

ShareThis Pre-Built User Attributes Product Catalog

Full List of Attribute Types (Skip to Section):

- [Interest Scores](#)
- [Brand Scores](#)
- [Lifestyle Scores](#)

General Description	ShareThis pre-built user attributes are numeric scores assigned to users in the ShareThis network, calculated and available on-demand. Each score indicates a user's interest level or affinity towards a particular subject— whether it's a product category, a specific brand, or lifestyle — based on engagement and actions taken on global web pages.
How It Works	ShareThis collects consented pseudonymous behavioral data through our engagement tools on over 600M global web pages. We then use the latest NLP and machine learning technologies to extract the contextual meaning of websites and content, capturing only relevant intent signals associated with specific verticals and categories. We then calculate and assign an interest score to every user through data science techniques based on their engagement with these web pages. The average score for each category is always one, and it doesn't change. Scores below 1 represent lower than average interest and identify light-interest users. Scores above 1 represent higher than average interest and identify high-interest users. Zero scores show users with no demonstrated interest in that specific category. The same user might get a 2.3 interest score for makeup, a 14.2 interest score for shampoo, and a 0.05 interest score for batteries. This indicates, for example, that the user has 14.2 times higher interest in shampoo than the average user in this product category.

ShareThis Interest Scores

ShareThis Interest Scores

Product Datasheet

Description	Interest scores are numeric scores assigned to users in the ShareThis network. It indicates a user's demonstrated engagement and interest level in web pages containing content relevant to each category in each vertical.
Verticals & Categories	Click to see the full list of pre-built categories available in each vertical: • CPG • Auto • Health • B2B • Finance
How It Works	ShareThis collects consented pseudonymous behavioral data through our engagement tools on over 600M global web pages. We then use the latest NLP and machine learning technologies to extract the contextual meaning of websites and content, capturing only relevant intent signals associated with specific verticals and categories. We then calculate and assign an interest score to every user through data science techniques based on their engagement with these web pages. The average score for each category is always one, and it doesn't change. Scores below 1 represent lower than average interest and identify light-interest users. Scores above 1 represent higher than average interest and identify high-interest users. Zero scores show users with no demonstrated interest in that specific category. The same user might get a 2.3 interest score for makeup, a 14.2 interest score for shampoo, and a 0.05 interest score for batteries. This indicates, for example, that the user has 14.2 times higher interest in shampoo than the average user in this product category.
Sample Datasets	Link to all samples by vertical
Data Catalog	Link to data catalog

ShareThis Interest Scores

Product Datasheet

Data Feed Type	Curated Data Feed
Attribute	Interest Scores
Unit of Analysis	User-level
Standard ID	ESTID (ShareThis Cookie ID)
Alternative ID	Different ID solutions are available upon request: • TTD • Android (MAID) • iOS (MAID) • HEM • IP Address (B2B only)
Match ID	The ShareThis Cookie-ID (ESTID) is the primary way to match the data. By selecting a subset of ESTIDs in the Interest Scores data set that represents high-interest users only, you can use it to filter our daily events feed to analyze only behavioral data and events associated with those users, getting additional consumer insights.
Scales	Scores can be grouped into different ranges & scales upon request: i.e. (-1,1), (0,100), [1,10], [H,M,L]
GEO	Global
Frequency	Monthly
File Format	Parquet
Delivery Method	S3, ADX, Snowflake

Data Coverage*	Domains	Events	Users
CPG	197,000	1,200,000,000	379,000,000
Auto	87,700	335,440,000	204,380,000
Health	67,200	254,500,000	164,900,000
B2B	60,000	83,000,000	53,300,000
Finance	59,700	219,300,000	134,400,000

*Estimated global monthly coverage.

ShareThis Interest Scores

Verticals & Pre-Built Categories

CPG (Consumer Packaged Goods)				Page 1/4
1	air_fresheners	26	coffee	
2	aseptic_juices	27	cold_allergy_sinus_liquids	
3	asian_food	28	cold_allergy_sinus_tablets	
4	automobile_fluids_antifreeze	29	cold_cereal	
5	baby_feeding_care_safety_travel_accessories	30	cotton_balls_swabs	
6	baby_food	31	crackers	
7	baby_needs	32	cream_cheese_cr_chs_spread	
8	baked_beans_canned_bread	33	creams_creamers	
9	bakery_snacks	34	culinary	
10	baking_mixes	35	cups_plates	
11	baking_needs	36	denture_products	
12	baking_nuts	37	deodorant	
13	batteries	38	diapers	
14	beer_ale_alcoholic_cider	39	dinner_sausage	
15	blades	40	dish_detergent	
16	bleach	41	disposable_tableware	
17	bottled_water	42	dried_fruit	
18	breadcrumbs_batters	43	dried_meat_snacks	
19	breakfast_meats	44	drink_mixes	
20	canned_bottled_fruit	45	dry_beans_vegetables	
21	carbonated_beverages	46	dry_fruit_snacks	
22	cat_dog_litter	47	dry_packaged_dinner_mixes	
23	childrens_art_supplies	48	energy_drinks	
24	chocolate_candy	49	external_analgesic_rubs	
25	cigarettes	50	eye_contact_lens_care_product	

ShareThis Interest Scores

Verticals & Pre-Built Categories

CPG (Consumer Packaged Goods)				Page 2/4
51	eye_cosmetics	76	frozen_plain_vegetables	
52	fabric_softener	77	frozen_potatoes_onions	
53	facial_cosmetics	78	frozen_prepared_vegetables	
54	first_aid_accessories	79	frozen_refrigerated_poultry	
55	first_aid_treatment	80	frozen_refrigerated_processed_poultry	
56	flour_meal	81	frozen_seafood	
57	foil_pans	82	frozen_soups_sides_other	
58	foils_wraps	83	gastrointestinal_tablets	
59	food_trash_bags	84	gelatin_pudding_prd_and_mixes	
60	frankfurters	85	gravy_sauce_mixes	
61	fresh_bread_rolls	86	gum	
62	fresh_eggs	87	hot_cereal	
63	frosting	88	household_cleaner	
64	frozen_appetizers_snack_rolls	89	household_cleaner_cloths	
65	frozen_bread_dough	90	ice_cream_sherbet	
66	frozen_breakfast_food	91	instant_potatoes	
67	frozen_corn_on_the_cob	92	internal_analgesics	
68	frozen_desserts_toppings	93	jellies_jams_honey	
69	frozen_dinners_entrees	94	kitchen_storage	
70	frozen_fruit	95	laundry_care	
71	frozen_meat	96	laundry_detergent	
72	frozen_novelties	97	lip_treatment	
73	frozen_pasta	98	luncheon_meats	
74	frozen_pies	99	mayonnaise	
75	frozen_pizza	100	mexican_foods	

ShareThis Interest Scores

Verticals & Pre-Built Categories

CPG (Consumer Packaged Goods)				Page 3/4
101	mexican_sauce	126	refrigerated_desserts	
102	milk	127	refrigerated_dips	
103	milk_flavoring_cocoa_mixes	128	refrigerated_dough_biscuit_dough	
104	mouthwash	129	refrigerated_entrees	
105	mustard_ketchup	130	refrigerated_juices_drinks	
106	nail_cosmetics	131	refrigerated_lunches	
107	natural_cheese	132	refrigerated_meat	
108	non_chocolate_candy	133	refrigerated_other_condiments	
109	nut_butter	134	refrigerated_pasta	
110	office_products	135	refrigerated_pizza	
111	other_sauces	136	refrigerated_salad_dressing	
112	other_snacks	137	refrigerated_seafood	
113	outdoor_lawn_frtlzt_rwdkllr	138	refrigerated_side_dishes	
114	pancake_mixes	139	refrigerated_spreads	
115	pasta	140	refrigerated_tea_coffee	
116	pastry_doughnuts	141	refrigerated_whipped_toppings	
117	pest_control	142	rice	
118	pet_food	143	rug_upholstery_fabric_treatmt	
119	pet_supplies	144	salty_snacks	
120	pickles_relish_olives	145	sanitary_napkins_tampons	
121	pies_cakes	146	shelf_stable_bottled_juices	
122	popcorn_popcorn_oil	147	shelf_stable_canned_juices	
123	processed_cheese	148	shelf_stable_dessert_toppings	
124	ready_to_drink_tea_coffee	149	shelf_stable_dinners	
125	refrigerated_baked_goods	150	shelf_stable_dip_dip_mixes	

ShareThis Interest Scores

Verticals & Pre-Built Categories

CPG (Consumer Packaged Goods)				Page 4/4
151	shelf_stable_grated_cheese	166	sports_drinks	
152	shelf_stable_meat	167	steak_worcestershire_sauce	
153	shelf_stable_non_fruit_drinks	168	sugar	
154	shelf_stable_salad_dressing	169	suntan_products	
155	shelf_stable_seafood	170	syrup	
156	shelf_stable_vegetables	171	toaster_pastries_tarts	
157	shortening_oil	172	tomato_products	
158	skin_care	173	toothbrush_dental_accessories	
159	snack_bars_granola_bars	174	vitamins	
160	snack_nuts_seeds_corn_nuts	175	weight_control	
161	soap	176	wine	
162	soup	177	womens_fragrances	
163	spices_seasonings	178	writing_instruments	
164	spirits_liquor	179	yogurt	
165	sponges_scouring_pads			

ShareThis Interest Scores

Verticals & Pre-Built Categories

Auto		Page 1/2	
1	bicycles_&_accessories	26	trucks_&_suvs/vans_&_minivans
2	bike_accessories	27	vehicle_brands
3	bike_frames	28	vehicle_brands/acura
4	bike_helmets_&_protective_gear	29	vehicle_brands/audi
5	bike_parts_&_repair	30	vehicle_brands/bentley
6	bmw_bikes	31	vehicle_brands/bmw
7	cruiser_bikes	32	vehicle_brands/buick
8	mountain_bikes	33	vehicle_brands/cadillac
9	road_bikes	34	vehicle_brands/chevrolet
10	boats_&_watercraft	35	vehicle_brands/chrysler
11	campers_&_rvs	36	vehicle_brands/citroën
12	classic_vehicles	37	vehicle_brands/dodge
13	commercial_vehicles	38	vehicle_brands/ferrari
14	cargo_trucks_&_trailers	39	vehicle_brands/fiat
15	custom_&_performance_vehicles	40	vehicle_brands/ford
16	hybrid_&_alternative_vehicles	41	vehicle_brands/gm-daewoo
17	electric_&_plug-in_vehicles	42	vehicle_brands/honda
18	microcars_&_city_cars	43	vehicle_brands/hummer
19	motorcycles	44	vehicle_brands/hyundai
20	off-road_vehicles	45	vehicle_brands/isuzu
21	personal_aircraft	46	vehicle_brands/jaguar
22	scooters_&_mopeds	47	vehicle_brands/jeep
23	trucks_&_suvs	48	vehicle_brands/kia
24	trucks_&_suvs/suvs	49	vehicle_brands/lamborghini
25	trucks_&_suvs/trucks	50	vehicle_brands/land_rover

ShareThis Interest Scores

Verticals & Pre-Built Categories

Auto		Page 2/2	
51	vehicle_brands/lexus	67	vehicle_brands/vauxhall-opel
52	vehicle_brands/maserati	68	vehicle_brands/volkswagen
53	vehicle_brands/mazda	69	vehicle_brands/volvo
54	vehicle_brands/mercedes-benz	70	vehicle_codes_&_driving_laws
55	vehicle_brands/mini	71	vehicle_&_traffic_safety
56	vehicle_brands/mitsubishi	72	vehicle_licensing_&_registration
57	vehicle_brands/nissan	73	vehicle_maintenance
58	vehicle_brands/peugeot	74	vehicle_parts_&_accessories
59	vehicle_brands/pontiac	75	engine_&_transmission
60	vehicle_brands/porsche	76	vehicle_fuels_&_lubricants
61	vehicle_brands/rolls-royce	77	vehicle_wheels_&_tires
62	vehicle_brands/saab	78	vehicle_shopping
63	vehicle_brands/seat	79	fuel_economy_&_gas_prices
64	vehicle_brands/subaru	80	vehicle_specs_reviews_&_comparisons
65	vehicle_brands/suzuki	81	vehicle_shows
66	vehicle_brands/toyota		

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Verticals & Pre-Built Categories

Health				Page 1/1
1	aging_&_geriatrics	18	medical_literature_&_resources	
2	alternative_&_natural_medicine	19	men's_health	
3	acupuncture_&_chinese_medicine	20	nursing	
4	cleansing_&_detoxification	21	nutrition	
5	health_conditions	22	nutrition/special_&_restricted_diets	
6	health_conditions/allergies	23	nutrition/vitamins_&_supplements	
7	health_conditions/cold_&_flu	24	oral_&_dental_care	
8	health_conditions/ear_nose_&_throat	25	pediatrics	
9	health_education_&_medical_training	26	pharmacy	
10	health_foundations_&_medical_research	27	public_health	
11	medical_devices_&_equipment	28	health_policy	
12	assistive_technology	29	occupational_health_&_safety	
13	medical_facilities_&_services	30	vision_care	
14	doctors'_offices	31	vision_care/eye_exams_&_optometry	
15	hospitals_&_treatment_centers	32	vision_care/eyeglasses_&_contacts	
16	medical_procedures	33	vision_care/laser_vision_correction	
17	physical_therapy	34	women's_health	

ShareThis Interest Scores

Verticals & Pre-Built Categories

B2B (Business to Business)				Page 1/1
1	customer_service	26	customer_experience_management	
2	operating_system	27	enterprise_content_management	
3	customer_relationship_management	28	decision_making	
4	marketing	29	human_resource_management	
5	analytic_function	30	decision_making_software	
6	user_interface	31	subscription_business_model	
7	computer_software	32	social_network_service	
8	business	33	point_of_sale	
9	support_automation	34	project_management	
10	payrolling	35	corporate_governance	
11	risk_management	36	consultative_selling	
12	search_engine_optimization	37	application_software	
13	sales_process_engineering	38	business_process_reengineering	
14	help_desk	39	graphical_user_interface	
15	domain_name_system	40	information_security	
16	advertising	41	business_process_management	
17	cloud_computing	42	application_programming_interface	
18	accounts_receivable	43	business_intelligence	
19	collaborative_software	44	quality_assurance	
20	invoice	45	artificial_intelligence	
21	service_system	46	windows_workflow_foundation	
22	strategic_management	47	data_management	
23	work_order	48	document_management_system	
24	workflow	49	machine_learning	
25	issue_tracking_system	50	identity_management	

ShareThis Interest Scores

Verticals & Pre-Built Categories

Finance				Page 1/1
1	accounting_&_auditing	18	grants_scholarships_&_financial_aid	
2	billing_&_invoicing	19	government_grants	
3	bookkeeping	20	study_grants_&_scholarships	
4	tax_preparation_&_planning	21	insurance	
5	banking	22	health_insurance	
6	atms_&_branch_locations	23	home_insurance	
7	debit_&_checking_services	24	life_insurance	
8	money_transfer_&_wire_services	25	travel_insurance	
9	savings_accounts	26	vehicle_insurance	
10	credit_&_lending	27	investing	
11	credit_cards	28	brokerages_&_day_trading	
12	debt_management	29	commodities_&_futures_trading	
13	loans	30	currencies_&_foreign_exchange	
14	financial_planning_&_management	31	derivatives	
15	asset_&_portfolio_management	32	funds	
16	inheritance_&_estate_planning	33	real_estate_investment_trusts	
17	retirement_&_pension	34	stocks_&_bonds	

ShareThis Brand Scores

ShareThis Brand Scores

Product Datasheet

Description	Brand scores are numeric scores assigned to users in the ShareThis network. It indicates a user's demonstrated engagement, affinity, and interest level in certain brands, and sub-brands.
Verticals & Categories	Click to see the full list of pre-built categories available in each vertical: • CPG
How It Works	ShareThis collects consented pseudonymous behavioral data through our engagement tools on over 600M global web pages. We then use the latest NLP and machine learning technologies to extract the contextual meaning of websites and their content, capturing only relevant intent signals associated with specific brands and sub-brands. We then calculate and assign a brand score to every user through data science techniques based on their engagement with these web pages. The average score for each category is always one, and it doesn't change. Scores below 1 represent lower than average interest and identify light-interest users. Scores above 1 represent higher than average interest and identify high-interest users. Zero scores show users with no demonstrated interest in that specific category. The same user might get a 2.3 interest score for Cheerios, a 14.2 interest score for Cat Chow, and a 0.05 interest score for Lipton. This indicates, for example, that the user has 14.2 times higher interest in the brand Cat Chow than the average user in this brand category.
Sample Datasets	Link to samples
Data Catalog	Link to data catalog

ShareThis Brand Scores

Product Datasheet

Data Feed Type	Curated Data Feed
Attribute	Brand Scores
Unit of Analysis	User-level
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Alternative ID	Different ID solutions are available upon request: • TTD • Android (MAID) • iOS (MAID) • HEM • IP Address (B2B only)
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Scales	Scores can be grouped into different ranges & scales upon request: i.e. (-1,1), (0,100), [1,10], [H,M,L]
GEO	Global
Frequency	Monthly
File Format	Parquet
Delivery Method	S3, ADX, Snowflake

Data Coverage*	Domains	Coming soon!	Users
Global			
U.S.			*Estimated monthly coverage.

ShareThis Brand Scores

Pre-Built Categories

CPG (Consumer Packaged Goods)			Page 1/19
1	Nestlé	Beverages	Caro
2			cocoa D'Onofrio
3			Enviga
4			Libby's
5			Nescau
6			Nesquik
7			Nestea
8			Ovaltine
9			Peace Iced Tea
10			Ricacao
11			Romanette
12			Special.T
13			Sweet Leaf Tea
14		Cereals	Cerevita
15			Cheerios
16			Chocapic
17			Cini Minis
18			Clusters
19			Cookie Crisp
20			Curiously Cinnamon
21			Curiously Strawberry
22			Estrelitas
23			Fitness
24			Force Flakes
25			Gold Flakes
26			Golden Grahams

ShareThis Brand Scores

Pre-Built Categories

CPG (Consumer Packaged Goods)			Page 2/19
27	Nestlé	Cereals	Golden Morn
28			Golden Nuggets
29			Honey Stars
30			Lion Cereal
31			Milo cereals
32			Nescau Cereal
33			Nesquik Breakfast Cereal
34			Nestlé Corn Flakes
35			Shredded Wheat
36			Shreddies
37			TRIO Cereal
38			Uncle Tobys
39		Chilled	Chambinho
40			Chamyto
41			Chiquitín
42			La Laitière
43			La Lechera
44			Le Viennois
45			Ninho
46			Sveltesse
47			Svelty
48		Chocolate, confectionery and baked goods	Abuelita
49			Aero
50			After Eight
51			Alpia
52			Alpino

ShareThis Brand Scores

Pre-Built Categories

CPG (Consumer Packaged Goods)			Page 3/19
53	Nestlé	Chocolate, confectionery and baked goods	Animal Bar
54			Bertie Beetle
55			Besos de Moza
56			Big Turk
57			Black Magic
58			Blue Riband
59			Boci
60			Bon Pari
61			Bono
62			Breakaway
63			Cailler
64			Capri
65			Caramac
66			Carlos V
67			Chips Ahoy!
68			Choclait Chips
69			Choco Crossies
70			Chocolate Surpresa
71			Chokito
72			Cocosette
73			Coffee Crisp
74			Crunch
75			Dairy Box
76			Damak
77			Drifter
78			Fruit Gums

ShareThis Brand Scores

Pre-Built Categories

CPG (Consumer Packaged Goods)			Page 4/19
79	Nestlé	Chocolate, confectionery and baked goods	Fruit Pastilles
80			Galak/Milkybar
81			Jelly Tots
82			JOJO
83			Kit Kat
84			Lion
85			María Maizena
86			Matchmakers
87			Milky Bar
88			Minties
89			Mirage
90			Moça
91			Munch
92			Munchies
93			Negresco
94			Negrita
95			Nestlé Aero
96			Nestlé Alpine White
97			Nestlé Candy Shop
98			Nestlé Classic
99			Nestlé Dessert
100			Nestlé Milk Chocolate
101			Nestlé Toll House cookies
102			Nestlé Wonder Ball
103			Nestlé Yes
104			Omo

ShareThis Brand Scores

Pre-Built Categories

CPG (Consumer Packaged Goods)			Page 5/19
105	Nestlé	Chocolate, confectionery and baked goods	Orion
106			Passatempo
107			Peppermint Crisp
108			Perugina Baci
109			Plastowe
110			Polo
111			Prestígio
112			Princesa
113			Quality Street
114			Rolo
115			Rosquitas
116			Rowntrees
117			Sahne Nuss
118			Salvado
119			Scorched Almonds
120			Smarties
121			Sublime
122			Suflair
123			Super 8
124			Susy
125			Svitoch
126			Szerencsi
127			Tango
128			Tango Mini Galletas
129			Toffee Crisp
130			Tooty Frooties

ShareThis Brand Scores

Pre-Built Categories

CPG (Consumer Packaged Goods)			Page 6/19
131	Nestlé	Chocolate, confectionery and baked goods	Trencito
132			Triangulo
133			Turtles
134			Wafer
135			Walnut Whip
136			Yorkie
137		Coffee	Blue Bottle Coffee Company
138			Bonka
139			Buondi
140			Chameleon Cold
141			Dolca
142			Dolce Gusto
143			Ecco
144			El Chaná
145			International Roast
146			Kirma
147			Loumidis
148			Mountain Blend
149			Nescafé
150			Nespresso
151			Ricoffy
152			Ricoré
153			Ristretto
154			Sical
155			Starbucks
156			Sunrise

ShareThis Brand Scores

Pre-Built Categories

CPG (Consumer Packaged Goods)			Page 7/19
157	Nestlé	Coffee	Taster's Choice
158			Zoégas
159		Frozen desserts	Åhusglass
160			Aino
161			D'Onofrio
162			Dreyer's
163			Drumstick
164			Eskimo
165			Frigor
166			Frigor
167			Froneri
168			Haagen Dazs
169			Mat Kool
170			Maxibon
171			Mivvi
172			Mövenpick
173			Nestlé Dibs
174			Nestlé Drumstick
175			Nestlé Ice Cream
176			Nestlé Princessa
177			Oreo Frozen Dessert Sandwiches
178			Outshine
179			Pingviini
180			Real Dairy
181			Savory
182			Schöller

ShareThis Brand Scores

Pre-Built Categories

CPG (Consumer Packaged Goods)			Page 8/19
183	Nestlé	Frozen desserts	Skinny Cow
184			Sorbetes
185			Temptations
186			zer0% Fat
187		Frozen food	California Pizza Kitchen
188			Delissio Pizza
189			DiGiorno Pizza
190			Hälsans Kök
191			Hot Pockets
192			Jack's Pizza
193			Lean Cuisine
194			Lean Pockets
195			Papa Giuseppe
196			Stouffer's
197			Sweet Earth Foods
198			Tombstone Pizza
199			Wagner Pizza
200		Healthcare nutrition	Atrium Innovations
201			Boost
202			Carnation Instant Breakfast
203			Compleat
204			Diabetisource
205			Douglas Laboratories
206			Fibersource
207			Garden of Life
208			Genestra

ShareThis Brand Scores

Pre-Built Categories

CPG (Consumer Packaged Goods)			Page 9/19
209	Nestlé	Healthcare nutrition	Glytrol
210			Isosource
211			Meritene
212			Modulen
213			Novasource Renal
214			Nutren
215			Optifast
216			Optifibre
217			Peptamen
218			Persona Nutrition
219			Pure Encapsulations
220			Resorb
221			Sustagen
222			Vital Proteins
223			Wobenzym
224		Instant foods	Alfare
225			Beba
226			Cerelac
227			Farinha Láctea
228			FM 85
229			Freshly
230			Gerber
231			Gerber
232			Good Start
233			Guigoz
234			Lactogen

ShareThis Brand Scores

Pre-Built Categories

CPG (Consumer Packaged Goods)			Page 10/19
235	Nestlé	Instant foods	Mindful Chef
236			NAN HA
237			NaturNes
238			Neslac
239			Nestlé
240			Nestlé Bear Brand
241			Nestogen
242			Nestum
243			Nido
244			Piltti
245			PreNan
246			SMA
247			Wyeth
248		Performance nutrition	Nesvita
249			Pria
250			Supligen
251		Petcare	Alpo
252			Bakers
253			Beneful
254			Bonio
255			Bonnie
256			Busy Bone
257			Castor & Pollux
258			Cat Chow
259			Chef Michael's Canine Creations
260			Dog Chow

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Pre-Built Categories

CPG (Consumer Packaged Goods)			Page 11/19
261	Nestlé	Petcare	Fancy Feast
262			Felix
263			Fido
264			Friskies
265			Go Cat
266			Gourmet
267			Lily's Kitchen
268			Lucky Dog
269			Merrick
270			Mighty Dog
271			Mon Petit
272			PetLife
273			Purina
274			Purina Beggin' Strips
275			Purina ONE
276			Purina Pro Plan
277			Supercoat
278			Tails .com
279			Tidy Cats
280			Totalcare
281			Whole Earth Farms
282			Winalot
283		Refrigerated products	Buitoni
284			Herta
285			Katie's Pizza
286			Toll House

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Pre-Built Categories

CPG (Consumer Packaged Goods)			Page 12/19
287	Nestlé	Seasonings	Carpathia
288			Haoji
289			Maggi
290			Thomy
291			Totole
292			Winiary
293		Shelf stable	Carnation
294			Carnation
295			Milo
296			Milo
297			Nestlé Omega Plus
298			Tendre Noix
299		Water	Acqua Panna
300			Aqua Mineral
301			Aqua Pod
302			Aqua Spring
303			Aquarel
304			Contrex
305			Cristalp
306			Da Shan YunNan Spring
307			Erikli
308			Henniez
309			Hépar
310			Minéré
311			Nałęczowianka
312			Nestlé Vera

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Pre-Built Categories

CPG (Consumer Packaged Goods)			Page 13/19
313	Nestlé	Water	Neuselters
314			Pejo
315			Perrier
316			San Pellegrino
317			Sohat
318			Valvert
319			Vittel
320		Yogurt	Acti
321			ActiPlus
322			Fruit Selection Yogurt
323			Hirz
324			Longa Vida
325			Molico
326			Molico
327			Munch Bunch
328			Munch Bunch
329			Nestlé Raita
330			Rawaytee Maza
331			Ski
332			Sweet N Tasty Yogurt
333	Unilever	Beauty and personal care	Andreton
334			Aviance
335			Axe
336			Badedas
337			Block & White
338			Brisk

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Pre-Built Categories

CPG (Consumer Packaged Goods)			Page 14/19
339	Unilever	Beauty and personal care	Brylcreem
340			Caress
341			Citra
342			Cream Silk
343			Dollar Shave Club
344			Dove
345			Dove Spa
346			Dr. Kaufmann
347			Dusch Das
348			Eskinol
349			Fissan
350			Glow & Lovely
351			Hijab Fresh
352			Impulse
353			Indhulekha
354			Ioma
355			Lakmé
356			Lever 2000
357			Lifebuoy
358			Living Proof
359			Love Beauty & Planet
360			Lux
361			Matey
362			Mentadent
363			Nameera
364			Noxzema

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Pre-Built Categories

CPG (Consumer Packaged Goods)			Page 15/19
365	Unilever	Beauty and personal care	Pears Transparent Soap
366			Pepsodent
367			Pond's
368			Prodent
369			Q
370			Radox
371			Sahaja
372			Seventh Generation
373			Signal
374			Simple
375			SR
376			St Ives
377			Suave
378			Tatcha
379			Thermasilk
380			TIGI
381			Timotei
382			Toni & Guy
383			TRESemmé
384			Vaseline
385			Vibrance
386			VO5
387			White Beauty
388			Williams
389			zendium
390			Zwitsal

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Pre-Built Categories

CPG (Consumer Packaged Goods)			Page 16/19
391	Unilever	Condiments and extracts	Amora
392			Aromat
393			Best Foods
394			Bovril
395			Calvé
396			Chicken Tonight
397			Colman's
398			Conimex
399			Continental
400			Fanacoa
401			Fruc
402			Hellmann's
403			Kecap Bango
404			Kissan
405			Lady's Choice
406			Lao Cai
407			Maille
408			Marmite
409			Robertson's
410			Royco
411			Salsa Lizano
412			Sir Kensington's
413			Turun sinappi
414			Unox
415		Desserts	Alsa
416			Ben & Jerry's

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Pre-Built Categories

CPG (Consumer Packaged Goods)			Page 17/19
417	Unilever	Desserts	Breyers
418			Fudgsicle
419			Grom
420			Heartbrand
421			Klondike
422			Knorr
423			Magnum
424			Paddle Pop
425			Popsicle
426			Talenti
427			Wall's
428			Weis
429		Detergents and cleaning products	Biotex
430			Breeze
431			Brilhante
432			Cif
433			Coccolino
434			Comfort
435			Coral / Korall
436			Deja
437			Lysoform
438			Minerva
439			Molto
440			Neutral
441			Persil
442			Rin

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Pre-Built Categories

CPG (Consumer Packaged Goods)			Page 18/19
443	Unilever	Detergents and cleaning products	Rinso
444			Robijn
445			Skip
446			Sunlight
447			Super Pell
448			Surf
449			Surf Excel
450			Viso
451			Vixal
452			Wipol
453		Other beverages	Bru
454			Buavita
455			Horlicks
456			Jif
457			Rani
458		Other foods	Annapurna
459			Chirat
460			Mãe Terra
461			Maizena
462			Pfanni
463			Pot Noodle
464			Sealtest
465			Telma
466			The Vegetarian Butcher
467			Unilever Food Solutions
468		Teas	Brooke Bond

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Pre-Built Categories

CPG (Consumer Packaged Goods)			Page 19/19
469	Unilever	Teas	Bushell's
470			Choysa
471			Joko
472			Lipton
473			Lipton Ice Tea
474			Lipton Soup secrets soup mixes
475			Lyons
476			McCollins
477			PG Tips
478			Pukka Herbs
479			Pure Leaf
480			Red Rose Tea
481			Saga
482			Sariwangi
483			Scottish Blend
484			T2
485			Tazo

ShareThis Lifestyle Scores

ShareThis Lifestyle Scores

Product Datasheet

Description	Lifestyle scores are numeric scores assigned to users in the ShareThis network. It reflects a user's overall engagement with web pages containing relevant content to various lifestyle categories indicating the type of lives they live.
Categories	Click here to see the full list of pre-built lifestyle categories available.
How It Works	ShareThis collects consented pseudonymous behavioral data through our engagement tools on over 600M global web pages. We then use advanced NLP to extract the contextual meaning of websites and their content, capturing only relevant signals associated with specific lifestyle categories. We then use embedding models to calculate and assign a score to every user based on their engagement with these web pages. The average score for each category is always one, and it doesn't change. Scores below 1 represent lower than average interest and identify light-interest users. Scores above 1 represent higher than average interest and identify high-interest users. Zero scores show users with no demonstrated interest in that specific category. The same user might get a 2.3 lifestyle score for <i>do-it-yourself</i>, a 14.2 lifestyle score for <i>cooking</i>, and a 0.05 lifestyle score for <i>new parents</i>. This indicates, for example, that the user has a 14.2 times higher interest in cooking than the average user in this lifestyle category.
Sample Datasets	Link to samples
Data Catalog	Link to data catalog

ShareThis Lifestyle Scores

Product Datasheet

Data Feed Type	Curated Data Feed
Attribute	Lifestyle Scores
Unit of Analysis	User-level
Standard ID	ESTID (ShareThis Cookie ID)
Alternative ID	Different ID solutions are available upon request: • TTD • Android (MAID) • iOS (MAID) • HEM • IP Address (B2B only)
Match ID	The ShareThis Cookie-ID (ESTID) is the primary way to match the data. By selecting a subset of ESTIDs in the Lifestyle Scores data set that represents high-interest users only, you can use it to filter our daily events feed to analyze only behavioral data and events associated with those users, getting additional consumer insights.
Scales	Scores can be grouped into different ranges & scales upon request: i.e. (-1,1), (0,100), [1,10], [H,M,L]
GEO	Global
Frequency	Monthly
File Format	Parquet
Delivery Method	S3, ADX, Snowflake

Data Coverage*	Domains	Events	Users
Global	7.7M	10.7B	276.8M
U.S.	4.9M	7.1B	145.9M

*Estimated monthly coverage.

ShareThis Lifestyle Scores

Pre-Built Categories

Lifestyle Categories			Page 1/3
1	Recreation & Leisure	Auto Interest	
2		Eating and Drinking Out	
3		Entertainment	
4		Book Reading	
5		Gardening	
6		DIY	
7		Pets	
8		Cat Owner	
9		Dog Owner	
10		Sports	
11		GYM	
12		Pub	
13		Listening to Music	
14		Theatre	
15		Art Events	
16		Outdoor Enthusiast Affinity	
17		Fashion Clothing	
18		Cooking	
19		Video Gaming	
20	Technology	Consumption - Mobile Phone	
21		Consumption- Tablet	
22		Consumption- Game Console	
23		Consumption- TV	
24		Consumption - Laptop	
25		Consumption - Desktop	
26		Hybrid Car	

ShareThis Lifestyle Scores

Pre-Built Categories

Lifestyle Categories		Page 2/3
27	Travel	High Frequency Domestic Travel
28		High Frequency Foreign Travel
29		High Frequency Business Travel
30		High Frequency Family Travel
31		High Frequency Cruise
32		Travel Destination - lakes_&_rivers
33		Travel Destination - beaches_&_islands
34		Travel Destination - theme_parks
35		Travel Destination - mountain_&_ski_resorts
36		Travel Destination - zoos-aquariums-preserves
37		Travel Destination - historical_sites_&_buildings
38		Travel Destination - regional_parks_&_gardens
39	Shopping	Coupon Users
40		Online Buying
41	Language	English
42		Spanish
43		Dutch
44		French
45		Swedish
46	Life Events	College Student
47		New Grad
48		New Movers
49		New Homeowners
50		Newly Wed
51		New Parents

ShareThis Lifestyle Scores

Pre-Built Categories

Lifestyle Categories			Page 3/3
52	Entertainment	NBA	
53		NFL	
54		NHL	
55		PGA	
56		NASCAR	
57		Streaming Services - Netflix	
58		Streaming Services - Hulu	
59		Streaming Services - Disney+	
60	Attitudinal	Technology Adoption - enthusiastic	
61		Technology Adoption - price sensitive	
62		Political - very liberal	
63		Political - middle of the road	
64		Political - conservatives	
65		Political - unconnected	
66		Green living	
67		Health and wellbeing	
68		Social Events	
69		TV Viewing - Drama Lovers	
70		TV Viewing - Fanboy	
71		TV Viewing - Female Focus	
72		TV Viewing - Talk show	