

LOCALLY

Audience Segments



LOCALLY audiences are built using innovative and highly precise technology that merges physical places and digital devices with AI and ML models. We continuously profile millions of mobile devices based on collected data points over time to ensure the most accurate data. Custom segments available upon request.

Category	Description	Criteria
AUTO	Auto > Intenders	People who visited car dealerships
	Auto > Intenders > 30 Days	People who visited car dealerships
	Auto > Intenders > Luxury	People who visited luxury car dealerships
	Auto > Intenders > US	People who visited US domestic car dealerships
	Auto > Intenders > German	People who visited German car dealerships.
	Auto > Intenders > Japanese	People who visited Japanese car dealerships
	Auto > Intenders > Korean	People who visited Korean car dealerships
	Auto > Intenders > RV	People who visited RV dealerships
	Auto > Car Repair	People who frequent auto service stations and auto parts stores
	Auto > Car Rental	People who visited car rentals
	SHOPPING	Shoppers > Clothing
Shoppers > Shoe		People who visit shoe stores
Shoppers > Cosmetics		People who visit cosmetic stores
Shoppers > Jewelry		People who visit jewelry stores
Shoppers > Technology		People who frequently visit electronics or technology stores
Shoppers > Grocery		People who visit grocery stores or super markets
Shoppers > Convenience Store		People who visit convenience stores
Shoppers > Department Store		People who visit department stores
Shoppers > Electronics / Techies		People who shop at computer & electronic stores.
Shoppers > Mall		People who visit shopping malls
Shoppers > Hardware / Handy		People who frequent national and local hardware stores

	Shoppers > Furniture	People who visit furniture stores
	Shoppers > Mattress	People who visit mattress stores
	Shoppers > Home Goods	People who visit home good stores
	Shoppers > Bicycle	People who visit bicycle stores
	Shoppers > Stationery	People who visit stationery stores
	Shoppers > Liquor	People who visit liquor stores
	Shoppers > Bakery	People who visit bakeries
HEALTH & FITNESS	Health > Enthusiasts	People who lead an active and healthy lifestyle
	Health > Gym Members	People who are gym members
	Health > Yoga Lovers	People who are interested in yoga / visit yoga studios
	Health > Sport Lovers	People who are interested in sporting goods
	Health > Health and Wellness	People who are interested in health and wellness
	Self Care > Pharmacy	People who visit pharmacy/drug stores
	Self Care > Eye Care	People who visit an eye doctor
	Self Care > Hair Salon	People who visit hair salons
	Self Care > SPA	People who attend spas / wellness centers
DINING	Diners > Fine Dining	People we see frequently eating at high-end restaurants as defined by local search and review data
	Diners > Casual	People who frequently eat at national casual dining restaurants
	Diners > Fast Food	People who frequently eat at national fast food chains
	Diners > Fast Food Late Night	People who frequently visit fast food chains between 10pm-4am local time
	Diners > Pizza Lovers	People who frequently eat at pizza restaurants
ENTERTAINMENT	Entertainment > Movie Goers	People who frequent movie theaters
	Entertainment > Matinee Movies	People who frequent movie theaters at matinee times
	Entertainment > Gamblers	People we frequently see at places where gambling occurs
	Entertainment > Race Track	People who visit race tracks
	Entertainment > Concert	People who visit concert venues
ACTIVITY/HOBBY	Activity > Golf > Enthusiasts	People who frequent golf courses & golf-focused stores
	Activity > Golf > Golf Course	People who frequently visit golf courses
	Activity > Golf > Golf Equipment	People who frequently go to golf-focused stores
	Activity > Outdoor > Enthusiasts	People who frequently visit national parks, state parks, ski resorts, beaches, and other outdoor venues
	Activity > Outdoor > National Park	People who frequently visit national parks, state parks
	Activity > Outdoor > Recreation Field	People who frequently visit ski resorts, beaches, and other outdoor venues

	Activity > Outdoor > Amusement Park	People who frequently visit amusement parks
	Activity > Zoo	People who frequently visit zoos
	Activity > Aquarium	People who frequently visit aquariums
	Activity > Museum	People who frequently visit museums
	Activity > Art Gallery	People who frequently visit art galleries
	Activity > Stadium	People who frequently visit stadiums
	Activity > Convention Center	People who frequently visit convention centers
	Activity > Bowling	People who frequently visit bowling alleys
PETS	Pet > Pet Owners / Enthusiasts	People we see in pet stores, pet hospitals, dog parks and other pet-friendly venues
	Pet > Store	People we see in pet stores and other pet-friendly venues
	Pet > Care	People we see in pet hospitals and pet care venues
VENUE TYPES	Venue > Transport > Airport	People who frequently visit airports
	Venue > Transport > Train Station	People who frequently visit train stations
	Venue > Transport > Bus Station	People who frequently visit bus stations
	Venue > Transport > Gas Station	People who frequently visit gas stations
	Venue > Entertainment > Cafe	People who frequently visit cafes
	Venue > Entertainment > Bar	People who frequently visit bars
	Venue > Ed > University	People who frequently visit universities
	Venue > Ed > High School	People who frequently visit high schools
	Venue > Ed > Library	People who frequently visit libraries
	Venue > Ed > Book Store	People who frequently visit book stores
	Venue > Gov > Military Bases	People who frequently visit military bases
	Venue > Gov > Local Government Office	People who frequently visit local government offices
	Venue > Commerce > Bank	People who frequently visit banks
	Venue > Business > Real Estate Agency	People who frequently visit real estate agencies
	Venue > Health > Lab Testing	People who frequently visit lab testing facilities
	Venue > Misc > Florist	People who frequently visit florists
	Venue > Misc > Post Office	People who frequently visit post offices