household - Self Employed
- US Acxiom - Demo - Occupation - Self Employed
- US Adstra - Consumer - In-Market Lifestyle & Interests - Self-Employed
- US Adstra - Business - B2B Professionals by Title/Job Function - Home-Based Small Business Entrepreneur
- US Alliant - Social Propensities - B2B - LinkedIn - Entrepreneur Influencers
- US Anteriad - B2C - Employment - Self-Employed
- US Data Axle (fka Infogroup) - Business & Professional - Seniority - Entrepreneurs
- US Facteus - Intent - In-market Purchase - Purchase Data - Entrepreneur & Online Business Owners
- US Peoplefinders DaaS - B2B - Company - Self Employed
- US SMS-INC - Occupation - Self Employed
- US Starcount - Business - Entrepreneurship and Start Ups
- US Webbula - Hobbies, Interests, and Personas - Career & Education - Entrepreneurs
- US Webbula - Demo - Career - Business Owner - Self-Employed
- US YouGov - Perspectives - Entrepreneurial



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# Target High-Net-Worth Audiences

Reach audiences such as high-net-worth individuals and affluent households with significant assets, strong purchasing power, and elevated capacity for premium financial and investment products.

## Global

- Eyeota - Demo - Net Worth - High Net Worth Individual / HNWI
- Eyeota - Demo - Net Worth - More Than \$500,000
- Global Bombora - B2C - Net Worth - \$500,000+
- Global ShareThis - Advanced Demo - Net Worth HH - \$499k+

## APAC

- AU DBM Atlas - Demo - Income - High Net Worth
- AU Equifax - Income - High Disposable Income
- AU Equifax - Income - High Income Households
- AU GDR - 04 Household Income - 4 Prosperous Families
- AU GDR - 04 Household Income - 5 Wealthy Families
- AU Roy Morgan - Finance - High Net Worth Individuals (\$500k+)
- ID Nielsen - Demo - Demo - The High Earners (Personal Income IDR 10-20M)

- ID Nielsen - Demo - Demo - The High-Income Households (HH Income IDR 10M-20M)
- ID Nielsen - Demo - Demo - The Top-Tier Earners (Personal Income IDR 20M+)
- MY Nielsen - Demo - Demo - The High Earners (Personal Income RM 5k+)
- PH Nielsen - Demo - Household Income - The Affluent Achievers (High Income)
- PH Nielsen - Demo - Household Income - The High-Income Households (High HH Income)
- PH Nielsen - Demo - Personal Income - The High-Earning Individuals (High Personal Income)
- PH Nielsen - Demo - Personal Income - The High-Value Individuals (High Personal Income)
- TH Nielsen - Finance - Demo - The Affluent Earners (75k-100k THB)
- TH Nielsen - Finance - Demo - The High Earners (100k+ THB)
- TH Nielsen - Finance - Demo - Upper Income Households (75k+ THB)
- TH Nielsen - Finance - Demo - Upper Income Households (75k+ THB)
- TH Nielsen - Finance - In-market - High Income Active Investors

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# Target High-Net-Worth Audiences

## EMEA

- UK esbconnect - Demo - High Net Worth
- UK esbconnect - Demo - Super High Net Worth
- UK Outra - Wealth - top 5% property value UK - High Net Worth Households
- DE Schober - Finance - Household Net Worth - Over 400k EUR

## US

- US 33Across - Demo - High Net Worth
- US Acxiom - Demo - Net Worth Gold Range - \$2,000,000+
- US Adstra - Wealth - Affluent Consumers - High Net Worth Consumers
- US Adstra - Wealth - Affluent Consumers by Net Worth - \$10,000,000+
- US Adstra - Wealth - Affluent Consumers by Net Worth - High Net Worth Consumers
- US AnalyticsIQ - Finance - Estimated Net Worth - Greater than \$6,000,000
- US Anteriad - B2C - Demo - Finances - Net Worth - Net Worth High
- US Anteriad - B2C - Demo - Finances - Net Worth - Net Worth High - B: Net Worth \$500K+
- US Claritas - Segmentation - Wealth Models - Net Worth - 1,000,000+
- US Claritas - Segmentation - Wealth Models - Net Worth - 2,000,000+

- US Experian - Consumer Financial Insights - Net Assets Score (Net Worth) - \$1,000,000+ (FLA / Fair Lending Friendly)
- US Experian - Consumer Financial Insights - Net Assets Score (Net Worth) - \$5,000,000+ (FLA / Fair Lending Friendly)
- US Peoplefinders DaaS - B2B - High Net Worth
- US Peoplefinders DaaS - B2B - Professional Groups - High Net Worth Professional
- US SMS-INC - Demo - Declared Household Net Worth - \$500,000 Plus
- US Webbula - B2B Business Professionals (Premium) - Roles - Net Worth - High Net Worth
- US Webbula - Demo - Net Worth - \$500,000+



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# Target Retirement Audiences

Reach audiences such as retired adults, empty nesters, and senior households who are no longer in the workforce and exhibit established financial behaviors, lifestyle stability, and defined spending patterns.

## Global

- Eyeota - Demo - Employment Status - Retired
- Global Affinity Answers - Interest - Hobbies & Interests - Retired/Retiring
- Global Experian Worldview - Demo - Employment Status - Retired
- Global ShareThis - Advanced Demo - Occupation Category - Retired



## APAC

- AU Digifish - Finance - Income - Income with deductions Superannuation Contributions Employer
- AU Digifish - Finance - Income - Income with deductions Superannuation Contributions Personal
- AU Digifish - Finance - Ownership - Superannuation & Annuities
- AU Equifax - Finance - High Likelihood of Self Managed Super Fund
- AU Equifax - Finance - Moderate Likelihood of Self Managed Super Fund
- AU Nielsen CMV - Finance - Intent - Investigate Retirement / Superannuation Options
- AU Nielsen CMV - Finance - Intent - Switch to a New Superannuation Fund
- AU Roy Morgan - Finance - Superannuation Balance \$250k+
- AU Roy Morgan - Finance - Superannuation Balance \$500k+
- AU smrtr - Financial Services - High Super Balance
- AU smrtr - Financial Services - High Super Value
- AU smrtr - Financial Services - Super Property in SMSF
- NZ Roy Morgan - Finance - SMSF (Self Managed Super Fund)

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# Target Retirement Audiences

## EMEA

- UK CACI - Ocean - Occupation: Retired
- UK EQ Data - Occupation - Retired
- UK Equifax - Wealth - Investment Micro-Segment - DIP1. Retired Investors
- UK Equifax - Wealth - Wealth Micro-Segment - AWP4. Retired Wealth
- UK Equifax - Wealth - Wealth Micro-Segment - EWP4. Retired Empty Nesters
- UK Equifax - Wealth - Wealth Micro-Segment - IWP1. Modest Retired
- UK Experian - Demo - Employment - Employment Status - Retired
- UK Kantar Media - Demo - Working Status - Retired and not working
- UK Outra - Demo - Retired adult households
- UK TransUnion - CAMEO UK - Income Category - 23 Many HHlds With Income Between £75-£100k-Retired Professionals
- UK TransUnion - CAMEO UK - Income Category - 43 Many HHlds With Income Between £40-£50k-Retired Homeowners
- UK YouGov - Employment Status - Retired
- DE TransUnion - CAMEO Germany - Category - 1E Retired Connoisseurs
- ES Experian - Mosaic Spain - B07 Retired Urban
- ES Experian - Mosaic Spain - C14 Modest Retired Professionals
- ES Experian - Mosaic Spain - G33 Retired European Tourism
- FR Experian - PCS - Retired

## US

- US Acxiom - Demo - Occupation - Retired
- US Adstra - Political - Voters by Occupation - Voters by Occupation: Homemaker / Retired
- US Anteriad - B2C - Employment - Retired
- US Claritas - Demo - Occupation - Area or Type - Retired
- US Experian - Consumer Behaviors - At-Home: Retired / Empty Nesters
- US Experian (via geo) - Reach - Sociodemographic - Occupation Group - Retired
- US Infutor - Connex Household Cluster - Retired Repose
- US Infutor - Connex Household Cluster - Rustic Retired Renters
- US IXI (Equifax) - Economic Cohorts - \$200K+ Income, Age: Retired (65+), Diamonds and Pearls - Wealthiest Retirees: P71
- US IXI (Equifax) - Economic Cohorts - \$200K+ Income, Age: Retired (65+), Flush Funds - Wealthy Urban Seniors: P70
- US Media Source Solutions - Truthset Scored - Household Demos - Employment - Retired
- US Peoplefinders DaaS - B2B - Employment - Retired
- US SMS-INC - Occupation - Retired / Pensioner
- US YouGov - Demo - Work And Education - Employment Status - Retired

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# Target Insurance Audiences

Reach audiences actively seeking, comparing, or purchasing auto, health, life, home, and specialty insurance products.

## Global

- Eyeota - Finance - Intent - Insurance
- Eyeota - Finance - Intent - Insurance - Auto
- Eyeota - Finance - Interest - Insurance - Life
- Global Affinity Answers - Intent - Financial Services - Insurance
- Global Affinity Answers - Intent - Pet Care - Insurance
- Global ComScore - Interest - TV Ad Exposure - Farmers Insurance
- Global ComScore - Interest - TV Ad Exposure - General Auto Insurance
- Global D&B - B2C - AI Predictions - Financial Services - Insurance
- Global D&B - B2C - AI Predictions - Financial Services - Insurance - Health Insurance
- Global ShareThis - Finance - Insurance - Flood/Natural Disaster Insurance
- Global ShareThis - Finance - Insurance - Renter Insurance
- Global ShareThis - Finance - Insurance - Travel Insurance
- Global ShareThis - Intent - Financial Intent - Insurance - Auto
- Global TL1MKT - Intent - Finance - Car insurance
- Global TL1MKT - Intent - Finance - Home & Life Insurance
- Global TL1MKT - Interest - Personal Finance - Insurance - Pet Insurance
- Global TL1MKT - Interest - Personal Finance - Insurance - Motor Insurance



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# Target Insurance Audiences

## APAC

- AU DBM Atlas - Finance - Intent - Use Insurance Comparison Sites
- AU DBM Atlas - Intent to Open A New Product / Account - Insurance - Motor
- AU DBM Atlas - Intent to Switch - Insurance - Home Contents
- AU DBM Atlas - Product Ownership - Private Health Insurance
- AU Defind - Finance - Intent - Shop and Switch Auto Insurance - High
- AU Defind - Finance - Owner - Comprehensive Auto Insurance - Normal
- AU Digifish - Finance - Intent - Brand - Commonwealth Bank
- AU Digifish - Insurance - Intent - Travel
- AU Dynata - Financial Services - Insurance Products - Life
- AU Experian - Past Purchased - Vehicle Comprehensive Insurance - Above Average p/week
- AU Nielsen CMV - Finance - Intent - Switch to a New Insurance Provider
- AU RDA Research - Real Estate - Intent - Purchase Investment Property
- AU YouGov - Consumer - In-Market - Switching insurance
- ID Dynata - Financial Services - Insurance Products - Health
- IN Dynata - Financial Services - Insurance Products - Homeowners
- JP Dynata - Financial Services - Insurance Products - Automotivemobile
- PH Nielsen - Finance - In-market - The Protection Planners (Insurance Seekers)

## EMEA

- UK CACI - Ocean - Has Pet Insurance
- UK esbconnect - General Interest - Life Insurance
- UK esbconnect - General Interest - Medical Insurance
- UK GDR - Consumer habits - Membership of private health insurance
- UK Starcount - Business and Finance - Insurance
- UK Starcount - Open Banking Spend - General Insurance
- UK Starcount - Open Banking Spend - Life Insurance
- DE GfK - Financial Product Affinity - Direct Insurance - High
- DE GfK - Financial Product Affinity - Insurance Purchase Online - High
- DE GfK - Financial Product Affinity - Life Insurance - High
- DE GfK - Financial Product Affinity - Private Accident Insurance - High
- DE GfK - Financial Product Affinity - Private Full-coverage Health Insurance - High
- DE Schober - Finance - Insurance - Own Private Health Insurance
- DE Schober - Finance - Insurance Superconsumer
- DE YouGov - Consumer - In-Market - Change Insurance Provider
- ES Dynata - Financial Services - Insurance Products - Automobile
- ES Dynata - Financial Services - Insurance Products - Health
- ES Dynata - Financial Services - Insurance Products - Life

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# Target Insurance Audiences

## US

- US 33Across - 33Across AudienceID - Financial Services - Insurance
- US Acxiom - Demo - Life Insurance - Policy Owner
- US Acxiom - Business - Likely Insurance - Business Insurance
- US Adstra - Consumer - In-Market Financial - Insurance - Health
- US Adstra - Consumer - In-Market Financial - Insurance - Life
- US Affinity Solutions - Intent - In-Market - Insurance Providers
- US Alliant - Automotive - Auto - In Market for Insurance
- US AnalyticsIQ - In Market - Pet Insurance
- US Claritas - Insurance - Other - Has - Dental Insurance
- US Claritas - Insurance - Other - Has - Small Business Insurance
- US Data Axle (fka Infogroup) - TargetReady - Insurance - Auto Insurance
- US Data Axle (fka Infogroup) - TargetReady - Insurance - Life Insurance
- US Epsilon - Insurance - Uninsured (Health) - Highly Likely
- US Experian - Lifestyle and Interests (Affinity) - In-Market - Auto Insurance
- US Facteus - Intent - In-market Purchase - Purchase Data - Frequent Purchasers - Auto Insurance
- US IXI (Equifax) - Insurance Propensity - High Lifetime Value Households
- US ShareThis - Affinity Solutions - Insurance Providers
- US Verisk - Intent - InMarket for Any Insurance - Highest Likelihood



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# Target Banking Audiences

Reach audiences actively engaging with banking services-from online and mobile banking users to account holders and brand-loyal customers across major financial institutions.

## Global

- Eyeota - Finance - Intent - Personal Finance - Banking
- Eyeota - Finance - Interest - Personal Finance - Banking
- Global Affinity Answers - Intent - Financial Services - Banking
- Global ShareThis - Finance - Banking
- Global ShareThis - Finance - Banking - ATMs and Branch Locations
- Global ShareThis - Finance - Banking - Debit and Checking Services
- Global ShareThis - Finance - Banking - Money Transfer and Wire Services
- Global ShareThis - Finance - Banking - Savings Accounts
- Global ShareThis - Intent - Financial Intent - Banking
- Global TL1MKT - Interest - Personal Finance - Consumer Banking

## APAC

- SG Dynata - Financial Services - Insurance Products - Automobile
- SG Dynata - Financial Services - Insurance Products - Health
- SG Dynata - Financial Services - Insurance Products - Life
- SG Dynata - Financial Services - Insurance Products - Homeowners
- SG Dynata - Financial Services - Insurance Products - Mobile Protection
- SG Nielsen - Finance - Brand Ownership - AIA - Life Insurance
- SG Nielsen - Finance - Brand Ownership - AIG - Medical Insurance
- SG Nielsen - Finance - Brand Ownership - Aviva - Travel Insurance
- SG Nielsen - Finance - Brand Ownership - AXA - Car Insurance
- SG Nielsen - Finance - Brand Ownership - DBS - Current Account Customer
- SG Nielsen - Finance - Brand Ownership - OCBC - Home Loan Customer
- SG Nielsen - Finance - Brand Ownership - UOB - Savings Account Customer
- SG Nielsen - Finance - In-market - Insurance - Car
- SG Nielsen - Finance - In-market - Insurance - Travel
- SG Nielsen - Finance - In-market - Financial Products (Online)
- SG YouGov - Current Customer - Insurance - NTUC Income
- TH Nielsen - Finance - In-market - Active Investors
- TH Nielsen - Finance - In-market - The Market Participants (General Investors)



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# Target Banking Audiences

## EMEA

- UK CACI - Ocean - Has Premium Bank Account
- UK Data Locator (DLG) - Financial - Bank Account Savers
- UK GDR - Behavior - Uses online banking
- UK Starcount - Mindset - High Street Bankers
- UK YouGov - Current Customer - Banks And Building Societies - Lloyds Bank
- UK YouGov - Current Customer - Banks And Building Societies - Nationwide
- UK YouGov - Current Customer - Banks And Building Societies - Santander
- DE GDR - Consumer Financials Banking - Bank Account Held - DKB, Deutsche Kreditbank
- DE GDR - Consumer Financials Banking - Bank Account Held - Ing-Diba
- DE GfK - Financial Product Affinity - Bank Switch - High
- DE GfK - Financial Product Affinity - Online Banking - High
- DE Schober - Finance - Direct Banking Customer
- DE YouGov - Finance - Investment Products Owned - Saving Bank Account
- ES Dynata - Interest - Online / App Activities - Banking
- FR Experian - Type of bank - National bank
- FR Kantar - Consumer Financial - Banking - BNP PARIBAS
- FR Kantar - Consumer Financial - Banking - LA BANQUE POSTALE
- IT GDR - Behavior - Uses online banking

## US

- US Acxiom - Financial - Bank Card User
- US Acxiom - Financial - Likely Bank Brand - American Express (Financial)
- US Acxiom - Financial - Likely Bank Brand - Bank of America (Financial)
- US Acxiom - Financial - Likely Bank Brand - Discover Bank (Financial)
- US Acxiom - Financial - Likely Bank Brand - Fidelity Investments (Financial)
- US Acxiom - Financial - Likely Bank Brand - KeyBank (Financial)
- US Adstra - Consumer - In-Market Financial - Banking
- US Alliant - Interest Propensities - Financial - Chase Bank
- US Alliant - Interest Propensities - Financial - Citibank
- US AnalyticsIQ - FLA Friendly - Finance - Banking Access Preference - In Branch Banking
- US AnalyticsIQ - FLA Friendly - Finance - Banking Access Preference - Mobile Banking
- US AnalyticsIQ - FLA Friendly - Finance - Banking Access Preference - Online Banking
- US Claritas - Finance and Investment - Banking and Loan - Institution - Online Banking
- US Experian - Financial FLA Friendly - Banking in Person
- US Experian - Financial FLA Friendly - Banking Uses ATM / Cash Machine

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# Target Crypto Audiences

Reach audiences who buy, trade, follow, or actively research cryptocurrencies, digital assets, and emerging blockchain-based financial services.

## Global

- Eyeota - Finance - Interest - Personal Finance - Cryptocurrency
- Global Affinity Answers - Interest - Personal Investment - Bitcoin & Crypto
- Global ShareThis - Finance - Investing - Currencies and Foreign Exchange - Cryptocurrency
- Global TL1MKT - Interest - Technology & Computing - Bitcoin and other Cryptocurrencies



## APAC

- AU RDA Research - Finance - Intent - Purchase Cryptocurrency
- IN Affle - Finance - AppUsage - Crypto

## EMEA

- UK CACI - Ocean - Owns cryptocurrency
- UK Dynata - Financial Services - Investment Account Types - Cryptocurrency
- DE Dynata - Financial Services - Investment Account Types - Cryptocurrency
- DE Kantar Media - Purchase Behaviour - Consumer Financial - Cryptocurrency - Used cryptocurrency as a payment method
- DE YouGov - Consumer - In-Market - Likely To use Cryptocurrency
- DE YouGov - Personas - Cryptocurrency Followers

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# Target Crypto Audiences

## US

- US Adstra - Consumer - In-Market Financial - Cryptocurrency
- US Alliant - Interest Propensities - Cryptocurrencies - Binance
- US Alliant - Interest Propensities - Cryptocurrencies - Bitcoin Cash
- US Alliant - Interest Propensities - Cryptocurrencies - Cardano
- US Alliant - Interest Propensities - Cryptocurrencies - Coinbase
- US Alliant - Interest Propensities - Cryptocurrencies - Crypto.com
- US Alliant - Interest Propensities - Cryptocurrencies - Dogecoin
- US Alliant - Interest Propensities - Cryptocurrencies - Ethereum
- US Alliant - Interest Propensities - Cryptocurrencies - Litecoin
- US Alliant - Interest Propensities - Cryptocurrencies - Monero
- US Alliant - Interest Propensities - Cryptocurrencies - NFT
- US Alliant - Interest Propensities - Cryptocurrencies - Polkadot
- US Alliant - Interest Propensities - Cryptocurrencies - Solana
- US Alliant - Interest Propensities - Cryptocurrencies - StellarOrg
- US Alliant - Interest Propensities - Cryptocurrencies - Tether
- US AnalyticsIQ - FLA Friendly - Finance - FinTech - Cryptocurrency
- US Dynata - Financial Services - Investment Account Types - Cryptocurrency
- US Goldfish Ads - Interest - Technology - Cryptocurrency

- US ShareThis - Affinity Solutions - Crypto Currency Services
- US Sovrn - Technology and Computing - Computing - Cryptocurrencies
- US YouGov - Consumer - In-Market - Likely To use Cryptocurrency
- US YouGov - Personas - Cryptocurrency Followers



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# Target Investing Audiences

Reach audiences such as individuals actively researching, managing, or growing their investments-from beginner investors to high-value traders across stocks, funds, real estate, and diversified asset classes.

## Global

- Eyeota - Finance - Interest - Personal Finance - Investments
- Eyeota - Real Estate - Intent - Investors
- Global Affinity Answers - Intent - Financial Services - Investment
- Global ShareThis - Finance - Investing
- Global ShareThis - Finance - Investing - Brokerages and Day Trading
- Global ShareThis - Finance - Investing - Commodities and Futures Trading
- Global ShareThis - Finance - Investing - Currencies and Foreign Exchange
- Global ShareThis - Finance - Investing - Derivatives
- Global ShareThis - Finance - Investing - Funds
- Global ShareThis - Finance - Investing - Real Estate Investment Trusts
- Global ShareThis - Finance - Investing - Stocks and Bonds
- Global TL1MKT - Interest - Hobbies & Interest - Investors & Patents
- Global TL1MKT - Interest - Personal Finance - Investing - Beginning Investing
- Global TL1MKT - Interest - Personal Finance - Investing - Forex
- Global TL1MKT - Interest - Personal Finance - Investing - Hedge Fund
- Global TL1MKT - Interest - Personal Finance - Investing - Investing
- Global TL1MKT - Interest - Personal Finance - Investing - Mutual Funds

## APAC

- AU DBM Atlas - Product Ownership - Deposit Accounts - Share Trading, Cash Investment or Money Market
- AU Dynata - Financial Services - Investment Account Types - Stocks
- AU Dynata - Financial Services - Investment Account Types - Bonds
- AU Dynata - Financial Services - Investment Account Types - Money Market Account
- AU Dynata - Financial Products & Services - Type - Investment Fund / Mutual Fund
- AU Dynata - Interest - Type - Finance / Investing
- AU Nielsen CMV - Finance - Product Ownership - Investment Value - \$50,000 to \$499,999
- AU RDA Research - Finance - Product Ownership - Has an Investment Loan
- AU Roy Morgan - Finance - Property Investments or Holiday Home
- AU smrtr - Real Estate - Investment Property
- AU YouGov - Consumer - Type Of Investor - Long Term
- IN Audience Logic - Interest - Finance & Insurance - Stocks & Investments
- IN Dynata - Financial Services - Investment Account Types - Mutual Funds
- IN Dynata - Financial Services - Investment Account Types - Real Estate

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# Target Investing Audiences

## EMEA

- UK CACI - Ocean - Money invested in past or as lump sum, not paid in recently
- UK CACI - Ocean - Retirement income: savings or investments or property
- UK Data Locator (DLG) - Financial - Investors
- UK Dynata - Financial Services - Investment Account Firm Types - Discount Brokerage
- UK Dynata - Financial Services - Investment Account Firm Types - Full-service Brokerage
- UK Dynata - Financial Services - Investment Account Firm Types - Mutual Fund company
- UK EQ Data - Interests - Investor
- UK esbconnect - High Intent - Investments (High Intent)
- UK Experian - Intent (In-market) - Finance and insurance - Savings investment products owned - Cash ISA
- UK Experian - Intent (In-market) - Finance and insurance - Savings investment products owned - Equity ISA
- UK Experian - Intent (In-market) - Finance and insurance - Savings investment products owned - Premium bonds
- UK Experian - Intent (In-market) - Finance and insurance - Savings investment products owned - Stocks and shares (excl.ISA)

- UK Experian - Interest (Affinity) - Investing - Investable Assets - £100,000 to £250,000
- UK Starcount - Mindset - Informed Investors
- DE YouGov - Finance - Investment Products Owned - Exchange Traded Funds
- DE YouGov - Finance - Risk Tolerance towards investing in the stock market - (Very) Risky
- ES Dynata - Financial Products & Services - Investment Fund / Mutual Fund
- FR Dynata - Interest - Type - Finance / Investing
- IT Dynata - Financial Services - Investment Account Types - Stocks
- IT Dynata - Financial Services - Investment Account Types - Real Estate



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# Target Investing Audiences

## US

- US Adstra - Wealth - Affluent Consumers by Investable Assets - \$250,000-\$499,999
- US Adstra - Wealth - Affluent Consumers by Investable Assets - \$1,000,000-\$1,999,999
- US Adstra - Wealth - Affluent Consumers by Investable Assets - \$5,000,000-\$9,999,999
- US Adstra - Wealth - Affluent Consumers by Investable Assets - \$20,000,000 or more
- US AnalyticsIQ - FLA Friendly - Finance - Investing - Have an Investment Advisor
- US AnalyticsIQ - FLA Friendly - Finance - Investing - Have a Retirement Account (401k or 403b)
- US Anteriad - B2C - Demo - Finances - Investors
- US Data Axle (fka Infogroup) - Consumer - TargetReady - Business & Finance - High Value Securities Investor
- US Data Axle (fka Infogroup) - Consumer - TargetReady - Business & Finance - High Value Stock Investor
- US Experian - Financial - Investments - Investment Propensity Active Traders
- US Experian - Financial - Investments - Investment Propensity ETF Investors

- US Experian - Financial - Investments - Investment Propensity High-Risk Investors
- US Experian - Financial - Investments - Investment Propensity IRA Investors
- US Plunge Digital - Interest - Investments - Personal Investments
- US Plunge Digital - Interest - Investments - Real Estate Investments
- US Webbula - Wealth - Investing - Affluent Investors
- US YouGov - Finance - Risk Tolerance towards investing in the stock market - (Very) Risky



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# Target Credit Audiences

Reach audiences engaging with credit products—including credit cards, loans, and debt management solutions—across a range of usage, demand, and credit-worthiness profiles.

## Global

- Eyeota - Finance - Intent - Personal Finance - Credit Card
- Eyeota - Finance - Intent - Personal Finance - Loan / Credit
- Eyeota - Finance - Interest - Personal Finance - Loan / Credit
- Eyeota - Lifestyle - Mobile App User - Bank And Credit Card
- Global Affinity Answers - Intent - Financial Services - Consumer Credit
- Global ShareThis - Finance - Credit and Lending - Credit Cards
- Global ShareThis - Finance - Credit and Lending - Debt Management
- Global ShareThis - Finance - Credit and Lending - Loans
- Global ShareThis - Intent - Financial Intent - Loans & Credit
- Global TL1MKT - Interest - Personal Finance - Credit - Debt & Loans
- Global TL1MKT - Interest - Personal Finance - Credit Cards



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# Target Credit Audiences

## APAC

- AU DBM Atlas - Intent to Open A New Product / Account - Credit Cards
- AU DBM Atlas - Intent to Switch - Credit Cards
- AU DBM Atlas - Product Ownership - Credit Cards
- AU DBM Atlas - Intent to Open A New Product / Account - Credit Cards - Revolvers (balance Carries Forward)
- AU DBM Atlas - Intent to Open A New Product / Account - Credit Cards - Transactors (pay Balance Monthly)
- AU Dynata - Financial Products & Services - Type - Credit Card
- AU Dynata - Financial Services - Average Credit Card Spend Per Year - \$9,000 or greater
- AU Digifish - Finance - Interest Payments On Credit Card Purchases
- AU Equifax - Finance - High Credit Card Demand
- AU Equifax - Finance - Moderate Risk of Credit Default Households
- AU Experian - Intent - Credit Card Demand - Band 1 (highest demand)
- AU Experian - Socio-Demo - Credit Risk Insight - Low
- AU Nielsen CMV - Finance - Intent - Credit Cards - Have Gold / Platinum / Black Rewards
- AU smrtr - Financial Services - Credit Card - Intent
- IN Audience Logic - Interest - Finance & Insurance - Credit Cards

## EMEA

- UK CACI - Ocean - Always Pays Credit Card Balance In Full
- UK CACI - Ocean - Has 2 Plus Credit Cards
- UK CACI - Ocean - Is Likely To Take Out Or Switch Supplier Of Credit Cards In Next 12 Months
- UK CACI - Ocean - New credit card in last year
- UK CACI - Ocean - Uses Credit Card 6 Plus Times Per Month
- UK Data Locator (DLG) - Financial - Credit Card Amex
- UK Data Locator (DLG) - Financial - Credit Card Barclaycard
- UK Data Locator (DLG) - Financial - Credit Card HSBC
- UK Equifax - Finance - Consumer Credit Worthiness - Very High
- UK Equifax - Finance - Credit Demand in Household - High
- UK Starcount - Open Banking Spend - Credit Card
- UK Starcount - Open Banking Spend - Credit Card - American Express
- DE GfK - Financial Product Affinity - Credit Card Possession - High
- DE Kantar Media - Purchase Behaviour - Consumer Financial - Credit Cards - Digital wallet users
- DE Kantar Media - Purchase Behaviour - Consumer Financial - Credit Cards - Used a buy now and pay later service

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# Target Credit Audiences

## US

- US Adstra - Consumer - Financial - Credit Cards - American Express Gold / Premium
- US Adstra - Consumer - Financial - Credit Cards - Discover Regular
- US Adstra - Consumer - Financial - Credit Cards - Premium
- US Adstra - Consumer - Financial - Credit Cards - Retail / Gas Premium
- US Adstra - Consumer - Financial - Credit Range - \$10,000+
- US Experian - Financial FLA Friendly - Credit Card Balance 12 Mos - \$1-\$1,999
- US Experian - Financial FLA Friendly - Credit Card Balance 12 Mos - \$3,000-\$3,999
- US Experian - Financial FLA Friendly - Credit Card Balance 12 Mos - \$5,000-\$5,999
- US Experian - Financial FLA Friendly - Credit Card Balance 12 Mos - \$10,000+
- US Experian - Financial FLA Friendly - Credit Card Balance Transfer Amt - \$1-\$2,499
- US Experian - Financial FLA Friendly - Credit Card Balance Transfer Amt - \$3,250-\$3,499
- US Experian - Financial FLA Friendly - Credit Card Balance Transfer Amt - \$4,500-\$4,999

- US Experian - Financial FLA Friendly - Credit Card Balance Transfer Amt - \$6,000+
- US IXI (Equifax) - Credit Card Propensity - Premium Credit Card
- US IXI (Equifax) - Credit Card Propensity - Attracted to Low APR Offer
- US IXI (Equifax) - Credit Card Propensity - Card Balance Transfer Candidate
- US IXI (Equifax) - Credit Card Propensity - Likely to Respond to Credit Card Offer
- US IXI (Equifax) - Credit Card Propensity - Open to New Credit Card Offer
- US IXI (Equifax) - Credit Card Propensity - Revolver
- US IXI (Equifax) - Credit Card Propensity - Transactor



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# Target Mortgage Audiences

Reach audiences such as homeowners and prospective buyers who are securing a new mortgage, refinancing, or actively managing ongoing mortgage payments and property financing.

## Global

- Eyeota - Finance - Interest - Personal Finance - Mortgage
- Global ComScore - Interest - Shopping - Mortgage refiners and shoppers
- Global Experian Worldview - Demo - Mortgage Status - Outright owner of property
- Global Experian Worldview - Demo - Mortgage Status - Owner of mortgaged property
- Global TL1MKT - Interest - Personal Finance - Mortgages

## APAC

- AU DBM Atlas - Finance - Intent - Use Home Loan / Mortgage Brokers
- AU DBM Atlas - Intent to Open A New Product / Account - Home Loan
- AU DBM Atlas - Finance - Intent to Open and A New Product / Account - Home Loan - Big 4 Rejector
- AU DBM Atlas - Finance - Intent to Open and A New Product / Account - Investment Home Loan
- AU DBM Atlas - Intent to Switch - Home Loan

- AU DBM Atlas - Intent to Switch - Home Loan - Investment Property
- AU DBM Atlas - Product Ownership - Home Loan
- AU DBM Atlas - Product Ownership - Home Loan - First Home Owners
- AU DBM Atlas - Product Ownership - Home Loan - Investment Property
- AU Digifish - Finance - Intent - Brand - Mortgage Choice
- AU Dynata - Financial Products & Services - Type - Mortgage
- AU Equifax - Finance - High Home Loan Demand
- AU Experian - Intent - Secured Loan Excl. mortgage - Band 1 (highest demand)
- AU Nielsen CMV - Real Estate - Intent - Investment Home Buyers
- AU RDA Research - Finance - Intent - First Home Buyer
- AU RDA Research - Finance - Intent - Refinance Mortgage
- AU Roy Morgan - Finance - Have a Home Mortgage
- AU smrtr - Financial Services - Large Mortgage Size Holders
- AU YouGov - In Market - Finance - apply for a home loan
- NZ Experian - Finances - Bank Accounts Held - Mortgage(s) or Loan(s) Owned

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# Target Mortgage Audiences

## EMEA

- UK CACI - Ocean - Has mortgage on more than one property
- UK CACI - Ocean - Monthly mortgage repayment 500-750 pounds
- UK CACI - Ocean - Monthly mortgage repayment 750-1000 pounds
- UK CACI - Ocean - Mortgage rate type: Fixed
- UK CACI - Ocean - Mortgage rate type: Variable
- UK CACI - Ocean - Received contribution towards a deposit for a mortgage in the past year
- UK Dynata - Financial Products & Services - Mortgage
- UK EQ Data - Finance - Remortgage
- UK Equifax - Property - Residency Type - Home Owners with mortgage
- UK Experian - Demo - Household Data - Mortgage - Mortgage Value - More than £250,000
- UK Experian - Intent (In-market) - Finance and insurance - Financial actions (next 12 months) - Switch mortgage provider
- UK Kantar - Consumer Financial - Property and Mortgage - Have a Mortgage
- UK Starcount - Open Banking Spend - Mortgage & Rent
- DE YouGov - Household Finance - Loan Type - Mortgage
- ES Dynata - Financial Products & Services - Mortgage
- FR Experian - Financial products services - Mortgage



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# Target Mortgage Audiences

## US

- US 33Across - 33Across AudienceID - Financial Services - Mortgages
- US Acxiom - Financial - Likely In Market Timing - Mortgage Refinance
- US Acxiom - Home - Recent Mortgage Borrower
- US Anteriad - B2C - Demo - Finances - Mortgage
- US Claritas - LifeStage - Home Finance - Plan To - Take Out Second Mortgage or Equity Loan
- US Dynata - Financial Products & Services - Mortgage
- US Epsilon - Banking And Investing - Mortgage Holders - Highly Likely
- US Epsilon - Banking And Investing - Mortgage Refinancing Intenders - Highly Likely
- US Experian - Consumer Financial Insights - Mortgage Refinance - Extremely likely to refinance (FLA / Fair Lending Friendly)
- US Experian - Financial FLA Friendly - In Market First Mortgage
- US Experian - Financial FLA Friendly - In Market New Mortgage
- US Experian - Financial FLA Friendly - In Market Second Mortgage
- US Experian (via geo) - Reach - Propensity Models - Real Estate - Monthly Mortgage Payment - \$1-\$199
- US Experian (via geo) - Reach - Propensity Models - Real Estate - Monthly Mortgage Payment - \$1000-\$1199

- US Experian (via geo) - Reach - Propensity Models - Real Estate - Monthly Mortgage Payment - Over \$2000
- US Experian (via geo) - Reach - Propensity Models - Real Estate - Mortgage Amount - \$120,000-\$159,999
- US Experian (via geo) - Reach - Propensity Models - Real Estate - Mortgage Amount - \$250,000-\$349,000
- US Experian (via geo) - Reach - Propensity Models - Real Estate - Mortgage Amount - \$450,000-\$749,000
- US IXI (Equifax) - Aggregated FICO Propensity - High Mortgage Score
- US Stirista - Interest - Mortgages



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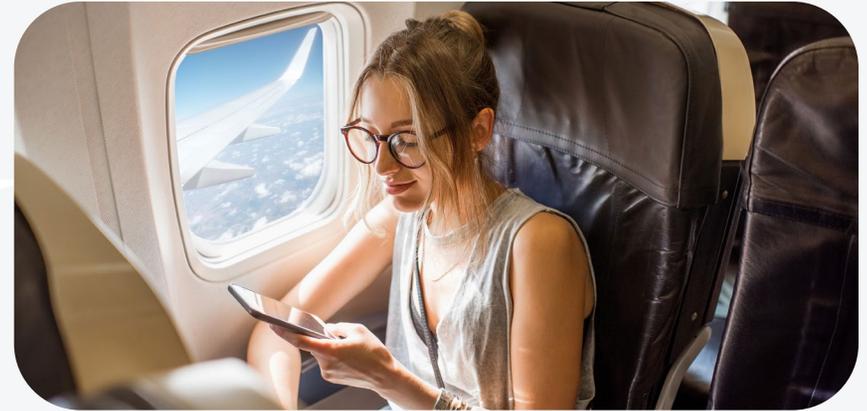
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# Elevate your marketing with quality-certified audience data.

Eyeota empowers marketers with precise targeting, deeper insights, and enhanced omnichannel performance, fueling campaigns that convert.



## Unlock the Power of Global Audience Data



### B2B & B2C Audience Data

60,000+ addressable audiences to support omnichannel marketing strategies



### Global Data Coverage

Data available in 180 countries, covering major markets including AMER, EMEA, Asia and ANZ



### Omnichannel Activation Made Easy

Audience data available across display, native, social, CTV, DOOH, contextual channels, and more



### Data Quality & Privacy Compliance

Data sourced, validated, and enriched from reliable providers to ensure accuracy and consistency

**120+** premium online data providers

**180** countries worldwide

**60+** DSPs, SSPs, and social channels

## Our Commitment to Data Quality

Eyeota audiences are independently audited to provide confidence and reassurance to marketers on the quality, transparency, and compliance of the data they are buying.



# Eyeota Audience Marketplace

Eyeota collaborates with 70+ premium branded and unbranded data partners who supply rich, ethically sourced audience segments across B2B, B2C, and industry-specific categories.



# Activate Finance & Insurance Audiences for Your Campaign!

Finance & Insurance Audiences are available through Eyeota's Partner Network of leading DSPs, SSPs, DMPs and social platforms for digital campaign activation.

[Download the Full Audience Guide](#)

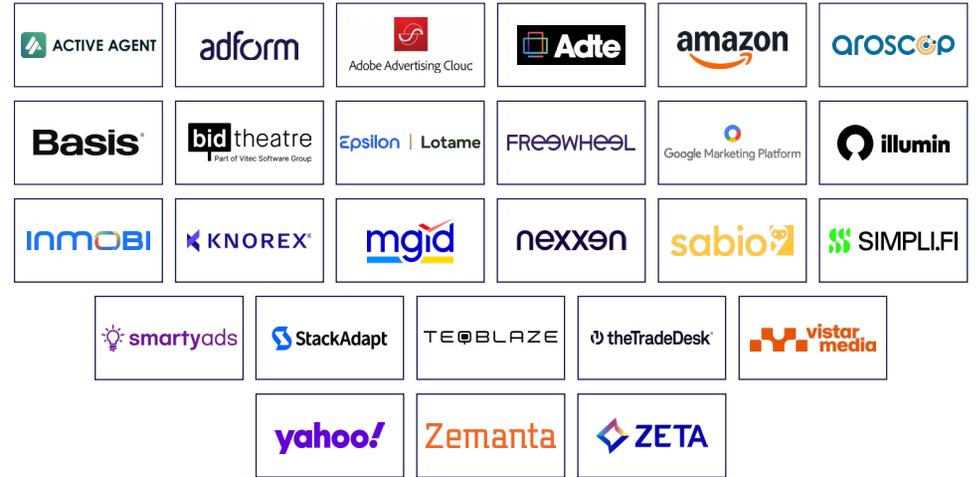


Connect with our Audience Specialists for support.

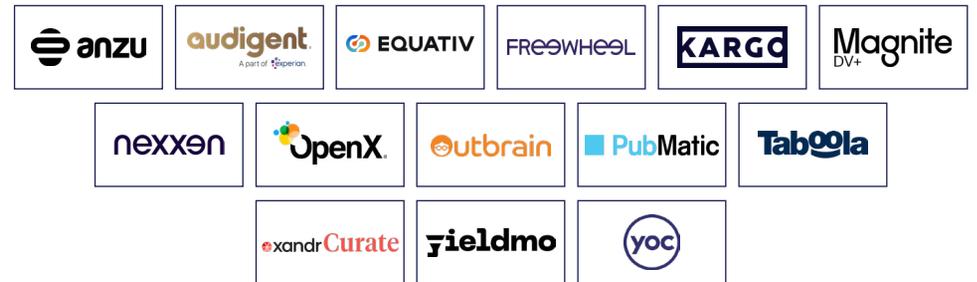
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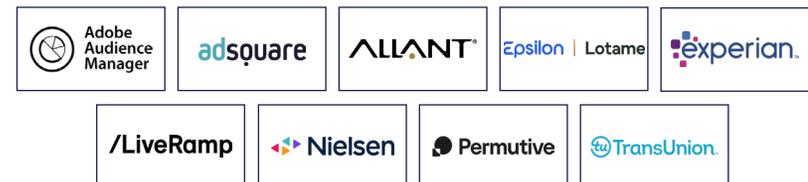
## Demand Side Platforms



## Supply Side Platforms



## Data Management Platforms



## Social Networking Platforms

