

ShareThis Interest Scores

Product Datasheet

Description	<p>Interest scores are numeric scores assigned to users in the ShareThis network. It indicates a user's demonstrated engagement and interest level in web pages containing contents relevant to each category in each vertical.</p>
Verticals & Categories	<p>Click to see the full list of pre-built categories available in each vertical:</p> <ul style="list-style-type: none">• CPG• Auto• Health• B2B• Finance
How It Works	<p>ShareThis collects consented pseudonymous behavioral data through our engagement tools on over 600M global web pages. We then use the latest NLP and machine learning technologies to extract the contextual meaning of websites and content, capturing only relevant intent signals associated with specific verticals and categories.</p> <p>We then calculate and assign an interest score to every user through data science techniques based on their engagement with these web pages. The average score for each category is always one, and it doesn't change. Scores below 1 represent lower than average interest and identify light-interest users. Scores above 1 represent higher than average interest and identify high-interest users. Zero scores show users with no demonstrated interest in that specific category.</p> <p>The same user might get a 2.3 interest score for makeup, a 14.2 interest score for shampoo, and a 0.05 interest score for batteries. This indicates, for example, that the user has 14.2 times higher interest in shampoo than the average user in this product category.</p>
Sample Datasets	<p>Link to all samples by vertical</p>

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Product Datasheet

Data Feed Type	Curated Data Feed
Attribute	Interest Scores
Unit of Analysis	User-level
Standard ID	ESTID (ShareThis Cookie ID)
Alternative ID	<p>Different ID solutions are available upon request:</p> <ul style="list-style-type: none"> • TTD • Android (MAID) • iOS (MAID) • HEM • IP Address (B2B only)
Match ID	<p>The ShareThis Cookie-ID (ESTID) is the primary way to match the data. By selecting a subset of ESTIDs in the Interest Scores data set that represents high-interest users only, you can use it to filter our daily events feed to analyze only behavioral data and events associated with those users, getting additional consumer insights.</p>
Scales	<p>Scores can be grouped into different ranges & scales upon request: i.e. (-1,1), (0,100), [1,10], [H,M,L]</p>
GEO	Global
Frequency	Monthly
File Format	Parquet
Delivery Method	S3, ADX, Snowflake

Data Coverage*	Domains	Events	Users
CPG	197,000	1,200,000,000	379,000,000
Auto	87,700	335,440,000	204,380,000
Health	67,200	254,500,000	164,900,000
B2B	60,000	83,000,000	53,300,000
Finance	59,700	219,300,000	134,400,000

*Estimated global monthly coverage.

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Verticals & Pre-Built Categories

CPG (Consumer Packaged Goods)				Page
1/4				
1	air_fresheners	26	coffee	
2	aseptic_juices	27	cold_allergy_sinus_liquids	
3	asian_food	28	cold_allergy_sinus_tablets	
4	automobile_fluids_antifreeze	29	cold_cereal	
5	baby_feeding_care_safety_travel_accessories	30	cotton_balls_swabs	
6	baby_food	31	crackers	
7	baby_needs	32	cream_cheese_cr_chs_spread	
8	baked_beans_canned_bread	33	creams_creamers	
9	bakery_snacks	34	culinary	
10	baking_mixes	35	cups_plates	
11	baking_needs	36	denture_products	
12	baking_nuts	37	deodorant	
13	batteries	38	diapers	
14	beer_ale_alcoholic_cider	39	dinner_sausage	
15	blades	40	dish_detergent	
16	bleach	41	disposable_tableware	
17	bottled_water	42	dried_fruit	
18	breadcrumbs_batters	43	dried_meat_snacks	
19	breakfast_meats	44	drink_mixes	
20	canned_bottled_fruit	45	dry_beans_vegetables	
21	carbonated_beverages	46	dry_fruit_snacks	
22	cat_dog_litter	47	dry_packaged_dinner_mixes	
23	childrens_art_supplies	48	energy_drinks	
24	chocolate_candy	49	external_analgesic_rubs	
25	cigarettes	50	eye_contact_lens_care_product	

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Verticals & Pre-Built Categories

CPG (Consumer Packaged Goods)		Page	
2/4			
51	eye_cosmetics	76	frozen_plain_vegetables
52	fabric_softener	77	frozen_potatoes_onions
53	facial_cosmetics	78	frozen_prepared_vegetables
54	first_aid_accessories	79	frozen_refrigerated_poultry
55	first_aid_treatment	80	frozen_refrigerated_processed_poultry
56	flour_meal	81	frozen_seafood
57	foil_pans	82	frozen_soups_sides_other
58	foils_wraps	83	gastrointestinal_tablets
59	food_trash_bags	84	gelatin_pudding_prd_and_mixes
60	frankfurters	85	gravy_sauce_mixes
61	fresh_bread_rolls	86	gum
62	fresh_eggs	87	hot_cereal
63	frosting	88	household_cleaner
64	frozen_appetizers_snack_rolls	89	household_cleaner_cloths
65	frozen_bread_dough	90	ice_cream_sherbet
66	frozen_breakfast_food	91	instant_potatoes
67	frozen_corn_on_the_cob	92	internal_analgesics
68	frozen_desserts_toppings	93	jellies_jams_honey
69	frozen_dinners_entrees	94	kitchen_storage
70	frozen_fruit	95	laundry_care
71	frozen_meat	96	laundry_detergent
72	frozen_novelties	97	lip_treatment
73	frozen_pasta	98	luncheon_meats
74	frozen_pies	99	mayonnaise
75	frozen_pizza	100	mexican_foods

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Verticals & Pre-Built Categories

CPG (Consumer Packaged Goods)				Page
3/4				
101	mexican_sauce	126	refrigerated_desserts	
102	milk	127	refrigerated_dips	
103	milk_flavoring_cocoa_mixes	128	refrigerated_dough_biscuit_dough	
104	mouthwash	129	refrigerated_entrees	
105	mustard_ketchup	130	refrigerated_juices_drinks	
106	nail_cosmetics	131	refrigerated_lunches	
107	natural_cheese	132	refrigerated_meat	
108	non_chocolate_candy	133	refrigerated_other_condiments	
109	nut_butter	134	refrigerated_pasta	
110	office_products	135	refrigerated_pizza	
111	other_sauces	136	refrigerated_salad_dressing	
112	other_snacks	137	refrigerated_seafood	
113	outdoor_lawn_frtlzl_rwdkllr	138	refrigerated_side_dishes	
114	pancake_mixes	139	refrigerated_spreads	
115	pasta	140	refrigerated_tea_coffee	
116	pastry_doughnuts	141	refrigerated_whipped_toppings	
117	pest_control	142	rice	
118	pet_food	143	rug_upholstery_fabric_treatmt	
119	pet_supplies	144	salty_snacks	
120	pickles_relish_olives	145	sanitary_napkins_tampons	
121	pies_cakes	146	shelf_stable_bottled_juices	
122	popcorn_popcorn_oil	147	shelf_stable_canned_juices	
123	processed_cheese	148	shelf_stable_dessert_toppings	
124	ready_to_drink_tea_coffee	149	shelf_stable_dinners	
125	refrigerated_baked_goods	150	shelf_stable_dip_dip_mixes	

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Verticals & Pre-Built Categories

CPG (Consumer Packaged Goods)		Page	
4/4			
151	shelf_stable_grated_cheese	166	sports_drinks
152	shelf_stable_meat	167	steak_worcestershire_sauce
153	shelf_stable_non_fruit_drinks	168	sugar
154	shelf_stable_salad_dressing	169	suntan_products
155	shelf_stable_seafood	170	syrup
156	shelf_stable_vegetables	171	toaster_pastries_tarts
157	shortening_oil	172	tomato_products
158	skin_care	173	toothbrush_dental_accessories
159	snack_bars_granola_bars	174	vitamins
160	snack_nuts_seeds_corn_nuts	175	weight_control
161	soap	176	wine
162	soup	177	womens_fragrances
163	spices_seasonings	178	writing_instruments
164	spirits_liquor	179	yogurt
165	sponges_scouring_pads		

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Verticals & Pre-Built Categories

Auto			
Page 1/2			
1	bicycles_&_accessories	26	trucks_&_suvs/vans_&_minivans
2	bike_accessories	27	vehicle_brands
3	bike_frames	28	vehicle_brands/acura
4	bike_helmets_&_protective_gear	29	vehicle_brands/audi
5	bike_parts_&_repair	30	vehicle_brands/bentley
6	bmx_bikes	31	vehicle_brands/bmw
7	cruiser_bikes	32	vehicle_brands/buick
8	mountain_bikes	33	vehicle_brands/cadillac
9	road_bikes	34	vehicle_brands/chevrolet
10	boats_&_watercraft	35	vehicle_brands/chrysler
11	campers_&_rvs	36	vehicle_brands/citroën
12	classic_vehicles	37	vehicle_brands/dodge
13	commercial_vehicles	38	vehicle_brands/ferrari
14	cargo_trucks_&_trailers	39	vehicle_brands/fiat
15	custom_&_performance_vehicles	40	vehicle_brands/ford
16	hybrid_&_alternative_vehicles	41	vehicle_brands/gm-daewoo
17	electric_&_plug-in_vehicles	42	vehicle_brands/honda
18	microcars_&_city_cars	43	vehicle_brands/hummer
19	motorcycles	44	vehicle_brands/hyundai
20	off-road_vehicles	45	vehicle_brands/isuzu
21	personal_aircraft	46	vehicle_brands/jaguar
22	scooters_&_mopeds	47	vehicle_brands/jeep
23	trucks_&_suvs	48	vehicle_brands/kia
24	trucks_&_suvs/suvs	49	vehicle_brands/lamborghini
25	trucks_&_suvs/trucks	50	vehicle_brands/land_rover

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Verticals & Pre-Built Categories

Auto			
Page 2/2			
51	vehicle_brands/lexus	67	vehicle_brands/vauxhall-opel
52	vehicle_brands/maserati	68	vehicle_brands/volkswagen
53	vehicle_brands/mazda	69	vehicle_brands/volvo
54	vehicle_brands/mercedes-benz	70	vehicle_codes_&_driving_laws
55	vehicle_brands/mini	71	vehicle_&_traffic_safety
56	vehicle_brands/mitsubishi	72	vehicle_licensing_&_registration
57	vehicle_brands/nissan	73	vehicle_maintenance
58	vehicle_brands/peugeot	74	vehicle_parts_&_accessories
59	vehicle_brands/pontiac	75	engine_&_transmission
60	vehicle_brands/porsche	76	vehicle_fuels_&_lubricants
61	vehicle_brands/rolls-royce	77	vehicle_wheels_&_tires
62	vehicle_brands/saab	78	vehicle_shopping
63	vehicle_brands/seat	79	fuel_economy_&_gas_prices
64	vehicle_brands/subaru	80	vehicle_specs_reviews_&_comparisons
65	vehicle_brands/suzuki	81	vehicle_shows
66	vehicle_brands/toyota		

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Verticals & Pre-Built Categories

Health		Page	
1/1			
1	aging_&_geriatrics	18	medical_literature_&_resources
2	alternative_&_natural_medicine	19	men's_health
3	acupuncture_&_chinese_medicine	20	nursing
4	cleansing_&_detoxification	21	nutrition
5	health_conditions	22	nutrition/special_&_restricted_diets
6	health_conditions/allergies	23	nutrition/vitamins_&_supplements
7	health_conditions/cold_&_flu	24	oral_&_dental_care
8	health_conditions/ear_nose_&_throat	25	pediatrics
9	health_education_&_medical_training	26	pharmacy
10	health_foundations_&_medical_research	27	public_health
11	medical_devices_&_equipment	28	health_policy
12	assistive_technology	29	occupational_health_&_safety
13	medical_facilities_&_services	30	vision_care
14	doctors'_offices	31	vision_care/eye_exams_&_optometry
15	hospitals_&_treatment_centers	32	vision_care/eyeglasses_&_contacts
16	medical_procedures	33	vision_care/laser_vision_correction
17	physical_therapy	34	women's_health

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Verticals & Pre-Built Categories

B2B (Business to Business)				Page
1/1				
1	customer_service	26	customer_experience_management	
2	operating_system	27	enterprise_content_management	
3	customer_relationship_management	28	decision_making	
4	marketing	29	human_resource_management	
5	analytic_function	30	decision_making_software	
6	user_interface	31	subscription_business_model	
7	computer_software	32	social_network_service	
8	business	33	point_of_sale	
9	support_automation	34	project_management	
10	payrolling	35	corporate_governance	
11	risk_management	36	consultative_selling	
12	search_engine_optimization	37	application_software	
13	sales_process_engineering	38	business_process_reengineering	
14	help_desk	39	graphical_user_interface	
15	domain_name_system	40	information_security	
16	advertising	41	business_process_management	
17	cloud_computing	42	application_programming_interface	
18	accounts_receivable	43	business_intelligence	
19	collaborative_software	44	quality_assurance	
20	invoice	45	artificial_intelligence	
21	service_system	46	windows_workflow_foundation	
22	strategic_management	47	data_management	
23	work_order	48	document_management_system	
24	workflow	49	machine_learning	
25	issue_tracking_system	50	identity_management	

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Verticals & Pre-Built Categories

Finance		Page	
1/1			
1	accounting_&_auditing	18	grants_scholarships_&_financial_aid
2	billing_&_invoicing	19	government_grants
3	bookkeeping	20	study_grants_&_scholarships
4	tax_preparation_&_planning	21	insurance
5	banking	22	health_insurance
6	atms_&_branch_locations	23	home_insurance
7	debit_&_checking_services	24	life_insurance
8	money_transfer_&_wire_services	25	travel_insurance
9	savings_accounts	26	vehicle_insurance
10	credit_&_lending	27	investing
11	credit_cards	28	brokerages_&_day_trading
12	debt_management	29	commodities_&_futures_trading
13	loans	30	currencies_&_foreign_exchange
14	financial_planning_&_management	31	derivatives
15	asset_&_portfolio_management	32	funds
16	inheritance_&_estate_planning	33	real_estate_investment_trusts
17	retirement_&_pension	34	stocks_&_bonds