

Data Dictionary

Enhance your database with key insights. Easily access the data you need to understand and delight the person behind the email address.



Category	Field	Possible values	Description
Demographic	Age	18 - 20; 21 - 24; 25-34; 35 - 44; 45 - 54; 55-64; 65+	Age Range
Demographic	Gender	Male; Female	Gender
Demographic	Zip Code	i.e. 90154	5-digit zip code
Demographic	First Name	<First>	First name
Demographic	Last Name	<Last>	Last name
Demographic	Ethnicity	Asian, African American, Chinese, Hispanic, American Indian, Japanese, Portuguese, White	The likely race/ethnicity at a household level, based on self-reported sources, public sources and surname/ethnicity tables.
Household	Household Income	0-15k; 15-25k; 25-35k; 35-50k; 50-75k; 75k-100k; 100-150k; 150-175k; 175-200k; 200-250k; 250k+	Income of household by range
Household	Marital Status	Single; Married	Marital status
Household	Presence of Children	Yes; No	Indicates whether there are 1 or more children in the household
Household	Home Owner Status	Own; Rent	Whether the person owns or rents their home
Household	Home Market Value	1k-25k; 25k-50k; 50k-75k; 75k-100k; 100k-150k, 150k-200k, 200k-250k, 250k-300k, 300k-350k, 350k-500k, 500k-1mm, 1mm+	Market value of person's home. In ranges of \$25K and \$50K increments.
Household	Length of Residence	"Less than 1 year", "1 Year", "2 Years", "3 Years", "4 Years", "5 Years", "6 Years", "7 Years", "8 Years", "9 Years", "10 Years", "11-15 years", "16-19 years", "20+ years"	Number of years spent in the current residence. Reported as number; not range.
Household	Home Property Type	Single Family; Multifamily	The type of building the person resides in
Household	Net Worth	0-5k; 5k-10k; 10k-25k; 25k-50k; 50k-100k; 100k-250k, 250k-500k; 500k-1mm; 1mm+	The approximate net worth of the household
Household	Occupation	Blue Collar Worker; Business Owner; Civil Service; Technology; Executive/Upper Man-agreement; Health Services; Homemaker; Middle Management; Military Personnel; Nurse; Part Time; Professional; Retired; Secretary; Student; Teacher; White Collar Worker	Occupation
Household	Education	Completed High School; Attended College; Completed College; Completed Graduate School; Attended Vocational/ Technical	Completed High School; Attended College; Completed College; Completed Graduate School; Attended Vocational/Technical

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Household	Life Stage Segment	Please reach out to sales@towerdata.com for a full list of possible values	70 life-stage based household-level consumer segments contextualized by various consumer demographic and behavioral segments.
Household	Life Stage Group	Please reach out to sales@towerdata.com for a full list of possible values	21 higher level aggregate life stage groups with similar characteristics to life stage segment based on behavior and demographic data.
Household	Financial Segment	Please reach out to sales@towerdata.com for a full list of possible values	54 segments describing likely financial behavior
Household	Financial Group	Please reach out to sales@towerdata.com for a full list of possible values	13 higher level aggregate financial groups that roll up financial segments with similar characteristics
Email Activity Metrics	Date First Seen	2015-03-28	The date that TowerData first encountered the email address.
Email Activity Metrics	Longevity	0 to 3	A score describing when TowerData first encountered the email address.
Email Activity Metrics	Velocity	0 to 10	A score reflecting the activity of the email over the last 3 months as viewed by TowerData.
Email Activity Metrics	Popularity	0 to 10	A score reflecting the popularity of the email as viewed by TowerData in the past 12 months.
Email Activity Metrics	Month Last Open	2021-05	The month that TowerData last detected an open by the email address.
Interest	Arts & Crafts	True; (blank)	Purchases Arts & Crafts Products
Interest	Books	True; (blank)	Purchases books; Interest in reading books
Interest	Business	True; (blank)	Interest in business
Interest	Healthy	True; (blank)	Interest in healthy lifestyle; purchases healthy lifestyle products
Interest	News & Current Events	True; (blank)	Purchases subscriptions for news & current events.
Interest	Movies	True; (blank)	Interest in movies
Interest	Music	True; (blank)	Interest in music

Category	Field	Possible Values	Description
Purchase	Automotive	True; (blank)	Purchase Behavior: Automotive Goods
Purchase	Charitable Donor	True; (blank)	Indicates likelihood of being a charitable donor
Purchase	Cooking	True; (blank)	Purchases cooking magazines; interest in cooking
Purchase	High End Brand Buyer	True; (blank)	Has bought a premium CPG brand in the past 18 months
Purchase	Magazine Buyer	True; (blank)	Purchases magazines subscriptions
Purchase	Travel	True; (blank)	Interest in travel
Purchase	RFM Offline Average Days	Use actual value	The average number of days between offline purchases for this household
Purchase	RFM Online Average Days	Use actual value	The average number of days between online purchases for this household
Purchase	RFM Average Dollars	Use actual value	The average dollar amount the household spends per order
Purchase	RFM Last Order	Date (formatted as YYYY-MM-DD)	The date of the last order made by the household