



High-Interest Data for the Modern Lifestyle Marketer

Verified passion signals and interest-based audiences to connect with consumers beyond demographics.

The Alesco Data Lifestyle & Interests Database delivers deterministic consumer intelligence purpose-built for retail brands, travel marketers, and lifestyle advertisers, providing verified visibility into passion-based interests spanning travel, sports, luxury living, and outdoor activities. Built from behavioral, transactional, and multi-source consumer data, this dataset empowers brands to move beyond broad demographic proxies and connect with consumers identified by what they actually love. With a targeted suite of interest-specific deterministic segments, our taxonomy enables precise activation across the full lifestyle spectrum, from luxury travel and sports enthusiasts to outdoor adventurers.

Strategic Taxonomy Highlights

Demographic data tells you who someone is. Our Lifestyle & Interests taxonomy tells you what they love. Verified interest signals across travel, sports, luxury living, and outdoor pursuits give marketers the affinity-based precision to reach consumers whose passions drive their purchase decisions.

Category	Representative Segments	Strategic Audience Persona
Travel & Luxury	<p>Segments: Interest in Travel, Domestic Travel, International Travel, Luxury Lifestyle Enthusiasts</p> <p>Attributes: Travel behavior signals, luxury spending indicators, travel card engagement</p>	<p>The Experiential Spender: Consumers identified by verified travel behavior and luxury interests, ideal for travel brands, premium credit cards, and high-end retail.</p>
Sports & Outdoor	<p>Segments: Sports Fan, Golf Enthusiast, Tennis Enthusiast, Boating Enthusiast, Camping Enthusiast</p> <p>Attributes: Sport-specific interest signals, outdoor activity indicators</p>	<p>The Active Enthusiast: Consumers identified by sport and outdoor interests, ideal for sporting goods, outdoor retail, and recreation-focused campaigns.</p>
Food, Wine & Home	<p>Segments: Wine Enthusiast, Cooking Enthusiast, Home Improvement, Gardening Enthusiast, Do It Yourselfer</p> <p>Attributes: Food and beverage signals, home improvement indicators, hands-on lifestyle</p>	<p>The Passionate Homebody: Consumers identified by cooking, wine, and home interests, ideal for food and beverage brands and home retail campaigns.</p>
Arts, Culture & Collecting	<p>Segments: Fine Arts Enthusiast, Theater Enthusiast, Avid Collector, History/Military Buff</p> <p>Attributes: Cultural interest signals, collecting behavior indicators, arts engagement</p>	<p>The Cultural Connoisseur: Consumers identified by arts, culture, and collecting interests, ideal for entertainment brands and premium lifestyle advertisers.</p>



Primary Use Cases & Activation

- **Luxury Travel & Tourism Targeting:** Reach verified domestic and international travelers and luxury lifestyle consumers to drive bookings and high-end travel campaign performance.
- **Sports & Recreation Campaign Activation:** Activate against verified sports fans and outdoor enthusiasts across golf, tennis, boating, and camping for passion-aligned campaign targeting.
- **Food, Beverage & Home Retail Targeting:** Reach confirmed cooking, wine, and home improvement enthusiasts to connect brands with consumers actively engaged in those interests.
- **Arts & Entertainment Audience Targeting:** Target verified fine arts, theater, and collecting enthusiasts ideal for entertainment brands, museums, and premium advertisers.
- **Luxury & Premium Brand Prospecting:** Layer luxury lifestyle and travel signals to identify high-affinity consumers ideal for premium product launches and high-end retail campaigns.
- **CRM Enrichment & Interest Data Appends:** Append verified lifestyle and interest signals to existing customer records to deepen audience profiles and improve targeting precision.



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 lifestyle and interest taxonomy to fuel your next omnichannel campaign with unparalleled accuracy.

/LiveRamp

theTradeDesk



Google Display
& Video 360