

# High-Definition Data for the Modern Performance Marketer

*Verified demographic intelligence at the individual level - built for precision targeting across every screen.*

The Alesco Data Demographics Database provides verified, individual-level consumer intelligence across more than 257 million U.S. consumers, giving marketers a true and accurate picture of who they're reaching. Built from hundreds of sources including public records, census data, and purchase transactions, this dataset covers age, gender, education, occupation, household composition, and hundreds of additional attributes with the depth and accuracy enterprise campaigns demand. With a targeted suite of demographic-specific segments, our taxonomy enables precise activation across every vertical, channel, and stage of the customer lifecycle, from broad audience building to granular individual targeting.

## Strategic Taxonomy Highlights

Demographics is the foundation every high-performing campaign is built on. Our taxonomy gives marketers the verified, individual-level accuracy and depth to know exactly who they're reaching – before the first impression is served.

Category	Representative Segments	Strategic Audience Persona
<b>Age &amp; Gender</b>	<p><b>Segments:</b> Male, Female, Age 18–34, Age 35–54, Age 55–74, Age 75+</p> <p><b>Attributes:</b> Exact age by date of birth, gender, name prefix indicators</p>	<p><b>The Verified Individual:</b> Confirmed age and gender at the individual level, enabling precise demographic targeting without modeled or inferred data.</p>
<b>Occupation &amp; Education</b>	<p><b>Segments:</b> Medical Professional, Legal Professional, Military, Educator, Executive/Upper Management, Self Employed</p> <p><b>Attributes:</b> Occupation category and detail, education level, learning interest indicators</p>	<p><b>The Professional Segment:</b> Consumers identified by career and educational background, ideal for professional services, premium products, and career-based targeting across industries.</p>
<b>Household Composition</b>	<p><b>Segments:</b> Married, Single Parent, Presence of Children, Young Adult, Senior</p> <p><b>Attributes:</b> Household size, marital status, number of adults and children, working women, generational indicators</p>	<p><b>The Life Stage Household:</b> Families and individuals at distinct household stages, from young families to multigenerational homes, ideal for life stage messaging and household-level campaign personalization.</p>
<b>Home &amp; Property</b>	<p><b>Segments:</b> Homeowner, Renter, Single Family Dwelling, Length of Residence 1–15+ Years</p> <p><b>Attributes:</b> Homeowner/renter status, dwelling type, home market value, length of residence</p>	<p><b>The Rooted Consumer:</b> Consumers identified by property ownership, home value, and residential stability, ideal for home services, insurance, and financial products.</p>



## Primary Use Cases & Activation

- **Audience Segmentation & Prospecting:** Layer verified age, gender, and occupation signals to build precise audience segments and identify your highest-potential prospects before campaigns launch.
- **Life Stage Campaign Activation:** Trigger campaigns based on confirmed household signals including presence of children, young adults, or seniors to reach consumers at the most relevant moments.
- **Occupation-Based Professional Targeting:** Reach confirmed medical professionals, legal professionals, educators, military personnel, and executives by verified occupation for career-relevant messaging.
- **CRM Enrichment & Data Appends:** Append verified age, gender, household composition, and occupation attributes to existing customer records to fill first-party data gaps and deepen audience intelligence.
- **Programmatic & CTV Targeting:** Activate individual-level demographic segments across major DSPs and connected TV for precise, people-based targeting at scale.
- **Snowflake Clean Room Collaboration:** Securely join your first-party CRM data with Alesco's verified demographic signals to identify blind spots and build more complete audience profiles.



Our premium deterministic segments are fully integrated within the **LiveRamp** ecosystem, ensuring a privacy-first transition from data to delivery. Whether you are optimizing for reach or conversion, these audiences are ready for immediate activation across **all major DSPs**, including **The Trade Desk** and **Google Display & Video 360 (DV360)**. Simply select our demographics taxonomy to fuel your next omnichannel campaign with unparalleled accuracy.

# /LiveRamp

## theTradeDesk



## Google Display & Video 360