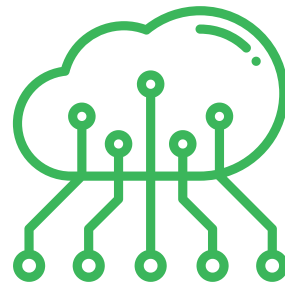


Skydeo Trending Segments

May 2023 Edition

Top 5 Categories:

1. In Market
2. Interest
3. Purchase Behaviors
4. Transactional
5. B2B



Mobile Audience Data

In Market Top Segments

Skydeo > In Market > Annual Discretionary Spending > Personal Care > \$1,000 to \$1,499

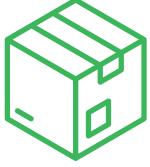


This segment contains individuals that have annual discretionary spending on personal care from \$1,000 to \$1,499. These consumers make up approximately the top 13-42% of spenders in this category, which is the 2nd of 3 tiers. Keywords: intent, shopping, shoppers, disposable income, spenders.

LiveRamp ID:
1008283011



Skydeo > In Market > Subscription Boxes > Makeup & Beauty Subscription Box Lovers



This segment contains individuals who are likely to enjoy and subscribe to makeup or beauty subscription box services such as Allure Beauty Box, IPSY, or Boxycharm.

LiveRamp ID:
1010172611

Skydeo > In Market > Food & Beverages > Grocery Delivery



Individuals who are in-market for grocery delivery services including Instacart, AmazonFresh, Peapod, Vons, FreshDirect, Google Express, Yummy.com, etc.

LiveRamp ID:
1009619081

Skydeo > In Market > Microsoft Products



This segment contains individuals who are likely to be in the market for Microsoft products. Keywords: intent, Windows, Office, Outlook, Xbox, Surface, Skype, Edge, Cortana, shopping, shoppers.

LiveRamp ID:
1008282841

Skydeo > In Market > Online Shoppers



This segment contains individuals who are frequently shop online. Keywords: intent, shopping, shoppers.

LiveRamp ID:
1008282801

**Interest****Top Segments**

Skydeo > Interest > Music Enthusiasts



People who are interested in Music Enthusiasts.

LiveRamp ID:
1008279551

Skydeo > Interest > Sports > TV Sports Enthusiasts



This segment contains consumers that are TV sports enthusiasts.

LiveRamp ID:
1008492141

Skydeo > Interest > Social Networks > Instagram Influencer



This segment contains consumers who are defined as Super Passionate Influencers on Instagram.

LiveRamp ID:
1008279091

Skydeo > Interest > Riding Motorcycles



People who are interested in Riding Motorcycles.

LiveRamp ID:
1008279271

Skydeo > Interest > Camping And Hiking



People who are interested in Camping And Hiking.

LiveRamp ID:
1008280891

Purchase Behaviors

Top Segments

Skydeo > Purchase Behaviors > Online Shoppers > Online Grocery Shoppers > Grocery Delivery



This segment contains individuals who are likely to purchase groceries online for delivery.
Keywords: Instacart, Shipt, Amazon Fresh.

LiveRamp ID:
1010173851

Skydeo > Purchase Behaviors > Online Shoppers > Online Grocery Shoppers > Household Items



This segment contains individuals who are likely to purchase household items from grocery stores online. Keywords: sponges, lightbulbs, cleaning solution, paper towels, Instacart, Shipt, Amazon Fresh.

LiveRamp ID:
1010173871

Skydeo > Purchase Behaviors > Online Shoppers > Light Shoppers



People who prefer to shop online.

LiveRamp ID:
1008277611

Skydeo > Purchase Behaviors > General Baby Care



People who have purchased general baby care.

LiveRamp ID:
1008277961



Skydeo > Purchase Behaviors > Online Shoppers > Heavy Shoppers



People who prefer to shop online.

LiveRamp ID:
1008277621

Transactional Top Segments

Skydeo > Transactional > Convenience & Grocery > Supermarket Customers



People who have shopped at supermarkets.

LiveRamp ID:
1008256961

Skydeo > Transactional > Entertainment > Streaming Music > Recency > Long Term



People who last made a purchase from a streaming music service at least 6 months ago.

LiveRamp ID:
1008257431

Skydeo > Transactional > Specialty Retail > Furniture Stores > High-End Furniture Store Shoppers



People who have shopped at high-end and luxury furniture stores.

LiveRamp ID:
1008259721

Skydeo > Transactional > Restaurants > Fast Casual Dining > Panera Bread



People who have purchased in the past 24 months at Panera Bread.

LiveRamp ID:
1011093731

Skydeo > Transactional > Entertainment > Streaming Music > Frequency > Light Frequency



People who make purchases from streaming music services least frequently, relative to all observed customers.

LiveRamp ID:
1008257411

B2B

Top Segments

Skydeo > B2B > Company Attributes > Small Businesses > Small Business Owners



This segment contains individuals who own businesses with less than 50 employees and \$5 million in annual revenue.

LiveRamp ID:
1008311311

Skydeo > B2B > Employee Attributes > Business Decision Makers



This segment contains individuals who are business decision makers within their organization. Keywords: business, business data, employees, contacts, professionals, B2B, jobs, work, professions, careers.

LiveRamp ID:
1008310461



Skydeo > B2B > Employee Attributes > Business Owners > Active & Influential Social Media Users > Instagram Influencers



This segment contains individuals who are business owners and who are active and influential Instagram users. Keywords: business, business data, employees, contacts, professionals, social media, social networking, influencers, B2B, jobs, work, professions, careers.

LiveRamp ID:
1008309571

Skydeo > B2B > Employee Attributes > Business Decision Makers > Value Sustainability & Eco-Friendly Practices



This segment contains business decision makers who are likely to be very green-conscious individuals that value sustainability and environmentally friendly practices. They make green purchases even when a cheaper alternative may be available and believe in doing their part to address climate change.

LiveRamp ID:
1010164051

Skydeo > B2B > Small Business Owners



Small Business Owners.

LiveRamp ID:
1008300831