

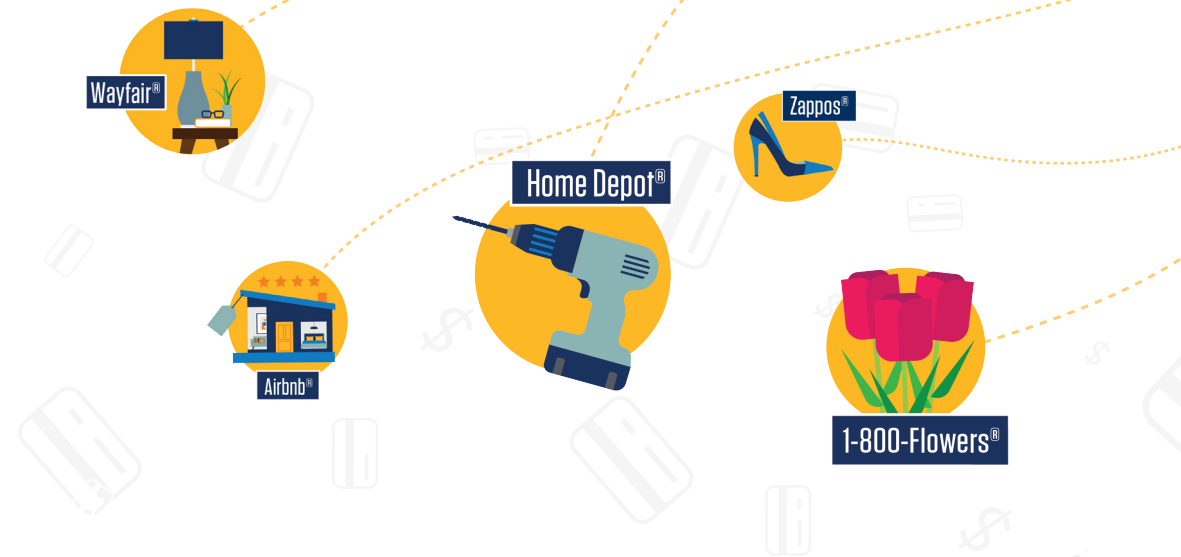
Alliant®

Target Consumers by the Brands They Love Most

Introducing Alliant Brand Propensities

Now you can reach consumers by the brands they prefer — and the propensity to advance from the shopping cart to order confirmation.

Alliant Brand Propensities are generated from Alliant's rich sources of continually updated multichannel purchase transactions and powered by advanced data science.



Apparel

- American Eagle
- Anthropologie
- Banana Republic
- Bath & Body Works
- Brooks Brothers
- Converse
- Dillard's
- DSW
- Eddie Bauer
- Express
- Foot Locker
- Forever 21
- Fossil
- GAP
- Gilt.com
- H&M
- J. Crew
- J. Jill

- L.L.Bean
- Lady Footlocker
- Lands' End
- Macy's
- Neiman Marcus
- Nike
- Nordstrom
- Old Navy
- Poshmark
- rue21
- Soma.com
- Steve Madden
- Talbots
- UGG Australia
- Victoria's Secret
- White House | Black Market
- Zappos
- Zulily

Beauty & Cosmetics

- Birchbox
- e.l.f. Cosmetics
- Sephora

Big Box Retail

- Costco
- Staples
- Target
- Walmart

Designer Brands

- Coach
- Kate Spade
- Michael Kors
- Pandora
- Ralph Lauren
- Tory Burch

Real people. Real transactions. Powerful results.

Ecommerce

- 1-800-Flowers
- Amazon
- Ebay
- Groupon
- HSN
- Jet
- Overstock
- QVC
- Walmart

Electronics

- Apple
- Dell
- Microsoft

Financial

- H&R Block
- PayPal

Food & Drug

- CVS
- Godiva
- Harry & David
- Nespresso
- Peapod
- The Honest Company
- Walgreens
- Whole Foods Market
- Williams-Sonoma

Health & Sporting Goods

- Bass Pro Shops
- Dick's
- Fabletics
- Fitbit
- Lululemon Athletica
- Mindbody
- REI

Home & Household Goods

- Bed Bath & Beyond
- Crate & Barrel
- Home Depot
- Keurig
- Lowe's
- One Kings Lane
- Pottery Barn
- Restoration Hardware
- Wayfair
- West Elm

Kids Products

- Carter's
- Disney
- Gymboree
- Pottery Barn Kids
- Toys "R" Us

Media & Entertainment

- Gamestop
- iTunes
- Netflix
- Spotify
- Ticketmaster

Pets

- Petco

Restaurants & Dining

- Domino's
- Seamless
- Starbucks

Travel

- Airbnb
- Amtrak
- Hertz
- Uber

Telecom & Service Providers

- AT&T
- Boost Mobile
- Comcast
- Sprint
- T-Mobile
- Time Warner
- Verizon

Persona Audiences

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

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.

Alliant[®]

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