

Audience Guide

NinthDecimal, the leading mobile audience intelligence platform, leverages its ROI-driven approach and unique advertiser platform, Location Graph™ to deliver true one-to-one mobile audience targeting at scale. Location Graph integrates proprietary Wi-Fi & mobile location big data to engage marketers' desired audience — delivering 4X's higher performance over other mobile targeting approaches.

We currently offer the following standardized audience profiles along with unlimited custom audience options to meet our clients' goals. Standardized audience profiles include:

Demographic Profiles

Gender

- Female
- Male

Estimated Household Income

- <\$50K
- \$50K - \$100K
- \$100K - \$150K
- \$150K - \$250K
- \$250K+

Age

- 25-64 years old
- 65+ years old

Ethnicity

- African Americans
- Asian Americans
- Hispanic

Parent of School Age Kid(s)

People who go to playgrounds, elementary schools, shop at retailers for school aged children (e.g. Gymboree, Oskosh, Toys "R" Us) and exhibit other location patterns indicative of parents

Lifestyle Profiles

Business Traveler

People who frequently travel out of their home market during the week

College Student

People who frequent college or university campuses for extended periods of time and exhibit other location patterns consistent with college students

Healthy Living

People who frequent gyms, day spas, athletic clubs (i.e. karate, boxing, gymnastics, ballet, etc.), yoga & pilates studios, as well as natural food store & healthy grocer patrons (from Whole Foods to GNC)

In-Market Profiles

Auto Intenders

People who recently visited car dealerships

Leisure Traveler

People who frequently travel out of their home market on weekends

Pet Owners/Enthusiasts

People we see in pet stores, pet hospitals, dog parks and other pet-friendly venues

Verified Legal Drinking Age (LDA-Compliant)

People we see in bars, nightclubs and other 21-and-over establishments

New/Expectant Parents

People we see shopping at BabyCenter, DayOne, and other retailers of newborn/baby products

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Enthusiast Profiles

Big Box Shopper

People who frequent big box retailers like Kmart, Costco, WalMart, Target, Sam's Club, etc.

Casual Dining

People we see frequently eating at national casual dining restaurants like Applebee's, Denny's, Black Bear Diner, Chili's, Red Lobster, Olive Garden and others

Clothing & Retail Chain Shopper

People who frequent national clothing retail chains like J.Crew, Anthropologie, Abercrombie & Fitch, BCBG, Chico's, Lucky Brand, Ann Taylor, Nine West, Talbots, Urban Outfitters, Burlington Coat Factory, etc., as well as department stores

Cost-Conscious Shoppers

People who frequent economy chains including big box retail chains, Marshalls, Ross, Men's Warehouse, as well as thrift/consignment stores

Department Store Shopper

People who frequent national or regional department stores like Macy's, Dillard's, Nordstrom, Bloomingdale's, Neiman Marcus, J.C. Penny, Sears, Ross, Kohl's, Marshalls, etc.

DIY (Do It Yourselfers)

Frequent visitors to national hardware chains

Entertainment Enthusiasts

People who go to concert & music venues, movie theatres, art gallery patrons, attend the theatre and theatre company productions, opera and other cultural/performing arts center attenders

Fashionistas

People who frequent high-fashion clothing and jewelry retail stores including Neiman Marcus, Barney's, Bergdorf Goodman, Tiffany's and couture boutiques

Fast Food Dining/QSR

People we see frequently eating at national fast food chains like McDonald's, Burger King, Kentucky Fried Chicken, Subway and others

Fine Dining

People we see frequently eating at high-end restaurants as defined by local search and review data

Gamers & Comics Enthusiasts

Frequent visitors to comic book and gaming-related stores & locations

Golf Enthusiasts

People who frequent golf courses & golf-focused stores

Green Consumers

People we see shopping at eco-friendly stores including REI, Patagonia, Timberland, Whole Foods, Green Citizen and others

Luxury Shoppers

People who frequent high-end clothing stores (e.g., Neiman Marcus, Nordstrom, Barney's), home furnishing boutiques, auto dealerships (e.g., BMW, Tesla), antique stores and art galleries

Movie Goers

People who frequent movie theatres

Outdoor Enthusiasts

People we see frequently in national parks, state parks, ski resorts, beaches, and other outdoor venues

Sports Enthusiasts

Frequent visitors to sports bars, swim, tennis or gun clubs, youth sports centers & sports academies, YMCAs, gyms, and fitness & health clubs

Tech Enthusiasts

Frequent visitors to Best Buy, Apple Store, Microsoft Store, RadioShack, Fry's, and other computer & electronic stores