



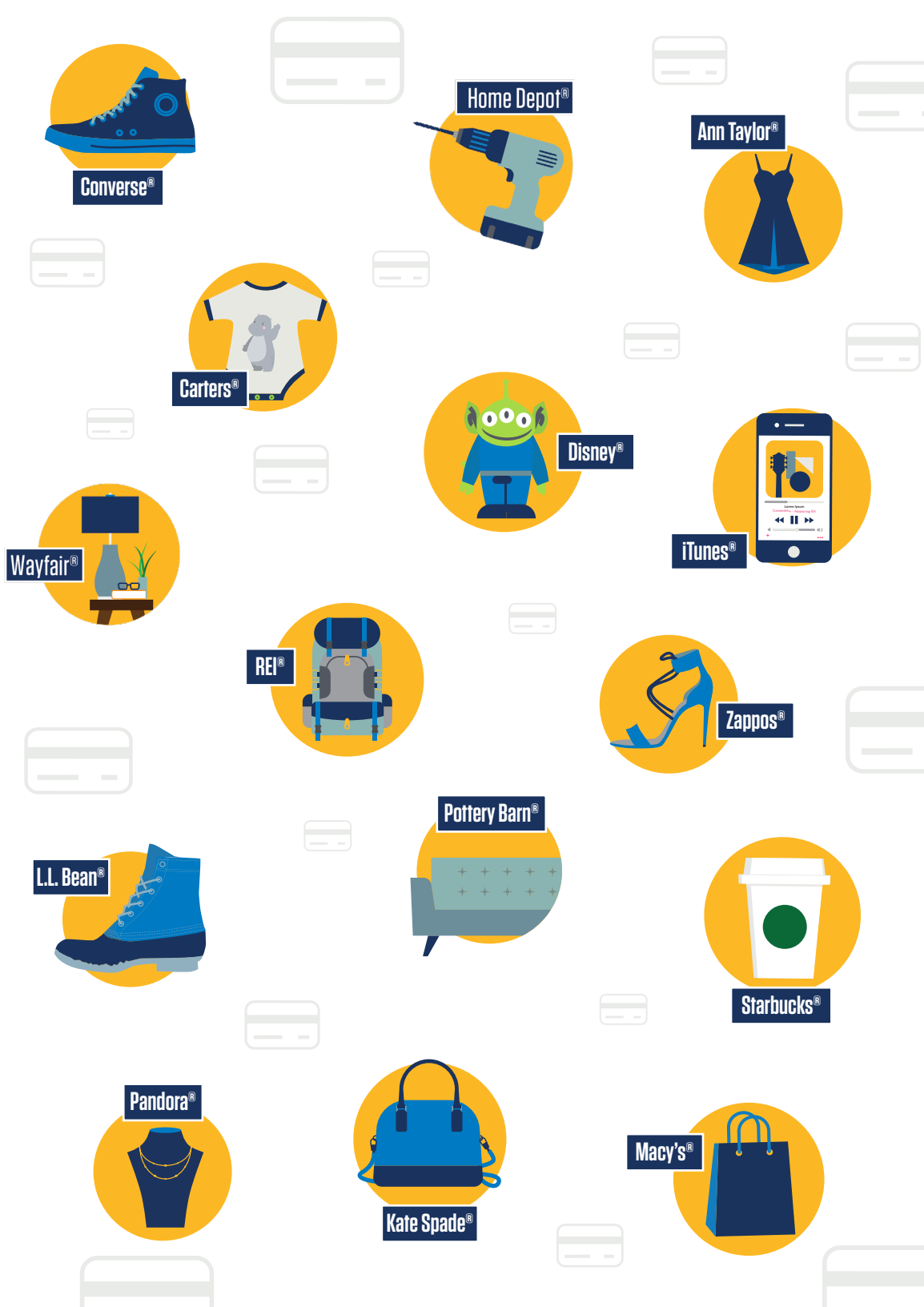
# Target Audiences Who Buy Like Your Customers, Not Just Look Like Them

## 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.

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## Automotive

- AutoZone®
- Harley-Davidson®
- Advance Auto Parts®
- AutoNation®
- + 3 more brands

## B2B

- Go Daddy®
- linkedin®
- Office Depot®
- Stamps.com®
- USPS
- + 17 more brands

## Consumer Tech & Telecommunications

- AT&T®
- Comcast®
- T-Mobile®
- Verizon®
- Samsung®
- Charter®
- + 59 more brands

## CPG

- CVS®
- GNC®
- The Honest Company®
- Rite Aid®
- + 37 more

## Education

- Chegg Inc®
- mySchoolBucks®

## Entertainment

- Adobe®
- Apple®
- Microsoft®
- Netflix®
- Spotify®
- Ticketmaster®
- Fandango®
- Hulu®
- Live Nation®
- SiriusXM Radio®
- + 17 more

## Family

- Carters®
- American Girl®
- buybuy BABY®
- Diapers.com®
- LEGO®
- + 10 more

## Financial

- H&R Block®
- PayPal®
- American Express®
- Square®
- Allstate Insurance®
- + 11 more brands

## Food & Hospitality

- Whole Foods Market®
- Blue Apron®
- naturebox.com®
- Weight Watchers International®

- Longhorn Steakhouse®
- Panera Bread®
- + 50 more brands

## Holiday

- FTD®
- Gifts.com®
- Personal Creations®
- ProPlants®
- Sincerely Inc®
- + 4 more brands

## Movers, Homeowners, and Renovators

- Ace Hardware® Corporation®
- ADT®
- Angie's List®
- Build.com®
- Menard®

## Pet

- Chewy.com®
- Drs. Foster and Smith®
- 1-800-PetMeds®
- PetSmart®
- + 6 more brands

## Retail

- Bass Pro Shops®
- Bed Bath & Beyond®
- Costco®
- Home Depot®
- L.L.Bean®
- Lowe's®

- Overstock.com®
- Restoration Hardware®
- Tory Burch®
- Wayfair®
- Zappos®
- Tiffany and Co®
- Urban Outfitters®
- Big Lots Stores®
- + 153 more brands

## Sports

- Athleta®
- Cabela's®
- Finish Line®
- World Golf Tour
- Fitbit®
- + 7 more

## Travel

- Airbnb®
- Best Western®
- Carnival Cruise®
- Expedia®
- Hilton Hotels and Resorts®
- JetBlue®
- kayak®
- MGM Grand Hotel and Casino®
- Six Flags®
- + 52 more brands