

The Excite Network enables pinpoint targeting of your best customers. With a 90% registration rate on iWon and a 64% personalization rate on Excite, The Excite Network takes the guesswork out of database marketing (NPD Summer 2001). A wide selection of targeting selects can be leveraged for on-site advertising or email and postal direct marketing efforts, including demographics, affinities, and behavior. Enhanced Targeting is available on iWon allowing advertisers to layer consumer data from Infobase to provide targeting to fifty plus affinities, forty consumer lifestyle profiles, consumer purchase activity, and more.

demographics

Registration profile for iWon and Excite*

- Name
- Street Address
- State
- Zip Code
- Area Code
- Email Address
- Phone Number
- Age
- Gender
- Income
- Presence of Children by Age Group
- Presence of Grandchildren by Age Group
- Highest Level of Education
- Marital Status
- Employment Status
- Home Ownership
- Auto Ownership

buyers

Self-reported products purchased online or by direct mail for iWon consumers

- Airline Reservations
- Appliances
- Books
- Charity Donations
- Clothing
- Computer Hardware/Software
- Electronics
- Flowers
- Food/Groceries/Gift Baskets
- Hotel/Car Rental
- Jewelry
- Magazines
- Music
- Stocks/Bonds/Mutual Funds
- Toys/Games
- Other
- None

category interests

Self-reported on iWon and Excite

- Adventures & Outdoors
- Automobiles
- Books & Reading
- Computers & Technology
- Cooking
- Entertainment & Celebrities
- Gamer
- Health
- Home & Garden
- Movies
- Music
- Parents
- Personal Finance
- Shopping
- Sports
- Travel

channel interests

Observed visit behavior in 70+ iWon and Excite Channels including:

- Autos
- Careers
- Mortgage Center
- Real Estate
- Travel

transactors

Observed transactions on iWon

- Credit Card transactors

site participation

Observed iWon site participation

- Personalized Stock Portfolio
- Monthly Bonus Prize (ever)
- Monthly Bonus Prize (past month)
- Prize Machine (ever)
- Prize Machine (past 7 days)
- Pick 7 (ever)
- Pick 7 (past 7 days)
- Today's Survey (ever)
- Today's Survey (past 7 days)
- iWon Gamers
- iWon Non-Gamers

affinities

Infobase

- ☛ Arts/Antiques
- ☛ Automotive Work
- ☛ Bookreading
- ☛ Bible/Devotional Reding
- ☛ Bicycling
- ☛ Boating/Sailing
- ☛ Cable TV Viewing
- ☛ Camping/Hiking
- ☛ Collectibles
- ☛ Community & Civic Activities
- ☛ Crafts
- ☛ Cultural & Art Events
- ☛ Electronics
- ☛ Fashion Clothing
- ☛ Fishing
- ☛ Foreign Travel
- ☛ Gardening
- ☛ Grandchildren
- ☛ Golf
- ☛ Gourmet Cooking & Food
- ☛ Health & Natural Foods
- ☛ Home Furniture & Decoration
- ☛ Home Workshop
- ☛ Household Pets
- ☛ House Plants
- ☛ Hunting & Shooting
- ☛ Money-Making Opportunities
- ☛ Motorcycling
- ☛ Needlework & Knitting
- ☛ American Heritage
- ☛ Home/Personal Computer
- ☛ Photography
- ☛ Physical Fitness & Exercise
- ☛ Real Estate Investment
- ☛ Recreational Vehicles
- ☛ Running/Jogging
- ☛ Science Fiction
- ☛ Science/New Technology
- ☛ Self-Improvement
- ☛ Sewing
- ☛ Snow Skiing
- ☛ Stamp/Coin Collection
- ☛ Stereo/Records/Tapes/CDs
- ☛ Stocks & Bonds
- ☛ Sweepstakes/Contests
- ☛ Tennis
- ☛ Watching Sports on TV
- ☛ Home Video Games
- ☛ Home Video Recording
- ☛ Walking for Health
- ☛ Wildlife/Environment
- ☛ Wines

consumer profiles

Infobase

- ☛ Collector
- ☛ Handicrafts
- ☛ Domestic
- ☛ Do-it-Yourself
- ☛ Fitness
- ☛ Athletics
- ☛ Outdoors
- ☛ Good Life
- ☛ Culture
- ☛ Blue Chips
- ☛ Technology
- ☛ Career-Oriented Activities
- ☛ Casino Gambling
- ☛ Dieting/Weight Control
- ☛ Donate to Charities
- ☛ Military Veteran
- ☛ Mail Order
- ☛ Buy Pre-Recorded Videos
- ☛ Power Boating
- ☛ Own CD Player
- ☛ Cat Owner
- ☛ Dog Owner
- ☛ Sailing
- ☛ Club Sports
- ☛ Traditionalist
- ☛ Professional
- ☛ Investor
- ☛ Audio/Visual
- ☛ Campground
- ☛ Intelligentsia
- ☛ Mechanic
- ☛ Chiphead
- ☛ Home & Garden
- ☛ Triathlete
- ☛ Connoisseur
- ☛ Ecologist
- ☛ TV Guide
- ☛ Field & Stream
- ☛ Travel in USA
- ☛ Working Women

consumer behavior

Infobase

- ☛ Mail Order Responders & Buyers
- ☛ New Car Buyers
- ☛ Recent PC Buyers
- ☛ PC OS and Platform
- ☛ PC Software Used
- ☛ Credit Card Buyer
- ☛ Type of Credit Card
- ☛ Home Owners Type of Residence
- ☛ Length in Residence

demographics

Infobase

- ☛ Ethnicity
- ☛ Household Size
- ☛ Religion

occupation

Infobase

- ☛ Professional/Technical
- ☛ Administrative/Managerial
- ☛ Sales/Service
- ☛ Clerical/White Collar
- ☛ Craftsman/Blue Collar
- ☛ Student
- ☛ Housewife
- ☛ Retired
- ☛ Farmer
- ☛ Military
- ☛ Religious
- ☛ Other