

Unique, Quality Data ...Predictive Models

Prosper Insights & Analytics offers a solution to help advertisers and marketers activate direct to consumer marketing campaigns in a cookie-less world. Prosper's accurate pre-trained machine learning propensity models offer a solution to generate improved marketing ROI in a privacy compliant way. These classification models are created and deployed via Amazon SageMaker with input from real consumers. They can also easily integrate with and enhance your customer data. Prosper Data goes beyond simple click/cookie to uncover factually detailed consumer behaviors, motivations and future purchase intentions.

Prosper Insights & Analytics privacy compliant Sagemaker models provide a solid solution for advertisers and marketers available through the AWS Machine Learning Marketplace. Prosper has loaded nearly 200 consumer propensity models developed on the AWS Sagemaker platform. The models are for the US and China markets. Each of the models is complete with its own performance metrics and can be immediately applied to customer files for enhancement. Additionally, users can access the underlining Prosper data to create bespoke proprietary models using Sagemaker.



The following is a listing of available models grouped by category. Click the links to learn more:

Auto:

[Propensity-Auto Repair Purchaser](#)

[Propensity-Auto DIYer](#)

[Propensity US: Car-Truck DIYer](#)

[Propensity-Planning to Buy Car-Truck](#)

B2B:

[Propensity-Business Owner](#)

[Propensity-Business Mobile App User](#)

[Propensity-Business Purchaser Influencer](#)

[Propensity-Video Conferencing for Work](#)

Fashion:

[Propensity-Purchase Adidas](#)

[Propensity-Purchase Armani](#)

[Propensity-Purchase Athleta](#)

[Propensity-Purchase Balenciaga](#)

[Propensity-Purchase Burberry](#)

[Propensity-Purchase Canadian Goose](#)
[Propensity-Purchase Chanel](#)
[Propensity-Purchase Coach](#)
[Propensity-Purchase Dior](#)
[Propensity-Purchase Gucci](#)
[Propensity-Purchase Kate Spade](#)
[Propensity-Purchase Louis Vuitton](#)
[Propensity-Purchase Lululemon](#)
[Propensity-Purchase Michael Kors](#)
[Propensity-Purchase Northface](#)
[Propensity-Purchase Pink](#)
[Propensity-Purchase Prada](#)
[Propensity-Purchase Vans](#)
[Propensity-Purchase Versace](#)
[Propensity-Purchase Victoria's Secret](#)
[Propensity-Purchase Wrangler Jeans](#)

Health:

[Propensity US: Have COPD](#)
[Propensity US: Have Arthritis](#)
[Propensity US: Have Enlarged Prostate](#)
[Propensity US: Have Heart Disease](#)
[Propensity US: Have High Cholesterol](#)
[Propensity US: Have High Blood Pressure](#)
[Propensity US: Have Osteoporosis](#)
[Propensity US: Have Fibromyalgia](#)
[Propensity-Anxiety](#)
[Propensity-Back Pain](#)
[Propensity-Depression](#)
[Propensity-Dyslexia](#)
[Propensity-Diabetes](#)
[Propensity-Headaches](#)
[Propensity-Health App User](#)

[Propensity-Health Insurance Buyer](#)
[Propensity-Hearing Impairment](#)
[Propensity-Heartburn Indigestion](#)
[Propensity-Insomnia](#)
[Propensity-OCD](#)
[Propensity-Overweight](#)
[Propensity-Restless Leg](#)
[Propensity-Sleep Apnea](#)
[Propensity-Use CBD for Mental Health](#)
[Propensity-Use CBD for Wellness](#)
[Prosper Propensity*: Obsessive-Compulsive](#)
[Propensity China: Health Supplement User](#)
[Propensity US: Against Medicare for All](#)

Lifestyle:

[Propensity-CBD for Skincare](#)
[Propensity-CBD Use Regularly](#)
[Propensity-CBD Use Reg/Occasionally](#)
[Propensity-Dating Online](#)
[Propensity-Dog Owner](#)
[Propensity-Drink Bourbon](#)
[Propensity-Drink Craft Beer](#)
[Propensity-Drink Energy Drinks](#)
[Propensity-Drink Gin](#)
[Propensity-Drink Rum](#)
[Propensity-Drink Tequila](#)
[Propensity-Drink Vodka](#)
[Propensity-Drink Wine](#)
[Propensity-Video Conference for School](#)
[Propensity-Video Gamer for Leisure](#)
[Propensity-Video Gamer Online](#)
[Propensity-Video Games Mobile App User](#)
[Propensity-Cancelling Vacation Travel](#)

[Prosper Propensity*: Use Uber Regularly](#)
[Propensity-Comfortable Going to Concerts](#)
[Propensity-Likes Working from Home](#)
[Propensity-Comfortable with Travel](#)
[Propensity-Comfortable in Stores](#)
[Propensity-Comfortable at Theme Parks](#)
[Propensity US: For Open Borders](#)
[Propensity-Comfortable at Casinos](#)
[Propensity-Comfortable Going to Gym](#)
[Propensity-Going to Beauty-Barber Shops](#)
[Propensity US: Uber User](#)
[Propensity-Planning Vacation Travel](#)
[Propensity US: Lyft User](#)
[Propensity China: Exercise Regularly](#)
[Propensity China: Leisure Traveler](#)
[Propensity China: Movie Goer](#)

Media:

[Propensity-Apple TV Viewer](#)
[Propensity-CBS Viewer](#)
[Propensity-Disney Viewer](#)
[Propensity-HBO Viewer](#)
[Propensity-Hulu Viewer](#)
[Propensity-Instagram Regularly](#)
[Propensity-Linkedin Regularly](#)
[Propensity-Netflix Viewer](#)
[Propensity-NewsmaxTV Viewer](#)
[Propensity-Parler Regularly](#)
[Propensity-Pinterest Regularly](#)
[Propensity-Pluto TV Viewer](#)
[Propensity-Snapchat Regularly](#)
[Propensity-TikTok Regularly](#)
[Propensity-TV Watch Cable Most](#)

[Propensity-TV Watch Streaming Most](#)
[Propensity-TV Watch Religious Programs](#)
[Propensity-TV Watch Satellite Most](#)
[Propensity-TV Watch eSports Regularly](#)
[Propensity-Twitter Regularly](#)
[Propensity-Vudu Viewer](#)
[Propensity-WhatsApp Regularly](#)
[Propensity-YouTube Regularly](#)
[Propensity-YouTube Viewer](#)

Money:

[Propensity-Home Insurance Buyer](#)
[Propensity-Life Insurance Buyer](#)
[Propensity-Rental Insurance Buyer](#)
[Propensity-Planning to Buy a House](#)
[Propensity-Invests in Bonds](#)
[Propensity-Invest in Mutual Funds](#)
[Propensity-Invests in Stocks](#)
[Propensity-Reddit Regularly](#)
[Propensity-Buys Stocks Online](#)
[Propensity-Use Apple Pay](#)
[Propensity-Use Samsung Pay](#)
[Propensity-Use Venmo](#)
[Propensity-Use Zelle](#)
[Propensity China: Alipay User](#)

Retail:

[Propensity-BJ's Member](#)
[Propensity-Costco Member](#)
[Propensity-Convenience Store Regularly](#)
[Propensity-Sam's Club Member](#)
[Propensity-Walmart Plus Member](#)
[Propensity-Shop Now on Facebook Reg](#)

[Propensity-Shop Now on Instagram Reg](#)
[Propensity-Shop Now on Pinterest Reg](#)
[Propensity-Shop Now on Snapchat Reg](#)
[Propensity-Planning to Buy Furniture](#)
[Propensity US: Amazon Grocery Shopper](#)
[Propensity US: Kroger Grocery Shopper](#)
[Propensity US: Costco for Electronics](#)
[Propensity US: Valentine's Day Flowers](#)
[Propensity US: Valentine's Day Jewelry](#)
[Propensity US: Valentine's Day Clothing](#)
[Propensity US: Whole Foods Shopper](#)
[Propensity US: Fashion Trends Shopper](#)
[Propensity US: Walmart Grocery Shopper](#)
[Propensity US: Target for Electronics](#)
[Propensity US: Macy's Clothing Shopper](#)
[Propensity US: Aldi Grocery Shopper](#)
[Propensity US: Walmart Clothing Shopper](#)
[Prosper Propensity*: Fashion Conscious](#)
[Propensity-Planning to Buy Computer](#)
[Propensity US: Target Clothing Shopper](#)
[Propensity US: Walmart for Electronics](#)

Sports:

[Propensity-Gamble on Sports Occasionally](#)
[Propensity-Gamble on Sports Regularly](#)
[Propensity-Gamble Online](#)
[Propensity-Watch College Basketball](#)
[Propensity-Watch College Football](#)
[Propensity-Watch ESPN](#)
[Propensity-Watch MLB](#)
[Propensity-Watch NASCAR Regularly](#)
[Propensity-Watch NBA](#)
[Propensity-Watch NFL](#)

[Propensity-Watch NHL](#)

[Propensity-Watch Pro Golf](#)

[Propensity-Watch Pro Soccer](#)

[Propensity-Watch Pro Tennis](#)

[Propensity-Watch Sports on Mobile](#)

[Propensity-Fantasy Sports Occasionally](#)

[Propensity-Fantasy Sports Online](#)

[Propensity-Fantasy Sports Regularly](#)

[Prosper Propensity*: Play Team Sports](#)

[Prosper Propensity*: Enjoy Snow Skiing](#)

Vices:

[Propensity-Marijuana Edibles](#)

[Propensity-Marijuana Vape](#)

[Propensity-Marijuana Occasionally](#)

[Propensity-Marijuana Regularly](#)

[Propensity-Online Adult Entertainment](#)

AWS Data Exchange:

Prosper's SageMaker Propensity Models are created from US and China consumer surveys. Prosper makes its consumer data available for licensing on the AWS Data Exchange. The following is a listing of data packages available:

[US Signals - Retail Economy and Consumer Spending Forecast](#)

- [US Signals - Macro Economic and Consumer Purchase Intentions](#)
- [US Signals - Grocery, Health & Beauty Consumer Spending Forecast](#)
- [US Signals - Retail Softlines Consumer Spending Forecast](#)
- [US Signals - Retail Hardlines Consumer Spending Forecast](#)

[Time Series Data: US Monthly Consumer Survey V2](#)

[Time Series Data: US Consumer Food – Home and Away](#)

[US Media Behaviors & Influence Study \(MBI\)](#)

[ProsperChina Quarterly](#)

[Strategic Insights: Coronavirus Covid-19 Consumer](#)

[Strategic Insights: Covid Economy and Work From Home](#)

[Strategic Insights: OTC Medicines and CBD for Pain Relief](#)

[Pandemic Profile - Consumers Comfortable Going to Beauty-Barber Shops](#)

[Pandemic Profile - Consumers Comfortable Going to the Gym](#)

[Pandemic Profile - Consumers Comfortable Going to Casinos-Racetracks](#)

[Pandemic Profile - Consumers Comfortable Going to Theme Parks](#)

[Pandemic Profile - Consumers Comfortable with Vacation Travel](#)

[Pandemic Profile - Consumers Comfortable Going to Concerts](#)

[Pandemic Profile - Consumers Cancelling Vacation Travel](#)

[Pandemic Profile - Consumers Comfortable Shopping in Stores](#)

[Zip Propensity - Amazon Prime Membership](#)

[Zip Propensity - Comfortable Going to Beauty Salons - Barber Shops](#)

[Zip Propensity - Comfortable Going to Casinos-Racetracks](#)

[Zip Propensity - Comfortable Going to Concerts](#)

[Zip Propensity - Comfortable Going Gym](#)

[Zip Propensity - Comfortable Shopping in Stores](#)

[Zip Propensity - Comfortable Going to Theme Parks](#)

[Zip Propensity - Comfortable with Vacation Travel](#)

[Zip Propensity - Attitudes Towards US Immigration Laws](#)

[Zip Propensity - Cancelling Vacation Travel](#)

[Zip Propensity - Medicare For All](#)