



A Trusted, Privacy-First Data Marketplace

The largest brands in the world look to The Collective for their data needs.



Interest & Behavior

A premium data feed from The Collective

The **Interest & Behavior** data feed contains consented mobile devices classified into interest and behavior segments based on the Interactive Advertising Bureau's (IAB's) Content Taxonomy.

Layer on multiple data feeds to build out holistic user personas with The Collective.

How are other companies leveraging **Interest & Behavior** data?

WAYS TO LEVERAGE INTEREST & BEHAVIOR:

- Understand your consumers beyond the context of your 1st party data to build holistic persona profiles.
 - Drive business decisions based on the known interests and behaviors of your best customers.
 - Use interest and behavior to target devices specific to your audience.

Interest & Behavior Categories include:

WOMEN'S FASHION | COOKING | MUSIC & AUDIO | SPORTS | GAMING
HEATH & FITNESS | FOOD & DRINK | SHOPPING | AND MORE



Categories are standardized to the Interactive Advertising Bureau's (IAB) v2 taxonomy.

UNDERSTAND CONSUMER PREFERENCES AND HABITS ACROSS

240M+

MONTHLY US DEVICE
PROFILES

300+ IAB INTEREST & BEHAVIOR
CATEGORIES AND SUB-CATEGORIES

DATA FEED PARAMETERS

- device id value
- device id type
- timestamp
- interest taxonomy
- interest category
- interest name
- consent

Diversify your data sourcing strategy with The Collective.

Contact Sales@CollectiveData.io for a free consultation, data sample, and/or our complete data dictionary.