



## Purchase Propensities

# Target Audiences Who Shop Like Your Customers – at the Brand and Cart Level

Alliant's suite of Brand & Product Propensities are built from rich sources of multichannel purchase transactions and advanced data science. Use them on their own or combine these highly predictive purchase-based audiences to power your next campaign.

**Acquire. Enrich. Optimize.**

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**With 670+ audiences to select from, you can quickly activate or tailor a solution to power your campaign.**

## Product Propensities: **Brand-Agnostic**

Reach consumers based on *what* they buy

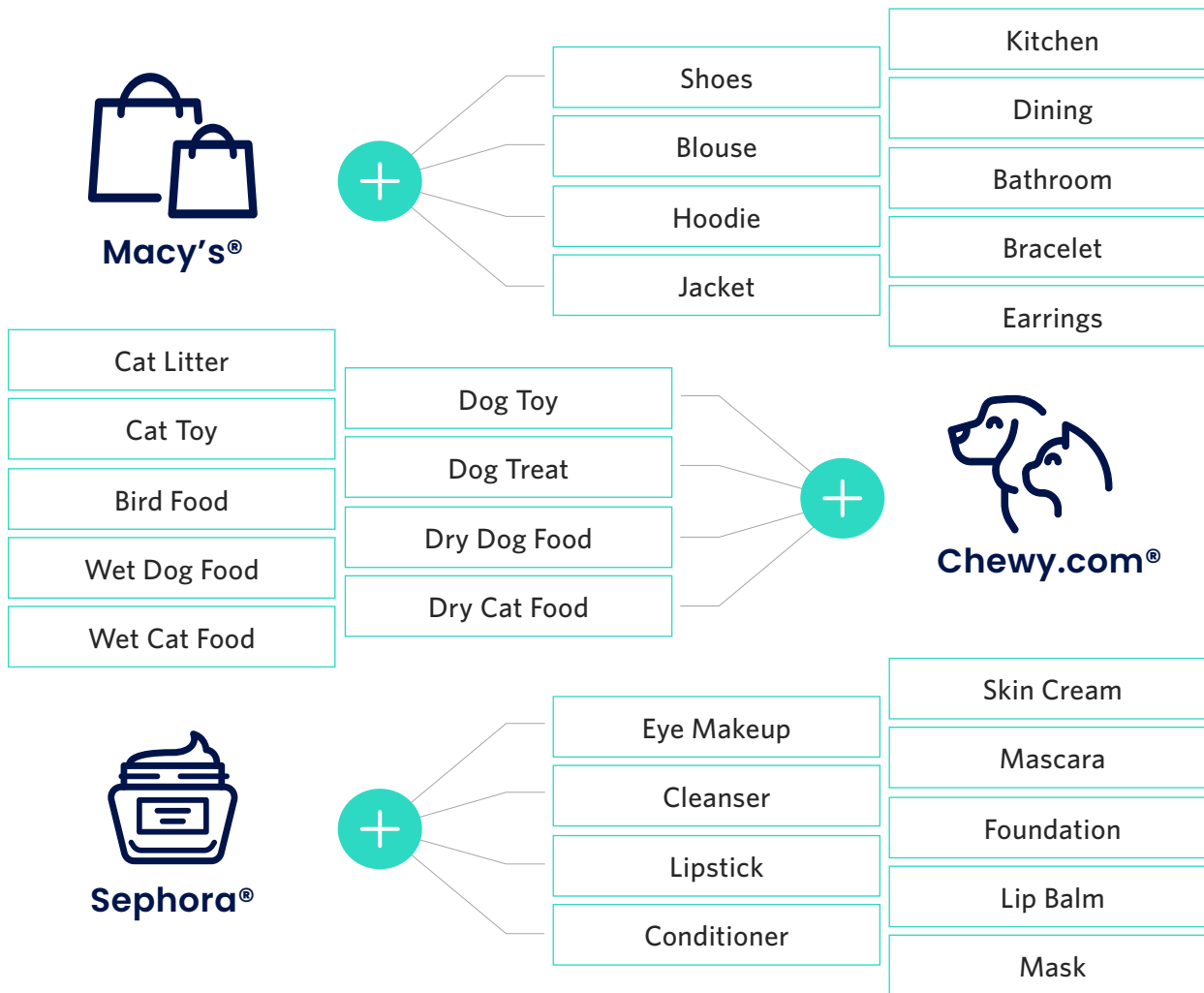
Gaming Products	Home Products
Tech Products	Pet Products
Jewelry Products	Cosmetic Products

## Product Propensities: **Brand-Specific**

Reach consumers based on *where* they buy

REI®	Pottery Barn®
Converse®	Starbucks®
Zappos®	L.L. Bean®

# Mix and match the categories to find audiences who are most likely to meet both parts of that equation.



# Alliant Audiences

Alliant's people-based audiences optimize marketing profitability in any channel. Our audiences are built on billions of consumer data points, advanced data science, and high-performance technology.

Great people, great data and great technology make Alliant the partner you need to consistently deliver exceptional results.



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