

Purchase intent attributes

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Category	Attributes
Entertainment	<ul style="list-style-type: none">• Pays to watch entertainment content via website subscriptions• Frequently goes to movies, sporting events, live music, or comedy events
Automotive	<ul style="list-style-type: none">• Likely to buy or lease a car in the next 90 days
Finance or Insurance	<ul style="list-style-type: none">• Likely to purchase a home in the next year• Likely to switch insurance companies, get a personal loan, or switch banks in the next 6 months
Home and Garden	<ul style="list-style-type: none">• Follows trends in home design and improvements• Planning to make eco-friendly improvements to residence• Planning to purchase furniture in the next 6 months
Travel	<ul style="list-style-type: none">• Planning some kind of travel in the next month (camping, cruise, airplane, car trip, outdoor activities)
