



# Target Audiences Who Buy Like Your Customers, Not Just Look Like Them

## Alliant Brand Propensities

Reach real-world consumers who exhibit the same purchase behaviors as buyers from America's most well-known brands.

Target your brand, a competitive brand, or an exclusive audience built to meet your needs. All audiences are generated from Alliant's rich sources of continually updated multichannel purchase transactions and further qualified with data science.

All product and company names are trademarks™ or registered® trademarks of their respective holders. Use of them does not imply any affiliation with or endorsement by them.



## Apparel & Retail

- American Eagle®
- Anthropologie®
- Banana Republic®
- Blue Nile®
- Brooks Brothers®
- Carters®
- Chicos®
- Coach®
- Converse®
- Dillards®
- DSW®
- Eddie Bauer®
- Express®
- Fabletics®
- Foot Locker®
- Forever 21®
- Fossil®
- Gilt®
- Gymboree®
- H and M®
- J.Crew®
- J.JILL®
- Kate Spade®
- L.L.Bean®
- Lady Foot Locker®
- Lands End®
- Lord and Taylor®
- Lululemon Athletica®
- Michael Kors®
- New York and Company®
- Nordstrom®
- Old Navy®
- Pandora Jewelry®
- Poshmark®
- Ralph Lauren®
- rue21®
- Soma.com®
- Steven Madden®
- T.J. Maxx®
- Talbots®
- The Limited®
- Tory Burch®
- UGG®
- Under Armour®
- White House Black Market®
- Abercrombie and Fitch®
- ALDO®
- AmeriMark®
- Ann Taylor®
- asos®
- Bare Necessities®
- Belk®
- Bergdorf Goodman®
- Beyond The Rack®
- Bloomingdale's®
- boohoo®
- Boot Barn®
- cafepress®
- Coldwater Creek®
- Crocs®
- Duluth Trading Company®
- FootSmart®
- Garnet Hill®
- HauteLook®
- Hollister Co.®
- ideel / ideeli®
- JCPenney®
- Lane Bryant®
- Levi's®
- Lids®
- LOFT®
- ModCloth®
- Net-A-Porter®
- Nordstrom Rack®
- OnlineShoes.com®
- Payless®
- 6pm.com®
- Rue La La®
- Saks Fifth Avenue®
- Saks Fifth Avenue OFF 5TH®
- Shoebuy.com®
- Shopbop®
- Sierra Trading Post®
- Skechers®
- Teespring®
- The Men's Wearhouse®
- The RealReal®
- Tiffany & Co.®
- Timberland®
- TOMS®
- Urban Outfitters®
- Vera Bradley®
- Warby Parker®
- Woman Within®
- yoox.com®
- ZARA®
- Nike®
- Victoria's Secret®
- Zappos®
- Macy's®
- Neiman Marcus®
- Gap®



## Automotive

- AutoZone®
- Harley-Davidson®
- Tirerack.com®
- Advance Auto Parts®
- AutoNation®
- Ford Credit®
- RockAuto®

## Big Box Retail

- Dollar General®
- Big Lots Stores®
- BJ's Wholesale Club®
- Dollar Tree®
- Kmart®
- Kohl's®
- Sam's Club®
- Sears®
- Costco®
- Target®
- Walmart®
- Staples®

## Beauty & Cosmetics

- e.l.f. Cosmetics®
- Estee Lauder®
- The Honest Company®
- AdvoCare®
- Art of Beauty®
- Aveda®
- AVON®
- Bare Escentuals®
- Beachbody®
- BeautyBar®

- Beauty.com®
- Beauty Encounter®
- Clinique®
- 1-800 Contacts®
- DermStore®
- Dollar Shave Club®
- doTERRA Intl®
- eSalon®
- FragranceNet.com®
- Gillette®
- Harry's®
- KIEHLS®
- Lancome®
- M.A.C.®
- Madison-reed®
- Mary Kay®
- Sally Beauty®
- SkinCareRx®
- The Body Shop®
- ULTA®
- Sephora®
- Birchbox®

## Consumer Electronics

- Adobe®
- GoPro®
- Mindbody®
- Sony®
- Accesso®
- Adorama®
- AVG®
- Best Buy®
- BH Photo Video®
- Bose®
- CDW®
- Crutchfield®
- customprintcenter®
- Electronic Arts®
- FAB®
- GameFly®
- Garmin®
- Geek Squad®
- HP®
- InkCartridges.com®
- 123inkjets®
- Jawbone®
- LD Products®
- Lenovo®
- Microsoft Store®
- Monoprice®
- Motorola®
- Newegg®
- Norton®
- Oculus®
- outpost®
- RadioShack®
- P.C. Richard and Son®
- Roku®
- Samsung®
- Skype®
- SquareTrade®
- ThinkGeek®
- TigerDirect.com®
- Toshiba®
- Apple®
- Dell®
- Microsoft®

## Finance & Insurance

- American Express®
- Intuit®
- Square®
- UltimatePay®
- WePay®
- Western Union®
- WorldPay®
- Xoom®
- H&R Block®
- PayPal®
- Allstate Insurance®
- Progressive Casualty Insurance Company®
- United Services Automobile Association®
- Grubhub®
- HEB Grocery®
- Hello Fresh®
- Hickory Farms®
- iHerb®
- Instacart®
- King Arthur Flour®
- KL Wine Merchants®
- Kroger®
- Lindt and Sprungli®
- Munchery®
- naturebox.com®
- Omaha Steaks®
- Postmates®
- Rite Aid®
- Safeway®
- Schwan's®
- Shari's Berries®
- Shipt®
- Swanson Vitamins®
- The Vitamin Shoppe®
- Thrive Market®
- VitaCost.com®
- Vitamin World®
- Weight Watchers International®
- Wine.com®
- CVS®
- Walgreens®
- Peapod®

## Food & Drug

- GNC®
- Godiva®
- Harry and David®
- Nespresso®
- Whole Foods Market®
- Blue Apron®
- boxed®
- Caviar®
- Cherry Moon Farms®
- Coffee For Less®
- DAVIDsTEA®
- DoorDash®
- Door to Door Organics®
- Drugstore.com®
- Eat24®
- Fresh Direct®



## Health, Fitness & Sporting

- Academy Sports Outdoors®
- active.com®
- Athleta®
- Backcountry.com®
- Bass Pro Shops®
- Bodybuilding.com®
- Cabela's®
- DICK'S®
- Eastbay®
- Fanatics®
- Finish Line®
- Fitbit®
- Hoka one one®
- labcorp.com®
- Nautilus®
- Quest Diagnostics®
- pureformulas®
- Puritan's Pride®
- REI®
- soul-cycle.com®
- World Golf Tour®

## Home & Household Goods

- Bath and Body Works®
- Crate and Barrel®
- One Kings Lane®
- Pottery Barn Kids®
- Restoration Hardware®
- West Elm®
- Williams-Sonoma®
- Ace Hardware Corporation®

- ADT®
- Angie's List®
- Birch Lane®
- BrylaneHome®
- Build.com®
- Casa.com®
- H.H. Gregg®
- Joss and Main®
- LTD Commodities®
- Menard®
- RentPayment®
- Home Depot®
- Lowe's®
- Bed Bath & Beyond®
- Pottery Barn®
- Keurig®
- Wayfair®

## Kid's Products

- abercrombie kids®
- American Girl®
- Aeropostale®
- Birthday Express®
- buybuy BABY®
- Celebrate Express®
- Diapers.com®
- Justice®
- LEGO®
- mySchoolBucks®
- Oriental Trading®
- Party City®
- The Children's Place®
- Disney®
- Toys R Us®

## Media & Entertainment

- Ancestry.com®
- Barnes and Noble®
- Big Fish®
- Blizzard®
- Creative Market®
- DraftKings®
- Eventbrite®
- Fandango®
- fye.com®
- GOG.com®
- Google Play®
- Hulu®
- IMVU®
- Live Nation®
- Match.com®
- Pandora®
- pokerstars.net®
- Redbox®
- Regal Cinemas®
- Second Life®
- Shutterfly®
- SiriusXM Radio®
- Sony Network Entertainment International®
- Steam Community®
- StubHub®
- The Exchange®
- Ticketfly®
- Turbine Inc.®
- WildTangent®
- wwe.com®
- Netflix®
- Spotify®

- Ticketmaster®
- Gamestop®
- iTunes®

## Pets

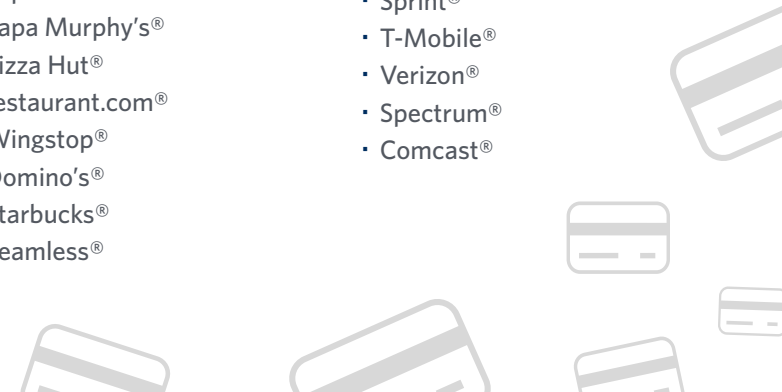
- Chewy.com®
- Dover Saddlery®
- Drs. Foster and Smith®
- Jeffers®
- PetFlow.com®
- Petfooddirect®
- 1-800-PetMeds®
- PetSmart®
- 1800PetSupplies.com®
- wag.com®
- Petco®

## Restaurants & Dining

- Dunkin Donuts®
- BJ's Restaurants®
- Chipotle®
- Jimmy John's®
- Longhorn Steakhouse®
- Noodles®
- Olive Garden®
- OpenTable®
- Panera Bread®
- Papa John's®
- Papa Murphy's®
- Pizza Hut®
- restaurant.com®
- Wingstop®
- Domino's®
- Starbucks®
- Seamless®

## Telecom & Service Provider

- Boost Mobile®
- Atmos Energy Corporation®
- Cable ONE®
- Cablevision®
- Charter®
- Cricket Wireless®
- DIRECTV®
- DISH®
- FreedomPop®
- magicJack Plus®
- MetroPCS®
- National Grid®
- Net10®
- Page Plus Cellular®
- PureTalk USA®
- Rebtel®
- Republic Wireless®
- Rogers Wireless®
- SoCalGas®
- Straight Talk®
- Ting®
- TracFone®
- U.S. Cellular®
- Virgin Mobile®
- AT&T®
- Sprint®
- T-Mobile®
- Verizon®
- Spectrum®
- Comcast®



## Travel

- Booking.com®
- Agoda®
- Alamo®
- Alaska Airlines®
- American Airlines®
- Avis Car Rental®
- Best Western®
- Budget Car Rental®
- Carnival Cruise®
- CheapOair®
- Choice Hotels®
- Clear®
- Delta®
- Dollar Rent A Car®
- Enterprise® Rental Car®
- Expedia®
- Fairfield Inn®
- Family Vacations-Disneycruise®
- Four Seasons®
- Frontier Airlines®
- Gett®
- gogoair.com®
- Hilton Hotels and Resorts®
- HomeAway®
- Hotels.com®
- Hotel Tonight®
- Hotwire®
- Hyatt®
- IHG®
- JetBlue®
- kayak®
- Lyft®
- Marriott®
- MGM Grand Hotel and Casino®
- MGM Resorts International®
- National Car Rental®
- Norwegian Cruise Line®
- Orbitz®
- Payless Car Rental®
- Priceline®
- Princess Cruise Lines®
- Residence Inn®
- Royal Caribbean®
- Sandals Resorts®
- SeaWorld®
- Six Flags®
- Snow.com®
- Southwest Airlines®
- Spirit Airlines®
- State of California®
- Thrifty Car Rental®
- Travelocity®
- Travelzoo®
- United Airlines®
- U.S Airways®
- Via®
- Wyndham Worldwide®
- Yelp®
- Uber®
- Airbnb®
- Amtrak®
- Hertz®

## Buyer Persona Audiences

Consumer personas curated from past purchase behavior and qualified by Alliant transactional insight.

- Black Friday®
- Cyber Monday®
- Big Chain Shoppers
- Active & Tech-Savvy
- DRTV Home Shoppers
- Upscale Living
- Digital Checkout Buyers
- Urban Commuters
- Suburban Home
- Kitchen and Homebodies
- Connected Techies
- Fashionistas

# Real people. Real transactions. Powerful results.

All product and company names are trademarks™ or registered® trademarks of their respective holders. Use of them does not imply any affiliation with or endorsement by them.

## Looking for something more custom?

Contact Alliant to build an audience likely to be interested in your client's — or a competitor's — specific brand.

The Alliant logo consists of the word "Alliant" in a white, serif font, set against a dark blue rectangular background.

(845) 617-5510 | [sales@alliantinsight.com](mailto:sales@alliantinsight.com)  
[alliantinsight.com](http://alliantinsight.com) | [@alliantinsight](https://twitter.com/alliantinsight)