



Purchase Based Brand Audiences

Built from Credit & Bank Card Transactions



1,000+ Brands

Spanning across all major verticals



Scalable Transactions

Activity from more than 50 financial institutions and all major credit providers



Full U.S. Coverage

Transactions across 30M households & 75M+ individuals

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25+ On-Demand Categories

Big Spenders by Brand/Category	Brand Switchers
Gaming & Tech	Finance & Insurance
Travel	Retail/Ecommerce

& MANY MORE, VISIT:

alliantdata.com/audience-targeting

Ways to Use Brand Audiences

New Customer Acquisition

Save time and budget by launching campaigns with optimized audiences with a high propensity to buy from specific brands and categories

Conquering

Understand more about current customer preferences to make more informed communications and recommendations

Customer Retention/Cross-Sell

Engage with likely buyers of competitive brands, and consumers that are less brand loyal

Prefer a custom solution?

Custom-built audiences quickly give you the flexibility and control to achieve your campaign goals.

Customization Options



Choose from over 1,000 individual brands, or by specific verticals & categories



Flexibility to include e-commerce or brick & mortar purchases only



Define specific spend thresholds or activity windows



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Audiences for Any Channel



Programmatic

Custom and syndicated audience segments available on every activation platform.



Addressable TV

Go beyond basic linear TV targeting to reach the viewers you want, at scale, on major MVPDs.



Social

Push any Alliant Audiences to Facebook, Instagram, Twitter, Pinterest, Snapchat or LinkedIn.



For quick responses and recommendations email
datahelp@alliantdata.com

Big Spenders

By Category

- › Airlines
- › Apparel Accessories
- › Auto Insurance
- › Cruise Lines
- › Delivery Aggregators
- › Drug Store
- › Electronics
- › Fitness Center
- › Hardware Stores
- › Health Care
- › Home Furnishings
- › Home Improvement
- › Home Security
- › Intimate Apparel
- › Jewelry Watches
- › Lodging
- › Meal Kits
- › Mobile Carrier
- › Occasion Gifts
- › Online Grocers
- › QSR
- › Rental Cars
- › Sporting Goods
- › Supermarkets
- › Ticket Agencies
- › Travel Agencies
- › Video Streaming

By Brand

- › Amazon
- › American Eagle Outfitters
- › AT&T
- › Blue Apron
- › Boost Mobile
- › Chewy.com
- › Clinique
- › Coach
- › Costco
- › Disney Resorts
- › DoorDash
- › DraftKings
- › Eddie Bauer
- › Gap
- › Grubhub
- › LG
- › Lyft
- › Macys
- › MetroPCS
- › MGM Grand
- › Michael Kors
- › Old Navy
- › Saks Fifth Avenue
- › Sams Club
- › Sephora
- › Sprint
- › Stamps.com
- › Tiffany
- › T-Mobile
- › Ulta Beauty
- › USPS
- › Verizon
- › Walmart
- › Warby Parker
- › Wayfair
- › Wingstop
- › Zara

Switchers

Propensity to Switch From

- › Allstate Insurance
- › Farmers Insurance
- › Geico Insurance
- › Progressive Insurance
- › Safeco Insurance
- › State Farm Insurance
- › Travelers Insurance



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