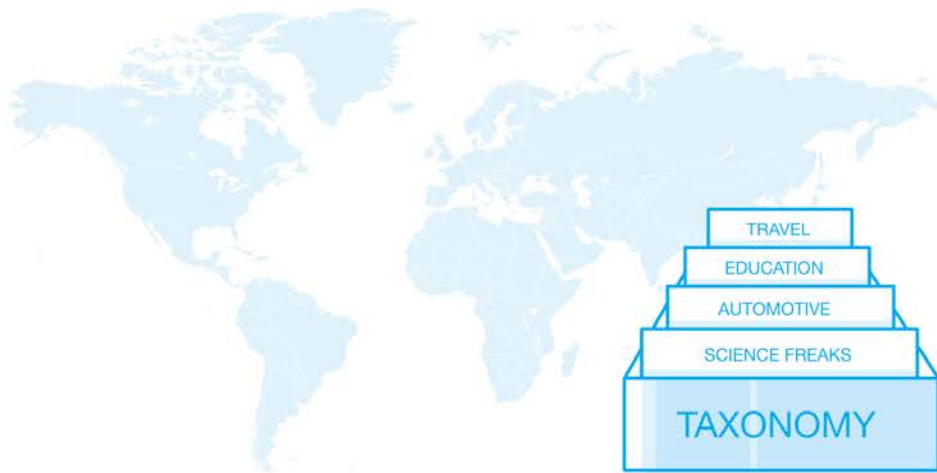


Over 1,200+ segments

OnAudience delivers high-quality audience data to companies and agencies worldwide. We receive data from trusted sources, such as publishers, adtech partners and social media plugins. Our machine learning algorithms analyze data and turn raw information into ready-made segments. Choose GDPR-safe audience data below that precisely characterize users by interests, purchase intentions, demography and brands they love.



Ireland segments

Start typing to find a segment or choose from the list

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Brands	∨
Demography	∧
18-24	∨
25-34	∨
35-44	∨
45-54	∨
55+	∨

Female	▼
Male	▼
Intent	▲
Animals & Pet	▼
Animals & Pet Supplies	▼
Apparel & Accessories	▼
Automotive	▼
Baby & Toddler	▼
Education	▼
Electronics	▼
Finance	▼
German Banks	▼
German Retailers - Clothing & Jewellery	▼
German Retailers - Consumer Electronics	▼
German Retailers - Home Improvement	▼
Health & Beauty	▼
Hobbies & Creative Arts	▼
Home & Garden	▼
Media	▼
Real Estate	▼
Software	▼
Sporting Goods	▼
Toys & Games	▼

Travel



Interest



Arts & Entertainment



Automotive



Beauty



Business



Careers



Education



Family & Parenting



Food & Drink



Health & Fitness



A.D.D.



Description

Users who regularly visit websites about A.D.D.

DSP ID

Google ID	No data
TTD ID	200325
AdForm ID	508935

Reach

Google	No data
TTD	1100
AdForm	500
Mobile	0

AIDS & HIV



Description

Users who regularly visit websites about AIDS & HIV

DSP ID

Google ID	No data
TTD ID	200326
AdForm ID	508936

Reach

Google	No data
TTD	1300
AdForm	500

Mobile

0

Allergies



Description

Users who regularly visit websites about Allergies

DSP ID

Google ID	423441421
TTD ID	200049
AdForm ID	508659

Reach

Google	0
TTD	100
AdForm	0
Mobile	0

Alternative Medicine



Description

Users who regularly visit websites about Alternative Medicine

DSP ID

Google ID	423441424
TTD ID	200050
AdForm ID	508660

Reach

Google	1200
TTD	1200
AdForm	500
Mobile	0

Arthritis



Description

Users who regularly visit websites about Arthritis

DSP ID

Google ID	No data
TTD ID	200327
AdForm ID	508937

Reach

Google	No data
TTD	100
AdForm	0
Mobile	0

Asthma



Description

Users who regularly visit websites about Asthma

DSP ID

Google ID	No data
TTD ID	200328
AdForm ID	508938

Reach

Google	No data
TTD	100
AdForm	0
Mobile	0

Autism & PDD

Description

Users who regularly visit websites about Autism & PDD

DSP ID

Google ID	No data
TTD ID	200329
AdForm ID	508939

Reach

Google	No data
TTD	1100
AdForm	500
Mobile	0

Bipolar Disorder

Description

Users who regularly visit websites about Bipolar Disorder

DSP ID

Google ID	No data
TTD ID	200330
AdForm ID	508940

Reach

Google	No data
TTD	100
AdForm	0
Mobile	0

Brain Tumor

Description

Users who regularly visit websites about Brain Tumor

DSP ID

Google ID	No data
TTD ID	200331
AdForm ID	508941

Reach

Google	No data
TTD	100
AdForm	0
Mobile	0

Cholesterol

Description

Users who regularly visit websites about Cholesterol

DSP ID

Google ID	423441427
TTD ID	200051
AdForm ID	508661

Reach

Google	1300
TTD	1200
AdForm	500
Mobile	300

Chronic Fatigue Syndrome

Description

Users who regularly visit websites about Chronic Fatigue Syndrome

DSP ID

Google ID	423441430
TTD ID	200052
AdForm ID	508662

Reach

Google	0
TTD	100
AdForm	0
Mobile	0

Chronic Pain

Description

Users who regularly visit websites about Chronic Pain

DSP ID

Google ID	423441433
TTD ID	200053
AdForm ID	508663

Reach

Google	2300
TTD	1900
AdForm	700
Mobile	1000

Deafness

Description

Users who regularly visit websites about Deafness

DSP ID

Google ID	423441439
TTD ID	200055
AdForm ID	508665

Reach

Google	0
TTD	100
AdForm	0
Mobile	0

Dental Care

Description

Users who regularly visit websites about Dental Care

DSP ID

Google ID	423441442
TTD ID	200056
AdForm ID	508666

Reach

Google	0
TTD	100
AdForm	0
Mobile	0

Depression

Description

Users who regularly visit websites about Depression

DSP ID

Google ID	423441445
TTD ID	200057
AdForm ID	508667

Reach

Google	0
TTD	100
AdForm	0
Mobile	0

Dermatology

Description

Users who regularly visit websites about Dermatology

DSP ID

Google ID	423441448
-----------	-----------

TTD ID	200058
AdForm ID	508668

Reach

Google	0
TTD	100
AdForm	0
Mobile	0

Diabetes

Description

Users who regularly visit websites about Diabetes

DSP ID

Google ID	423441451
TTD ID	200059
AdForm ID	508669

Reach

Google	1400
TTD	1400
AdForm	500
Mobile	0

Dieting & Weight Loss

Description

Users who regularly visit websites about Dieting & Weight Loss

DSP ID

Google ID	423441505
TTD ID	200077
AdForm ID	508687

Reach

Google	0
TTD	100
AdForm	0
Mobile	600

Epilepsy

Description

Users who regularly visit websites about Epilepsy

DSP ID

Google ID	No data
TTD ID	200333
AdForm ID	508943

Reach

Google	No data
TTD	1400
AdForm	700
Mobile	0

Exercise



Description

Users who are interested in Private Schools

DSP ID

Google ID	423441418
TTD ID	200048
AdForm ID	508658

Reach

Google	300
TTD	200
AdForm	200
Mobile	3300

GERD & ACID Reflux



Description

Users who regularly visit websites about GERD & ACID Reflux

DSP ID

Google ID	200060
TTD ID	22
AdForm ID	508670

Reach

Google	100
TTD	200
AdForm	0
Mobile	0

Headaches & Migraines



Description

Users who regularly visit websites about Headaches & Migraines

DSP ID

Google ID	200061
TTD ID	23
AdForm ID	508671

Reach

Google	0
TTD	100
AdForm	0
Mobile	0

Health & Fitness



Description

Users who regularly visit websites about Health & Fitness

DSP ID

Google ID	200047
TTD ID	200047
AdForm ID	508657

Reach

Google	5300
TTD	4200
AdForm	1200
Mobile	29100

Heart Disease

Description

Users who regularly visit websites about Heart Disease

DSP ID

Google ID	423441460
TTD ID	200062
AdForm ID	508672

Reach

Google	0
TTD	100
AdForm	0
Mobile	300

Herbs for Health

Description

Users who regularly visit websites about Herbs for Health

DSP ID

Google ID	423441463
TTD ID	200063
AdForm ID	508673

Reach

Google	0
TTD	100
AdForm	0
Mobile	0

Holistic Healing

Description

Users who regularly visit websites about Men's Health

DSP ID

Google ID	423441466
TTD ID	200064
AdForm ID	508674

Reach

Google	0
--------	---

TTD	100
AdForm	0
Mobile	0

IBS & Crohn's Disease

Description

Users who regularly visit websites about IBS & Crohn's Disease

DSP ID

Google ID	No data
TTD ID	200334
AdForm ID	508944

Reach

Google	No data
TTD	200
AdForm	0
Mobile	0

Incest & Abuse Support

Description

Users who regularly visit websites about Incest & Abuse Support

DSP ID

Google ID	No data
TTD ID	200335
AdForm ID	No data

Reach

Google	No data
TTD	200
AdForm	No data
Mobile	0

Incontinence

Description

Users who regularly visit websites about Incontinence

DSP ID

Google ID	No data
TTD ID	200336
AdForm ID	No data

Reach

Google	No data
TTD	200
AdForm	No data
Mobile	0

Infertility

Description

Users who regularly visit websites about Infertility

DSP ID

Google ID	No data
TTD ID	200337
AdForm ID	508947

Reach

Google	No data
TTD	100
AdForm	0
Mobile	0

Men's Health

Description

Users who regularly visit websites about Men's Health

DSP ID

Google ID	423441469
TTD ID	No data
AdForm ID	508675

Reach

Google	0
TTD	No data
AdForm	0
Mobile	300

Nutrition

Description

Users who regularly visit websites about Nutrition

DSP ID

Google ID	423441472
TTD ID	200066
AdForm ID	508676

Reach

Google	0
TTD	100
AdForm	0
Mobile	300

Orthopedics

Description

Users who regularly visit websites about Orthopedics

DSP ID

Google ID	423441475
TTD ID	200067

AdForm ID 508677

Reach

Google	100
TTD	200
AdForm	0
Mobile	0

Panic & Anxiety Disorders

Description

Users who regularly visit websites about Panic & Anxiety Disorders

DSP ID

Google ID	200068
TTD ID	24
AdForm ID	508678

Reach

Google	0
TTD	100
AdForm	0
Mobile	0

Pediatrics

Description

Users who regularly visit websites about Pediatrics

DSP ID

Google ID	423441481
TTD ID	200069
AdForm ID	508679

Reach

Google	700
TTD	600
AdForm	100
Mobile	100

Physical Therapy

Description

Users who regularly visit websites about Physical Therapy

DSP ID

Google ID	423441484
TTD ID	200070
AdForm ID	508680

Reach

Google	0
TTD	100
AdForm	0
Mobile	0

Psychology & Psychiatry

Description

Users who regularly visit websites about Psychology & Psychiatry

DSP ID

Google ID	200071
TTD ID	25
AdForm ID	508681

Reach

Google	1300
TTD	1200
AdForm	500
Mobile	0

Senior Health

Description

Users who regularly visit websites about Senior Health

DSP ID

Google ID	423441490
TTD ID	200072
AdForm ID	508682

Reach

Google	0
TTD	100
AdForm	0
Mobile	0

Sexuality

Description

Users who regularly visit websites about Sexuality

DSP ID

Google ID	423441493
TTD ID	200073
AdForm ID	508683

Reach

Google	0
TTD	100
AdForm	0
Mobile	0

Sleep Disorders

Description

Users who regularly visit websites about Sleep Disorders

DSP ID

Google ID	423441496
TTD ID	200074
AdForm ID	508684

Reach

Google	1800
TTD	1400
AdForm	700
Mobile	1000

Smoking Cessation

Description

Users who regularly visit websites about Smoking Cessation

DSP ID

Google ID	423441499
TTD ID	200075
AdForm ID	508685

Reach

Google	1200
TTD	1100
AdForm	500
Mobile	0

Substance Abuse

Description

Users who regularly visit websites about Dieting & Weight Loss

DSP ID

Google ID	423441502
TTD ID	200076
AdForm ID	508686

Reach

Google	1200
TTD	1200
AdForm	500
Mobile	0

Thyroid Disease

Description

Users who regularly visit websites about Thyroid Disease

DSP ID

Google ID	No data
TTD ID	200338
AdForm ID	508948

Reach

Google	No data
TTD	100

TTD	100
AdForm	0
Mobile	0

Women's Health ^

Description

Users who regularly visit websites about Women's Health

DSP ID

Google ID	423441508
TTD ID	No data
AdForm ID	508688

Reach

Google	0
TTD	No data
AdForm	0
Mobile	300

Hobbies & Interests ∨

Home & Garden ∨

Law & Government & Politics ∨

News ∨

Personal Finance ∨

Pets ∨

Religion & Spirituality ∨

Science ∨

Shopping ∨

Society ∨

Sports ∨

Style & Fashion ∨

Technology & Computing ∨

Travel ∨

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