

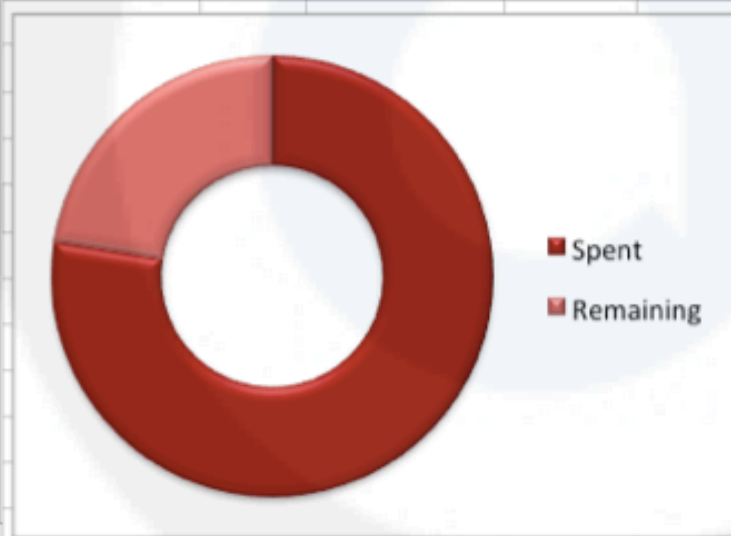
# Psychographic Targeting *Unhinged*

## WHOLE CUSTOMER TARGETING ZEN



## FB vs. Adwords (CPA & Branding Impressions)

Platform	Clicks	Impressions	CTR	CPC	Spend	Conversions	CPA
Facebook	1,185	4,968,247	0.024%	\$0.85	\$1,397.37	16	\$87.34
Adwords	2777	350,830	0.792%	\$0.89	\$2,479.35	17	\$145.84
<b>Totals/Avg</b>	<b>3,962</b>	<b>5,319,077</b>	<b>0.074%</b>	<b>\$0.98</b>	<b>\$3,876.72</b>	<b>33</b>	<b>\$117.48</b>



Budget	\$5,000
Spent	\$3,876.72
Remaining	\$1,123.28

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■ Spent  
■ Remaining

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■ Spent  
■ Remaining

Budget	\$5,000
Spent	\$3,876.72
Remaining	\$1,123.28



aimClear psychographic

About 7,250 results (0.16 seconds)

**Psychographic Targeting Unhinged! The Zen Of "Whole ... - aimClear**  
[www.aimclearblog.com/.../psychographic-targeting-...](http://www.aimclearblog.com/.../psychographic-targeting-...)



by Marty Weintraub - in 448 Google+ circles - More by Marty Weintraub  
Jun 29, 2012 – Marketers! As an industry we have finally arrived in the holistic-user-targeting future!

**Psychographic Targeting | aimClear® Blog**  
[www.aimclearblog.com/category/psychographic-targeting/](http://www.aimclearblog.com/category/psychographic-targeting/)

by Marty Weintraub - in 448 Google+ circles - More by Marty Weintraub  
Jun 29, 2012 – [Update: Received report from Jason Jell that his is able to copy/paste directly into UI, even absent + button. His report involve Win XP version ...

**Twitter / seobegin: aimClear - Psychographic T**  
[twitter.com/seobegin/statuses/220077931123326976](https://twitter.com/seobegin/statuses/220077931123326976)



**Psychographic Targeting Unhinged! The Zen Of “Whole Customer” Persona Modeling**

# INTEGRATED SOCIAL, SEARCH, PR, AND DISPLAY MARKETING AGENCY

**Mobile Marketing Must-Dos & Beloved 80s Rock! Angie Schottmuller**  
**Q&A**

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## @aimClear

aimClear® is a rapidly growing 20-person Minnesota-based online marketing agency, widely respected for integrated strategies, radically focused social and search demographic targeting, message testing, and guerrilla conversion techniques.



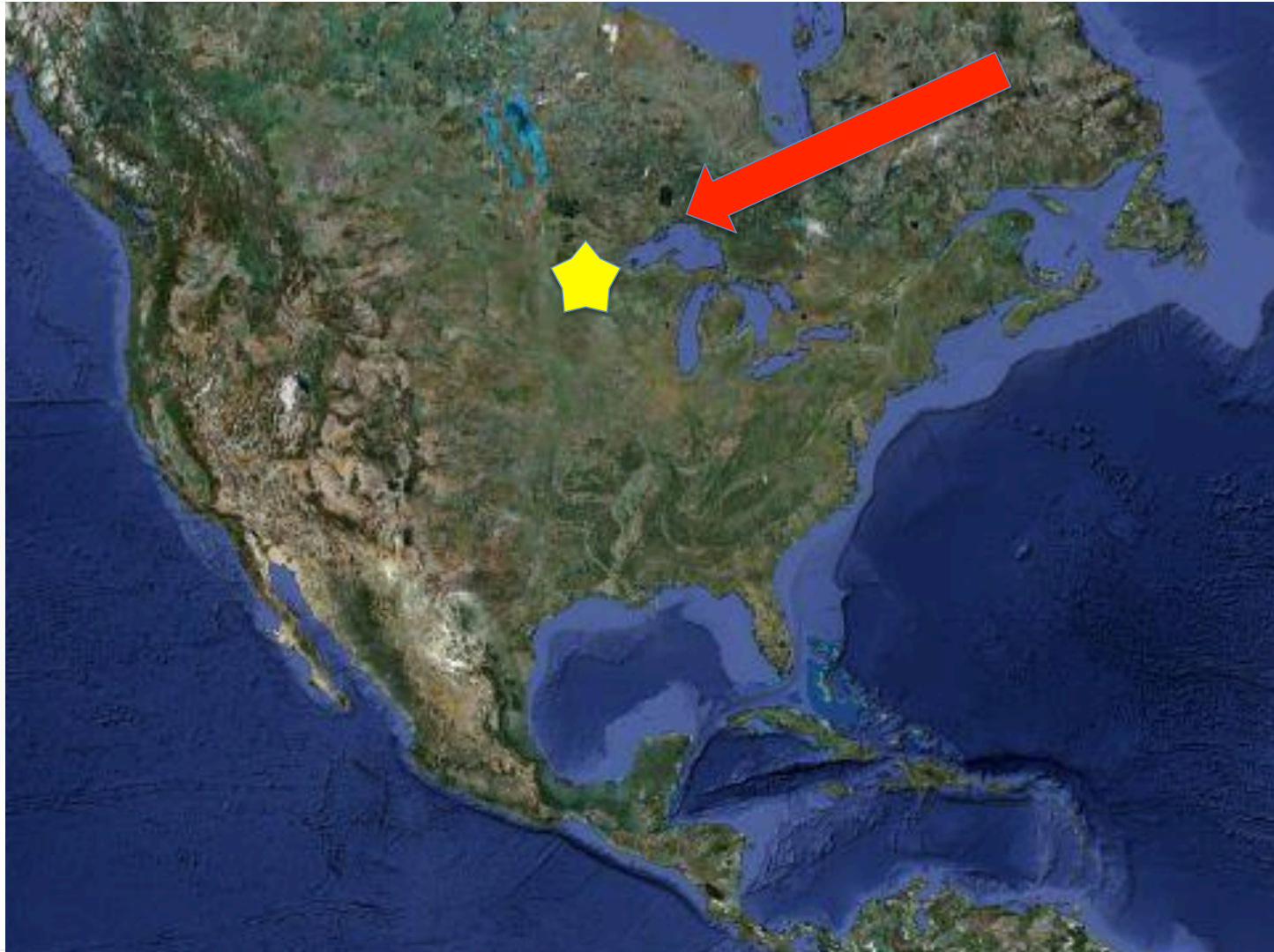


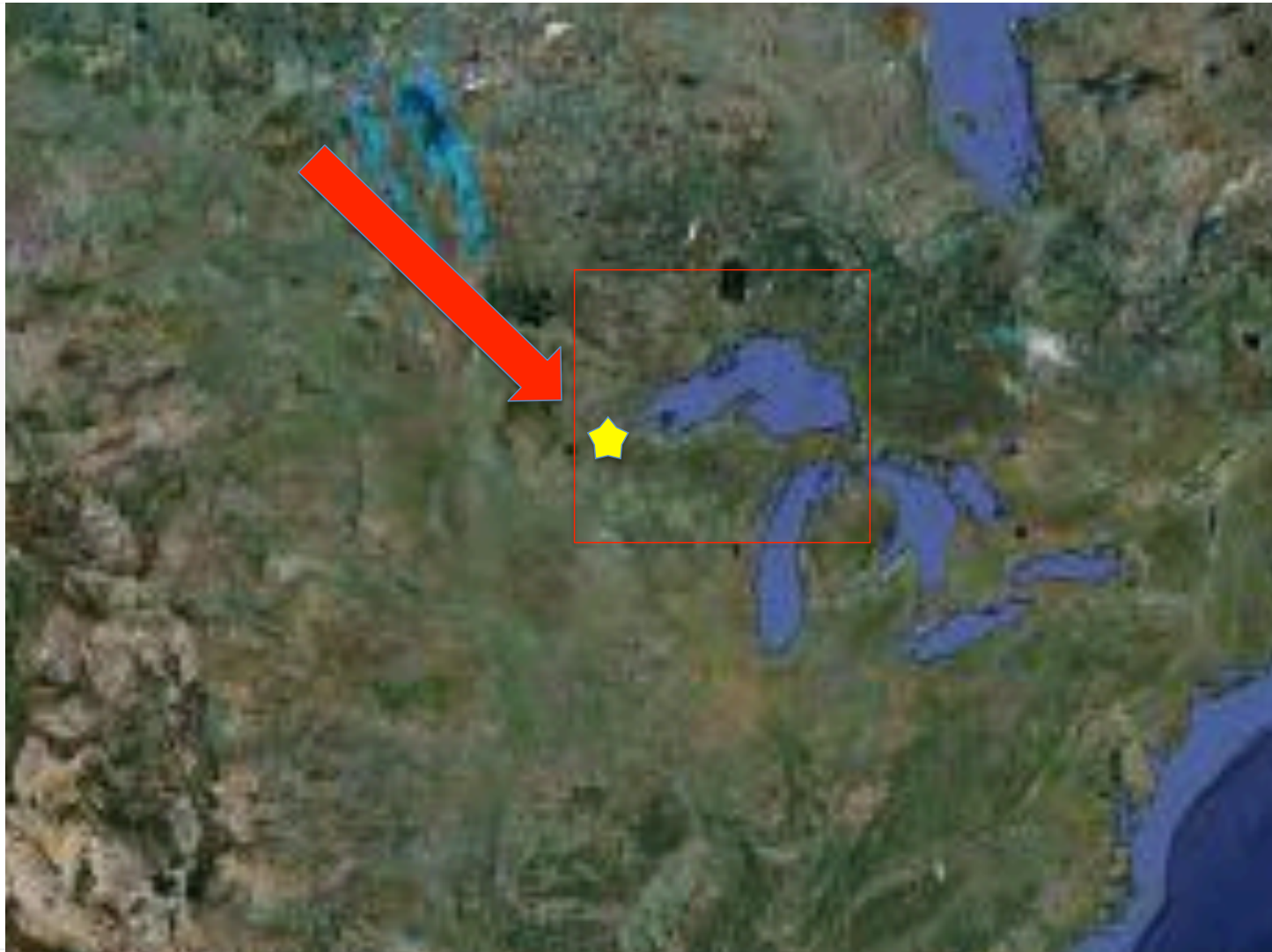










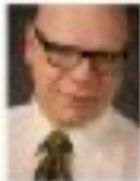












Marty Weintraub

# Killer facebook Ads

Master Cutting-Edge Facebook Advertising Techniques

- 87 Ads
- 8 Campaigns
- 5 Results
- 2 Learn More
- 1 Results
- 10 KPA
- 1 Answers
- 1 Solutions

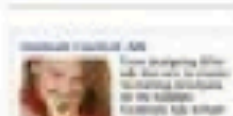
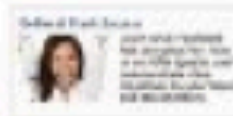
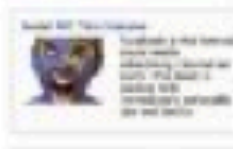
Help

Intensive and intensive SEO

Support for marketing and branding efforts

Understand social optimization factors

Effectively target business personal and professional factors



Facebook

[Marty W](#)



List Price

Price

You Save

**This time**

You may arrives.

Ships from

# TODAY'S FARE

**Personas? Again? Really?**

**Psychographics**

**Master Personas**

**Personalities**

**Get T'wisted**



2007



SmallBusinessSEM.com's photostream





SmallBusinessSEM.com's photostream

## Social Media: The Intersection of Social Media and


### Linkbaiting, the Art of Mass Link Building

 Share | Posted by [Marty Weintraub](#) on October 16th 2007 in [Link Baiting](#), [Seminars](#) | [9 comments](#) [Edit](#)


### Social News Sites: Digg, Diggers, and Dugg

 Share | Posted by [Marty Weintraub](#) on October 16th 2007 in [Seminars](#), [Social Media](#) | [7 comments](#) [Edit](#)

### The Tag & Bookmarking Universe

 Share | Posted by [Marty Weintraub](#) on October 16th 2007 in [Seminars](#), [Social Media](#) | [7 comments](#) [Edit](#)


### Focus on Social Micro Communities

 Share | Posted by [Marty Weintraub](#) on October 17th 2007 in [Seminars](#), [Social Media](#) | [3 comments](#) [Edit](#)



Name any interest area and there's probably a social media

### Wikipedia: Don't be a Dick Or It's Shoot On Site.

 Share | Posted by [Marty Weintraub](#) on October 17th 2007 in [Seminars](#), [Social Media](#), [Wikipedia](#) | [3 comments](#) [Edit](#)




The web is becoming increasingly more dependent on community-contributed and moderated sites like Wikipedia and Yahoo! Answers. The audiences are engaged and the traffic valuable. It's possible for

« [No Glass Ceiling for the 7 Ladies of SMX Social Media](#)

[The Respectable Social Media Marketing Evangelist »](#)

## Effectively Leveraging Social Networking: FaceBook, MySpace, LinkedIn


 [Share](#) | Posted by [Marty Weintraub](#) on October 17th 2007 in [Seminars](#), [Social Media](#) | [1 comment](#)  
[Edit](#)

Facebook, MySpace, LinkedIn, Twitter and others help people to develop and stay connected with networks of associates and friends. Know the rules and your company will find "friends" who are susceptible to your message and products. Screw up and the communities can turn on you and potentially harm your brand. This session explored Facebook, MySpace, and LinkedIn. The moderator was [Danny Sullivan](#), Editor-in-Chief of [Search Engine Land](#).

[Dave McClure](#), Entrepreneur & Startup Advisor, [500Hats](#) demonstrated facebook's features for propagating viral content.

### Feed Me

Facebook is all about feeds. It's not terribly complicated. Click on the mini-feeds



to your friends in the context of a message. The people that you tag will definitely see it and it is very possible that those in theirs will see it too.

### **Facebook Groups**

Who you add or invite to a group is visible to your whole network. All of the different content items in the group end up in the feeds of their members and often are reflected into their personal networks as well. If you indicate your workplace, school, or geographical location when you sign up, Facebook offers you inclusion in associated groups.

[Helen M. Overland](#), Director, Search Engine Marketing, [non-linear creations](#)

LinkedIn is a professional social networking site where you can connect with acquaintances and business colleagues. There are over 15 million professionals with an average income of 140K. Every 25 days another 25 million people join LinkedIn.

to your friends in the form of a  
see it and it is very possible that

## **Facebook Groups**

Who you add or invite to a group  
different content items in the group  
often are reflected into their profile  
workplace, school, or geographical  
your inclusion in associated groups

## The Impending Social PPC Revolution

2008



Marty Weintraub  
[www.aimClearBlog.com](http://www.aimClearBlog.com)

*Search Engine*  
STRATEGIES  
CONFERENCE & EXPO.





facebook



Search



Marty Weintraub

FAVORITES

News Feed

Messages 10

Events 4

APPS

Ads

Questions

Photos

PAGES

AimClear

AimClear

Sprig Health 1

Quintiq 1

LISTS

Close Friends



Update Status



Add Photo / Video



Ask Question



AimClear added 2 new photos to the album Christmas at aimC



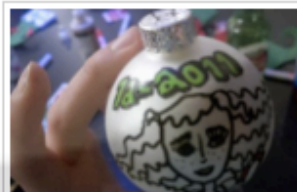
Christmas at aimC  
from finding the perfect tree to a fabulous holiday party, behold the photographic fruits of Christmas 2011 at aimClear!

Like Comment · Share · 5 1 · 25 minutes ago ·

2012



Deep Cereal added a new photo.



*Targeting*

**At Risk**

**Build Out Your Data NOW**

# The Telegraph

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[Technology News](#) | [Technology Companies](#) | [Technology Reviews](#) | [Video Games](#) | [Technology Video](#)


[HOME](#) » [TECHNOLOGY](#) » [FACEBOOK](#)

## Facebook faces EU curbs on selling users' interests to advertisers

Facebook is facing EU curbs on how it exploits vast amounts of its users' most personal information to create bespoke advertising.



Share:   

 Tweet 118

 Share 31

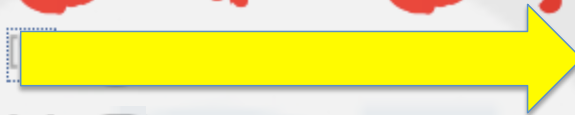
 +1 3

Facebook

News » UK News »

# Targeting At Risk

Interested In:



Women



Relationship: [?]



All



Single



In a relationship



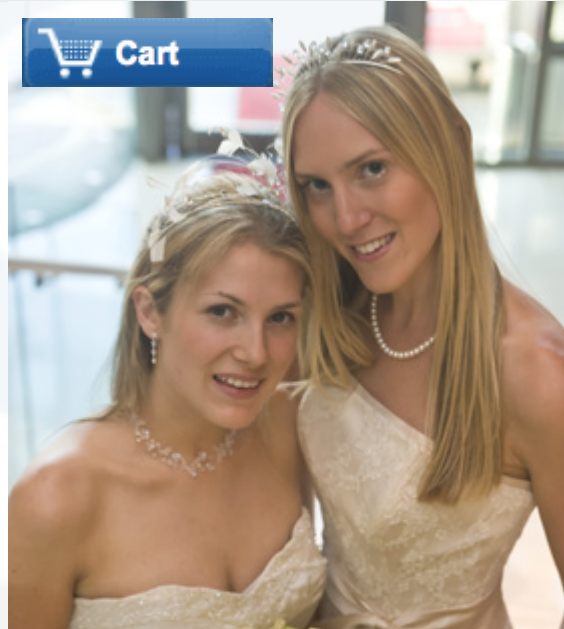
Engaged



Married



Cart



# Demographics? No...

## Psychographic

---

From Wikipedia, the free encyclopedia

In the fields of [marketing](#), [demographics](#), opinion research, and [social research](#) in general, **psychographic variables** are any attributes relating to personality, values, attitudes, interests, or lifestyles. They are also called IAO variables (for Interests, Activities, and Opinions). They can be contrasted with demographic variables (such as age and gender), behavioral variables (such as usage rate or loyalty), and [firmographic](#) variables (such as industry, seniority and functional area).

Psychographics should not be confused with demographics. For example, historical generations are defined by psychographic

# How Do I Use This Psychographic Stuff?

Amazingly Deep On-Site Content Modeling

Mapping Data From Tagged PPC Traffic To Known Users



**Tag & Storage Vars**

# **On-Site Psychographic Conversion Optimization**



**Tag & Storage Vars**



Psychographic

  
*\$ales*



# Segments For **Import** Into FB Ads

ated Reach [?]

,800 people

no live in the **United**  
ates

ge 24 and older

no like

lot Lic

rline pilot, airline pilot

ght instructor, charter

lot airline, airline pilot,

rline transport pilot,

rline pilot second in

ommand, airline pilot in

facebook

nd, #Private Pilot

#Commercial Pilot

#Airline Transport Pilot  
Licence, regional airline  
pilot, airline pilot flight  
instructor, charter pilot  
airline, airline pilot,  
airline transport pilot,  
airline pilot second in  
command, airline pilot in  
command, #Private Pilot  
Licence, #Commercial  
Pilot Licence, #Pilot  
certification in the  
United States, #Pilot  
licensing in the United  
Kingdom, airline captain,  
#Flight attendant, airbus  
pilot training, airplane  
pilot



pilot, airline pilot flight  
instructor, charter pilot  
airline, airline pilot,  
airline transport pilot,  
airline pilot second in  
command, airline pilot in  
command, #Private Pilot  
Licence, #Commercial  
Pilot Licence, #Pilot  
certification in the  
United States, #Pilot  
licensing in the United

# Reconstruct YouTube/LinkedIn

The image shows a screenshot of a job search interface. On the left, there is a section titled "Select specific job titles" with a list of job titles, each followed by an "X" icon. The job titles are arranged in a grid-like fashion. On the right, there is a search bar with the text "delta sky" entered. Below the search bar, a dropdown menu displays a list of search results, including "delta sky club", "delta skymiles", "delta sky club atlanta", "delta skymiles comme", "delta skybar", "delta sky club jfk", "delta sky club lax", "delta skyteam", and "delta skymiles card".

**Select specific job titles**

- Reporter X
- News Reporter X
- Business Reporter X
- General A
- Anchor X
- Editor X
- Writer X
- Senior Editor X
- Associate Editor
- Freelance Writer X
- News Anchor
- News Director X
- News Producer
- Features Editor X
- Features Writer X
- Features Reporter X
- Freelance Fea
- Video Journalist X
- Journalist X
- Freelance Journalist X
- Broadcast Journa
- Senior Journalist X
- Business Journalist X
- Multimedia Journalist X
- Assign
- Editor at Large X
- Editorial Board Member X
- Assistant Business Editor X

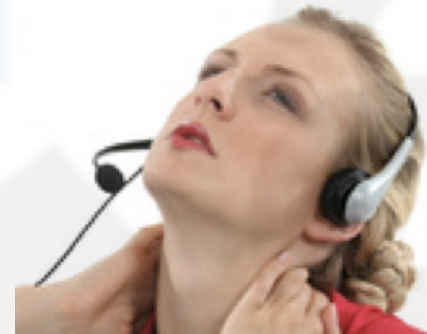
**Search results**

- delta sky
- delta sky club
- delta skymiles
- delta sky club atlanta
- delta skymiles comme
- delta skybar
- delta sky club jfk
- delta sky club lax
- delta skyteam
- delta skymiles card

# What Is **Persona Modeling**?



# Used To Be **Bull**, Now Real



# WAY Past “Demographics”

[My Client Center](#) |

**Google** AdWords aimclear@gr

**My Client Center** **Client reporting** **Billing** **My account**

**Tools**

- Keyword Tool**
- Traffic Estimator
- Placement Tool
- Contextual Targeting Tool

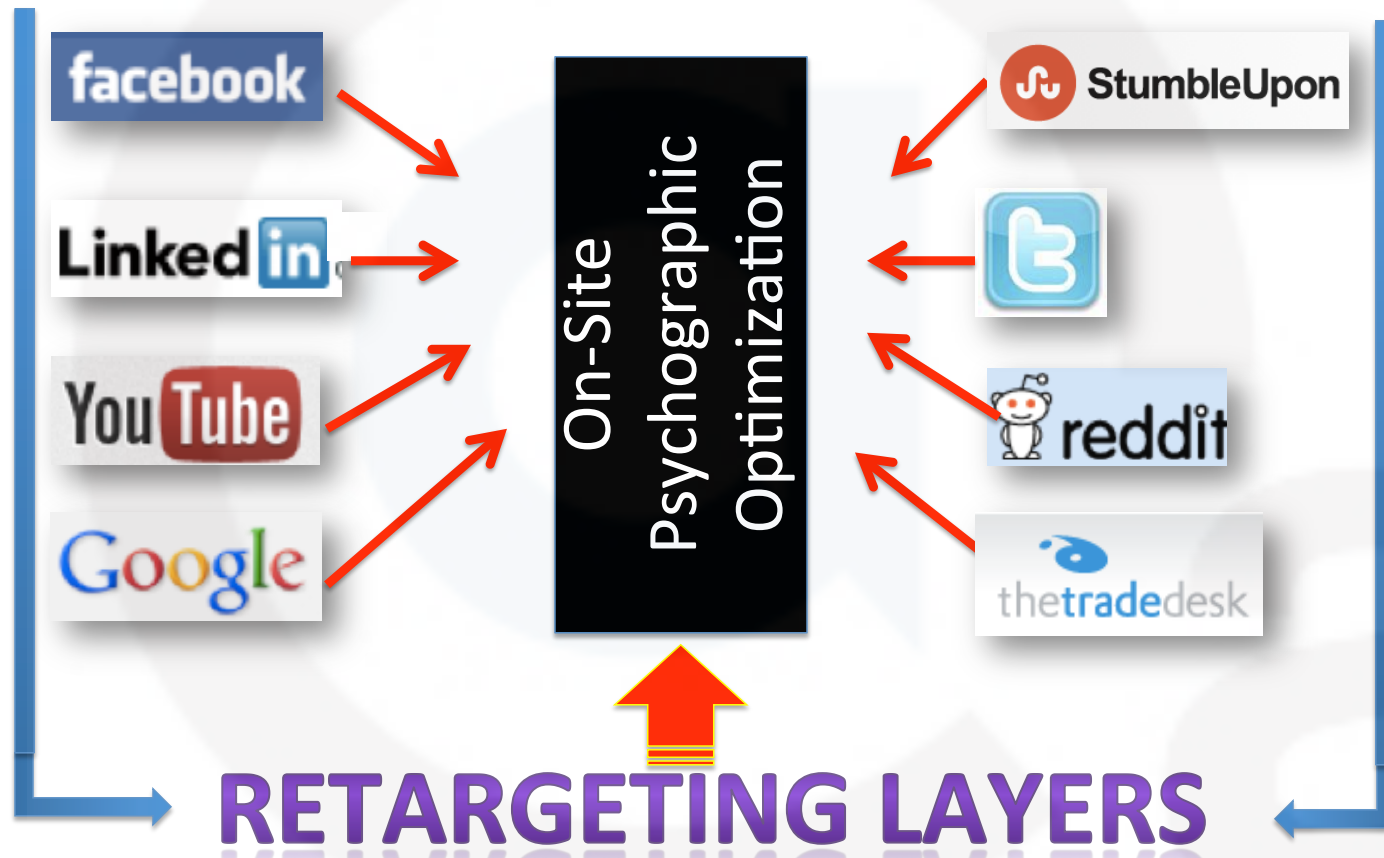
**Find keywords**

Based on one or more of the following:

Word or phrase	One per line
Website	www.google.com/page.htr
Category	Annarel

**Saved ideas (0)**

# Tagged Psychographic Traffic



☐ Zip Code

Age: [?] 13 - 65 ☐ Require exact age match [?]

Gender: [?] ☒ All  
☐ Men  
☐ Women

Precise Interests: [?] #Charles Manson x

Suggested Likes and Interests:

☐ #Vincent Bugliosi  
Audience: 7,000  
☐ #David Berkowitz  
Audience: 3,000  
☐ #Scott Peterson  
Audience: 1,000

☐ #Richard Ramirez  
Audience: 8,000  
☐ #Henry Lee Lucas  
Audience: 1,000

Broad Categories: [?]

Activities ▶  
Business/Technology ▶  
Ethnic ▶

facebook

☐ Zip Code

Age: [?] 13 - 65 ☐ Require exact age match [?]

Gender: [?] ☒ All  
☐ Men  
☐ Women

Precise Interests: [?] #Charles Manson x

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Audience: 3,000  
☐ #Scott Peterson  
Audience: 1,000

☐ #Richard Ramirez  
Audience: 8,000  
☐ #Henry Lee Lucas  
Audience: 1,000

Broad Categories: [?]

Activities

Business/Technology

Ethnic

facebook

Interests: [?]

#Charles Manson ✕

Interests:

- ☐ #Vincent Bugliosi  
Audience: 7,000
- ☐ #David Berkowitz  
Audience: 3,000
- ☐ #Scott Peterson  
Audience: 1,000

Categories: [?]

Activities

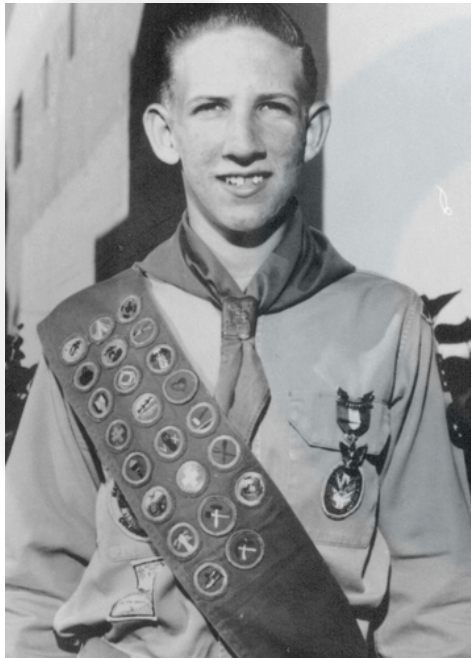
facebook

Business/Technology

# **Killing Interests, Video Games**



# Master Persona + Personality





# Master Personas

terests

Broad Category: [?]

Activities	1 ▶	<input type="checkbox"/> Food & Dining
Business/Technology	▶	<input type="checkbox"/> Gaming (Console)
Ethnic	▶	<input type="checkbox"/> Gaming (Social/Online)
Events	▶	<input type="checkbox"/> Gardening
Family Status	▶	<input type="checkbox"/> Literature/Reading
Interests	▶	<input type="checkbox"/> Outdoor Fitness Activities
Mobile	▶	<input type="checkbox"/> Photo Uploading
		<input type="checkbox"/> Photography
		<input checked="" type="checkbox"/> Traveling

facebook

# The Root Interests

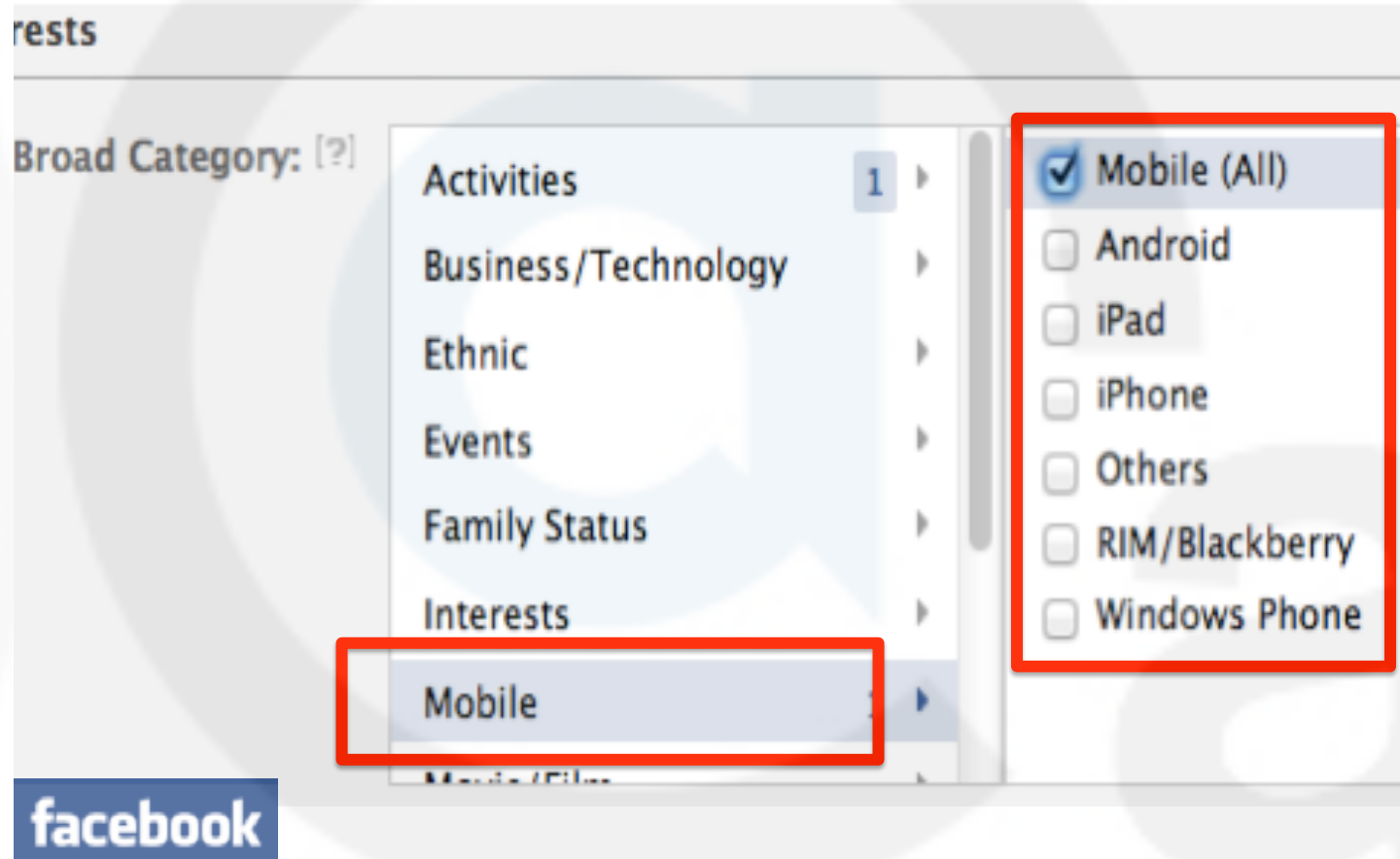
Estimated Reach [?]

**27,903,000** people

- who live in the **United States**
- age **18** and older
- who are in the category **Traveling**

facebook

# FB Rocks Master Personas



# FB Mobile **Master** Persona

Estimated Reach [?]

**77,022,440** people

- who live in the **United States**
- age **24** and older
- who are in the category **Mobile (All)**

facebook

## Interests & Remarketing

Google AdWords

Interest categories ?

Remarketing lists ?

Custom combinations ?

Add audiences from these lists

Search by list name

Search

### Categories

Global users ?

<input type="checkbox"/> Jobs & Education	50M+	<a href="#">add</a>
<input type="checkbox"/> Law & Government	50M+	<a href="#">add</a>
<input type="checkbox"/> News	50M+	<a href="#">add</a>
<input type="checkbox"/> Online Communities	50M+	<a href="#">add</a>
<input type="checkbox"/> People & Society	50M+	<a href="#">add</a>
<input type="checkbox"/> Pets & Animals	50M+	<a href="#">add</a>
<input type="checkbox"/> Real Estate	50M+	<a href="#">add</a>
<input type="checkbox"/> Reference	50M+	<a href="#">add</a>
<input type="checkbox"/> Science	50M+	<a href="#">add</a>
<input type="checkbox"/> Shopping	50M+	<a href="#">add</a>
<input type="checkbox"/> Sports	50M+	<a href="#">add</a>
<input type="checkbox"/> Travel	50M+	<a href="#">add</a>
<input type="checkbox"/> World Localities	50M+	<a href="#">add</a>

Display  
Network  
Masters

Interests & Remarketing	
Categories	Global users ?
<div>Interest categories ?</div> <div> <div>+</div> Mobile &amp; Wireless </div>	50M+

Master

Google AdWords

Categories	Global users ?
<div>-</div> Mobile & Wireless	50M+
<div>-</div> Mobile & Wireless Accessories	5M-10M
Bluetooth Accessories	2M-3M
<div>-</div> Mobile Apps & Add-Ons	30M-50M
Android Apps	--
<div>-</div> Ringtones & Mobile Themes	20M-30M
iOS Apps	--
<div>-</div> Mobile Phones	50M+
Smart Phones	30M-50M



# Personalities

**Specific Traits To  
Further Define  
Masters Personas**



**Mainstream & Niche' On & Offline Publications**  
**Causes, Beliefs, Charities, Stances, Issues**  
**Religion, E-com Websites, Brands, Unions**  
**Military & Government Roles, Legal, Health**  
**Parenting Roles, Sports, Hobbies, Video Searches**  
**Recreation, Humor, Occupations, Degrees, History**  
**Trade Shows, Pop Culture, Thought Leaders**  
**Music, TV, Radio, Artists, Cultural Institutions,**  
**Academic Institutions, Occupations, Affiliations**  
**On & Offline Group Affiliations, Dislikes, Cars**  
**Media Preferences, Sexual Preferences**  
**Relationship Status, Age, Gender**  
**Freaky Predilections, Much More...**

**Niche' On & Offline Publications**  
**, Charities, Stances, Issues**  
**1 Websites, Brands, Unions**  
**ernment Roles, Legal, Health**  
**s, Sports, Hobbies, Video Searches**  
**mor, Occupations, Degrees, Histo**  
**Pop Culture, Thought Leaders**  
**io, Artists, Cultural Institutions,**  
**utions, Organizations, Affiliations**



list of travel magazines

Search

Everything

Images

Maps

Videos

News

Shopping

More

Duluth, MN

# Stem Personalities By Mining Vertical Data

[Travel Magazines - Up to 90% Off Subscriptions Here](#)

[www.magazines.com/](http://www.magazines.com/)

Huge Selection & Savings - Shop Now

↳ 2012 Magazines.com \$5 Coupon Code - Free Shipping - \$1 Sal

[List of travel magazines - Wikipedia, the free encyclo](#)

[en.wikipedia.org/wiki/List\\_of\\_travel\\_magazines](http://en.wikipedia.org/wiki/List_of_travel_magazines)

Block all en.wikipedia.org results

**List of travel magazines.** From Wikipedia, the free encyclopedia.  
search. This is a list of travel and tourism magazines: ...

[50+ travel magazines that want to publish your writing](#)

## Travel and tourism-related magazines

### In circulation

This list is *incomplete*; you can help by *expanding it*.



WIKIPEDIA  
The Free Encyclopedia

- *AFAR*, ([web site](#) ) (2009; published bi-monthly by AFAR Media)
- *Automotive Traveler*, (1986; published by BCT Publishing LLC)
- *Bell'Italia*, (1986; published by Bell'Italia)
- *Arthur Fromme*, (1986; published by Arthur Fromme)
- *Caribbean Beach*, (1986; published by Caribbean Beach)
- *Caribbean Travel & Life*, (c. 1986; published by [Bonnier Corporation](#))
- *Condé Nast Traveler*, (1987; published by [Condé Nast Publications](#))
- *Cruise International*, (2008; published by Chelsea Magazine Company)
- *Departures Magazine*, (published by [American Express Publishing](#))
- *EnRoute*, inflight magazine of [Air Canada](#)

■ age 24 and older  
■ who like #Condé Nast

Categories	Global users ?
<input type="checkbox"/> Travel	50M+
<input type="checkbox"/> Air Travel	50M+
Airport Parking & Transportation	500K-1M
Bus & Rail	30M-50M
Car Rental & Taxi Services	5M-10M
Carpooling & Vehicle Sharing	1M-2M
Cruises & Charters	5M-10M
Hotels & Accommodations	50M+
Luggage & Travel Accessories	2M-3M
<input type="checkbox"/> Specialty Travel	2M-3M

Master

Personality

**Single Channel, Master Persona/  
Personality Construction**

Google AdWords

Categories

Global users ?

facebook

## Single Channel, Master Persona/ Personality Construction

**Broad Categories:** [?]

Activities	1 ▶	<input type="checkbox"/> Frequent Casual Diner
Business/Technology	▶	<input type="checkbox"/> Gaming (Console)
Ethnic	▶	<input type="checkbox"/> Gaming (Social/Online)
Events	▶	<input type="checkbox"/> Gardening
Family Status	▶	<input type="checkbox"/> Literature/Reading
Interests	▶	<input type="checkbox"/> Outdoor Fitness Activities
	▶	<input type="checkbox"/> Photo Uploading
	▶	<input type="checkbox"/> Photography
	▶	<input checked="" type="checkbox"/> Traveling

**29,376,240** people

**Master Persona**

Audience

**3,560** people

- who live in the United States
- who like #QR code
- who are in the category Traveling

Precise Interests: [?]

#QR code x

## Facebook Single Channel Master P / Personality

**12,200** people

Personality

Broad Categories: [?]

Activities 1 ▶

Business/Technology ▶

Ethnic ▶

Events ▶

Family Status ▶

Interests ▶

**29,376,240** people

MO

Master Persona

☐ Frequent Casual Diner

☐ Gaming (Console)

☐ Gaming (Social/Online)

☐ Gardening

☐ Literature/Reading

☐ Outdoor Fitness Activities

☐ Photo Uploading

☐ Photography

☒ Traveling

An hourglass with orange sand, featuring a large yellow star in the upper bulb. The hourglass is centered in the background, with a faint, large watermark of the letters 'Q' and 'a' behind it.

**Volume? Specificity?**

facebook

Cart

## Multi-Channel Persona Construction Via Retargeting

Estimated Reach [?]

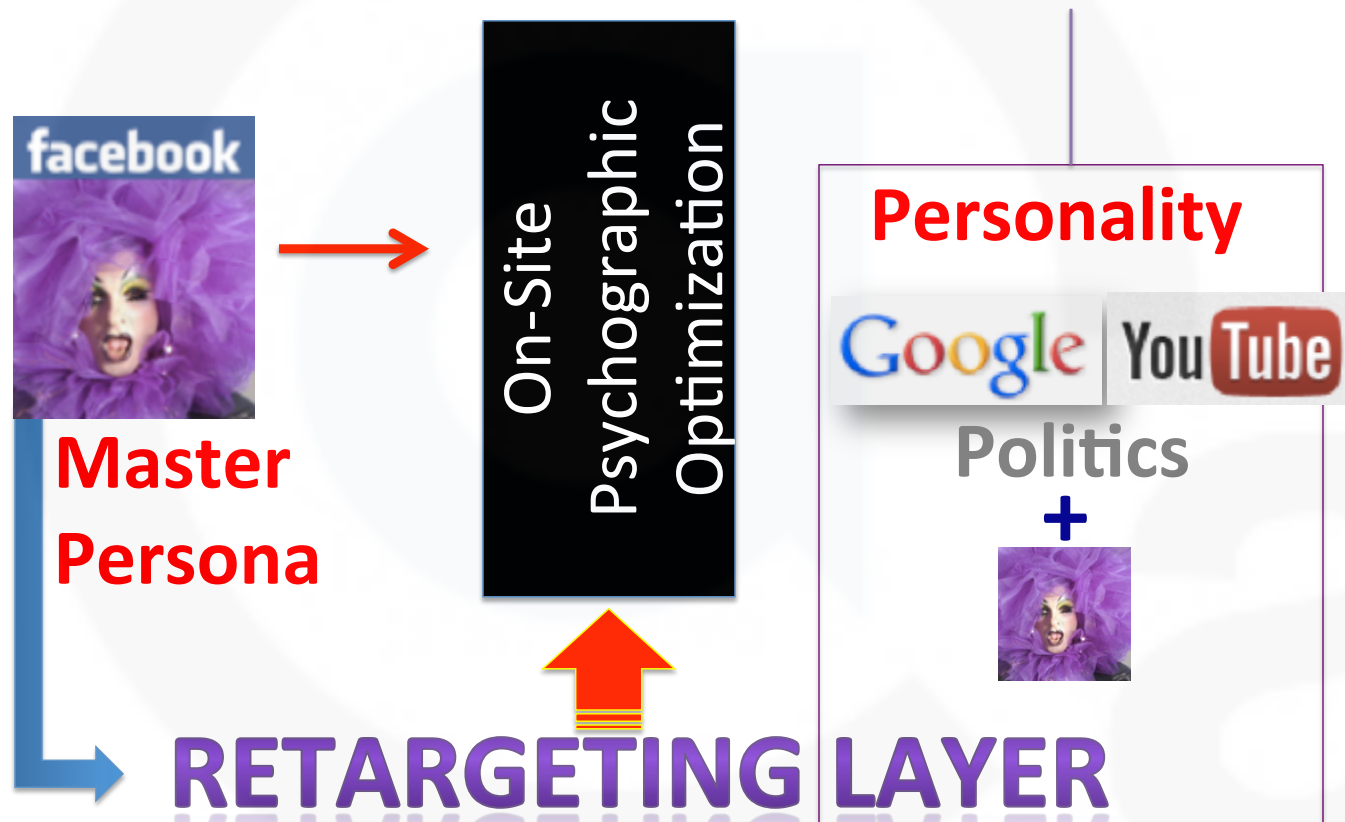
**36,400** people

- who live in one of the countries: **United States, Canada or United Kingdom**
- who are **male**
- who like **dressing up like woman, #Cross-dressing, #Drag queen or #Transvestism**



NORDSTROM

# Retargeted Psychographic Layers

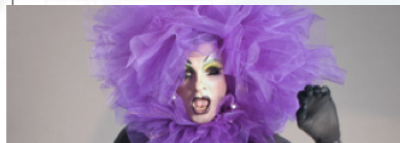


# wp POLITICS

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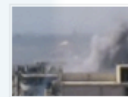
In the News Jeb Bush Watergate Mitt Romney Arizona election Wisconsin recall

Orange Savings  
account™

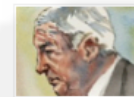


NEWS CAMPAIGN 2012 ENTERTAINMENT 59 SEC

Sponsored Content: FIDELITY



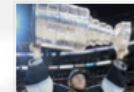
Amateur video said to  
show shelling in Homs  
1:11



San  
Gra  
cru



Nevada tunnel collapse  
kills one 0:52



Los  
Sta



Australian coroner  
rules dingo did take  
baby 1:27



Wo  
Ber  
Wa  
dig

The Washington Post

@mentionmachine

What is this? | Hide this | Share



Mitt Romney

Twitter mentions  
past week 149,744



Barack Obama

Twitter mentions  
past week 251,724



Rainbow of  
Personalities,  
To Mash In  
With Travel &  
Mobile Master  
Personas



Mainstream & Niche' On & Offline Publications  
Causes, Beliefs, Charities, Stances, Issues  
Religion, E-com Websites, Brands, Unions  
Military & Government Roles, Legal, Health  
Parenting Roles, Sports, Hobbies, Video Searches  
Recreation, Humor, Occupations, Degrees, History  
Trade Shows, Pop Culture, Thought Leaders  
Music, TV, Radio, Artists, Cultural Institutions,  
Academic Institutions, Occupations, Affiliations  
On & Offline Group Affiliations, Dislikes, Cars  
Media Preferences, Sexual Preferences  
Relationship Status, Age, Gender  
**Freaky** *Predilections, Much More...*





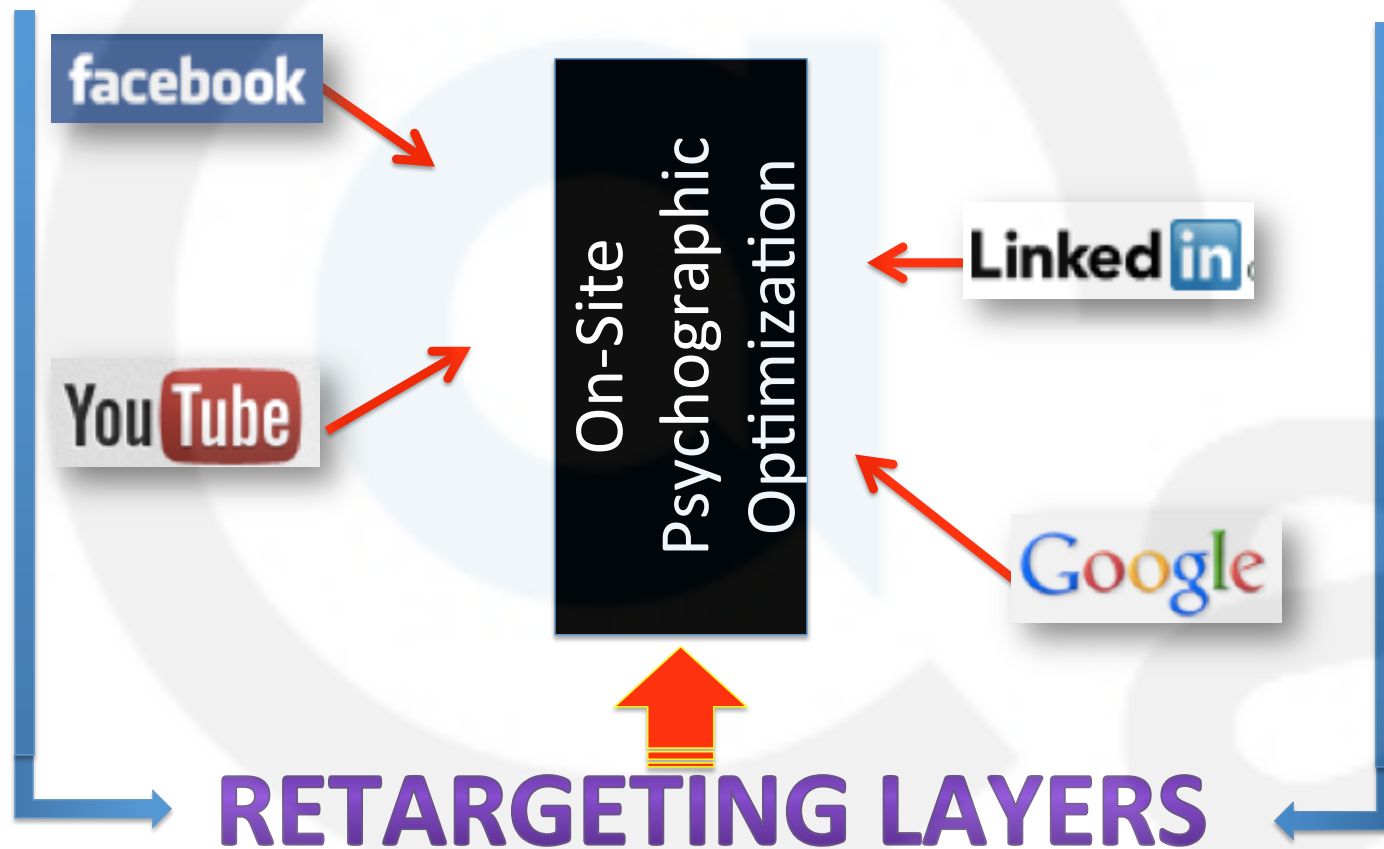




# Selling The Mobile Charger With Psychographics



## Sell The Cell Charger, Try This Retargeting Mashup At Home





**Travel Master  
Mobile Master**

# Low Hanging **Personalities**

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Estimated Reach **facebook**

**48,900** people

- who live in the **United States**
- age **24** and older
- who like **#Brookstone, brookstone, #The Sharper Image, sharper image, sharper image phone, sharper image online, magellans travel supplies, radio shack, travelsmith, victorinox travel gear or skymall**

# On & Offline Travel Publications Personalities



START EXPLORING



Estimated Reach [?]

**176,040** people

- who live in the **United States**
- age **24** and older
- who like **#Condé Nast Traveler, #Condé Nast Traveller, #Condé Nast Publications, condé nast publications, condé nast, condé nast traveller uk, conde nast, conde nast traveler magazine, #Frommer's, frommers, #Lonely Planet, enroute magazine, #Escapism**

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facebook

#Condé Nast Traveler, #Condé Nast Traveller, #Condé Nast Publications, condé nast publications, condé nast, condé nast traveller uk, conde nast, conde nast traveler magazine, #Frommer's, frommers, #Lonely Planet, enroute magazine, #Escapism Travel Magazine, #National Geographic Traveler, national geographic traveler, #Travel + Leisure. #Travel

YouTube

This account is n

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frommers|

frommers travel pillow lima travel  
frommers travel pillow sierra travel  
frommer's camera case flash digital  
frommers  
frommers 2011 australia paperback  
frommer's vancouver whistler day by day guide  
frommer's wallet foxtrot travel wallet  
frommer's luggage rocket roller overnigher  
frommer's alaska 2010 frommers color complete guides book  
frommer's london 2010 frommers color complete guides book

Travel Master  
Mobile Master





This account is n

Search res

national geographic traveler

national geographic traveler **magazine**

national geographic traveler **8 issues**

national geographic traveler **china**

national geographic traveler **switzerland**

national geographic traveler **spain**

national geographic traveler **per**

Travel Master



# PR 2 Workplace Influencers

Estimated Target Audience\*  
**3,198**  
LinkedIn Members

☒ Company

☒ Select companies by name

Conde Nast X

Lonely Planet X

Arthur Frommer's Budget Travel X

Frommer's Unlimited X

Travel Master  
Mobile Master

# Travel Forum Personalities + Guile

Estimated Reach [?]

**2,600** people

- who live in the **United States**
- who like **#FlyerTalk** or **flyertalkcom**



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## Hotel Programs



**Accor A-Club**



**Best Western Rewards**



**Choice Privileges**



**Club Carlson (formerly Radisson goldpoints plus)**



**Fairmont President's Club**



**Hilton HHonors**





**Best Western Rewards**



**Choice Privileges**



**Club Carlson (formerly Radisson goldpoints plus)**



**Fairmont President's Club**



**Hilton HHonors**



**Hyatt Gold Passport**



☒ Select companies by name

flyertalk|

**FlyerTalk**

Leisure, Travel & Tourism; 51-200 employees

LinkedIn

Travel Master  
Mobile Master



# Travel **Loyalty** Clubs Personalities

Estimated Reach [?]

**451,360** people

- who live in the **United States**
- age **24** and older
- who like **#SkyMiles, hilton honors, #Marriott Rewards, aadvantage, wyndham rewards, #EuroBonus, insidertips**

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Mobile Master

facebook



Estimated Target Audience  
**14,301**  
LinkedIn Members

✓ Group



Marriott X

Starwood Hotels & Resorts Worldwide, INC. X

HILTON GROUP ALUMNI on MANAGERS OF HOTEL X

Hyatt Ho

Four Seasons Hotels and Resorts Talent Community X

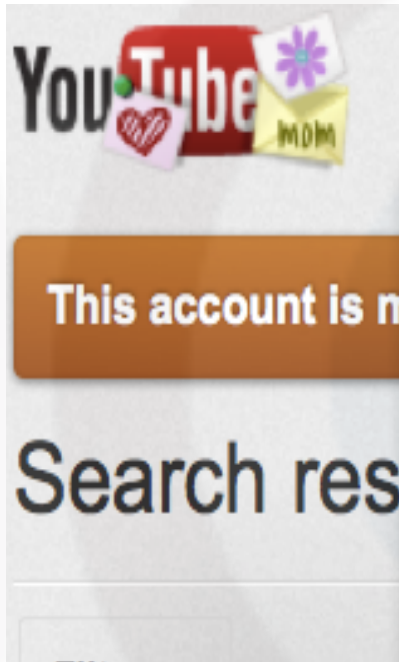
Internation

LinkedIn

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Mobile Master



hilton grand vacation|

hilton grand vacations

hilton grand vacation **club** on the las vegas strip

hilton grand vacations **on** international drive

hilton grand vacations **club** at south beach

hilton grand vacations **suites** at seaworld

hilton grand vacations **suites** on the las vegas strip

hilton grand vacations **orlando**





hilton grand vacations on international drive



Browse

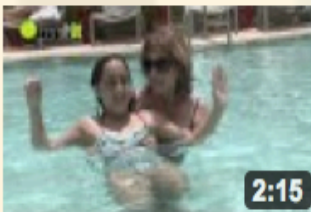
| Movies

| Up

This account is managed by [aimclear.com](http://aimclear.com) [Learn more](#)

Search results for **hilton grand vacations on international**

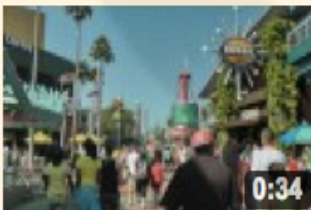
Filter ▾



2:15

### Orlando Resort Reviews - Watch Videos of Top Orlando Resorts

Book Online, Low Rate Guarantee  
by HotelsOrlando | 199,320 views



0:34

### Universal CityWalk

Universal Orlando  
HD (1080p)  
by UndercoverTourist | 7,273 views

Ac

Mobile Master

The image shows a screenshot of a YouTube search results page. The YouTube logo is at the top left, with a heart icon and a flower icon next to it. Below the logo, there is a brown banner that says "This account is n". Below the banner, the text "Search res" is visible. On the right side, there is a search bar with the text "delta sky". Below the search bar, a list of search results is displayed. A purple box labeled "Mobile Master" with two red arrows pointing to the search bar is positioned above the results. A small image of a Brookstone device is visible in the bottom right corner.

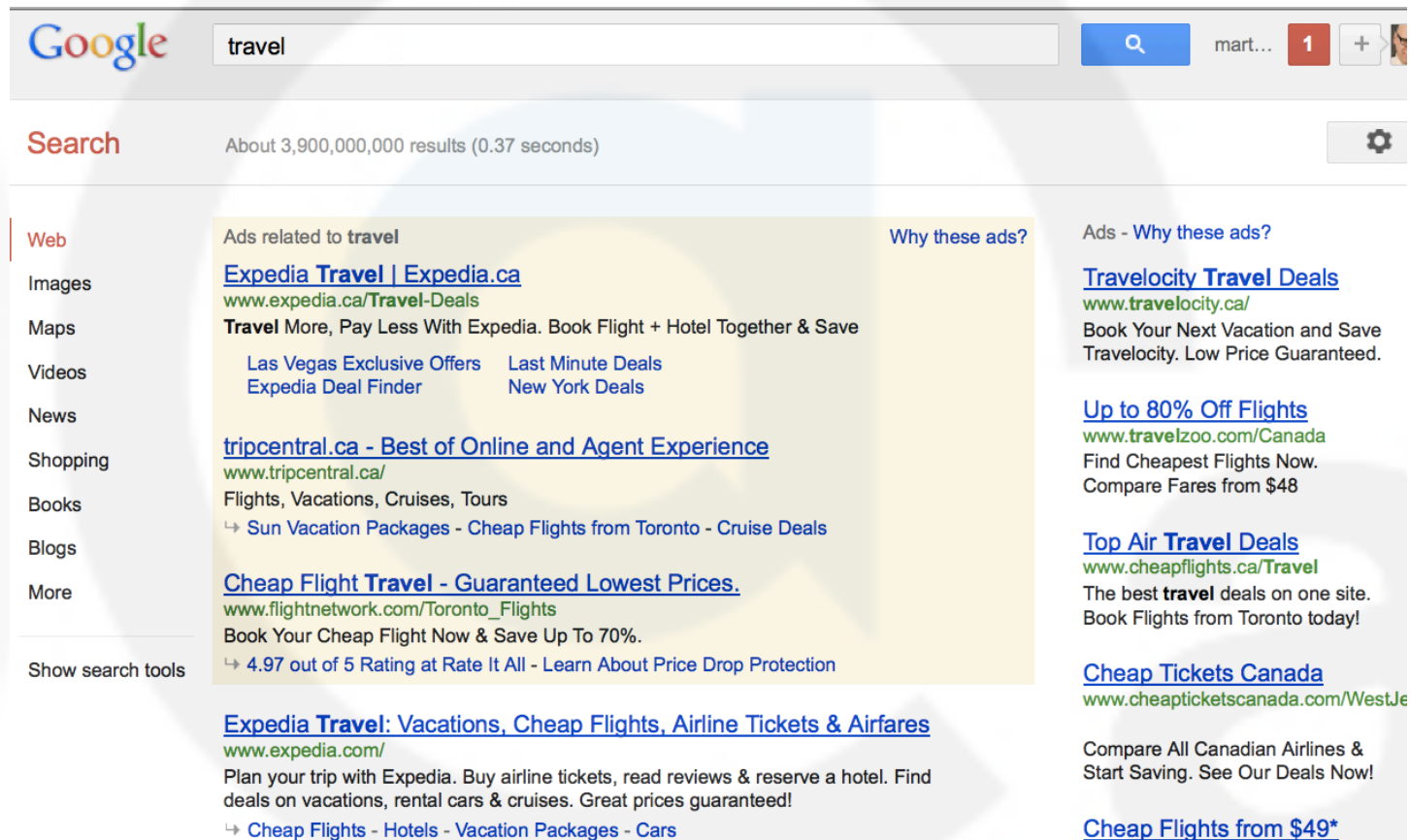
delta sky

- delta sky club
- delta skymiles
- delta sky club atlanta
- delta skymiles commercial
- delta skybar
- delta sky club jfk
- delta sky club lax
- delta skyteam
- delta skymiles card

Filter ▼

Brookstone

# Travel Sites & Engines Personalities



The screenshot shows a Google search interface with the query "travel". The search results are categorized into "Web", "Images", "Maps", "Videos", "News", "Shopping", "Books", "Blogs", and "More". The "Web" category is selected, showing a list of search results. The first result is "Expedia Travel | Expedia.ca" with the URL "www.expedia.ca/Travel-Deals". The description for this result includes "Travel More, Pay Less With Expedia. Book Flight + Hotel Together & Save" and links to "Las Vegas Exclusive Offers", "Last Minute Deals", "Expedia Deal Finder", and "New York Deals". The second result is "tripcentral.ca - Best of Online and Agent Experience" with the URL "www.tripcentral.ca/". The description includes "Flights, Vacations, Cruises, Tours" and a link to "Sun Vacation Packages - Cheap Flights from Toronto - Cruise Deals". The third result is "Cheap Flight Travel - Guaranteed Lowest Prices." with the URL "www.flightnetwork.com/Toronto\_Flights". The description includes "Book Your Cheap Flight Now & Save Up To 70%" and a link to "4.97 out of 5 Rating at Rate It All - Learn About Price Drop Protection". The fourth result is "Expedia Travel: Vacations, Cheap Flights, Airline Tickets & Airfares" with the URL "www.expedia.com/". The description includes "Plan your trip with Expedia. Buy airline tickets, read reviews & reserve a hotel. Find deals on vacations, rental cars & cruises. Great prices guaranteed!" and a link to "Cheap Flights - Hotels - Vacation Packages - Cars". The right side of the page shows "Ads related to travel" with a link to "Travelocity Travel Deals" and a link to "Up to 80% Off Flights". The bottom right shows "Cheap Tickets Canada" and "Cheap Flights from \$49\*".

Google travel mart... 1

Search About 3,900,000,000 results (0.37 seconds)

Web

Images

Maps

Videos

News

Shopping

Books

Blogs

More

Show search tools

Ads related to travel

Why these ads?

Expedia Travel | Expedia.ca  
www.expedia.ca/Travel-Deals  
Travel More, Pay Less With Expedia. Book Flight + Hotel Together & Save  
Las Vegas Exclusive Offers Last Minute Deals  
Expedia Deal Finder New York Deals

tripcentral.ca - Best of Online and Agent Experience  
www.tripcentral.ca/  
Flights, Vacations, Cruises, Tours  
↳ Sun Vacation Packages - Cheap Flights from Toronto - Cruise Deals

Cheap Flight Travel - Guaranteed Lowest Prices.  
www.flightnetwork.com/Toronto\_Flights  
Book Your Cheap Flight Now & Save Up To 70%.  
↳ 4.97 out of 5 Rating at Rate It All - Learn About Price Drop Protection

Expedia Travel: Vacations, Cheap Flights, Airline Tickets & Airfares  
www.expedia.com/  
Plan your trip with Expedia. Buy airline tickets, read reviews & reserve a hotel. Find deals on vacations, rental cars & cruises. Great prices guaranteed!  
↳ Cheap Flights - Hotels - Vacation Packages - Cars

Ads - Why these ads?

Travelocity Travel Deals  
www.travelocity.ca/  
Book Your Next Vacation and Save Travelocity. Low Price Guaranteed.

Up to 80% Off Flights  
www.travelzoo.com/Canada  
Find Cheapest Flights Now.  
Compare Fares from \$48




Top Air Travel Deals  
www.cheapflights.ca/Travel  
The best travel deals on one site.  
Book Flights from Toronto today!


Cheap Tickets Canada  
www.cheapticketscanada.com/WestJe

Compare All Canadian Airlines & Start Saving. See Our Deals Now!

Cheap Flights from \$49\*

# Mine Vertical Search Ads

 travel  mart... 1 

Search About 3,900,000,000 results (0.37 seconds) 

Web  
Images  
Maps  
Videos  
News  
Shopping  
Books  
Blogs  
More  
  
Show search tools

Ads related to travel

[Expedia Travel | Expedia.ca](#)  
[www.expedia.ca/Travel-Deals](http://www.expedia.ca/Travel-Deals)  
Travel More, Pay Less With Expedia. Book Flight + Hotel Together & Save  
Las Vegas Exclusive Offers Last Minute Deals  
Expedia Deal Finder New York Deals

[tripcentral.ca - Best of Online and Agent Experience](#)  
[www.tripcentral.ca/](http://www.tripcentral.ca/)  
Flights, Vacations, Cruises, Tours  
↳ Sun Vacation Packages - Cheap Flights from Toronto - Cruise Deals

[Cheap Flight Travel - Guaranteed Lowest Prices.](#)  
[www.flightnetwork.com/Toronto\\_Flights](http://www.flightnetwork.com/Toronto_Flights)  
Book Your Cheap Flight Now & Save Up To 70%.  
↳ 4.97 out of 5 Rating at Rate It All - Learn About Price Drop Protection

[Expedia Travel: Vacations, Cheap Flights, Airline Tickets & Airfares](#)  
[www.expedia.com/](http://www.expedia.com/)  
Plan your trip with Expedia. Buy airline tickets, read reviews & reserve a hotel. Find deals on vacations, rental cars & cruises. Great prices guaranteed!  
↳ Cheap Flights - Hotels - Vacation Packages - Cars

Why these ads

Ads - Why these ads?

[Travelocity Travel Deals](#)  
[www.travelocity.ca/](http://www.travelocity.ca/)  
Book Your Next Vacation and Save  
Travelocity. Low Price Guaranteed

[Up to 80% Off Flights](#)  
[www.travelzoo.com/Canada](http://www.travelzoo.com/Canada)  
Find Cheapest Flights Now.  
Compare Fares from \$48

[Top Air Travel Deals](#)  
[www.cheapflights.ca/Travel](http://www.cheapflights.ca/Travel)  
The best travel deals on one site.  
Book Flights from Toronto today!

[Cheap Tickets Canada](#)  
[www.cheapticketscanada.com/West-Jet](http://www.cheapticketscanada.com/West-Jet)  
Compare All Canadian Airlines &  
Start Saving. See Our Deals Now!

[Cheap Flights from \\$49\\*](#)

Ads related to travel

W

[Expedia Travel | Expedia.ca](#)

[www.expedia.ca/Travel-Deals](http://www.expedia.ca/Travel-Deals)

**Travel** More, Pay Less With Expedia. Book Flight + Hotel Together & Save

Las Vegas Exclusive Offers  
Expedia Deal Finder

Last Minute Deals  
New York Deals

[tripcentral.ca - Best of Online and Agent Experience](#)

[www.tripcentral.ca/](http://www.tripcentral.ca/)

Flights, Vacations, Cruises, Tours

↳ Sun Vacation Packages - Cheap Flights from Toronto - Cruise Deals

[Cheap Flight Travel - Guaranteed Lowest Prices.](#)

[www.flightnetwork.com/Toronto\\_Flights](http://www.flightnetwork.com/Toronto_Flights)

Book Your Cheap Flight Now & Save Up To 70%.

↳ 4.97 out of 5 Rating at Rate It All - Learn About Price Drop Protection

[Expedia Travel: Vacations, Cheap Flights, Airline Tickets & Airfare](#)

Why these ads?

Save

als

Ads - Why these ads?

Travelocity Travel Deals

[www.travelocity.ca/](http://www.travelocity.ca/)

Book Your Next Vacation  
Travelocity. Low Price Guarantee

Up to 80% Off Flight Deals

[www.travelzoo.com/Canada](http://www.travelzoo.com/Canada)

Find Cheapest Flights Now  
Compare Fares from \$48

Top Air Travel Deals

[www.cheapflights.ca/Travel](http://www.cheapflights.ca/Travel)



Estimated Reach [?]

**10,728,900** people

- who live in the **United States**
- age **18** and older
- who like **#Travelocity, travel, #Orbitz, orbitz, #Kayak, #Kayak.com, kayak, #Tourism, #Priceline.com, #Lastminute.com, #Expedia, #TripAdvisor or #Expedia, Inc.**

#Travel, #Travel Channel, travel, #Adventure travel, travel books, travel channel, travel consultant, best travel deals, travel daily news, luxe travel deals, travel deals, #Discovery Travel & Living Europe, sharing travel experiences, travel europe, travel experience, travel excellence, travel egypt,

**facebook**

in Travel Guide, panama travel group,

Estimated Reach [?]

**10,915,660** people

- who live in the **United States**
- age **24** and older
- who like **#Travel, #Travel Channel, travel, #Adventure travel, travel books, travel channel, travel consultant, best travel deals, travel daily news, luxe travel deals, travel deals, #Discovery Travel & Living Europe**

Travel Master  
Mobile Master



## Niche' Interests

facebook

travel deals, #Discovery  
Travel & Living Europe,  
sharing travel  
experiences, travel  
europe, travel experience,  
travel excellence, travel  
egypt, #Travel Guard,  
#Russian Travel Guide,  
thailand travel guide,  
panama travel group,  
philippines travel guide,  
travel guard, #Travel  
insurance, travel india,  
travel indochina, travel  
international,

Mobile Master





travel channel|

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Search res

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Filter ▼

travel channel  
travel channel **food**  
travel channel **shows**  
travel channel **disney world**  
travel channel **las vegas**  
travel channel **thailand**  
travel channel **haunted houses**  
travel channel **ghost adventures**  
travel channel **long**  
travel channel **india**





Travel Master  
Mobile Master



# Niche **Traveling** Interest Personalities

Estimated Reach [?]

**4,670,480** people

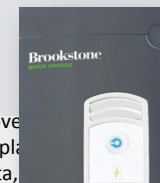
- who live in the **United States**
- age **18** and older
- who like **traveling all over world, traveling buenos aires, traveling alaska, traveling aruba, traveling around, traveling, #Traveling (basketball), traveling different countries, traveling cancun, traveling country, traveling curacao, traveling when i get chance, traveling cooking, #Traveling carnival, traveling camping,**

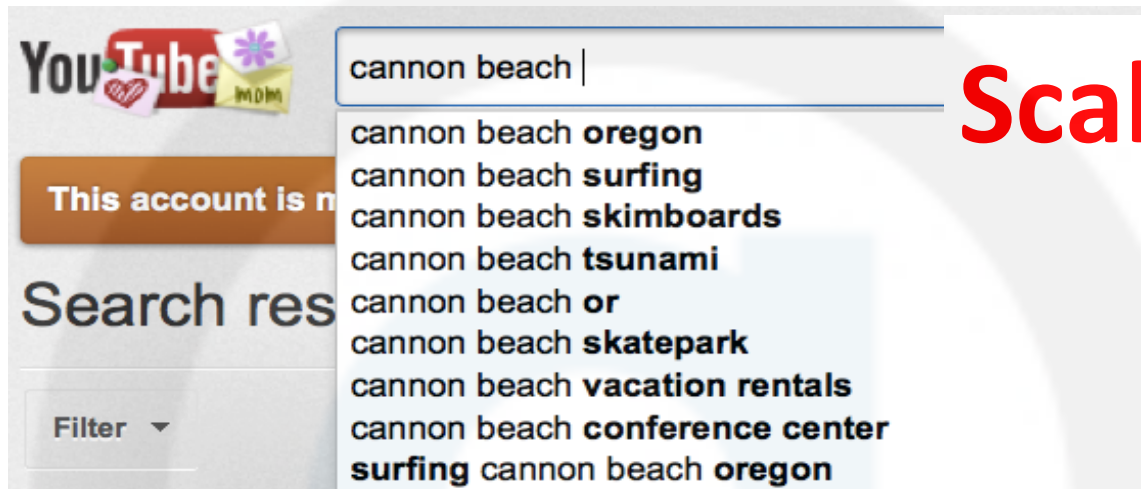
Estimated Reach [?]

**5,960** people

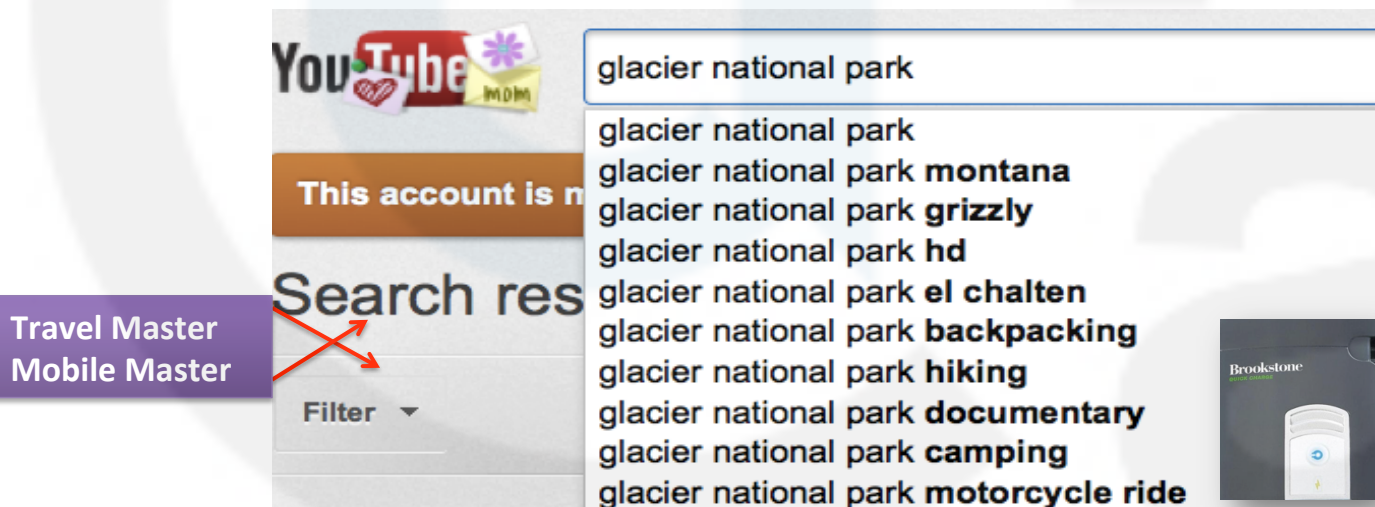
- who live in the **United States**
- age **18** and older
- who like **visiting romania, visiting gold coast australia, visiting buenos aires, visiting other countries, visiting different places, visiting historical places, visiting historical sites, visiting lecturer or visiting national parks**

ng, nice traveling, traveling seeing new places, traveling over  
, traveling photography, traveling places, traveling warm pla  
ing, #Traveling team, traveling us, traveling puerto Vallarta,





Scale Me



YouTube

great barrier reef

great barrier reef **australia**  
 great barrier reef **diving**  
 great barrier reef **documentary**  
 great barrier reef **hd**  
 great barrier reef **snorkeling**

This account is n

Search res

YouTube

travel to c

travel to **china**  
 travel to **cuba**  
 travel to **costa rica**  
 travel to **canada**  
 travel to **california**  
 travel to **colombia**  
 travel to **cambodia**

This account is n

Search res

YouTube

daytona beach

daytona beach **florida**  
 daytona beach **spring break parties**  
 daytona beach **bike week 2012**  
 daytona beach **2012**  
 daytona beach **spring break 2011 desert inn**  
 daytona beach **beachwalk**

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travel photography t

travel photography ti  
 travel photography tu  
 travel photography techniques

Brookstone

**Fantastic  
Diversity**

# How Many Ways To Skin Pilots & Flight Attendants?



# Pilots & Flight Attendant Personalities

Estimated Reach [?]

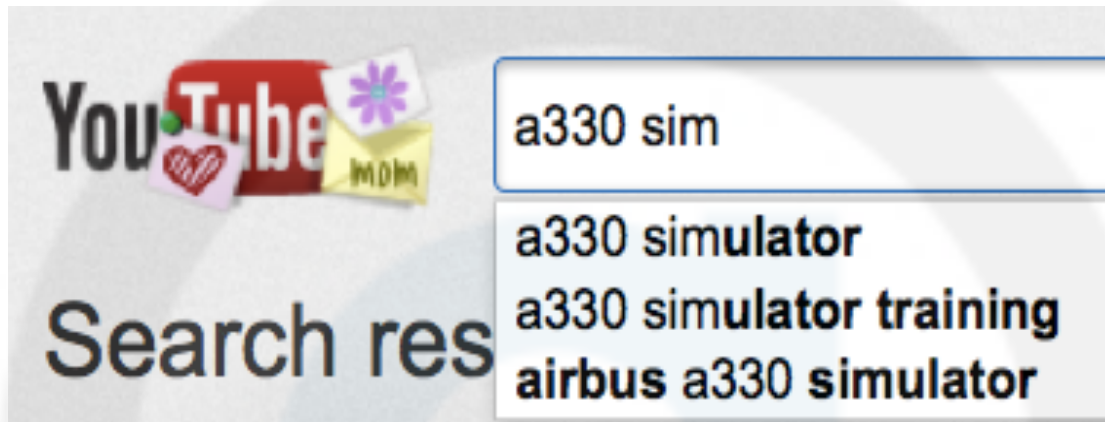
**40,800** people

- who live in the **United States**
- age **24** and older
- who like **#Airline Transport Pilot Licence, regional airline pilot, airline pilot flight instructor, charter pilot airline, airline pilot, airline transport pilot, airline pilot second in command, airline pilot in command, #Private Pilot Licence, #Commercial Pilot Licence, #Pilot certification in the United States, #Pilot**

**facebook**

#Airline Transport Pilot Licence, regional airline pilot, airline pilot flight instructor, charter pilot airline, airline pilot, airline transport pilot, airline pilot second in command, airline pilot in command, #Private Pilot Licence, #Commercial Pilot Licence, #Pilot certification in the United States, #Pilot licensing in the United Kingdom, airline captain, #Flight attendant, airbus pilot training, airplane pilot







## Job Title

Estimated Target Audience\*:

**21,010**

LinkedIn Members



Select specific job titles

Flight Attendant X

International Flight Attendant X

Corporate Flight Attendant X

Pilot X

Chief Pilot X

Airline Pilot X

Helicopter Pilot X

Corporate Pilot X

Fighter Pilot X

Test Pilot X

Student Pilot X

Commercial Pilot X

Line Pilot X

Estimated Target Audience\*:

**44,084**

LinkedIn Members



## Group

Flight Attendant Job Finder & Career Guide X

Training Solutions- Corporate Flight Attendant Training X

Aviation Jobs - AviationMatch X

Corporate Flight Attendants X

Jet Sky Elite - Management & Training for Corporate Flight Attendants X

Flight Attendant Jobs Middle East X

Beyond & Above Corporate Flight Attendant Training X

Braniff Airways Flight Attendants X

Flight Attendants Forum X

Association of Flight Attendant - Delta Air Lines X

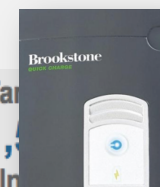
**LinkedIn**

Flight Attendants-CWA X

Estimated Target Audience\*:

**1,400**

LinkedIn Members



# Pilots' Trade Pubs

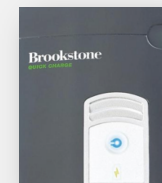
Estimated Reach [?]

**22,080** people

- who live in the **United States**
- who like **aopa**, **aopa flight training magazine**, **aopa air safety foundation**, **pilot challenge magazine**, **plane pilot magazine**, **pilotmag**, **pilot guides**, **pilot international newsletter** or **online pilot update**

Travel Master  
Mobile Master

facebook



Estimated Target Audience\*:

17,936

LinkedIn Members

☒ Group

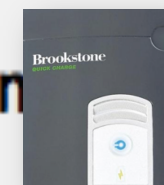
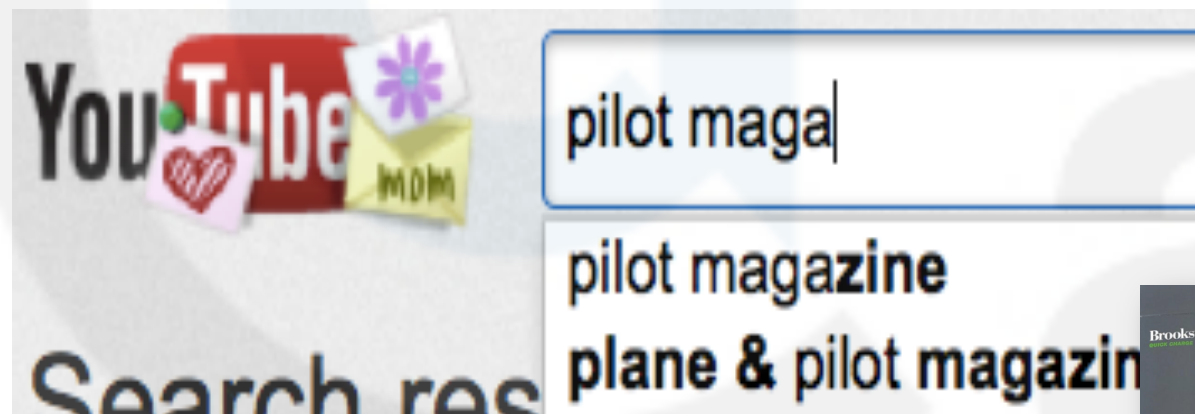
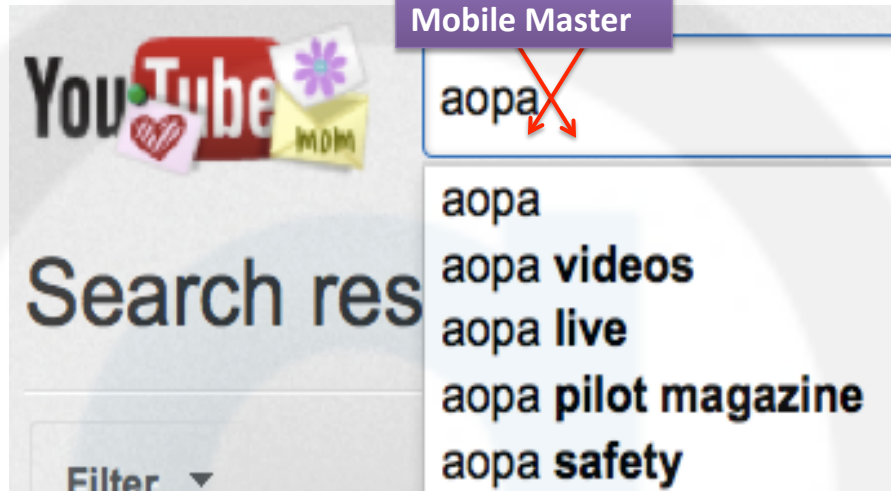
Travel Master  
Mobile Master



- Pilots X Aircraft Owners and Pilots X Cessna pilots X Commercial Helicopter Pilots X
- Dutch Fighter Pilots Association DFPA X Multi-Skilled Pilots X Glider Pilots X Parc Aviation Pilots X
- Private Pilots Europe X Aircraft Owners and Pilots Association (AOPA) X
- Texas Pilots Association [Official] X Private Pilots & Aircraft Owners - Canada X
- Empire Test Pilots' School (ETPS) Alumni X Beechcraft Owners and Pilots X
- BeechTalk™ - Beechcraft Owners and Pilots X Belgian GA Pilots X Private Pilots - Brazil X
- Organization of Black Airline Pilots X Business Jets pilots In Israel X Commercial PILOTS Network - CPN X
- Pilots - Contract For Hire X Navy Helicopter Pilots X Airline Pilots Group - Pilot Jobs & Aviation News X
- Professional Pilot Employment Search - Entry Level Pilots X The Society of Experimental Test Pilots X
- Seaplane pilots X SEP Pilots, the Netherlands X Professional Pilot Employment Search X
- Private Pilot Professionals X Aviation Contract Pilot Pool X Global Airline Pilot Network X
- King Air Owners and Pilots X Pilot Recruitment with Direct Personnel X



Travel Master  
Mobile Master



# More **Occupations** Requiring Travel Personalities

Estimated Reach [?]

**52,500** people

- who live in the **United States**
- age **24** and older
- who like **regional sales manager, regional manager, assistant regional manager, regional account manager, regional operations manager, regional business manager, regional marketing manager, regional hr manager, regional**

**facebook**

Estimated Reach [?]

**23,600** people

- who live in the **United States**
- age **24** and older
- who like **field service, field service engineer, field service technician, field service tech, field service representative, field service manager, field service rep, field sales manager, field operations**



Regional Sales Manager X Regional Manager X Regional Director X Regional Vice President X  
Regional Sales Director X Regional Account Manager X Regional Marketing Manager X  
Regional Operations Manager X Regional Business Manager X Regional Coordinator X  
National Coordinator X National Account Manager X National Sales Manager X  
National Account Executive X National Sales Director X National Director X National Sales X  
National Marketing Manager X National Manager X National Operations Manager X  
National Account Director X International Sales Manager X International Sales X  
International Marketing Manager X International Account Manager X  
International Product Manager X International Project Manager X International Consultant X  
International Coordinator X International Sales Director X International Manager X |

Estimated Target Audience\*:

**288,116**

LinkedIn Members

**Job Title**

Estimated Target Audience\*:

**66,998**

LinkedIn Members

Field Engineer X Field Service Engineer X Field Technician X Field Manager X  
Field Representative X Field Service Technician X Field Supervisor X Field Sales M  
Field Director X Regional Field Director X

**LinkedIn**



# Inspectors and Guides

Estimated Reach [?]

**16,700** people

- who live in the **United States**
- age **24** and older
- who like **#Tour guide** or **tour guide**

facebook

Estimated Reach [?]

**3,640** people

- who live in the **United States**
- age **24** and older
- who like **home inspector, aircraft inspector, architectural inspector, agricultural inspector, building inspector, building code inspector, bridge inspector, school bus inspector, residential building inspector, elevator inspector, electrical inspector, environmental comp**



Home Inspector X Building Inspector X Construction Inspector X Aviation Safety Inspector X  
Electrical Inspector X Environmental Inspector X Field Inspector X Fire Inspector X  
Health Inspector X Housing Inspector X Mechanical Inspector X Police Inspector X  
Safety Inspector X Sales Inspector X

Job Title

Estimated Target Audience\*:

14,451

LinkedIn Members

Estimated Target Audience

5,580

LinkedIn Members



Group

Completions Oil Field Engineers X Field Service Engineers - Analytical In  
Home Inspectors Forum X ASHI Home Inspectors X Bridge  
Certified Welding Inspectors X Hardwood Flooring Inspectors

LinkedIn



# Occupational Influencers

tourism

**Tourism Manager**

**Tourism Consultant**

**Tourism Coordinator**

**Director of Tourism**

Linked 

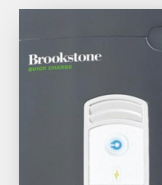


Estimated Reach [?]

**16,860** people

- who live in the **United States**
- age **18** and older
- who like travel consultant, international travel consultant, senior travel consultant, business travel consultant, corporate travel consultant, your travel consultant, dovevuoitu travel consulting, leisure travel consultant, golf

facebook



## Job Title

Tourist Guide X

Campus Tour Guide X

Tour Guide X

Tour Manager X

Tour Leader X

Tour Director X

Tour Operator X

Tour Coordinator X

Estimated Target Audience\*:

**9,726**

LinkedIn Members

Estimated Target Audience\*:

**12,389**

LinkedIn Members



## Group

The Business Travel Club X

Travel Insiders X

Social Media in Travel X

Travel Agency Owners & Managers X

Adventure Tourism and Travel Professional

Africa Travel & Tourism X

Travel Blogger Network X

Travel Bloggers X

Forum

TheBeat.travel ~ a travel business community X

Chicago Business Travel Association

Travel, Destination and Tourism photography X

International Travel Safety - Do you or your staff travel overseas? X

Medical Tourism & Medical Travel, Global Healthcare, Travel Insurance

Educational Travel Experience X

Kosher Traveling the world X

Travelers Network X



Travelers Network X

Medical Travel Quality X

World Luxury Travel



# Outreach Organizations

Estimated Reach [?]

**194,620** people

- who live in the **United States**
- age **24** and older
- who like **#Peace Corps, #National Peace Corps Association, doctors without borders, usa doctors without borders, doctors without borders refugee camp in heart city, red cross volunteer, american red cross volunteer, red cross or volunteer, #Air National Guard, United Nations Volunteers, #Voluntary Service Overseas, #European Voluntary Service, #National Guard of the United States, #United States Air Force Basic Military Training, #UN Women, #SOS Children's Villages**

**facebook**

#Peace Corps, #National Peace Corps Association, doctors without borders, usa doctors without borders, doctors without borders refugee camp in heart city, red cross volunteer, american red cross volunteer, red cross or volunteer, #Air National Guard, #United Nations Volunteers, #Voluntary Service Overseas, #European Voluntary Service, #National Guard of the United States, #United States Air Force Basic Military Training, #UN Women, #SOS Children's Villages



Estimated Target Audience\*:

**11,555**

LinkedIn Members



**Group**



American Red Cross Volunteers X

Doctors Without Borders / Médecins Sans Frontières X

Doctors Without Borders | MSF USA X

Doctors Without Borders in Russia X

Peace Corps Network X

Peace Corps - Africa X

Peace Corps - Open Li X

Peace Corps - Eastern Europe X

Peace Corps Ecuador X

Peace Corps X

Boston Area Returned Peace Corps Volunteers (BARPCV) X

**LinkedIn**



# Youth Hostels & Foreign Exchange Student Personalities

Estimated Reach [?]

**16,360** people

- who live in the **United States**
- age **24** and older
- who like **#Youth Hostels Association (England & Wales), #Scottish Youth Hostels Association, #Youth Hostels Association of India, youth hostel 4you, youth hostels burg, thai youth association**

**facebook**

Estimated Reach [?]

**133,140** people

- who live in the **United States**
- age **18** and older
- who like **#Study abroad in the United States, #Student exchange program, #AFS Intercultural Programs, #AIESEC, #Erasmus Student Network, Leadership Adventure, #DIS – Danish Institute for Study Abroad, study**



You Tube

This account is n

youth hostels

youth hostels

youth hostels in perth australia

youth hostels newcastle upon tyne

european youth hostels

facebook



# Convention Center Personalities

Estimated Reach [?]

**257,380** people

- who live in the **United States**
- age **18** and older
- who like **#Convention center, #McAllen Convention Center, #SMX Convention Center, #Jakarta Convention Center, #Oregon Convention Center, #Dallas Convention Center, #Anhembi Convention Center, #Oslofjord Convention Center, #Colorado Convention Center, #Cox Convention Center, #Philippine International Convention Center, #Gaylord Opryland Resort & Convention Center, #Gaylord Texan Resort Hotel & Convention Center, #Gaylord National Resort & Convention Center, #Gaylord Palms Resort & Convention Center, #Los Angeles Convention Center, #COEX Convention & Exhibition Center, #Deutsche Theater and**

#Convention center, **#McAllen Convention Center**, #SMX Convention Center, #Jakarta Convention Center, #Oregon Convention Center, #Dallas Convention Center, #Anhembi Convention Center, #Oslofjord Convention Center, **#Colorado Convention Center**, #Cox Convention Center, #Philippine International Convention Center, #Gaylord Opryland Resort & Convention Center, #Gaylord Texan Resort Hotel & Convention Center, #Gaylord National Resort & Convention Center, #Gaylord Palms Resort & Convention Center, **#Los Angeles Convention Center**, #COEX Convention & Exhibition Center, #Deutsche Theater and

**You Tube**

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moscone center

**facebook**

**This account is**

invited to be a member of the group  
Beach County Convention Center, #Draic

# NCAA Tournament Personalities

Estimated Reach [?]

**59,740** people

- who live in the **United States**
- age **18** and older
- who like **#NCAA Men's Swimming and Diving Championships, #NCAA Women's Swimming and Diving Championships, #NCAA Women's Golf Championship, #NCAA Women's Cross Country Championship, #NCAA Men's Cross Country Championship, #NCAA**

facebook

#NCAA Men's Swimming and Diving Championships, #NCAA Women's Swimming and Diving Championships, #NCAA Women's Golf Championship, #NCAA Women's Cross Country Championship, #NCAA Rifle Championship, #NCAA Men's Volleyball #NCAA Men's Swimming and Diving Championships, #NCAA Women's Swimming and Diving Championships, #NCAA Women's Golf Championship, #NCAA Women's Cross Country Championship, #NCAA Rifle Championship, #NCAA Men's Volleyball Championship, #NCAA Men's Cross Country Championship, #NCAA Wrestling Tournament Championship, #NCAA Men's Golf Championship, #NCAA Men's Outdoor Track



You Tube

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indiana baske



indiana basketball

indiana basketball 2012

indiana basketball recruits

indiana basketball song

indiana basketball the comeback sto

indiana basketball the movement

indiana basketball 2012 recruiting cl

indiana basketball intro

indiana basketball kentucky

indiana basketball 2012 highlights

# Handset Specific Precise



Estimated Reach [?]

**1,256,280** people

- who live in the **United States**
- age **24** and older
- who like **#iPhone**

facebook



# Handset Specific Precise

Estimated Reach [?]

**171,120** people

- who live in the **United States**
- age **24** and older
- who like **#Motorola Droid**, **android droid**, **android limited edition droid 2**, **droid 2 a955**, **droid does**, **htc droid eris**, **droid evo 4g**, **limited edition droid 2**, **droid eris**, **motorola limited edition droid 2**, **r2d2 limited edition droid 2**, **droid fans**, **droid 2 fans**, **droid 2 global**, **htc droid incredible**, **htc droid incredible updates**, **htc droid**, **#HTC Dream**, **#Sony Ericsson Xperia X10**, **droid is better than iphone**, **motorola droid x**, **droid x by motorola**, **motorola droid**, **droid by motorola**, **droid pro by motorola**, **droid 2 by motorola**, **droid x by motorola** or

**facebook**

**d Pro**,  
**RAZR**,  
**updates**

#Motorola Droid, android droid, android limited edition droid 2, droid 2 a955, droid does, htc droid eris, droid evo 4g, limited edition droid 2, droid eris, motorola limited edition droid 2, r2d2 limited edition droid 2, droid fans, droid 2 fans, droid 2 global, htc droid incredible, htc droid incredible updates, htc droid, #HTC Dream, #Sony Ericsson Xperia X10, droid is better than iphone, motorola droid x, droid x by motorola, motorola droid, droid by motorola, droid pro by motorola, droid 2 by motorola, droid x by motorola or thinkgeek, #Droid Pro, droid pro, #Droid RAZR, motorola droid x updates, verizon wireless droid, #Droid X, droid x, #HTC Desire, #HTC Hero, #HTC Desire HD, sprint htc evo 4g source, htc evo 4g sprint

Estimated Reach [?]

**780,320** people

- who live in the **United States**
- age **24** and older
- who like **#BlackBerry**, **#BlackBerry Torch 9800**, **#BlackBerry OS**, **#BlackBerry Messenger**, **#Blackberry**, **#BlackBerry Curve**, **#BlackBerry Bold**, **blackberry**, **blackberryinsight**, **black**

Estimated Reach [?]

**1,128,360** people

- who live in the **United States**
- age **24** and older
- who like **sprint**, **#Verizon Wireless**, **#Verizon Communications**, **#Verizon Business**, **verizon**, **#Sprint Nextel**,



- age 24 and older
- who like #Motorola Droid, android droid, android limited edition droid 2, droid 2 a955, droid does, htc droid eris, droid evo 4g, limited edition droid 2, droid eris, motorola limited edition droid 2, r2d2 limited edition droid 2, droid fans, droid 2 fans, droid 2 global, htc droid incredible, htc droid

facebook



# Extreme **Mobile** Usage, Apps & Activities

Estimated Reach [?]

**146,040** people

- who live in the **United States**
- age **24** and older
- who like **#Geocaching**, **geocaching**, **czech geocaching**, **my geocaching profile**, **creative geocaching**, **geocachingcom**, **geocaching**, **geocachingshop24**, **geocaching stats**, **pokladycom geocaching** or **geocaching en**

**facebook**

Estimated Reach [?]

**298,360** people

- who live in the **United States**
- age **24** and older
- who like **4squarebadgescom**, **4square online**, **4square**, **#Foursquare (website)**, **#Foursquare Day**, **foursquare**, **about foursquare**, **foursquare badges**, **foursquare day**, **#Yelp, Inc.**, **yelp**, **yelp boston**, **yelpcom**, **yelp elite**, **yelp oc**, **baton rouge** or **yelp dc**



# Extreme **Mobile** Usage, Apps & Activities

Estimated Reach [?]

**3,619,760** people

- who live in the **United States**
- age **24** and older
- who like **#Angry Birds**

Estimated Reach [?]

**6,040** people

- who live in the **United States**
- age **24** and older
- who like **#Urbanspoon**, **urbanspoon**, **#Tweetie** or **tweetie**

Estimated Reach [?]

**16,100** people

- who live in the **United States**
- age **18** and older
- who like **#Checking In**, **facebook** checks check in, check check-in or **#Check In**

Estimated Reach [?]

**8,320** people

- who live in the **United States**
- age **18** and older
- who like **#QR code**, **qr code** or **qr codes**

# Incredible Specificity

Estimated Reach [?]

**5,855,840** people

- who live in the **United States**
- age **24** and older
- who like **#Mobile phone, #3G, #SMS, #Prepaid mobile phone, #iPod, #Multimedia Messaging Service, #Text messaging, text messaging, unlimited text messaging, i hate one word text messages, drunk text messages, this text message, text messages, text message, good morning text messages, funny text messages, waking up cute text messages, biggest text message mistake ever, sending text message wrong person, #Sexting sexting, sexting or sexting**

**facebook**

Estimated Reach [?]

**4,693,980** people

- who live in the **United States**
- age **24** and older
- who like **#Cell phone, #Cell Phone, cell phone, i use my cell phone see in dark, cell phones, my cell phone, hot cell phones, cell phones d or #Cell Phones for Soldiers**
- who are not already connected to **1q2w3E**

Estimated Reach [?]

**55,220** people

- who live in the **United States**
- age **24** and older
- who like **#Instagram**



**1,186,900** people

- who live in the **United States**
- age **24** and older
- who like **#App Store (iOS), #Mac App Store,**  
**speeddate app, free on**  
**app store, app store best,**  
**itunes app store, allianz**  
**facebook** na app, one android



itunes app store, allianz  
arena app, one android  
app day, aquarium gifting  
app, android app app,  
#BlackBerry App World,  
blackberry app world,  
blackjack app, birthday  
app, babybump app, café  
world gift app, free app  
day, my etsy app for shop  
ners, free app

facebook



# **Fuse Search Data With Master Personas & Radically Focused Personalities**

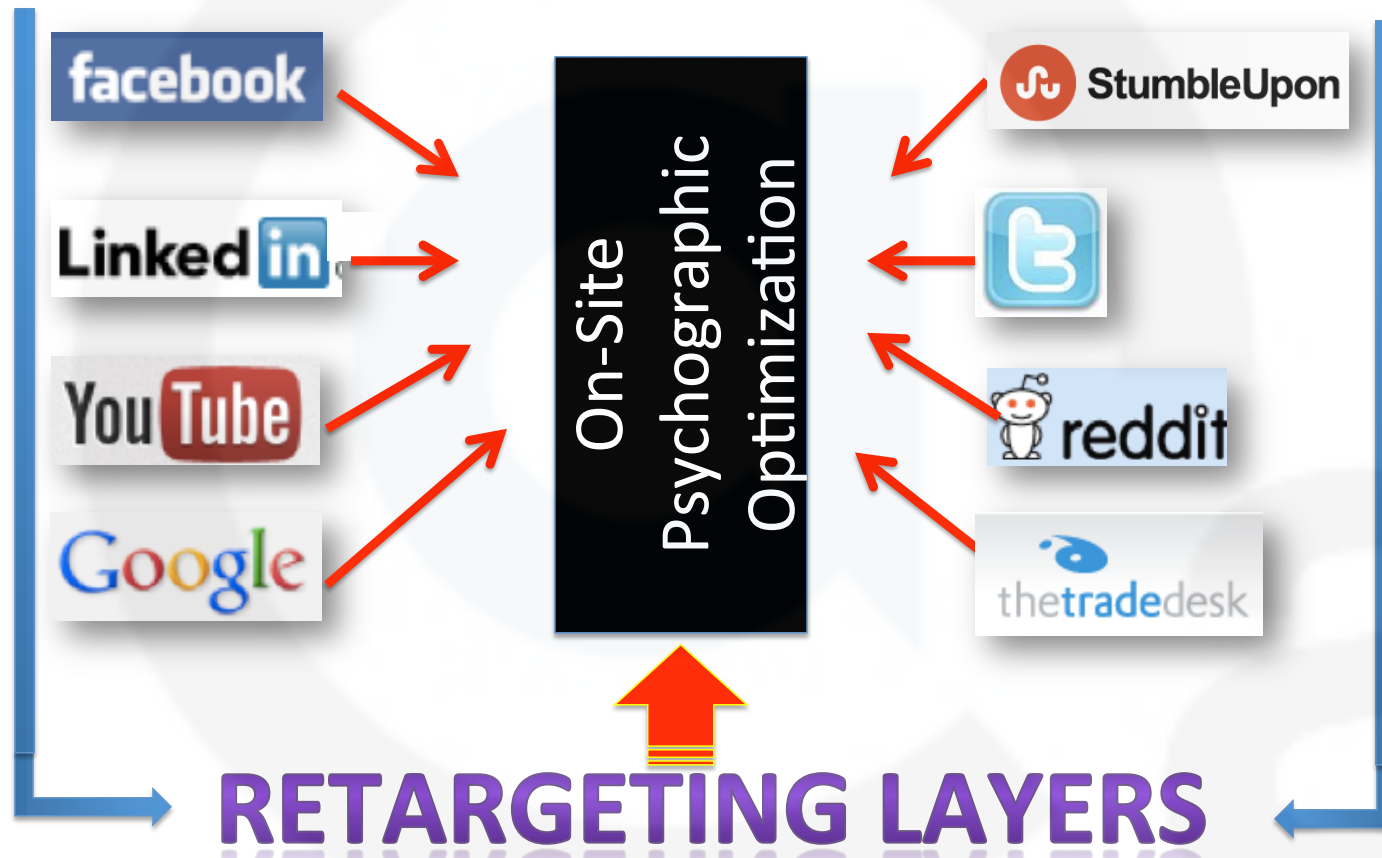


# **What For?**

## **Mapping Psychographics Known Users**



# Tagged Psychographic Traffic



# Thank You!

 aimClear®

