**Audience 3D** from NetBase helps you extend your traditional marketing segmentation and reach new consumers. It enables you to better understand your audiences with a real-time view of segments, so you can create smarter marketing strategy, craft winning content, and target consumers with the right advertising. Audience 3D helps you answer questions such as:

- **WHAT ARE MY BEST CUSTOMERS LIKE?**
- **HOW DOES A SEGMENT FEEL ABOUT MY BRAND OR COMPETITORS?**
- **HOW CAN I REACH A VALUABLE SEGMENT?**

**Instant Audience Segments**

Quickly tap into highly valued audiences with Instant Audience Segments. Select an audience segment organized into groups by their key characteristics. On the following pages are some of the Instant Audience Segments that you can access.
### Behaviors, Attitudes & Personas
Adapt brand messaging towards their self-described behaviors

- Budget Conscious
- The Pragmatics
- Affluents
- Executive Suites
- Gadget Lovers
- Thrill Seekers
- Family Values
- Food Conscious
- Globetrotters
- Commuters
- Shopaholics
- Suburbanites
- City Living
- Cinemaniacs
- Online Shoppers
- Green Living

### Life Stage & Demographic Profiles
Be there for your audience during their milestones

- Teens
- Millennials
- Generation X
- Baby Boomers
- College Students
- Singles
- Engaged
- Home Purchase
- Having a Baby
- Hispanic
- African American
- Asian American
- Working Moms
- Single Moms
- Young Families
- Single Dads

### Benefits & Occasions
Understand purchase behaviors and drivers for smarter customer acquisition

- Habitual Buyers
- Occasional Buyers
- New Buyers
- Impulse Buyers
- Just Purchased
- Convenience Seekers
- Status Seekers
- Specialty Seekers
- Quality Seekers
- Deal Seekers
- Professional Advancers
- Customer Service
- Guilty Pleasure
- Feedback Providers
- Brand Relationship
- Competitor Relationship

### Interests & Influencers
Know your audience’s interests and how influencers affect them

- Gamers
- DIY-ers
- Techies
- Dog Lovers
- Cat Lovers
- Fitness Freaks
- Biking Fans
- Restaurant Goers
- Foodies
- Fashionistas
- Lifestyle Influencers
- Passion Influencers
- Music Lovers
- Cooking Afficionados
- Mom Influencers
- Vintage Lovers
NetBase is the social analytics platform that global companies use to run brands, build businesses, and connect with consumers every second. Its platform processes millions of social media posts daily for actionable business insights for marketing, research, customer service, sales, PR and product innovation.

NetBase is recognized by analysts and customers as the leader in Social Analytics. NetBase was rated a category leader by Forrester in the “Forrester Wave: Enterprise Social Listening Platforms, Q1 2016” report. NetBase was also named a top rated social media management platform by software users on TrustRadius and a market leader by G2 Crowd.