





**location & time**





 POINT OF INTEREST  
 POSTAL / ZIP CODE  
 CITY  
 DMA / MSA  
 REGION / STATE

 TIME OF DAY / DAYPART  
 DAY OF WEEK  
 DATE  
 DATE RANGE



**weather conditions**

 WINDY  
 SNOWY  
 TOO HUMID  
 RAINY  
 FOGGY  
 CLOUDY  
 SUNNY

**weather parameters**

 POLLEN COUNT  
 UV INDEX  
 HUMIDITY  
 TEMPERATURE




**device type**

 SMART SPEAKER  
 DESKTOP  
 TABLET  
 MOBILE

**device OS**

iOS OS X Windows  
 android Linux + MORE

**content**

 1<sup>ST</sup> PARTY PUB DATA  
 PODCAST CATEGORY  
 MUSIC GENRE

**distribution**

 SEQUENTIAL  
 WEIGHTED

**35+**  
**DATA**  
**SIGNALS**  
**TO POWER**  
**REAL-TIME,**  
**PERSONALIZED**  
**CONNECTIONS.**

+ custom data available upon request