

APPNEXUS SEGMENT GUIDE

SEGMENT	DESCRIPTION	SEGMENT NAME
Auto	Trending content for Auto buyers & enthusiasts	taykey_auto
Basketball	Trending content for basketball fans	taykey_basketball
Books and Literature	Trending content for avid readers	taykey_books_and_literature
Business and Finance	Trending content for people interested in business, finance, real estate, stock market, banking, insurance	taykey_business_and_finance
Business Travel	Trending content for business travelers	taykey_business_traveling
College Students	Trending content for college students	taykey_college_students
Dads	Trending content for dads	taykey_dads
Entertainment	Trending content for arts and entertainment enthusiast	taykey_entertainment
Entertainment – Men	Trending content for male arts and entertainment enthusiast	taykey_entertainment_male
Entertainment – Women	Trending content for female arts and entertainment enthusiast	taykey_entertainment_female
Food	Trending content for foodies	taykey_food
Football	Trending content for football fans	taykey_football
Gaming	Trending content for gamers	taykey_gaming
Health and Fitness	Trending content for health conscious consumers	taykey_health_and_fitness
Home and Family	Trending content for home and garden, interior design, parenting and pets	taykey_home_and_family
Lifestyle	Trending content for shopping, travel and leisure enthusiasts	taykey_lifestyle
Millenials – Pop Culture	Trending content for female millenials interested in pop culture	taykey_millenials_pop_culture_f
Millenials – Pop Culture – Men	Trending content for male millenials interested in pop culture	taykey_millenials_pop_culture_m
Millenials – Pop Culture – Women	Trending content for parents 54+	taykey_empty_nesters
Moms	Trending content for moms	taykey_moms
Movies and Videos	Trending content for movie fans	taykey_movies_and_videos
Music	Trending content for music fans	taykey_music
News	Trending content for news junkies	taykey_news
Parents	Trending content for parents	taykey_parents
Politics	Trending content for people interested in law, government and politics	taykey_politics
Pop and Hip Hop	Trending content for Pop and Hip Hop Fans	taykey_pop_and_hip_hop_music
Pop Culture	Trending content for millenials interested in pop culture	taykey_millenials_pop_culture
Reality TV	Trending content for reality TV fans	taykey_reality_tv
Shopping and Fasion	Trending content for people interested in shopping and fashion	taykey_shopping_and_fashion
Soccer	Trending content for world soccer fans	taykey_soccer
Sports	Trending content for sports fans	taykey_sports
Sports – Men	Trending content for male sports fans	taykey_sports_males
Sports – Women	Trending content for female sports fans	taykey_sports_females
Tavel	Trending content for frequent travelers	taykey_traveling
Technology	Trending content for technology enthusiast	taykey_technology
Television	Trending content for television enthusiast	taykey_television
Top Trends	Trending content for general population	taykey_top_trends
Young Parents	Trending content for parents under 34	taykey_young_parents