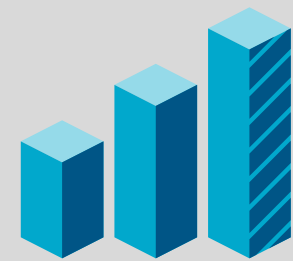


# DATA DICTIONARY

US B2C (DOMESTIC CONSUMERS)



## NEEDLE AND THREAD CODING (NTC)



### SEGMENTS

A
B
CCC
CC
C
D



### DEFINITIONS

	Valid Emails		<b>Full</b> Contact, Address, and Registration Information Present	
	Likely Valid Emails		<b>Full</b> Contact, Address, and Registration Information Present	
	Valid Emails		<b>Partial</b> Contact, Address, and Registration Information	
	Likely Valid Emails		<b>Partial</b> Contact, Address, and Registration Information	
	Not Validated			
	Likely Bad			



### QUANTITIES

138,712,698
1,977,971
70,869,222
44,186,322
54,784,246
269,510,031

# ATTRIBUTES

THIS IS THE STANDARD DELIVERABILITY LAYOUT FOR OUR DATA PRODUCTS. ADDITIONAL ATTRIBUTES ARE AVAILABLE BY REQUEST, ASK YOUR EMM REP FOR MORE DETAILS.

FIELD	DEFINITION	EXAMPLE
EMM EMAIL RECORD ID	UNIQUE ID PER RECORD WITHIN THE FILE	100000022
EMAIL	ASSOCIATED EMAIL ADDRESS	ELIZA@EVERYMARKETMEDIA.COM
FIRST NAME	CONTACTS FIRST NAME	JOHN
LAST NAME	CONTACT LAST NAME	JOHNSON
ADDRESS	PHYSICAL STREET ADDRESS 1/HQ STREET ADDRESS	293 AUTUMN RUN
ADDRESS 2	SECOND STREET ADDRESS/HQ STREET ADDRESS	APT 1
CITY	CITY / TOWN	HOUSTON
STATE	STATE	CA
ZIP	ZIP / POSTAL CODE	60701
COUNTY	COUNTY	LOS ANGELES
COUNTRY	COUNTRY	UNITED STATES
LATITUDE	LATITUDE OF REGISTRATION IP	32.6154
LONGITUDE	LONGITUDE OF REGISTRATION IP	-93.2864
PHONE	DIRECTLY ASSOCIATED PHONE NUMBER	2147483647
GENDER	CONTACTS GENDER	M- MALE, F-FEMALE
DOB	CONTACTS DATE OF BIRTH	12/31/1969
ETHNICITY	CONTACTS GIVEN ETHNICITY	ITALIAN
INCOME RANGE	ESTIMATED HOUSEHOLD INCOME RANGE	\$75,000 - \$99,999; \$100,000 - \$149,999; \$50,000 - \$54,999; \$65,000 - \$74,999; \$60,000 - \$64,999; \$40,000 - \$44,999; \$35,000 - \$39,999; \$30,000 - \$34,999; \$15,000 - \$19,999; \$45,000 - \$49,999; \$55,000 - \$59,999; \$25,000 - \$29,999; \$10,000 - \$14,999; \$250,000 +; \$20,000 - \$24,999; UNDER \$10,000; \$150,000 - \$174,999; \$200,000 - \$249,999; \$175,000 - \$199,999
OCCUPATION	JOB FUNCTION OR DISCIPLINE	ACCOUNTANT
OWN RENT	WHETHER THEY OWN OR RENT THEIR PLACE OF RESIDENCE	OWN, RENT
INTEREST CATEGORIES	INTEREST CATEGORIES THAT THE PERSON HAS REFERENCED ONLINE	*AIRLINE TICKETS (SEE FULL LIST BELOW)
REGISTRATION DATE	DATE THE CONTACT SIGNED UP THEIR INFORMATION ON THE WEBSITE SOURCE	3/29/2010
WEBSITE SOURCE	OPT-IN WEBSITE/CONTACT SOURCE	123FREETRAVEL.COM
IP ADDRESS	IP FROM WHICH THE CONTACT WAS REGISTERED	72.14.207.99
DOMAIN NAME	SELECT EMAIL'S DOMAIN	YAHOO.COM
CREATED DATE	DATE THE CONTACT WAS ADDED TO THE DATABASE	8/14/2014; 3/1/2015; 10/1/2015; 11/14/2013; 5/1/2016; 12/1/2016; 6/1/2017
LAST MAILED	DATE THE CONTACT WAS LAST MAILED TO VIA SCRUBBING EQUIPMENT	10/1/2015; 3/1/2015; 5/1/2016; 12/1/2016; 6/1/2017
LAST SUPPRESSION	LAST DATE EMAIL WAS SUPPRESSION CODED AGAINST PING-VERIFIED MASTERFILE	*EXAMPLES FOR LAST SUPPRESSION IS PROPRIETARY, ASK YOUR EMM REP*
KEYCODE	DATA SOURCE CODE	1; 2; 3

# ATTRIBUTES CONTINUED

FIELD	DEFINITION	EXAMPLE
DELIVERABILITY STATUS	WHEN LIVE SCRUBBING, WHAT WAS THE SENDING SMTP STATUS/ THIRD PARTY PING VERIFICATION STATUS	*EXAMPLES FOR DELIVERABILITY STATUS ARE PROPRIETARY, ASK YOUR EMM REP*
SUPPRESSION CODE	THIRD PARTY PING VERIFICATION STATUS	*EXAMPLES FOR SUPPRESSION CODE ARE PROPRIETARY, ASK YOUR EMM REP*
THREAT LEVEL	THIRD PARTY THREAT LEVEL MANAGEMENT STATUS	*EXAMPLES FOR THREAT LEVEL ARE PROPRIETARY, ASK YOUR EMM REP*
URL COMPLIANCE REVIEW	URL COMPLIANCE REVIEW KEYCODING FOR SELECTING THE BEST COMPLIANCE PRACTICES	*EXAMPLES FOR URL COMPLIANCE REVIEW ARE PROPRIETARY, ASK YOUR EMM REP*
NTC	NEEDLE AND THREAD CODING, SEE FIRST PAGE	A, B, CCC, CC, C, D

## INTEREST CATEGORIES

AIRLINE TICKETS	CREDIT CARD SEEKERS	FREEBIES	MOVIES	SPORTS	TENNIS	EXERCISE ENTHUSIASTS	ART COLLECTORS
APARTMENT SEEKERS	DEBT LEADS	GAMERS	NASCAR	STOCKS INVESTMENT	GOLF	FLYING	ANTIQUE COLLECTORS
ASTROLOGY	EBAY	GOLF	NETSCAPE	TRAVEL	SNOW SKIING	TV SPORTS	SPORTS MEMORABILIA COLLECTORS
AUTO INSURANCE	EDUCATION	HEALTH	NETWORKING-BUSINESS	TREND SETTERS	MOTORCYCLING	AUTO & MOTORCYCLE RACING	MILITARY MEMORABILIA COLLECTORS
AUTO LOANS	EMPLOYMENT	HOLLYWOOD	NETWORKING-DATING	WEATHER	NASCAR	FOOTBALL	COLLECTORS
AUTOMOBILES	ENTERTAINMENT	HOME	NETWORKING-SOCIAL	WEIGHT LOSS	BOATING & SAILING	BASEBALL	LIFESTYLES COLLECTORS
BUSINESS NEWS	ENTREPRENEURS	HOROSCOPE RELATED	NETWORKING-WOMAN	DISCOVER CARD USER	SCUBA DIVING	BASKETBALL	HOME & GARDEN
BUSINESS OPPORTUNITIES	ETHNIC	INSURANCE	NEWS	MASTERCARD USER	SPORTS AND LEISURE	HOCKEY	HOUSE PLANTS
CARS LISTING SERVICES	EVENT SEEKERS	INTERNET BASED EARNING	PARENTS	VISA CARD USER	HUNTING	SOCCER	HOME IMPROVEMENT
CELEBRITY GOSSIP	FASHION	INVESTORS	PHOTOGRAPHY	AMERICAN EXPRESS CARD USER	FISHING	COLLECTORS	GARDENING
COMPUTERS AND TECHNOLOGY	FINANCIAL SERVICES	LOANS	REAL ESTATE	GAS/DEPARTMENT/RETAIL CARD HOLDER	CAMPING AND HIKING	STAMP COLLECTORS	CRAFTS
COUPONS	FRANCHISES	LOTTERY	SHOPPING		HUNTING AND SHOOTING	COIN COLLECTORS	WOODWORKING

\* ACTUAL ATTRIBUTE IS ASSIGNED INTEREST CATEGORY NUMBER

## ADDITIONAL RESOURCES

HAVE A QUESTION? SEE OUR FREQUENTLY ASKED QUESTIONS (FAQ) PAGE: [EVERYMARKETMEDIA.COM/FAQ](https://www.everymarketmedia.com/faq)

FOR MORE INFORMATION ON HOW WE COMPILER OUR DATA PRODUCTS, SEE OUR COMPILING STATEMENT: [EVERYMARKETMEDIA.COM/COMPILING-STATEMENTS](https://www.everymarketmedia.com/compiling-statements)

INTERESTED IN A STRATEGIC PARTNERSHIP WITH EVERY MARKET MEDIA? VISIT OUR PARTNERS PAGE: [EVERYMARKETMEDIA.COM/PARTNERS](https://www.everymarketmedia.com/partners)

FOR OUR OTHER DATA DICTIONARIES, VISIT OUR PRODUCT PAGES FOR EACH DATA PRODUCT: [EVERYMARKETMEDIA.COM/B2C-B2B-DATA-PRODUCTS](https://www.everymarketmedia.com/b2c-b2b-data-products)

