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Top Data and Models Italy

Having the most comprehensive data and models solutions in the industry is not enough. You must know how to choose the most relevant and effective options if you intend to drive better marketing results. To share the benefit of our experience, we have highlighted the most commonly selected and effective elements organized by industry vertical.

DEMOGRAPHIC

(Mobile)

Segment ID	Description
DEM01	Gender
DEM02	Age
DEM03	Residence
DEM04	Region
DEM05	Nationality

TELECOM

(Mobile)

Segment ID	Description
000006	High Phone Bill Spenders
000010	Credit Card Owners
000015	Business Users
000008	Post Paid Users
000014	Voice Cell Phone Plan

BEHAVIOURAL

(Cross-Device)

Segment ID	Description
000174	Automotive
000177	Betting, Gambling & Lottery
000175	Cooking & Recipes
000199	Coupons
000181	Financial News
000201	Gossip Magazines Readers
000185	Health & Fitness
000186	Home & Garden
000250	Job
000183	Movies & Entertainment
000184	Music
000176	Mums & Pregnancy
000179	School & Education
000178	Soccer Fans
000182	Sports
000198	Fashion & Lifestyle
000187	Tech Enthusiasts
000180	Travel & Holidays

For more details and full segments list please contact: sales@audiens.com

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Audiens s.r.l. con unico socio - Viale Vittorio Veneto 22 - 20124 Milano
 Tel. +39 02 89095300 | Fax +39 02 93660844 | E-mail: audienssr@legalmail.it
 PIVA e CF: 08969510968 - REA: MI 2059309.

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