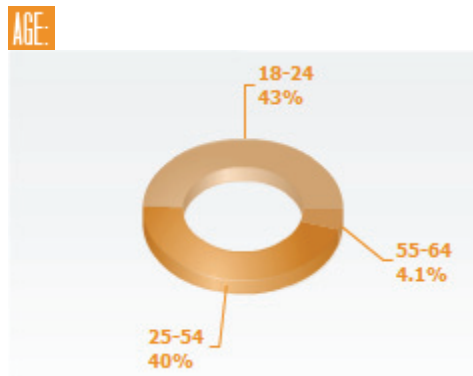


Ei

Entertainment Influencers

♂ MALE: 76%
♀ FEMALE: 24%

Entertainment influencers are highly engaged with entertainment of all varieties: television, movies, books, and more. They usually rely on a large number of sites and blogs to stay current with entertainment, and tend to be quite vocal on blogs. They have a large role in the online conversation about entertainment.



SEGMENT AUDIENCES:

- 3.74x more likely to visit 'Entertainment - Humor' sites than the average internet user
- 3.74x more likely to visit 'Retail - Music' sites than the average internet user
- 3.64x more likely to visit 'Games - Gaming Information' sites than the average internet user

Pi

Political Influencers

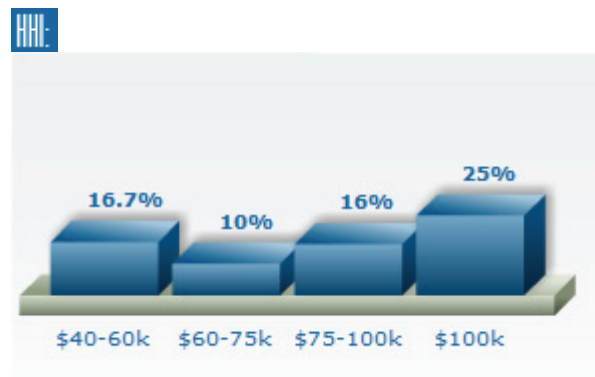
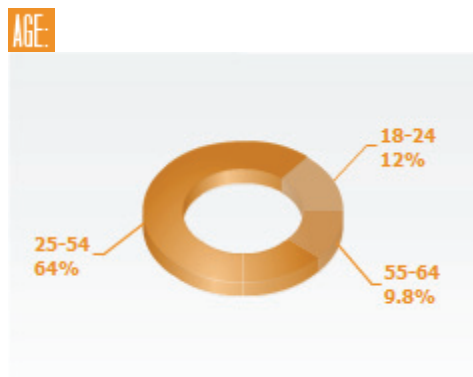
Political influencers are people who display a very high level of interest and engagement with the latest in politics and political campaigns.
More Information Coming Soon

Si

Shopping Influencers

♂ MALE: 58%
♀ FEMALE: 42%

Shopping influencers have a high level of engagement across several shopping sites, with interest in a multitude of products.



SEGMENT AUDIENCES:

- 4.54x more likely to visit 'Retail - Toys' sites than the average internet user
- 3.72x more likely to visit 'Directories/Resources - Shipping' sites than the average internet user
- 3.61x more likely to visit 'Automotive - Manufacturer' sites than the average internet user



Technology influencers are highly engaged with different types of technology across multiple news and technology sites. They wield an enormous purchasing influence on friends and family. They usually rely on a large number of sites and blogs to stay current with the latest technology trends and gadgets, and tend to be quite vocal on blogs. They have a large role in the online conversation about technology.

More Information Coming Soon



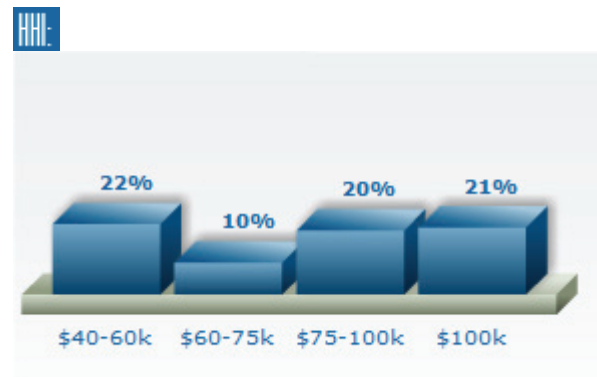
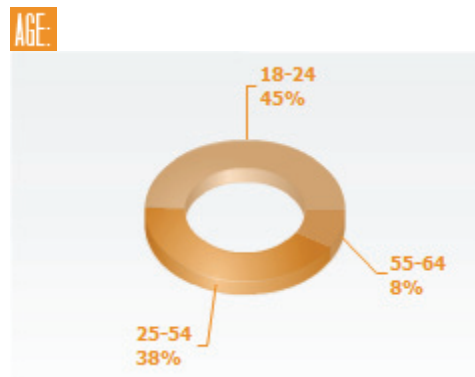
Travel influencers are very involved with all aspects of traveling, from location to transportation and lodging. They are likely to be very active on multiple travel sites, always looking for the best deals and bargains.

More Information Coming Soon



Video game influencers are a key group who recommend games to others as well as immerse themselves in the gaming culture- which includes everything from online games, game reviews, to other types of gaming platforms. They are passionately involved in gaming and the future of games.

MALE: 78%
FEMALE: 22%



SEGMENT AUDIENCES:

- 3.90x more likely to visit a 'Entertainment - Humor' sites than the average internet user
- 3.64x more likely to visit a 'Games - Gaming Information' sites than the average internet user
- 3.47x more likely to visit a 'Retail - Music' sites than the average internet user