



Personalization Data Segments Pricing and Availability

Segment	Field	Price ¹
<i>Rapleaf Core</i>		
1. Basic	Age	Free
2. Basic	Gender	Free
3. Basic	Location	Free
4. Premium	Household Income	\$0.01
5. Premium	Marital Status	\$0.01
6. Premium	Presence of Children	\$0.01
7. Premium	Home Owner Status	\$0.01
8. Premium	Home Property Type	\$0.01
9. Premium	Length of Residence	\$0.01
10. Premium	Home Market Value	\$0.01
11. PREMIUM BUNDLE	Age, Gender, Location, Income, Marital Status, Presence of Children, Home Owner Status, Home Property Type, Length of Residence, Home Market	\$0.05
12. EMAIL BUNDLE	Age, Gender, Location, Marital Status, Presence of Children, Home Owner Status, Income	\$0.04
13. Auto	Cars in Household	\$0.01
14. Auto	Vehicle New or Used	\$0.01
15. Auto	Vehicle Type	\$0.01
16. Financial	Likely to Use Financial Services	\$0.01
17. Financial	Invested Assets	\$0.01
18. Financial	Loan-to-Value Ratio	\$0.01
19. Financial	High Net Worth	\$0.01
20. Financial	Credit Card - Has Premium Credit Card	\$0.01
21. Financial	Credit Card - Has Retail Card	\$0.01
22. Financial	Credit Card - Has Credit Card	\$0.01
23. Lifestyle	Likely Smartphone User	\$0.03
24. Lifestyle	Occupation	\$0.02
25. Lifestyle	Education	\$0.02
<i>Rapleaf Interests & Behaviors (\$0.04 Bundle)</i>		
26. Interest	Arts & Crafts	
27. Interest	Automotive	
28. Interest	Baby Product Buyer	
29. Interest	Beauty	
30. Interest	Blogging	
31. Interest	Books	
32. Interest	Business	
33. Interest	Charitable Donor	
34. Interest	Cooking	
35. Interest	Discount Shopper	
36. Interest	Health & Wellness	
37. Interest	High-End Brand Buyer	
38. Interest	Home & Garden	
39. Interest	Home Improvement	
40. Interest	Luxury Goods & Jewelry	
41. Interest	Magazine Buyer	
42. Interest	News & Current Events	
43. Interest	Outdoor & Adventure	
44. Interest	Pets	
45. Interest	Power Shopper	
46. Interest	Sports	
47. Interest	Technology	
48. Interest	Travel	

Note:

¹Price is quoted per match. For example, if a customer submits 1,000 emails to receive the "Likely Smartphone User" data and 500 emails come back with data, the price is \$15.