

Experian Syndicated Audiences

Release Notes

November 2026 Release



New Audiences

Retail

This update introduces 146 new shopper behavior segments focused on consumers' likelihood to shop across specific brands, retailers, and product categories. Built using historical credit and debit transaction data and predictive modeling, these segments estimate purchase propensity and help marketers prioritize audiences most likely to respond.

The underlying data spans more than 3,000 financial institutions and 100 million cards, representing over \$427 billion in annual spending. Covering apparel, beauty, groceries, home improvement, travel, dining, and other retail categories, these segments help marketers identify prospective customers and tailor campaigns to relevant shopping interests.

For example, a home improvement brand can use the *Home Depot Likely Home Improvement Shoppers* segment to reach consumers likely to shop for renovation supplies, tools, and home projects, while a fashion brand could use the *Likely Buyers of Athleisure Performance Apparel* segment to promote activewear, performance clothing, and related product collections.

Shopper behavior

Field ID	Taxonomy Path
82586_Y	Experian > Retail Shoppers: Purchase Based > Technology and Computing > Google Likely Digital Platform Users
82587_Y	Experian > Retail Shoppers: Purchase Based > Home Improvement > Home Depot Likely Home Improvement Shoppers
82588_Y	Experian > Retail Shoppers: Purchase Based > Home Improvement > Lowes Likely Home Improvement Shoppers
82589_Y	Experian > Retail Shoppers: Purchase Based > Sporting Goods and Fitness Apparel > Nike Likely Apparel and Footwear Buyers
82590_Y	Experian > Retail Shoppers: Purchase Based > Grocery, Food Delivery and QSR Dining > DoorDash Likely Food Delivery Users
82591_Y	Experian > Retail Shoppers: Purchase Based > Travel and Lodging > Airbnb Likely Vacation Rental Travelers
82592_Y	Experian > Retail Shoppers: Purchase Based > Travel and Lodging > Delta Likely Frequent Domestic Travelers
82593_Y	Experian > Retail Shoppers: Purchase Based > Sporting Goods and Fitness Apparel > Adidas Likely Apparel and Footwear Buyers

Field ID	Taxonomy Path
82594_Y	Experian > Retail Shoppers: Purchase Based > Travel and Lodging > American Airlines Likely Domestic Travelers
82595_Y	Experian > Retail Shoppers: Purchase Based > Grocery, Food Delivery and QSR Dining > Instacart Likely Grocery Delivery Users
82596_Y	Experian > Retail Shoppers: Purchase Based > Travel and Lodging > United Airlines Likely Frequent Travelers
82597_Y	Experian > Retail Shoppers: Purchase Based > Grocery, Food Delivery and QSR Dining > Chick-fil-A Likely Frequent QSR Diners
82598_Y	Experian > Retail Shoppers: Purchase Based > Fitness Apparel and Footwear > Lululemon Likely Premium Athleisure Shoppers
82599_Y	Experian > Retail Shoppers: Purchase Based > Travel and Lodging > Southwest Likely Frequent Domestic Travelers
82600_Y	Experian > Retail Shoppers: Purchase Based > Grocery, Food Delivery and QSR Dining > Taco Bell Likely Frequent QSR Diners
82601_Y	Experian > Retail Shoppers: Purchase Based > Grocery, Food Delivery and QSR Dining > Whole Foods Likely Premium Grocery Shoppers
82602_Y	Experian > Retail Shoppers: Purchase Based > Travel and Lodging > Booking.com Likely Online Travel Shoppers
82603_Y	Experian > Retail Shoppers: Purchase Based > Grocery, Food Delivery and QSR Dining > Chipotle Likely Fast Casual Diners
82604_Y	Experian > Retail Shoppers: Purchase Based > Travel and Lodging > Expedia Likely Online Travel Shoppers
82605_Y	Experian > Retail Shoppers: Purchase Based > Grocery, Food Delivery and QSR Dining > Grubhub Likely Food Delivery Users
82606_Y	Experian > Retail Shoppers: Purchase Based > Grocery, Food Delivery and QSR Dining > Shipt Likely Grocery Delivery Users
82607_Y	Experian > Retail Shoppers: Purchase Based > Technology Streaming and Platform Preference > Twitch Likely Gaming and Livestream Viewers
82608_Y	Experian > Retail Shoppers: Purchase Based > Grocery, Food Delivery and QSR Dining > Uber Eats Likely Food Delivery Users
82609_Y	Experian > Retail Shoppers: Purchase Based > Grocery, Food Delivery and QSR Dining > Aldi Likely Value Grocery Shoppers
82610_Y	Experian > Retail Shoppers: Purchase Based > Travel and Lodging > ARIA Likely Las Vegas Luxury Travelers
82611_Y	Experian > Retail Shoppers: Purchase Based > Travel and Lodging > Bellagio Likely Las Vegas Luxury Travelers
82612_Y	Experian > Retail Shoppers: Purchase Based > Grocery, Food Delivery and QSR Dining > Burger King Likely Frequent QSR Diners
82613_Y	Experian > Retail Shoppers: Purchase Based > Budget Conscious Shoppers > Dollar General Likely Value Store Shoppers
82614_Y	Experian > Retail Shoppers: Purchase Based > Budget Conscious Shoppers > Family Dollar Likely Value Store Shoppers
82615_Y	Experian > Retail Shoppers: Purchase Based > Technology Streaming and Platform Preference > Roku Likely Streaming and CTV Households

Field ID	Taxonomy Path
82616_Y	Experian > Retail Shoppers: Purchase Based > Budget Conscious Shoppers > SHEIN Likely Fast Fashion Shoppers
82617_Y	Experian > Retail Shoppers: Purchase Based > Budget Conscious Shoppers > Dollar Tree Likely Value Store Shoppers
82618_Y	Experian > Retail Shoppers: Purchase Based > Budget Conscious Shoppers > Marshalls Likely Off-Price Shoppers
82619_Y	Experian > Retail Shoppers: Purchase Based > Technology Streaming and Platform Preference > Optimum Likely Broadband and Pay-TV Households
82620_Y	Experian > Retail Shoppers: Purchase Based > Grocery, Food Delivery and QSR Dining > Save A Lot Likely Value Grocery Shoppers
82440_Y	Experian > Retail Shoppers: Purchase Based > Sporting Goods and Fitness Apparel > Likely Buyers of Athleisure Performance Apparel
82441_Y	Experian > Retail Shoppers: Purchase Based > Likely Buyers of Boho Contemporary Apparel
82442_Y	Experian > Retail Shoppers: Purchase Based > Likely Buyers of Heritage Casual Apparel
82443_Y	Experian > Retail Shoppers: Purchase Based > Budget Concious Apparel > Likely Buyers of Fast Fashion Apparel
82444_Y	Experian > Retail Shoppers: Purchase Based > Sporting Goods and Fitness Apparel > Likely Buyers of Youth Sportswear Apparel
82445_Y	Experian > Retail Shoppers: Purchase Based > Likely Buyers of Value Basics Apparel
82446_Y	Experian > Retail Shoppers: Purchase Based > Likely Buyers of Family and Kids Apparel
82447_Y	Experian > Retail Shoppers: Purchase Based > Likely Buyers of Formalwear Occasion Apparel
82448_Y	Experian > Retail Shoppers: Purchase Based > Sporting Goods and Fitness Apparel > Likely Buyers of Active Apparel Accessories
82449_Y	Experian > Retail Shoppers: Purchase Based > Sporting Goods, Apparel > Likely Buyers of Athleisure Accessories
82450_Y	Experian > Retail Shoppers: Purchase Based > Likely Buyers of Beauty Lifestyle Accessories
82451_Y	Experian > Retail Shoppers: Purchase Based > Likely Buyers of Casual Apparel Accessories
82452_Y	Experian > Retail Shoppers: Purchase Based > Likely Buyers of Trend Apparel Accessories
82453_Y	Experian > Retail Shoppers: Purchase Based > Likely Buyers of Feminine Apparel Accessories
82454_Y	Experian > Retail Shoppers: Purchase Based > Likely Buyers of Footwear Accessories
82455_Y	Experian > Retail Shoppers: Purchase Based > Likely Buyers of Inclusive Apparel Accessories
82456_Y	Experian > Retail Shoppers: Purchase Based > Likely Buyers of Luxury Apparel Accessories
82457_Y	Experian > Retail Shoppers: Purchase Based > Likely Buyers of Occasion Apparel Accessories
82458_Y	Experian > Retail Shoppers: Purchase Based > Likely Shoppers at Marketplace Apparel
82459_Y	Experian > Retail Shoppers: Purchase Based > Likely Buyers of Outdoor Apparel Accessories
82460_Y	Experian > Retail Shoppers: Purchase Based > Likely Buyers of Premium Apparel Accessories
82461_Y	Experian > Retail Shoppers: Purchase Based > Sporting Goods, Apparel > Likely Buyers of Official Sports Merchandise
82462_Y	Experian > Retail Shoppers: Purchase Based > Likely Buyers of Value Apparel Accessories
82463_Y	Experian > Retail Shoppers: Purchase Based > Likely Buyers of Streetwear Accessories
82464_Y	Experian > Retail Shoppers: Purchase Based > Likely Users of TV and Broadband Connectivity
82465_Y	Experian > Retail Shoppers: Purchase Based > Likely Subscribers to Streaming Video
82466_Y	Experian > Retail Shoppers: Purchase Based > Likely Users of Digital Content Platforms

Field ID	Taxonomy Path
82467_Y	Experian > Retail Shoppers: Purchase Based > Likely Users of Legacy Digital Media
82468_Y	Experian > Retail Shoppers: Purchase Based > Likely Users of Digital Audio Services
82469_Y	Experian > Retail Shoppers: Purchase Based > Likely Subscribers to Stream Live TV
82470_Y	Experian > Retail Shoppers: Purchase Based > Likely Shoppers at Midmarket Department Stores
82471_Y	Experian > Retail Shoppers: Purchase Based > Likely Shoppers at Regional Department Stores
82472_Y	Experian > Retail Shoppers: Purchase Based > Likely Shoppers at Luxury Department Stores
82473_Y	Experian > Retail Shoppers: Purchase Based > Likely Shoppers at Off-Price Department Stores
82474_Y	Experian > Retail Shoppers: Purchase Based > Likely Shoppers at Promotional Department Stores
82475_Y	Experian > Retail Shoppers: Purchase Based > Likely Shoppers at Service Led Department Stores
82476_Y	Experian > Retail Shoppers: Purchase Based > Likely Shoppers at Family Department Stores
82477_Y	Experian > Retail Shoppers: Purchase Based > Likely Shoppers at Mass Discount Retailers
82478_Y	Experian > Retail Shoppers: Purchase Based > Likely Shoppers at Discount Grocery Stores
82479_Y	Experian > Demographics > Household Income (HHI) > Household Income Range \$200,000-\$249,999
82480_Y	Experian > Demographics > Household Income (HHI) > Household Income Range \$250,000 Plus
82481_Y	Experian > Retail Shoppers: Purchase Based > Likely Regional Discount Stores Shoppers
82482_Y	Experian > Retail Shoppers: Purchase Based > Likely Digital Deal Marketplace Shoppers
82483_Y	Experian > Retail Shoppers: Purchase Based > Likely Youth Value Retail Shoppers
82484_Y	Experian > Retail Shoppers: Purchase Based > Major Ecommerce Platform Shoppers
82485_Y	Experian > Retail Shoppers: Purchase Based > Ecommerce Discovery Shoppers
82486_Y	Experian > Retail Shoppers: Purchase Based > Ecommerce Subscription Shoppers
82487_Y	Experian > Retail Shoppers: Purchase Based > Grocery, Food Delivery and QSR Dining > Instant Delivery Ecommerce Shoppers
82488_Y	Experian > Retail Shoppers: Purchase Based > Curated Lifestyle Ecommerce Shoppers
82489_Y	Experian > Retail Shoppers: Purchase Based > Value Focused Ecommerce Shoppers
82490_Y	Experian > Retail Shoppers: Purchase Based > Enthusiast Ecommerce Shoppers
82491_Y	Experian > Retail Shoppers: Purchase Based > Special Occasion Ecommerce Shoppers
82492_Y	Experian > Retail Shoppers: Purchase Based > Likely Buyers of Access to Low Cost Fitness
82493_Y	Experian > Retail Shoppers: Purchase Based > Likely Buyers of Premium Boutique Fitness
82494_Y	Experian > Retail Shoppers: Purchase Based > Likely Buyers of Traditional Gym Membership
82495_Y	Experian > Retail Shoppers: Purchase Based > Likely Buyers of Value Home Furnishings
82496_Y	Experian > Retail Shoppers: Purchase Based > Likely Buyers of Lifestyle Home Furnishings
82497_Y	Experian > Retail Shoppers: Purchase Based > Likely Buyers of Sleep Furniture
82498_Y	Experian > Retail Shoppers: Purchase Based > Likely Buyers of Specialty Home Furnishings
82499_Y	Experian > Retail Shoppers: Purchase Based > Likely Buyers of Online Home Furnishings
82500_Y	Experian > Retail Shoppers: Purchase Based > Likely Buyers of Pet Subscription
82501_Y	Experian > Retail Shoppers: Purchase Based > Likely Buyers of Omnichannel Pet Care
82502_Y	Experian > Retail Shoppers: Purchase Based > Likely Shoppers at Community Pet Retail
82503_Y	Experian > Retail Shoppers: Purchase Based > Frequent Coffee and Cafe Regulars
82504_Y	Experian > Retail Shoppers: Purchase Based > Frequent Convenience Dining Seekers
82505_Y	Experian > Retail Shoppers: Purchase Based > Family Casual Restaurant Diners
82506_Y	Experian > Retail Shoppers: Purchase Based > Value Focused Fast Casual Diners
82507_Y	Experian > Retail Shoppers: Purchase Based > Premium Restaurant Indulgers

Field ID	Taxonomy Path
82508_Y	Experian > Retail Shoppers: Purchase Based > Regional Restaurant Loyalists
82509_Y	Experian > Retail Shoppers: Purchase Based > Restaurant Snack and Treat Consumers
82510_Y	Experian > Retail Shoppers: Purchase Based > Experience-Focused Social Diners
82511_Y	Experian > Retail Shoppers: Purchase Based > Price-Focused Frequent Restaurant Diners
82512_Y	Experian > Retail Shoppers: Purchase Based > Likely Buyers of Athletic Streetwear Footwear
82513_Y	Experian > Retail Shoppers: Purchase Based > Likely Buyers of Athletic Performance Footwear
82514_Y	Experian > Retail Shoppers: Purchase Based > Likely Buyers of Casual Comfort Footwear
82515_Y	Experian > Retail Shoppers: Purchase Based > Likely Buyers of Dress Lifestyle Footwear
82516_Y	Experian > Retail Shoppers: Purchase Based > Likely Buyers of Family Value Footwear
82517_Y	Experian > Retail Shoppers: Purchase Based > Likely Buyers of Lifestyle Streetwear Footwear
82518_Y	Experian > Retail Shoppers: Purchase Based > Likely Shoppers of Multi-Brand Footwear
82519_Y	Experian > Retail Shoppers: Purchase Based > Likely Buyers of Upscale Performance Footwear
82520_Y	Experian > Retail Shoppers: Purchase Based > Likely Buyers of Sneaker Streetwear Footwear
82521_Y	Experian > Retail Shoppers: Purchase Based > Likely Buyers of Western Workwear Footwear
82522_Y	Experian > Retail Shoppers: Purchase Based > Likely Buyers of Youth Lifestyle Footwear
82523_Y	Experian > Retail Shoppers: Purchase Based > Likely Shoppers at Sporting Goods Superstore
82524_Y	Experian > Retail Shoppers: Purchase Based > Likely Buyers of Outdoor Adventure Sporting Goods
82525_Y	Experian > Retail Shoppers: Purchase Based > Likely Buyers of Hunting Fishing Sporting Goods
82526_Y	Experian > Retail Shoppers: Purchase Based > Likely Buyers of Golf Sporting Goods
82527_Y	Experian > Retail Shoppers: Purchase Based > Likely Buyers of Running Sporting Goods
82528_Y	Experian > Retail Shoppers: Purchase Based > Likely Regional Shoppers of Value Sporting Goods
82529_Y	Experian > Retail Shoppers: Purchase Based > Likely Regional Shoppers of Sporting Goods
82530_Y	Experian > Retail Shoppers: Purchase Based > Likely National Shoppers of Sporting Goods
82531_Y	Experian > Retail Shoppers: Purchase Based > Bohemian Eclectic Feminine Fashion Consumers
82532_Y	Experian > Retail Shoppers: Purchase Based > Classic Preppy Polished Fashion Consumers
82533_Y	Experian > Retail Shoppers: Purchase Based > Minimalist Functional Fashion Consumers
82534_Y	Experian > Retail Shoppers: Purchase Based > Athleisure Performance Fashion Consumers
82535_Y	Experian > Retail Shoppers: Purchase Based > Denim-Led Casual Fashion Consumers
82536_Y	Experian > Retail Shoppers: Purchase Based > Streetwear Skate and Surf Fashion Consumers
82537_Y	Experian > Retail Shoppers: Purchase Based > Fast Fashion Going-Out Consumers
82538_Y	Experian > Retail Shoppers: Purchase Based > Western Utility Workwear Fashion Consumers
82539_Y	Experian > Retail Shoppers: Purchase Based > Travel and Lodging > Likely Buyers of Luxury Travel
82540_Y	Experian > Retail Shoppers: Purchase Based > Travel and Lodging > Likely Buyers of Upscale Travel
82541_Y	Experian > Retail Shoppers: Purchase Based > Travel and Lodging > Likely Buyers of Upper Midscale Travel
82542_Y	Experian > Retail Shoppers: Purchase Based > Travel and Lodging > Likely Buyers of Lower Midscale Travel
82543_Y	Experian > Retail Shoppers: Purchase Based > Travel and Lodging > Likely Buyers of Budget Travel
82544_Y	Experian > Retail Shoppers: Purchase Based > Affinity for Aspirational Brands
82545_Y	Experian > Retail Shoppers: Purchase Based > Affinity for Eco Focused Products
82546_Y	Experian > Retail Shoppers: Purchase Based > Affinity for Premium Products
82547_Y	Experian > Retail Shoppers: Purchase Based > Affinity for Quality Trusted Products
82548_Y	Experian > Retail Shoppers: Purchase Based > Affinity for Value Focused Products

Field ID	Taxonomy Path
82549_Y	Experian > Retail Shoppers: Purchase Based > Affinity for Ease of Use Comfort Products
82550_Y	Experian > Retail Shoppers: Purchase Based > Affinity for Heritage and Timeless Products

Automotive

This update introduces 48 new auto segments, including a new category, Lifecycle signals. Lifecycle segments focus on purchase propensities, financing, and leasing. These segments help marketers identify consumers approaching important financial milestones, such as lease expiration, loan payoff, and positive vehicle equity, as well as those likely to purchase, finance, lease, or trade in a vehicle. With purchase windows ranging from the next 30 days to 24 months, marketers can better align messaging, offers, and campaign timing to anticipated vehicle needs.

The update also expands ownership and in market segments with additional vehicle makes and models, including electric, hybrid, luxury, and specialty vehicles, along with switcher audiences. These segments help marketers reach prospective buyers interested in specific vehicles and engage current owners with relevant upgrade, service, retention, and conquest campaigns.

For example, an auto dealership can use the *Vehicle Lease Ending in 0-3 Months* segment to reach consumers approaching the end of their lease with vehicle upgrade or lease renewal offers, while an auto lender could use the *In Market for Auto Loan Refinance: Next 180 Days* segment to promote competitive refinancing options to consumers likely to be considering changes to their existing auto financing.

In-market: in-market switcher

Field ID	Taxonomy Path
82733_Y	Experian > Autos, Cars and Trucks > In Market Switchers > Likely to Switch to Kia

In-market: make and model

Field ID	Taxonomy Path
82735_Y	Experian > Autos, Cars and Trucks > In Market-Make and Models > Subaru Uncharted EV In-Market Buyers
82736_Y	Experian > Autos, Cars and Trucks > In Market-Make and Models > Subaru Trailseeker EV In-Market Buyers
82739_Y	Experian > Autos, Cars and Trucks > In Market-Make and Models > Lexus RX PHEV In-Market Buyers
82741_Y	Experian > Autos, Cars and Trucks > In Market-Make and Models > Lexus NX PHEV In-Market Buyers
82744_Y	Experian > Autos, Cars and Trucks > In Market-Make and Models > INEOS In-Market Buyers
82746_Y	Experian > Autos, Cars and Trucks > In Market-Make and Models > INEOS Grenadier In-Market Buyers
82748_Y	Experian > Autos, Cars and Trucks > In Market-Make and Models > Lucid Gravity EV In-Market Buyers
82750_Y	Experian > Autos, Cars and Trucks > In Market-Make and Models > Hyundai Palisade Hybrid In-Market Buyers

Lifecycle signals: finance and ownership

Field ID	Taxonomy Path
82704_Y	Experian > Autos, Cars and Trucks > Auto Lifecycle Signals - Finance & Ownership Events > Positive Vehicle Equity in 0-3 Months
82705_Y	Experian > Autos, Cars and Trucks > Auto Lifecycle Signals - Finance & Ownership Events > Positive Vehicle Equity in 0-6 Months
82706_Y	Experian > Autos, Cars and Trucks > Auto Lifecycle Signals - Finance & Ownership Events > Positive Vehicle Equity in 7-12 Months
82707_Y	Experian > Autos, Cars and Trucks > Auto Lifecycle Signals - Finance & Ownership Events > Positive Vehicle Equity in 13-24 Months
82708_Y	Experian > Autos, Cars and Trucks > Auto Lifecycle Signals - Finance & Ownership Events > Vehicle Lease Ended in Past 6 Months
82709_Y	Experian > Autos, Cars and Trucks > Auto Lifecycle Signals - Finance & Ownership Events > Vehicle Lease Ending in 0-3 Months
82710_Y	Experian > Autos, Cars and Trucks > Auto Lifecycle Signals - Finance & Ownership Events > Vehicle Lease Ending in 0-6 Months
82711_Y	Experian > Autos, Cars and Trucks > Auto Lifecycle Signals - Finance & Ownership Events > Vehicle Lease Ending in 7-12 Months
82712_Y	Experian > Autos, Cars and Trucks > Auto Lifecycle Signals - Finance & Ownership Events > Vehicle Lease Ending in 13-24 Months
82713_Y	Experian > Autos, Cars and Trucks > Auto Lifecycle Signals - Finance & Ownership Events > Vehicle Loan Paid Off in Past 6 Months
82714_Y	Experian > Autos, Cars and Trucks > Auto Lifecycle Signals - Finance & Ownership Events > In Market for Auto Loan: Next 180 Days
82715_Y	Experian > Autos, Cars and Trucks > Auto Lifecycle Signals - Finance & Ownership Events > In Market for Auto Loan Refinance: Next 180 Days
82716_Y	Experian > Autos, Cars and Trucks > Auto Lifecycle Signals - Finance & Ownership Events > Vehicle Loan Payoff in 0-3 Months
82717_Y	Experian > Autos, Cars and Trucks > Auto Lifecycle Signals - Finance & Ownership Events > Vehicle Loan Payoff in 0-6 Months
82718_Y	Experian > Autos, Cars and Trucks > Auto Lifecycle Signals - Finance & Ownership Events > Vehicle Loan Payoff in 7-12 Months
82719_Y	Experian > Autos, Cars and Trucks > Auto Lifecycle Signals - Finance & Ownership Events > Vehicle Loan Payoff in 13-24 Months

Lifecycle signals: purchase events

Field ID	Taxonomy Path
82731_Y	Experian > Autos, Cars and Trucks > Auto Lifecycle Signals - Purchase Events > In Market for Vehicle Purchase: Next 30 Days
82732_Y	Experian > Autos, Cars and Trucks > Auto Lifecycle Signals - Purchase Events > In Market for Vehicle Purchase: Next 90 Days

Lifecycle signals: purchase propensities

Field ID	Taxonomy Path
82720_Y	Experian > Autos, Cars and Trucks > Auto Lifecycle Signals - Purchase Propensities > Auto Purchase Propensity: Likely Dealer Loyal
82721_Y	Experian > Autos, Cars and Trucks > Auto Lifecycle Signals - Purchase Propensities > Auto Purchase Propensity: Likely to Buy Online
82722_Y	Experian > Autos, Cars and Trucks > Auto Lifecycle Signals - Purchase Propensities > Auto Purchase Propensity: Likely to Finance
82723_Y	Experian > Autos, Cars and Trucks > Auto Lifecycle Signals - Purchase Propensities > Auto Purchase Propensity: Likely to Lease
82724_Y	Experian > Autos, Cars and Trucks > Auto Lifecycle Signals - Purchase Propensities > Auto Purchase Propensity: Likely to Pay Cash
82725_Y	Experian > Autos, Cars and Trucks > Auto Lifecycle Signals - Purchase Propensities > Auto Purchase Propensity: Likely to Trade In
82726_Y	Experian > Autos, Cars and Trucks > Auto Lifecycle Signals - Purchase Propensities > Auto Purchase Propensity: Likely to Buy CPO
82727_Y	Experian > Autos, Cars and Trucks > Auto Lifecycle Signals - Purchase Propensities > Auto Purchase Propensity: Likely to Buy New
82728_Y	Experian > Autos, Cars and Trucks > Auto Lifecycle Signals - Purchase Propensities > Auto Purchase Propensity: Likely to Buy Used
82729_Y	Experian > Autos, Cars and Trucks > Auto Lifecycle Signals - Purchase Propensities > Auto Purchase Propensity: Likely to Buy Luxury
82730_Y	Experian > Autos, Cars and Trucks > Auto Lifecycle Signals - Purchase Propensities > Auto Purchase Propensity: Likely to Buy Non-Luxury

Owner: make and model

Field ID	Taxonomy Path
82737_Y	Experian > Autos, Cars and Trucks > Ownership-Make and Models > Buick Envista Owners
82738_Y	Experian > Autos, Cars and Trucks > Ownership-Make and Models > Kia Carnival Owners
82740_Y	Experian > Autos, Cars and Trucks > Ownership-Make and Models > Lexus RX PHEV Owners
82742_Y	Experian > Autos, Cars and Trucks > Ownership-Make and Models > Lexus NX PHEV Owners
82743_Y	Experian > Autos, Cars and Trucks > Ownership-Make and Models > Audi Q5 e-hybrid PHEV Owners
82745_Y	Experian > Autos, Cars and Trucks > Ownership-Make and Models > INEOS Owners
82747_Y	Experian > Autos, Cars and Trucks > Ownership-Make and Models > INEOS Grenadier Owners
82749_Y	Experian > Autos, Cars and Trucks > Ownership-Make and Models > Lucid Gravity EV Owners
82751_Y	Experian > Autos, Cars and Trucks > Ownership-Make and Models > Hyundai Palisade Hybrid Owners

Owner: switched

Field ID	Taxonomy Path
82734_Y	Experian > Autos, Cars and Trucks > Ownership Switchers > Switched to Kia

Updated Audiences

Model Enhancements

Demographics: education

This update introduces enhancements to our education model as part of our ongoing data lifecycle improvements, helping keep audiences current, accurate, and relevant as consumer characteristics evolve. The model now uses a unified approach to estimating educational attainment, rather than separate models for each education level. The refreshed segments, which have the same field names and IDs, cover a range of education levels from high school through graduate or professional degrees. These audiences help marketers tailor messaging, products, and services to consumers based on their educational backgrounds and better align campaigns with relevant career, financial, and personal development needs.

For example, a continuing education provider can use the segment, *Some College / Vocational*, to identify consumers with some college education to promote degree completion or professional certification programs.

Field ID	Taxonomy Path
P1189_B	Experian > Demographics > Education > Some College / Vocational
P1189_E	Experian > Demographics > Education > Less than High School Diploma
P1189_A	Experian > Demographics > Education > High School Diploma
P1189_D	Experian > Demographics > Education > Graduate Degree
P1189_C	Experian > Demographics > Education > Bachelor Degree

Segment Naming Refresh for Enhanced Usability

This section includes 64 existing segments with updated naming conventions designed to improve searchability and usability across platforms. Segment names have been refreshed to follow a more intentional, search-optimized structure, with key terms aligned consistently across the segment name, field name, and descriptions to improve how these segments surface in platforms.

These updates make it easier to quickly discover relevant segments and support visibility within AI discovery tools. This work reflects an ongoing commitment to improving the clarity, usability, and discoverability of our segment taxonomy, helping users feel confident in both finding and selecting the right audiences.

Finance

Field ID	Legacy Field Name	Taxonomy path with updated field name
711_F	Investment Balance Score Less Than \$1,0000	Experian > Consumer Financial Insights > Investment Balances > Investment Balance Score Less Than \$10,000
4042_Y	Underbanked	Experian > Financial > Underbanked > Underbanked Consumers

Lifestyle and Interests

Field ID	Legacy Field Name	Taxonomy path with updated field name
16840_A	Magazine Involvement	Experian > Psychographic/Attitudes > Media Involvement > Magazine Media Engaged Consumers
16841_A	Radio Involvement	Experian > Psychographic/Attitudes > Media Involvement > Radio Media Engaged Consumers
16842_A	Newspaper Involvement	Experian > Psychographic/Attitudes > Media Involvement > Newspaper Media Engaged Consumers
16843_A	TV Involvement	Experian > Psychographic/Attitudes > Media Involvement > Television Media Engaged Consumers
17214_A	80's Music	Experian > Lifestyle and Interests (Affinity) > Music > 1980s Music Listeners
17215_A	Hip Hop Music	Experian > Lifestyle and Interests (Affinity) > Music > Hip-Hop Music Listeners
16381_A	Cultural Arts	Experian > Lifestyle and Interests (Affinity) > Activities and Entertainment > Cultural Arts Event Enthusiasts
16383_A	Photography	Experian > Lifestyle and Interests (Affinity) > Hobbies > Consumers Interested in Photography
16399_A	Healthy Living	Experian > Lifestyle and Interests (Affinity) > Health & Fitness > Consumers Interested in Healthy Living
23701_Y	Education	Experian > Lifestyle and Interests (Affinity) > Education > Consumers Interested in Education
29189_Y	Mattress and Bedding	Experian > Lifestyle and Interests (Affinity) > In-Market > Online Mattress and Bedding Purchase Intenders
16844_A	Refined/gracious	Experian > Psychographic/Attitudes > Self Concept > Refined and Gracious Type L Personalities
16845_A	Affectionate/ passionate	Experian > Psychographic/Attitudes > Self Concept > Affectionate and Passionate Type M Personalities
16846_A	Efficient/organized	Experian > Psychographic/Attitudes > Self Concept > Efficient and Organized Type S Personalities
16847_A	Dominating/ authoritarian	Experian > Psychographic/Attitudes > Self Concept > Dominating and Authoritarian Type T Personalities
16848_A	Approval Seeking	Experian > Psychographic/Attitudes > Shopping Behavior > Approval-Seeking Shoppers
16852_A	Smart Greens	Experian > Psychographic/Attitudes > Shopping Behavior > Environmentally Conscious Consumers

Field ID	Legacy Field Name	Taxonomy path with updated field name
23708_Y	Graduate School	Experian > Lifestyle and Interests (Affinity) > Education > Consumers Interested in Graduate School
14688_A	Hunters	Experian > Lifestyle and Interests (Affinity) > Activities and Entertainment > Hunting Enthusiasts
14827_A	Canoeing/Kayaking	Experian > Lifestyle and Interests (Affinity) > Activities and Entertainment > Canoeing and Kayaking Enthusiasts
14836_A	Non-Prestige Cosmetics	Experian > Lifestyle and Interests (Affinity) > Purchase Behavior > Non-Prestige Makeup Brand Buyers
16376_A	Gourmet Cooking	Experian > Lifestyle and Interests (Affinity) > Hobbies > Gourmet Cooking Enthusiasts
16379_A	Arts and Crafts	Experian > Lifestyle and Interests (Affinity) > Interests > Arts and Crafts Enthusiasts
16380_A	Scrapbooking	Experian > Lifestyle and Interests (Affinity) > Hobbies > Scrapbooking Enthusiasts
16382_A	Gardening	Experian > Lifestyle and Interests (Affinity) > Hobbies > Active Gardeners
16384_A	Book Reader	Experian > Lifestyle and Interests (Affinity) > Books & Reading > Avid Book Readers
16392_A	Fishing	Experian > Lifestyle and Interests (Affinity) > Hobbies > Fishing Enthusiasts
16393_A	Snow Sports	Experian > Lifestyle and Interests (Affinity) > Sports and Recreation > Snow Sports Enthusiasts
16394_A	Boating	Experian > Lifestyle and Interests (Affinity) > Activities and Entertainment > Boating Enthusiasts
16838_A	Ad Negativity	Experian > Psychographic/Attitudes > Media Involvement > Averse to Advertising Consumers
16839_A	Advertising Receptive	Experian > Psychographic/Attitudes > Media Involvement > Receptive to Advertising Consumers
16849_A	Brand Loyals	Experian > Psychographic/Attitudes > Shopping Behavior > Brand Loyal Consumers
16853_A	Child Influenced	Experian > Psychographic/Attitudes > Shopping Behavior > Child Influenced Consumers
16859_A	Family Centered	Experian > Psychographic/Attitudes > Personal Views > Family Centered Consumers
16860_A	Switching Behavior	Experian > Psychographic/Attitudes > Mobile Behaviors > Service Provider Switchers
16866_A	Brave/courageous	Experian > Psychographic/Attitudes > Self Concept > Brave and Courageous Type P Personalities
17209_A	Classical Music	Experian > Lifestyle and Interests (Affinity) > Music > Classical Music Listeners
17210_A	Country Music	Experian > Lifestyle and Interests (Affinity) > Music > Country Music Listeners
17211_A	Music	Experian > Lifestyle and Interests (Affinity) > Music > Music Listeners and Buyers

Field ID	Legacy Field Name	Taxonomy path with updated field name
17212_A	Oldies Music	Experian > Lifestyle and Interests (Affinity) > Music > Oldies Music Listeners
17213_A	Rock Music	Experian > Lifestyle and Interests (Affinity) > Music > Rock Music Listeners
17216_A	Alternative Music	Experian > Lifestyle and Interests (Affinity) > Music > Alternative Music Listeners
17218_A	Jazz Music	Experian > Lifestyle and Interests (Affinity) > Music > Jazz Music Listeners
17219_A	Pop Music	Experian > Lifestyle and Interests (Affinity) > Music > Pop Music Listeners
16819_A	TV News	Experian > Lifestyle and Interests (Affinity) > Television (TV) > TV News Viewers
28562_Y	Auto Insurance	Experian > Lifestyle and Interests (Affinity) > In-Market > Online Auto Insurance Intenders
28563_Y	Coffee and Tea	Experian > Lifestyle and Interests (Affinity) > In-Market > Online Coffee and Tea Purchase Intenders
28565_Y	Home Improvement	Experian > Lifestyle and Interests (Affinity) > In-Market > Online Home Improvement Purchase Intenders
28566_Y	Seasonal Products	Experian > Lifestyle and Interests (Affinity) > In-Market > Online Seasonal Product Intenders
28567_Y	Travel	Experian > Lifestyle and Interests (Affinity) > In-Market > Online Travel Purchase Intenders
29183_Y	Baking Products	Experian > Lifestyle and Interests (Affinity) > In-Market > Online Winter Baking Product Intenders
29187_Y	Gift Baskets	Experian > Lifestyle and Interests (Affinity) > In-Market > Online Gift Basket Purchase Intenders
29188_Y	Patio Heaters	Experian > Lifestyle and Interests (Affinity) > In-Market > Online Patio Heater Purchase Intenders
28582_Y	Influenced: Age	Experian > Consumer Behaviors > Influenced: Age > Consumers 65+ Influenced by Environmental Changes

Mobile Location

Field ID	Legacy Field Name	Taxonomy path with updated field name
27570_Y	Auto Dealerships	Experian > Mobile Location Models > Visits > Auto Dealership Visitors
27569_Y	Electronics Stores	Experian > Mobile Location Models > Visits > Electronics Store Visitors

Retail

Field ID	Legacy Field Name	Taxonomy path with updated field name
70942_Y	Travel	Experian > Purchase Predictors > Shoppers All Channels > Travel Product Spenders

TrueTouch

Field ID	Legacy Field Name	Taxonomy path with updated field name
24749_Y	Digital Display	Experian > TrueTouch: Communication Preferences > Engagement Channel Preference > Digital Display Ad Preference
24759_Y	Direct Mail	Experian > TrueTouch: Communication Preferences > Engagement Channel Preference > Direct Mail Ad Preference
24769_Y	Digital Newspaper	Experian > TrueTouch: Communication Preferences > Engagement Channel Preference > Digital Newspaper Ad Preference
24779_Y	Digital Video	Experian > TrueTouch: Communication Preferences > Engagement Channel Preference > Digital Video Ad Preference
24799_Y	Streaming TV	Experian > TrueTouch: Communication Preferences > Engagement Channel Preference > Streaming TV Ad Preference

Retiring Audiences

Audience Retirement Timing and Notification

Planned audience retirements are typically aligned to the February and August data release cycles. We aim to provide as much advance notice as possible to support planning and campaign continuity. When retirement timelines are known well in advance, we will provide notice as soon as possible. However, in some cases, particularly when driven by legislative or other unforeseen changes, notice may be shorter.

We recognize the importance of advance visibility and will continue to communicate retirements as early as possible to help partners notify users and manage any impact to active campaigns.

Recommended Replacements

If a recommended replacement audience is available, it is noted in the chart below. In some cases, this replacement is a very similar replacement, while in others it serves as a proxy. If no recommended replacement is listed, please work with your Experian representative to determine a transition plan as needed.

February 2027

Mosaic V7

As noted in previous communications, Mosaic V7 audiences are retiring in February 2027. Mosaic V8 audiences are now available, but are not a direct replacement as V8 has been rebuilt. For more information about the 2026 Mosaic rebuild, please click [here](#). For a full list of Mosaic V8 audiences, please click [here](#).

Field ID	Taxonomy Path
319_A02	Experian > Mosaic - Personas - Lifestyle and Interests > Group A: Power Elite > A02 - Platinum Prosperity
319_A03	Experian > Mosaic - Personas - Lifestyle and Interests > Group A: Power Elite > A03 - Kids and Cabernet

Field ID	Taxonomy Path
319_A04	Experian > Mosaic - Personas - Lifestyle and Interests > Group A: Power Elite > A04 - Picture Perfect Families
319_A05	Experian > Mosaic - Personas - Lifestyle and Interests > Group A: Power Elite > A05 - Couples with Clout
319_A06	Experian > Mosaic - Personas - Lifestyle and Interests > Group A: Power Elite > A06 - Jet Set Urbanites
319_B07	Experian > Mosaic - Personas - Lifestyle and Interests > Group B: Flourishing Families > B07 - Across the Ages
319_B08	Experian > Mosaic - Personas - Lifestyle and Interests > Group B: Flourishing Families > B08 - Babies and Bliss
319_B09	Experian > Mosaic - Personas - Lifestyle and Interests > Group B: Flourishing Families > B09 - Family Fun-tastic
319_B10	Experian > Mosaic - Personas - Lifestyle and Interests > Group B: Flourishing Families > B10 - Cosmopolitan Achievers
319_C11	Experian > Mosaic - Personas - Lifestyle and Interests > Group C: Booming with Confidence > C11 - Sophisticated City Dweller
319_C12	Experian > Mosaic - Personas - Lifestyle and Interests > Group C: Booming with Confidence > C12 - Golf Carts and Gourmets
319_C13	Experian > Mosaic - Personas - Lifestyle and Interests > Group C: Booming with Confidence > C13 - Philanthropic Sophisticates
319_C14	Experian > Mosaic - Personas - Lifestyle and Interests > Group C: Booming with Confidence > C14 - Boomers and Boomerangs
319_D15	Experian > Mosaic - Personas - Lifestyle and Interests > Group D: Suburban Style > D15 - Sports Utility Families
319_D16	Experian > Mosaic - Personas - Lifestyle and Interests > Group D: Suburban Style > D16 - Settled in Suburbia
319_D17	Experian > Mosaic - Personas - Lifestyle and Interests > Group D: Suburban Style > D17 - Cul de Sac Diversity
319_D18	Experian > Mosaic - Personas - Lifestyle and Interests > Group D: Suburban Style > D18 - Suburban Nightlife
319_E19	Experian > Mosaic - Personas - Lifestyle and Interests > Group E: Thriving Boomers > E19 - Consummate Consumers
319_E20	Experian > Mosaic - Personas - Lifestyle and Interests > Group E: Thriving Boomers > E20 - No Place Like Home
319_E21	Experian > Mosaic - Personas - Lifestyle and Interests > Group E: Thriving Boomers > E21 - Unspoiled Splendor
319_F22	Experian > Mosaic - Personas - Lifestyle and Interests > Group F: Promising Families > F22 - Fast Track Couples
319_F23	Experian > Mosaic - Personas - Lifestyle and Interests > Group F: Promising Families > F23 - Families Matter Most
319_G24	Experian > Mosaic - Personas - Lifestyle and Interests > Group G: Young, City Solos > G24 - Ambitious Singles
319_G25	Experian > Mosaic - Personas - Lifestyle and Interests > Group G: Young, City Solos > G25 - Urban Edge
319_H26	Experian > Mosaic - Personas - Lifestyle and Interests > Group H: Bourgeois Melting Pot > H26 - Progressive Assortment
319_H27	Experian > Mosaic - Personas - Lifestyle and Interests > Group H: Bourgeois Melting Pot > H27 - Life of Leisure
319_H28	Experian > Mosaic - Personas - Lifestyle and Interests > Group H: Bourgeois Melting Pot > H28 - Everyday Moderates
319_H29	Experian > Mosaic - Personas - Lifestyle and Interests > Group H: Bourgeois Melting Pot > H29 - Destination Recreation
319_I30	Experian > Mosaic - Personas - Lifestyle and Interests > Group I: Family Union > I30 - Potlucks and the Great

Field ID	Taxonomy Path
	Outdoors
319_I31	Experian > Mosaic - Personas - Lifestyle and Interests > Group I: Family Union > I31 - Hard Working Values
319_I32	Experian > Mosaic - Personas - Lifestyle and Interests > Group I: Family Union > I32 - Steadfast Conventionalists
319_I33	Experian > Mosaic - Personas - Lifestyle and Interests > Group I: Family Union > I33 - Balance and Harmony
319_J34	Experian > Mosaic - Personas - Lifestyle and Interests > Group J: Autumn Years > J34 - Suburban Sophisticates
319_J35	Experian > Mosaic - Personas - Lifestyle and Interests > Group J: Autumn Years > J35 - Rural Escape
319_J36	Experian > Mosaic - Personas - Lifestyle and Interests > Group J: Autumn Years > J36 - Settled and Sensible
319_K37	Experian > Mosaic - Personas - Lifestyle and Interests > Group K: Significant Singles > K37 - Wired for Success
319_K38	Experian > Mosaic - Personas - Lifestyle and Interests > Group K: Significant Singles > K38 - Modern Blend
319_K39	Experian > Mosaic - Personas - Lifestyle and Interests > Group K: Significant Singles > K39 - Metro Fusion
319_K40	Experian > Mosaic - Personas - Lifestyle and Interests > Group K: Significant Singles > K40 - Bohemian Groove
319_L41	Experian > Mosaic - Personas - Lifestyle and Interests > Group L: Blue Sky Boomers > L41 - Booming and Consuming
319_L42	Experian > Mosaic - Personas - Lifestyle and Interests > Group L: Blue Sky Boomers > L42 - Rooted Flower Power
319_L43	Experian > Mosaic - Personas - Lifestyle and Interests > Group L: Blue Sky Boomers > L43 - Homemade Happiness
319_M44	Experian > Mosaic - Personas - Lifestyle and Interests > Group M: Families in Motion > M44 - Creative Comfort
319_M45	Experian > Mosaic - Personas - Lifestyle and Interests > Group M: Families in Motion > M45 - Growing and Expanding
319_N46	Experian > Mosaic - Personas - Lifestyle and Interests > Group N: Pastoral Pride > N46 - True Grit Americans
319_N47	Experian > Mosaic - Personas - Lifestyle and Interests > Group N: Pastoral Pride > N47 - Countrified Pragmatics
319_N48	Experian > Mosaic - Personas - Lifestyle and Interests > Group N: Pastoral Pride > N48 - Rural Southern Bliss
319_N49	Experian > Mosaic - Personas - Lifestyle and Interests > Group N: Pastoral Pride > N49 - Touch of Tradition
319_O50	Experian > Mosaic - Personas - Lifestyle and Interests > Group O: Singles and Starters > O50 - Full Steam Ahead
319_O51	Experian > Mosaic - Personas - Lifestyle and Interests > Group O: Singles and Starters > O51 - Digitally Savvy
319_O52	Experian > Mosaic - Personas - Lifestyle and Interests > Group O: Singles and Starters > O52 - Urban Ambition
319_O53	Experian > Mosaic - Personas - Lifestyle and Interests > Group O: Singles and Starters > O53 - Colleges and Cafes
319_O54	Experian > Mosaic - Personas - Lifestyle and Interests > Group O: Singles and Starters > O54 - Influenced by Influencers
319_O55	Experian > Mosaic - Personas - Lifestyle and Interests > Group O: Singles and Starters > O55 - Family Troopers
319_P56	Experian > Mosaic - Personas - Lifestyle and Interests > Group P: Cultural Connections > P56 - Mid-scale Medley
319_P57	Experian > Mosaic - Personas - Lifestyle and Interests > Group P: Cultural Connections > P57 - Modest Metro

Field ID	Taxonomy Path
	Means
319_P58	Experian > Mosaic - Personas - Lifestyle and Interests > Group P: Cultural Connections > P58 - Heritage Heights
319_P59	Experian > Mosaic - Personas - Lifestyle and Interests > Group P: Cultural Connections > P59 - Expanding Horizons
319_P60	Experian > Mosaic - Personas - Lifestyle and Interests > Group P: Cultural Connections > P60 - Striving Forward
319_P61	Experian > Mosaic - Personas - Lifestyle and Interests > Group P: Cultural Connections > P61 - Simple Beginnings
319_Q62	Experian > Mosaic - Personas - Lifestyle and Interests > Group Q: Golden Year Guardians > Q62 - Enjoying Retirement
319_Q63	Experian > Mosaic - Personas - Lifestyle and Interests > Group Q: Golden Year Guardians > Q63 - Footloose and Family Free
319_Q64	Experian > Mosaic - Personas - Lifestyle and Interests > Group Q: Golden Year Guardians > Q64 - Established in Society
319_Q65	Experian > Mosaic - Personas - Lifestyle and Interests > Group Q: Golden Year Guardians > Q65 - Mature and Wise
319_R66	Experian > Mosaic - Personas - Lifestyle and Interests > Group R: Aspirational Fusion > R66 - Ambitious Dreamers
319_R67	Experian > Mosaic - Personas - Lifestyle and Interests > Group R: Aspirational Fusion > R67 - Passionate Parents
319_S68	Experian > Mosaic - Personas - Lifestyle and Interests > Group S: Thrifty Habits > S68 - Small Town Sophisticates
319_S69	Experian > Mosaic - Personas - Lifestyle and Interests > Group S: Thrifty Habits > S69 - Urban Legacies
319_S70	Experian > Mosaic - Personas - Lifestyle and Interests > Group S: Thrifty Habits > S70 - Thrifty Singles
319_S71	Experian > Mosaic - Personas - Lifestyle and Interests > Group S: Thrifty Habits > S71 - Modest Retirees

Automotive

Five automotive audiences are scheduled to retire in February 2027 without replacement.

Field ID	Taxonomy path
25101_Y	Experian > Autos, Cars and Trucks > In Market-Make and Models > Chevrolet Camaro In-Market Buyers
25107_Y	Experian > Autos, Cars and Trucks > In Market-Make and Models > Chevrolet Malibu In-Market Buyers
25118_Y	Experian > Autos, Cars and Trucks > In Market-Make and Models > Chrysler 300 In-Market Buyers
25121_Y	Experian > Autos, Cars and Trucks > In Market-Make and Models > Dodge Challenger In-Market Buyers
49819_Y	Experian > Autos, Cars and Trucks > In Market-Make and Models > Audi e-tron In-Market Buyers

August 2027

Automotive

8 automotive audiences targeting in market make and models are scheduled for retirement in August 2027 as models are less relevant in market.

Field ID	Taxonomy Path
25077_Y	Experian > Autos, Cars and Trucks > In Market-Make and Models > Acura TLX In-Market Buyers
25158_Y	Experian > Autos, Cars and Trucks > In Market-Make and Models > Hyundai Accent In-Market Buyers
25221_Y	Experian > Autos, Cars and Trucks > In Market-Make and Models > Nissan Versa In-Market Buyers
25250_Y	Experian > Autos, Cars and Trucks > In Market-Make and Models > Volkswagen Passat In-Market Buyers
28888_Y	Experian > Autos, Cars and Trucks > In Market-Make and Models > Jaguar F Pace In-Market Buyers
28889_Y	Experian > Autos, Cars and Trucks > In Market-Make and Models > Kia Rio In-Market Buyers
49818_Y	Experian > Autos, Cars and Trucks > In Market-Make and Models > Acura ILX In-Market Buyers
79335_Y	Experian > Autos, Cars and Trucks > In Market-Make and Models > Dodge Hornet In-Market Buyers

Publisher Derived

3 Publisher Derived audience segments targeting pet categories are retiring without replacement.

Field ID	Taxonomy Path
78338_Y	Experian > Publisher Derived > Life Events > New Pet: Adding Cat to Household Soon
78339_Y	Experian > Publisher Derived > Life Events > New Pet: Adding Dog to Household Soon
78340_Y	Experian > Publisher Derived > Life Events > New Pet: Recently Added Cat To Household

How updates impact audience activation

Renaming segments will not impact the underlying data or any existing activations across platforms. However, if any retiring segments are currently being used within an active data flow, those activations will be affected. If you have any questions, please contact your Experian team.

For clients activating Experian Audiences in third party platforms, please refer to this document for the comprehensive list of all new audiences, updated naming conventions, and retirements.