

Global Consumer Survey

List of Brands

June 2018

Brand	Global Consumer Indicator	Countries
11pingtai	<i>Purchase of online video games by brand / stores (past 12 months)</i>	China
1688.com	<i>Online purchase channels by store brand (past 12 months)</i>	China
1Hai	<i>Online car rental bookings by provider (past 12 months)</i>	China
1qianbao	<i>Usage of mobile payment methods by brand (past 12 months)</i>	China
1qianbao	<i>Usage of online payment methods by brand (past 12 months)</i>	China
2Checkout	<i>Usage of online payment methods by brand (past 12 months)</i>	Austria, Canada, Germany, Switzerland, United Kingdom, USA
7switch	<i>Purchase of eBooks by provider (past 12 months)</i>	France
99Bill	<i>Usage of mobile payment methods by brand (past 12 months)</i>	China
99Bill	<i>Usage of online payment methods by brand (past 12 months)</i>	China
A&O	<i>Grocery shopping channels by store brand</i>	Italy
A1 Smart Home	<i>Ownership of smart home devices by brand</i>	Austria
Abanca	<i>Primary bank by provider</i>	Spain
Abarth	<i>Primarily used car by brand</i>	all countries
Ab-in-den-urlaub	<i>Online package holiday bookings by provider (past 12 months)</i>	Austria, Germany, Switzerland
Academic Singles	<i>Usage of online dating by provider (past 12 months)</i>	Italy
AccorHotels	<i>Online hotel bookings by provider (past 12 months)</i>	France
Ace Rent-A-Car	<i>Online car rental bookings by provider (past 12 months)</i>	United Kingdom, USA
Acura	<i>Primarily used car by brand</i>	all countries
ADA	<i>Online car rental bookings by provider (past 12 months)</i>	France
ADEG	<i>Grocery shopping channels by store brand</i>	Austria
adidas	<i>Ownership of eHealth trackers / smart watches by brand</i>	Germany
adidas	<i>Purchase of apparel by brand</i>	Austria, Canada, China, France, Germany, Italy,

		Spain, Switzerland, United Kingdom, USA
AdoptaUnTio	Usage of online dating by provider (past 12 months)	Spain
AdopteUnMec	Usage of online dating by provider (past 12 months)	France
ADT	Ownership of smart home devices by brand	Canada, United Kingdom, USA
Adultfriendfinder	Usage of online dating by provider (past 12 months)	Canada
Advantage Rent-A-Car	Online car rental bookings by provider (past 12 months)	United Kingdom, USA
Adyen	Usage of online payment methods by brand (past 12 months)	Italy, Spain
aetna	Current health insurance provider	USA
AG2R La Mondiale	Current health insurance provider	France
Agoda	Online hotel bookings by provider (past 12 months)	Canada, France, Germany, Italy, Spain, Switzerland, United Kingdom, USA
Agricultural Bank of China	Primary bank by provider	China
Airbnb	Online hotel bookings by provider (past 12 months)	Austria, Canada, China, Germany, Italy, Spain, Switzerland, United Kingdom, USA
Alamo	Online car rental bookings by provider (past 12 months)	Canada, France, Germany, Italy, Spain, Switzerland, United Kingdom, USA
Alarm.com	Ownership of smart home devices by brand	Canada, USA
Alberta Blue Cross	Current health insurance provider	Canada
Albertsons	Grocery shopping channels by store brand	USA
Alcampo	Grocery shopping channels by store brand	Spain
Alcatel	Primarily used smartphone brand	Spain, United Kingdom
Aldi	Grocery shopping channels by store brand	France, Italy, Spain, Switzerland, United Kingdom, USA
Aldi Nord	Grocery shopping channels by store brand	Germany
Aldi Süd	Grocery shopping channels by store brand	Germany
Alfa Romeo	Primarily used car by brand	all countries
alibaba.com	Online purchase channels by store brand (past 12 months)	China
Alibabuy	Online flight bookings by provider (past 12 months)	France
Alipay	Usage of mobile payment methods by brand (past 12 months)	China, Italy, Switzerland

Alipay	<i>Usage of online payment methods by brand (past 12 months)</i>	China, Switzerland
Allianz	<i>Current health insurance provider</i>	Austria, France, Germany, Italy, Spain
Allo resto	<i>Online purchase of food delivery by provider (past 12 months)</i>	France
alltours	<i>Online package holiday bookings by provider (past 12 months)</i>	Austria, Germany
Alpina	<i>Primarily used car by brand</i>	all countries
AMAZFIT	<i>Ownership of eHealth trackers / smart watches by brand</i>	China
Amazon	<i>Purchase of online video games by brand / stores (past 12 months)</i>	Austria, Canada, China, France, Germany, Italy, Spain, Switzerland, United Kingdom, USA
Amazon (kindle)	<i>Purchase of eBooks by provider (past 12 months)</i>	Austria, Canada, China, France, Germany, Italy, Spain, Switzerland, United Kingdom, USA
Amazon Echo (Alexa)	<i>Ownership of smart speakers by brand</i>	Austria, Canada, China, France, Germany, Italy, Spain, Switzerland, United Kingdom, USA
Amazon Music	<i>Purchase of music streaming / downloads by brand (past 12 months)</i>	Austria, Canada, France, Germany, Italy, Spain, United Kingdom, USA
Amazon Pay	<i>Usage of online payment methods by brand (past 12 months)</i>	Austria, France, Germany, Italy, Spain, United Kingdom, USA
Amazon Restaurants	<i>Online purchase of food delivery by provider (past 12 months)</i>	United Kingdom, USA
Amazon Video	<i>Purchase of video on demand by brand (past 12 months)</i>	Austria, Canada, France, Germany, Italy, Spain, Switzerland, United Kingdom, USA
amazon.at	<i>Online purchase channels by store brand (past 12 months)</i>	Austria
amazon.ca	<i>Online purchase channels by store brand (past 12 months)</i>	Canada
amazon.cn	<i>Online purchase channels by store brand (past 12 months)</i>	China
amazon.co.uk	<i>Online purchase channels by store brand (past 12 months)</i>	United Kingdom
amazon.com	<i>Online purchase channels by store brand (past 12 months)</i>	Canada, USA
amazon.de	<i>Online purchase channels by store brand (past 12 months)</i>	Germany, Switzerland
amazon.es	<i>Online purchase channels by store brand (past 12 months)</i>	Spain

amazon.fr	Online purchase channels by store brand (past 12 months)	France
amazon.it	Online purchase channels by store brand (past 12 months)	Italy
Amex Pay	Usage of mobile payment methods by brand (past 12 months)	Canada
Amjhome	Ownership of smart home devices by brand	China
Amoma.com	Online hotel bookings by provider (past 12 months)	Switzerland
Anjubao	Ownership of smart home devices by brand	China
ANTA	Purchase of apparel by brand	China
Anthem	Current health insurance provider	USA
ao.com	Online purchase channels by store brand (past 12 months)	United Kingdom
AOK	Current health insurance provider	Germany
Aoyou	Online package holiday bookings by provider (past 12 months)	China
Apple	Ownership of eHealth trackers / smart watches by brand	Austria, Canada, France, Germany, Italy, Spain, Switzerland, United Kingdom, USA
Apple	Primarily used smartphone brand	Austria, Canada, China, France, Germany, Italy, Spain, Switzerland, United Kingdom, USA
Apple HomePod (Siri)	Ownership of smart speakers by brand	USA
Apple iBooks	Purchase of eBooks by provider (past 12 months)	Austria, Canada, China, France, Germany, Italy, Spain, Switzerland, United Kingdom, USA
Apple Music	Purchase of music streaming / downloads by brand (past 12 months)	Austria, Canada, China, France, Germany, Italy, Spain, Switzerland, United Kingdom, USA
Apple Pay	Usage of mobile payment methods by brand (past 12 months)	Canada, China, France, Italy, Spain, Switzerland, United Kingdom, USA
Apple Pay	Usage of online payment methods by brand (past 12 months)	Canada, France, Italy, Spain, Switzerland, United Kingdom, USA
apple.com	Online purchase channels by store brand (past 12 months)	Austria, Canada, France, Germany, Italy, Spain, Switzerland, United Kingdom, USA
APRIL UK	Current health insurance provider	United Kingdom
argos.co.uk	Online purchase channels by store brand (past 12 months)	United Kingdom
Asda	Grocery shopping channels by store brand	United Kingdom

asda.com	Online purchase channels by store brand (past 12 months)	United Kingdom
Asisa	Current health insurance provider	Spain
Asistencia Sanitaria Colegial	Current health insurance provider	Spain
asos.fr	Online purchase channels by store brand (past 12 months)	France
Assura	Current health insurance provider	Switzerland
Aston Martin	Primarily used car by brand	all countries
ASUS	Ownership of eHealth trackers / smart watches by brand	Canada, France, Germany, Italy, Spain, Switzerland, United Kingdom, USA
ASUS	Primarily used smartphone brand	United Kingdom
AT&T	Ownership of smart home devices by brand	USA
Atos	Usage of online payment methods by brand (past 12 months)	France
Attractive World	Usage of online dating by provider (past 12 months)	France
Atupri	Current health insurance provider	Switzerland
Auchan	Grocery shopping channels by store brand	France, Italy
Auchan billetterie	Online purchase of event tickets by provider (past 12 months)	France
auchan.fr	Online purchase channels by store brand (past 12 months)	France
Audi	Primarily used car by brand	all countries
Authorize.net	Usage of online payment methods by brand (past 12 months)	Canada, France, Spain, Switzerland
Avis	Online car rental bookings by provider (past 12 months)	Austria, Canada, China, France, Germany, Italy, Spain, Switzerland, United Kingdom, USA
Aviva	Current health insurance provider	United Kingdom
Axa	Current health insurance provider	France, Germany, Italy, Spain, United Kingdom
Badoo	Usage of online dating by provider (past 12 months)	Austria, Canada, France, Germany, Italy, Spain, Switzerland, United Kingdom, USA
BAIC	Primarily used car by brand	all countries
Baidu Delivery	Online purchase of food delivery by provider (past 12 months)	China
Baidu Music	Purchase of music streaming / downloads by brand (past 12 months)	China
Baidu Tieba	Usage of social networks by brand	China
Baihe	Usage of online dating by provider (past 12 months)	China
Banca Mediolanum	Primary bank by provider	Italy

Banca Monte dei Paschi di Siena (MPS)	Primary bank by provider	Italy
Banca Nazionale del Lavoro (BNL)	Primary bank by provider	Italy
Banca Popolare dell'Emilia Romagna (BPER)	Primary bank by provider	Italy
Banca Popolare di Milano (BPM)	Primary bank by provider	Italy
Banco Popular	Primary bank by provider	Spain
BancoPosta	Primary bank by provider	Italy
Bank Austria Mobile Geldbörse	Usage of mobile payment methods by brand (past 12 months)	Austria
Bank CIC (Schweiz) / Banque CIC (Suisse)	Primary bank by provider	Switzerland
Bank für Tirol und Vorarlberg	Primary bank by provider	Austria
Bank of America	Primary bank by provider	USA
Bank of China	Primary bank by provider	China
Bank of Communications	Primary bank by provider	China
Bank of East Asia	Primary bank by provider	China
Bank of New York Mellon	Primary bank by provider	USA
Bank of Scotland	Primary bank by provider	United Kingdom
Bank Vontobel	Primary bank by provider	Switzerland
BankCard Mobil (Erste Bank)	Usage of mobile payment methods by brand (past 12 months)	Austria
Bankia	Primary bank by provider	Spain
Bankia Wallet	Usage of mobile payment methods by brand (past 12 months)	Spain
Bankinter	Primary bank by provider	Spain
Baofeng	Purchase of video on demand by brand (past 12 months)	China
Baofu	Usage of mobile payment methods by brand (past 12 months)	China
Baofu	Usage of online payment methods by brand (past 12 months)	China
Baojun	Primarily used car by brand	all countries
Barclays	Primary bank by provider	United Kingdom, USA
Barclays bPay	Usage of mobile payment methods by brand (past 12 months)	Germany, United Kingdom
Barmenia	Current health insurance provider	Germany

Barmer	<i>Current health insurance provider</i>	Germany
BARNES & NOBLE	<i>Purchase of eBooks by provider (past 12 months)</i>	Canada, United Kingdom, USA
Battle.net / Blizzard	<i>Purchase of online video games by brand / stores (past 12 months)</i>	Austria, Canada, China, France, Germany, Italy, Spain, Switzerland, United Kingdom, USA
baur.de	<i>Online purchase channels by store brand (past 12 months)</i>	Germany
BAWAG P.S.K.	<i>Primary bank by provider</i>	Austria
BAWAG P.S.K. Smartpay	<i>Usage of mobile payment methods by brand (past 12 months)</i>	Austria
BBVA	<i>Primary bank by provider</i>	Spain
BBVA Wallet	<i>Usage of mobile payment methods by brand (past 12 months)</i>	Spain
BCC (Credito Cooperativo)	<i>Primary bank by provider</i>	Italy
Be2	<i>Usage of online dating by provider (past 12 months)</i>	France, Italy, Switzerland
Beam	<i>Purchase of eBooks by provider (past 12 months)</i>	Austria, Germany, Switzerland
Beanstream / Bambora	<i>Usage of online payment methods by brand (past 12 months)</i>	Canada
Bechamp	<i>Ownership of smart home devices by brand</i>	China
beIN CONNECT	<i>Purchase of video on demand by brand (past 12 months)</i>	Spain
BeLinked	<i>Usage of online dating by provider (past 12 months)</i>	Italy
Belkin	<i>Ownership of smart home devices by brand</i>	Austria, Canada, France, Germany, Italy, Spain, Switzerland, United Kingdom, USA
Benlai	<i>Online purchase of food delivery by provider (past 12 months)</i>	China
Bentley	<i>Primarily used car by brand</i>	all countries
bestbuy.ca	<i>Online purchase channels by store brand (past 12 months)</i>	Canada
bestbuy.com	<i>Online purchase channels by store brand (past 12 months)</i>	USA
BeyondMenu	<i>Online purchase of food delivery by provider (past 12 months)</i>	USA
BforBank	<i>Primary bank by provider</i>	France
BILLA	<i>Grocery shopping channels by store brand</i>	Austria
Billa Reisen	<i>Online package holiday bookings by provider (past 12 months)</i>	Austria
BilletRéduc.com	<i>Online purchase of event tickets by provider (past 12 months)</i>	France

billigflieger.de	<i>Online flight bookings by provider (past 12 months)</i>	Germany
billig-reise.ch	<i>Online flight bookings by provider (past 12 months)</i>	Switzerland
billigweg.at	<i>Online package holiday bookings by provider (past 12 months)</i>	Austria
BillPay	<i>Usage of online payment methods by brand (past 12 months)</i>	Austria, Germany, Switzerland
bitpay	<i>Usage of mobile payment methods by brand (past 12 months)</i>	Germany, United Kingdom, USA
BJ's	<i>Grocery shopping channels by store brand</i>	USA
BKS Bank	<i>Primary bank by provider</i>	Austria
BlackBerry	<i>Primarily used smartphone brand</i>	Austria, Canada, France, Germany, Italy, Spain, Switzerland, United Kingdom, USA
BLACKWELL 'S	<i>Purchase of eBooks by provider (past 12 months)</i>	United Kingdom
Blue Apron	<i>Online purchase of food delivery by provider (past 12 months)</i>	USA
Blue Code	<i>Usage of mobile payment methods by brand (past 12 months)</i>	Austria
Blue Cross Blue Shield	<i>Current health insurance provider</i>	USA
Blued	<i>Usage of online dating by provider (past 12 months)</i>	China
BluePay	<i>Usage of online payment methods by brand (past 12 months)</i>	Canada
BMN	<i>Primary bank by provider</i>	Spain
BMO	<i>Primary bank by provider</i>	Canada
BMW	<i>Primarily used car by brand</i>	all countries
BNP Paribas	<i>Primary bank by provider</i>	France
Bolloré	<i>Primarily used car by brand</i>	all countries
bonprix.at	<i>Online purchase channels by store brand (past 12 months)</i>	Austria
bonprix.ch	<i>Online purchase channels by store brand (past 12 months)</i>	Switzerland
bonprix.de	<i>Online purchase channels by store brand (past 12 months)</i>	Germany
bonprix.fr	<i>Online purchase channels by store brand (past 12 months)</i>	France
bonprix.it	<i>Online purchase channels by store brand (past 12 months)</i>	Italy
BookButler	<i>Purchase of eBooks by provider (past 12 months)</i>	United Kingdom
Bookeen	<i>Purchase of eBooks by provider (past 12 months)</i>	France

Booking.com	<i>Online hotel bookings by provider (past 12 months)</i>	Austria, Canada, China, France, Germany, Italy, Spain, Switzerland, United Kingdom, USA
BookingShow	<i>Online purchase of event tickets by provider (past 12 months)</i>	Italy
BookRepublic	<i>Purchase of eBooks by provider (past 12 months)</i>	Italy
boon.	<i>Usage of mobile payment methods by brand (past 12 months)</i>	Austria, Germany, Italy, Switzerland, United Kingdom
boon.	<i>Usage of online payment methods by brand (past 12 months)</i>	Austria, Germany, Italy, United Kingdom
Bosch (Smart Home)	<i>Ownership of smart home devices by brand</i>	Austria, Canada, France, Germany, Switzerland, United Kingdom, USA
Boursorama	<i>Primary bank by provider</i>	France
BQ	<i>Primarily used smartphone brand</i>	Spain
brack.ch	<i>Online purchase channels by store brand (past 12 months)</i>	Switzerland
bravofly.ch	<i>Online flight bookings by provider (past 12 months)</i>	Switzerland
Brilliance	<i>Primarily used car by brand</i>	all countries
Bticino	<i>Ownership of smart home devices by brand</i>	Italy
Buchbinder	<i>Online car rental bookings by provider (past 12 months)</i>	Austria, Germany
Bücher.de	<i>Purchase of eBooks by provider (past 12 months)</i>	Germany
buchhaus.ch	<i>Purchase of eBooks by provider (past 12 months)</i>	Switzerland
Budget	<i>Online car rental bookings by provider (past 12 months)</i>	Austria, Canada, France, Germany, Italy, Spain, Switzerland, United Kingdom, USA
Bugatti	<i>Primarily used car by brand</i>	all countries
Buick	<i>Primarily used car by brand</i>	all countries
Bumble	<i>Usage of online dating by provider (past 12 months)</i>	Austria, Canada, France, Germany, Italy, Switzerland, United Kingdom, USA
Bupa	<i>Current health insurance provider</i>	United Kingdom
Burgenländische Gebietskrankenkasse	<i>Current health insurance provider</i>	Austria
BYD	<i>Primarily used car by brand</i>	all countries
Cadillac	<i>Primarily used car by brand</i>	all countries
CaixaBank	<i>Primary bank by provider</i>	Spain
CaixaBank Pay	<i>Usage of mobile payment methods by brand (past 12 months)</i>	Spain

Calvin Klein	<i>Purchase of apparel by brand</i>	Austria, Canada, France, Germany, Italy, Spain, Switzerland, United Kingdom, USA
Canadian Western Bank	<i>Primary bank by provider</i>	Canada
Canal Play	<i>Purchase of video on demand by brand (past 12 months)</i>	France
Capital One	<i>Primary bank by provider</i>	USA
CAR	<i>Online car rental bookings by provider (past 12 months)</i>	China
Cargeas Assicurazioni	<i>Current health insurance provider</i>	Italy
Carrefour	<i>Grocery shopping channels by store brand</i>	China, France, Italy, Spain
Carrefour Spectacles	<i>Online purchase of event tickets by provider (past 12 months)</i>	France
carrefour.es	<i>Online purchase channels by store brand (past 12 months)</i>	Spain
Casa del Libro	<i>Purchase of eBooks by provider (past 12 months)</i>	Spain
Caser	<i>Current health insurance provider</i>	Spain
Casino	<i>Grocery shopping channels by store brand</i>	France
Cassa Depositi e Prestiti (cdp)	<i>Primary bank by provider</i>	Italy
Catalana Occidente	<i>Current health insurance provider</i>	Spain
Caterham Cars	<i>Primarily used car by brand</i>	all countries
Cattolica Assicurazioni	<i>Current health insurance provider</i>	Italy
caviar	<i>Online purchase of food delivery by provider (past 12 months)</i>	USA
C-Date	<i>Usage of online dating by provider (past 12 months)</i>	Germany, United Kingdom, USA
cdiscount.com	<i>Online purchase channels by store brand (past 12 months)</i>	France
Cembra Money Bank	<i>Primary bank by provider</i>	Switzerland
Centene	<i>Current health insurance provider</i>	USA
Central	<i>Current health insurance provider</i>	Germany
CGA.COM.CN	<i>Purchase of online video games by brand / stores (past 12 months)</i>	China
Changan	<i>Primarily used car by brand</i>	all countries
Chapitre	<i>Purchase of eBooks by provider (past 12 months)</i>	France
Chase Pay	<i>Usage of mobile payment methods by brand (past 12 months)</i>	United Kingdom, USA
Cheapflights	<i>Online flight bookings by provider (past 12 months)</i>	Canada, United Kingdom, USA

cheapOair	Online flight bookings by provider (past 12 months)	Canada, United Kingdom, USA
CheapTickets	Online package holiday bookings by provider (past 12 months)	USA
CheapTickets.ca	Online flight bookings by provider (past 12 months)	Canada
CheapTickets.com	Online flight bookings by provider (past 12 months)	USA
Check24	Online flight bookings by provider (past 12 months)	Germany
checkfelix	Online flight bookings by provider (past 12 months)	Austria
checkfelix	Online hotel bookings by provider (past 12 months)	Austria
Chef's Plate	Online purchase of food delivery by provider (past 12 months)	Canada
Chery	Primarily used car by brand	all countries
Chevrolet	Primarily used car by brand	all countries
CHILI	Purchase of video on demand by brand (past 12 months)	Austria, Italy
China CITIC Bank	Primary bank by provider	China
China Construction Bank	Primary bank by provider	China
China Everbright Bank	Primary bank by provider	China
China Life Insurance	Current health insurance provider	China
China Merchants Bank	Primary bank by provider	China
China Minsheng Bank	Primary bank by provider	China
China Zheshang Bank	Primary bank by provider	China
Chinapiao	Online purchase of event tickets by provider (past 12 months)	China
Chinaticket	Online purchase of event tickets by provider (past 12 months)	China
Choice of Love	Usage of online dating by provider (past 12 months)	Spain
christianmingle.com	Usage of online dating by provider (past 12 months)	Canada, USA
Chrysler	Primarily used car by brand	all countries
CIBC	Primary bank by provider	Canada
CIBC Mobile Payment App	Usage of mobile payment methods by brand (past 12 months)	Canada
Cigna	Current health insurance provider	USA

Cinéma(s) à la Demande	<i>Purchase of video on demand by brand (past 12 months)</i>	France
Citibank	<i>Primary bank by provider</i>	United Kingdom, USA
Citroën	<i>Primarily used car by brand</i>	all countries
Club illico	<i>Purchase of video on demand by brand (past 12 months)</i>	Canada
CM-CIC	<i>Usage of online payment methods by brand (past 12 months)</i>	France
Coast to Coast Tickets	<i>Online purchase of event tickets by provider (past 12 months)</i>	USA
Coffee meets Bagel	<i>Usage of online dating by provider (past 12 months)</i>	Canada, Germany, United Kingdom, USA
comdirect	<i>Primary bank by provider</i>	Germany
Commerzbank	<i>Primary bank by provider</i>	Germany
Conad	<i>Grocery shopping channels by store brand</i>	Italy
CONCORDIA	<i>Current health insurance provider</i>	Switzerland
conrad.at	<i>Online purchase channels by store brand (past 12 months)</i>	Austria
conrad.de	<i>Online purchase channels by store brand (past 12 months)</i>	Germany
Consorsbank	<i>Primary bank by provider</i>	Germany
Continentale	<i>Current health insurance provider</i>	Germany
Control4	<i>Ownership of smart home devices by brand</i>	Canada, Italy, United Kingdom, USA
Converse	<i>Purchase of apparel by brand</i>	Austria, Canada, France, Germany, Italy, Spain, Switzerland, United Kingdom, USA
Cook it	<i>Online purchase of food delivery by provider (past 12 months)</i>	Canada
Coop	<i>Grocery shopping channels by store brand</i>	Italy, Switzerland
Co-op	<i>Grocery shopping channels by store brand</i>	United Kingdom
coopathome.ch	<i>Online purchase channels by store brand (past 12 months)</i>	Switzerland
Costco	<i>Grocery shopping channels by store brand</i>	Canada, United Kingdom, USA
costco.ca	<i>Online purchase channels by store brand (past 12 months)</i>	Canada
costco.com	<i>Online purchase channels by store brand (past 12 months)</i>	USA
Couche-Tard	<i>Grocery shopping channels by store brand</i>	Canada
Covéa	<i>Current health insurance provider</i>	France
CraveTV	<i>Purchase of video on demand by brand (past 12 months)</i>	Canada
Credit Agricole	<i>Primary bank by provider</i>	Italy
Crédit mutuel ARKEA 6	<i>Primary bank by provider</i>	France

Credit Suisse	Primary bank by provider	Switzerland
Crestron	Ownership of smart home devices by brand	China
CS HealthCare	Current health insurance provider	United Kingdom
CSD	Online car rental bookings by provider (past 12 months)	China
CSS	Current health insurance provider	Switzerland
Ctrip	Online flight bookings by provider (past 12 months)	China
Ctrip	Online hotel bookings by provider (past 12 months)	China
Ctrip	Online package holiday bookings by provider (past 12 months)	China
Cube Game	Purchase of online video games by brand / stores (past 12 months)	China
Cultura	Online purchase of event tickets by provider (past 12 months)	France
Cultura	Purchase of eBooks by provider (past 12 months)	France
currys.co.uk	Online purchase channels by store brand (past 12 months)	United Kingdom
cyberport.at	Online purchase channels by store brand (past 12 months)	Austria
cyberport.de	Online purchase channels by store brand (past 12 months)	Germany
Dacia	Primarily used car by brand	all countries
Daihatsu	Primarily used car by brand	all countries
DAK	Current health insurance provider	Germany
damai.cn	Online purchase of event tickets by provider (past 12 months)	China
Dangdang	Purchase of eBooks by provider (past 12 months)	China
dangdang.com	Online purchase channels by store brand (past 12 months)	China
darty.com	Online purchase channels by store brand (past 12 months)	France
Datsun	Primarily used car by brand	all countries
Dazhong	Online car rental bookings by provider (past 12 months)	China
DAZN	Purchase of video on demand by brand (past 12 months)	Germany
ddchong	Usage of messenger service by brand (regularly)	China
Debeka	Current health insurance provider	Germany
debenhams.com	Online purchase channels by store brand (past 12 months)	United Kingdom
decathlon.es	Online purchase channels by store brand (past 12 months)	Spain

decathlon.fr	Online purchase channels by store brand (past 12 months)	France
decathlon.it	Online purchase channels by store brand (past 12 months)	Italy
Decitre	Purchase of eBooks by provider (past 12 months)	France
Deezer	Purchase of music streaming / downloads by brand (past 12 months)	Austria, Canada, France, Germany, Italy, Spain, Switzerland, United Kingdom, USA
Deliveroo	Online purchase of food delivery by provider (past 12 months)	France, Germany, Italy, Spain, United Kingdom
delivery.com	Online purchase of food delivery by provider (past 12 months)	USA
dell.com	Online purchase channels by store brand (past 12 months)	Canada
Denner	Grocery shopping channels by store brand	Switzerland
denn's Biomarkt	Grocery shopping channels by store brand	Austria
Descapada.com	Online package holiday bookings by provider (past 12 months)	Spain
Desjardins	Current health insurance provider	Canada
Desjardins	Primary bank by provider	Canada
Desjardins Mobile Payment	Usage of mobile payment methods by brand (past 12 months)	Canada
Desura	Purchase of online video games by brand / stores (past 12 months)	France, Italy, Spain
Deutsche Bank	Primary bank by provider	Germany, United Kingdom
DIA	Grocery shopping channels by store brand	Spain
Dieci	Online purchase of food delivery by provider (past 12 months)	Switzerland
Diesel	Purchase of apparel by brand	Austria, Canada, France, Germany, Italy, Spain, Switzerland, United Kingdom, USA
Diesel-ebooks.com	Purchase of eBooks by provider (past 12 months)	Canada
Digitaltextbooks.com	Purchase of eBooks by provider (past 12 months)	USA
digitec.ch	Online purchase channels by store brand (past 12 months)	Switzerland
Digitick	Online purchase of event tickets by provider (past 12 months)	France
Discord	Usage of messenger service by brand (regularly)	Austria, Canada, Italy, Spain, Switzerland, United Kingdom
discountfluege.ch	Online flight bookings by provider (past 12 months)	Switzerland
DisneyLife	Purchase of video on demand by brand (past 12 months)	United Kingdom

Divina Pastora	<i>Current health insurance provider</i>	Spain
DKB	<i>Primary bank by provider</i>	Germany
DKV	<i>Current health insurance provider</i>	Germany, Spain
DLGamer	<i>Purchase of online video games by brand / stores (past 12 months)</i>	France
Dodge	<i>Primarily used car by brand</i>	all countries
dohop.com	<i>Online flight bookings by provider (past 12 months)</i>	Switzerland
dollar	<i>Online car rental bookings by provider (past 12 months)</i>	Canada, USA
Dollarama	<i>Grocery shopping channels by store brand</i>	Canada
Domino's Pizza	<i>Online purchase of food delivery by provider (past 12 months)</i>	Austria, Canada, France, Germany, Italy, Spain, Switzerland, United Kingdom, USA
Donau Versicherung	<i>Current health insurance provider</i>	Austria
dongfang	<i>Online purchase of event tickets by provider (past 12 months)</i>	China
Dongfeng	<i>Primarily used car by brand</i>	all countries
DoorDash	<i>Online purchase of food delivery by provider (past 12 months)</i>	USA
Doss (Baidu Duer OS)	<i>Ownership of smart speakers by brand</i>	China
Douban	<i>Purchase of eBooks by provider (past 12 months)</i>	China
Douban	<i>Usage of social networks by brand</i>	China
Douban FM	<i>Purchase of music streaming / downloads by brand (past 12 months)</i>	China
Douyin	<i>Usage of social networks by brand</i>	China
DR Motor Company	<i>Primarily used car by brand</i>	all countries
Drivy	<i>Online car rental bookings by provider (past 12 months)</i>	Austria, France
DS	<i>Primarily used car by brand</i>	all countries
Ducati	<i>Primarily used car by brand</i>	all countries
Duokan	<i>Purchase of eBooks by provider (past 12 months)</i>	China
Duomi Music	<i>Purchase of music streaming / downloads by brand (past 12 months)</i>	China
E. Leclerc	<i>Grocery shopping channels by store brand</i>	France
easyjet Holidays	<i>Online package holiday bookings by provider (past 12 months)</i>	United Kingdom
EAT.ch	<i>Online purchase of food delivery by provider (past 12 months)</i>	Switzerland
Eat24	<i>Online purchase of food delivery by provider (past 12 months)</i>	USA

ebookers	Online flight bookings by provider (past 12 months)	Switzerland
ebookers	Online package holiday bookings by provider (past 12 months)	France, Germany, Italy, Switzerland, United Kingdom
ebooks-store.ch	Purchase of eBooks by provider (past 12 months)	Switzerland
Ebrolis	Purchase of eBooks by provider (past 12 months)	Spain
eDarling	Usage of online dating by provider (past 12 months)	Austria, France, Germany, Switzerland
Edeka	Grocery shopping channels by store brand	Germany
eDreams	Online flight bookings by provider (past 12 months)	Italy, Spain
eDreams	Online package holiday bookings by provider (past 12 months)	Italy, Spain
eduscho.at	Online purchase channels by store brand (past 12 months)	Austria
EFG International	Primary bank by provider	Switzerland
EFS Euro Finanz Service	Primary bank by provider	Austria
EGK-Gesundheitskasse	Current health insurance provider	Switzerland
eHarmony	Usage of online dating by provider (past 12 months)	Canada, United Kingdom, USA
ehotel	Online hotel bookings by provider (past 12 months)	Germany
Ejoy	Grocery shopping channels by store brand	China
El Corte Inglés	Grocery shopping channels by store brand	Spain
El Corte Inglés	Online purchase of event tickets by provider (past 12 months)	Spain
ELBA-pay (Raiffeisen)	Usage of mobile payment methods by brand (past 12 months)	Austria
elcorteingles.es	Online purchase channels by store brand (past 12 months)	Spain
electronic4you.at	Online purchase channels by store brand (past 12 months)	Austria
eleme	Online purchase of food delivery by provider (past 12 months)	China
ElitePartner	Usage of online dating by provider (past 12 months)	Austria, Germany, Switzerland
eLong	Online flight bookings by provider (past 12 months)	China
eLong	Online hotel bookings by provider (past 12 months)	China
eLong	Online package holiday bookings by provider (past 12 months)	China
Empire Life	Current health insurance provider	Canada

Enterprise Rent-a-car	Online car rental bookings by provider (past 12 months)	Austria, Canada, France, Germany, Italy, Spain, Switzerland, United Kingdom, USA
Entradas.com	Online purchase of event tickets by provider (past 12 months)	Spain
eps Überweisung	Usage of online payment methods by brand (past 12 months)	Austria
eq-3	Ownership of smart home devices by brand	Austria, Germany, Switzerland
Equitable	Current health insurance provider	Canada
Ergo Direkt	Current health insurance provider	Germany
Eroski	Grocery shopping channels by store brand	Spain
Erste Bank Österreich	Primary bank by provider	Austria
Erunsun	Ownership of smart home devices by brand	China
Espace Culturel E. Leclerc	Purchase of eBooks by provider (past 12 months)	France
Esprit	Purchase of apparel by brand	Austria, France, Germany, Italy, Spain, Switzerland, United Kingdom
esprit.de	Online purchase channels by store brand (past 12 months)	Germany
Esselunga	Grocery shopping channels by store brand	Italy
esselungaacasa.it	Online purchase channels by store brand (past 12 months)	Italy
e-tec.at	Online purchase channels by store brand (past 12 months)	Austria
eTiger	Ownership of smart home devices by brand	Italy
Eufy Genie (Alexa)	Ownership of smart speakers by brand	Austria, Canada, France, Germany, Italy, Spain, Switzerland, United Kingdom, USA
Europcar	Online car rental bookings by provider (past 12 months)	Austria, Canada, France, Germany, Italy, Spain, Switzerland, United Kingdom, USA
Eurospin	Grocery shopping channels by store brand	Italy
Eventbrite	Online purchase of event tickets by provider (past 12 months)	Canada
eventim	Online purchase of event tickets by provider (past 12 months)	Germany, United Kingdom
Evo Banco	Primary bank by provider	Spain
Ewai	Online package holiday bookings by provider (past 12 months)	Italy
Ex Libris	Purchase of eBooks by provider (past 12 months)	Switzerland

exlibris.ch	Online purchase channels by store brand (past 12 months)	Switzerland
Expedia	Online flight bookings by provider (past 12 months)	Austria, Canada, France, Germany, Italy, Spain, Switzerland, United Kingdom, USA
Expedia	Online hotel bookings by provider (past 12 months)	Austria, Canada, France, Germany, Italy, Spain, United Kingdom, USA
Expedia	Online package holiday bookings by provider (past 12 months)	Austria, Canada, France, Germany, Italy, Spain, Switzerland, United Kingdom, USA
ezucoo	Online car rental bookings by provider (past 12 months)	China
FABRIQ (Alexa)	Ownership of smart speakers by brand	Austria, Canada, France, Germany, Italy, Switzerland, United Kingdom, USA
Facebook	Usage of social networks by brand	Austria, Canada, China, France, Germany, Italy, Spain, Switzerland, United Kingdom, USA
Facebook Messenger	Usage of messenger service by brand (regularly)	Austria, Canada, China, France, Germany, Italy, Spain, Switzerland, United Kingdom, USA
Familia	Grocery shopping channels by store brand	Italy
FamilyMart	Grocery shopping channels by store brand	China
farecompare	Online flight bookings by provider (past 12 months)	Canada
Farmfoods	Grocery shopping channels by store brand	United Kingdom
FAW	Primarily used car by brand	all countries
Feedbooks	Purchase of eBooks by provider (past 12 months)	France
Ferrari	Primarily used car by brand	all countries
Fetion	Usage of messenger service by brand (regularly)	China
FeWo-direkt	Online hotel bookings by provider (past 12 months)	Germany
Fiat	Primarily used car by brand	all countries
Fiatc	Current health insurance provider	Spain
Filmin	Purchase of video on demand by brand (past 12 months)	Spain
FilmoTV	Purchase of video on demand by brand (past 12 months)	France
Find Real Love	Usage of online dating by provider (past 12 months)	Spain
FIRST CHOICE	Online package holiday bookings by provider (past 12 months)	United Kingdom

Fisker	<i>Primarily used car by brand</i>	all countries
Fitbit	<i>Ownership of eHealth trackers / smart watches by brand</i>	Austria, Canada, China, France, Germany, Italy, Spain, Switzerland, United Kingdom, USA
Fivory	<i>Usage of mobile payment methods by brand (past 12 months)</i>	France
Flickr	<i>Usage of social networks by brand</i>	Canada, France, Germany, Italy, Switzerland, United Kingdom, USA
Fliggy	<i>Online flight bookings by provider (past 12 months)</i>	China
Fliggy	<i>Online package holiday bookings by provider (past 12 months)</i>	China
Flight Network	<i>Online package holiday bookings by provider (past 12 months)</i>	Canada, Spain
Flipkey	<i>Online hotel bookings by provider (past 12 months)</i>	Canada
fluege.de	<i>Online flight bookings by provider (past 12 months)</i>	Germany
flugbuchung.at	<i>Online flight bookings by provider (past 12 months)</i>	Austria
Flugbuchung.com	<i>Online package holiday bookings by provider (past 12 months)</i>	Switzerland
Flugladen	<i>Online flight bookings by provider (past 12 months)</i>	Austria
Fnac	<i>Online purchase of event tickets by provider (past 12 months)</i>	France, Spain, Switzerland
Fnac	<i>Purchase of eBooks by provider (past 12 months)</i>	France
Fnac Jukebox	<i>Purchase of music streaming / downloads by brand (past 12 months)</i>	France
Fnac Play	<i>Purchase of video on demand by brand (past 12 months)</i>	France
fnac.com	<i>Online purchase channels by store brand (past 12 months)</i>	France
Follet	<i>Purchase of eBooks by provider (past 12 months)</i>	Canada
Food Basics	<i>Grocery shopping channels by store brand</i>	Canada
Food racers	<i>Online purchase of food delivery by provider (past 12 months)</i>	Italy
Foodarena.ch	<i>Online purchase of food delivery by provider (past 12 months)</i>	Switzerland
Foodchéri	<i>Online purchase of food delivery by provider (past 12 months)</i>	France
FOODHUB	<i>Online purchase of food delivery by provider (past 12 months)</i>	United Kingdom
Foodinho	<i>Online purchase of food delivery by provider (past 12 months)</i>	Italy

Foodora	<i>Online purchase of food delivery by provider (past 12 months)</i>	Austria, Canada, France, Germany, Italy
Ford	<i>Primarily used car by brand</i>	all countries
Forever21	<i>Purchase of apparel by brand</i>	China
Fortuneo	<i>Primary bank by provider</i>	France
Foster's Hollywood	<i>Online purchase of food delivery by provider (past 12 months)</i>	Spain
Foursquare	<i>Usage of social networks by brand</i>	Canada, France, United Kingdom, USA
France Billet	<i>Online purchase of event tickets by provider (past 12 months)</i>	France
France TV Pluzz V&D	<i>Purchase of video on demand by brand (past 12 months)</i>	France
Franprix	<i>Grocery shopping channels by store brand</i>	France
Fred Meyer	<i>Grocery shopping channels by store brand</i>	USA
Freedom	<i>Current health insurance provider</i>	United Kingdom
Free-Ebooks.net	<i>Purchase of eBooks by provider (past 12 months)</i>	USA
FreshCo.	<i>Grocery shopping channels by store brand</i>	Canada
Freshhema	<i>Online purchase of food delivery by provider (past 12 months)</i>	China
FTI Touristik	<i>Online package holiday bookings by provider (past 12 months)</i>	Austria, Germany, Switzerland
Fun TV	<i>Purchase of video on demand by brand (past 12 months)</i>	China
galaxus.ch	<i>Online purchase channels by store brand (past 12 months)</i>	Switzerland
GAME	<i>Purchase of online video games by brand / stores (past 12 months)</i>	Spain
GamersGate	<i>Purchase of online video games by brand / stores (past 12 months)</i>	Germany
GameStop	<i>Purchase of online video games by brand / stores (past 12 months)</i>	Canada, Italy, USA
GAP	<i>Purchase of apparel by brand</i>	China
Garmin	<i>Ownership of eHealth trackers / smart watches by brand</i>	Austria, Canada, China, France, Germany, Italy, Spain, Switzerland, United Kingdom, USA
gearbest.com	<i>Online purchase channels by store brand (past 12 months)</i>	Italy, Spain
Geely	<i>Primarily used car by brand</i>	all countries
General & Medical	<i>Current health insurance provider</i>	United Kingdom
Generali	<i>Current health insurance provider</i>	Austria, France, Italy, Spain
Genesis	<i>Primarily used car by brand</i>	all countries
Gewara	<i>Online purchase of event tickets by provider (past 12 months)</i>	China
Gionee	<i>Primarily used smartphone brand</i>	China

Gira	<i>Ownership of smart home devices by brand</i>	Austria, France, Germany, Italy, Spain, Switzerland, United Kingdom
giropay	<i>Usage of online payment methods by brand (past 12 months)</i>	Germany, Switzerland
Glovo	<i>Online purchase of food delivery by provider (past 12 months)</i>	Italy, Spain
GMC	<i>Primarily used car by brand</i>	all countries
GOG.com	<i>Purchase of online video games by brand / stores (past 12 months)</i>	Austria, Canada, France, Germany, Italy, Spain, Switzerland, United Kingdom, USA
Goldcar	<i>Online car rental bookings by provider (past 12 months)</i>	Spain
gome.com.cn	<i>Online purchase channels by store brand (past 12 months)</i>	China
Goodfood	<i>Online purchase of food delivery by provider (past 12 months)</i>	Canada
Google	<i>Primarily used smartphone brand</i>	Austria, Canada, France, Germany, Italy, Spain, Switzerland, United Kingdom, USA
Google Flights	<i>Online flight bookings by provider (past 12 months)</i>	Austria, Canada, France, Germany, Italy, Spain, Switzerland, United Kingdom, USA
Google Home (Google Assistant)	<i>Ownership of smart speakers by brand</i>	Austria, Canada, China, France, Germany, Italy, Spain, Switzerland, United Kingdom, USA
Google Pay / Google Wallet	<i>Usage of mobile payment methods by brand (past 12 months)</i>	Canada, Spain, United Kingdom, USA
Google Pay / Google Wallet	<i>Usage of online payment methods by brand (past 12 months)</i>	Canada, Spain, United Kingdom, USA
Google Play	<i>Purchase of video on demand by brand (past 12 months)</i>	Austria, Canada, France, Germany, Italy, Spain, Switzerland, United Kingdom, USA
Google Play Music / Store	<i>Purchase of music streaming / downloads by brand (past 12 months)</i>	Austria, Canada, France, Germany, Italy, Spain, Switzerland, United Kingdom, USA
Google Play Store	<i>Purchase of eBooks by provider (past 12 months)</i>	Austria, Canada, France, Germany, Italy, Spain, Switzerland, United Kingdom, USA
Google Play Store	<i>Purchase of online video games by brand / stores (past 12 months)</i>	Austria, Canada, France, Germany, Italy, Spain, Switzerland, United Kingdom, USA

Google+	<i>Usage of social networks by brand</i>	Austria, Canada, France, Germany, Italy, Spain, Switzerland, United Kingdom, USA
gotickets	<i>Online purchase of event tickets by provider (past 12 months)</i>	USA
GoVoyages	<i>Online package holiday bookings by provider (past 12 months)</i>	France
Great Wall	<i>Primarily used car by brand</i>	all countries
Great West Life	<i>Current health insurance provider</i>	Canada
Green Man Gaming	<i>Purchase of online video games by brand / stores (past 12 months)</i>	Austria, Germany, Italy, Spain
Green Motion	<i>Online car rental bookings by provider (past 12 months)</i>	France, Germany, Italy, Spain, United Kingdom, USA
Green Shield	<i>Current health insurance provider</i>	Canada
GreenTree Inn	<i>Online hotel bookings by provider (past 12 months)</i>	China
Grindr	<i>Usage of online dating by provider (past 12 months)</i>	Canada, Spain, USA
Groovespark	<i>Purchase of music streaming / downloads by brand (past 12 months)</i>	Italy
Groupama	<i>Current health insurance provider</i>	France
Groupe Apicil	<i>Current health insurance provider</i>	France
Groupe BPCE	<i>Primary bank by provider</i>	France
Groupe BTP Prévoyance	<i>Current health insurance provider</i>	France
Groupe Crédit Agricole	<i>Primary bank by provider</i>	France
Groupe Crédit mutuel - CM 11	<i>Primary bank by provider</i>	France
Groupe Humanis	<i>Current health insurance provider</i>	France
Groupe Istya	<i>Current health insurance provider</i>	France
Groupe Malakoff-Médéric	<i>Current health insurance provider</i>	France
Gruber	<i>Online flight bookings by provider (past 12 months)</i>	Austria
GrubHub	<i>Online purchase of food delivery by provider (past 12 months)</i>	USA
Gulet	<i>Online package holiday bookings by provider (past 12 months)</i>	Austria
H&M	<i>Purchase of apparel by brand</i>	Austria, Canada, China, France, Germany, Italy, Spain, Switzerland, United Kingdom, USA
HabGusta	<i>Online purchase of food delivery by provider (past 12 months)</i>	Austria

habhunger	Online purchase of food delivery by provider (past 12 months)	Austria
Haier U-home	Ownership of smart home devices by brand	China
Haima	Primarily used car by brand	all countries
Handy	Ownership of smart home devices by brand	China
hang ban guan jia	Online flight bookings by provider (past 12 months)	China
Hangouts	Usage of messenger service by brand (regularly)	Canada, France, Germany, Italy, Spain, Switzerland, United Kingdom, USA
Hanse Merkur	Current health insurance provider	Germany
Happn	Usage of online dating by provider (past 12 months)	Canada, France, Germany, Italy, Spain, Switzerland, United Kingdom, USA
Harman Kardon (Cortana)	Ownership of smart speakers by brand	Austria, Canada, France, Germany, Italy, Switzerland, United Kingdom, USA
Haval	Primarily used car by brand	all countries
HBO España	Purchase of video on demand by brand (past 12 months)	Spain
HBO GO	Purchase of video on demand by brand (past 12 months)	United Kingdom, USA
HBO NOW	Purchase of video on demand by brand (past 12 months)	USA
hc360.com	Online purchase channels by store brand (past 12 months)	China
Health Net	Current health insurance provider	USA
HealthCare Service Corp.	Current health insurance provider	USA
Health-on-Line	Current health insurance provider	United Kingdom
Hello Bank	Primary bank by provider	France
Hello Fresh	Online purchase of food delivery by provider (past 12 months)	Austria, Canada, Germany, Switzerland, United Kingdom, USA
Helsana	Current health insurance provider	Switzerland
Helvetic Tours	Online package holiday bookings by provider (past 12 months)	Switzerland
Hertz	Online car rental bookings by provider (past 12 months)	Austria, Canada, China, France, Germany, Italy, Spain, Switzerland, United Kingdom, USA
Hexie Health Insurance	Current health insurance provider	China
Himedia (Tencent Xiaowei)	Ownership of smart speakers by brand	China
Hinge	Usage of online dating by provider (past 12 months)	Canada, United Kingdom, USA
Hino	Primarily used car by brand	all countries

Hipercor	<i>Grocery shopping channels by store brand</i>	Spain
Hipmunk	<i>Online flight bookings by provider (past 12 months)</i>	Canada, France, United Kingdom, USA
Hive	<i>Ownership of smart home devices by brand</i>	Canada, France, Germany, Italy, Switzerland, United Kingdom, USA
HLA	<i>Purchase of apparel by brand</i>	China
hm.com	<i>Online purchase channels by store brand (past 12 months)</i>	Austria, France, Germany, Italy, Spain
Hofer	<i>Grocery shopping channels by store brand</i>	Austria
HOFER life	<i>Purchase of eBooks by provider (past 12 months)</i>	Austria
Hofer Reisen	<i>Online package holiday bookings by provider (past 12 months)</i>	Austria
Holden	<i>Primarily used car by brand</i>	all countries
HolidayCheck	<i>Online package holiday bookings by provider (past 12 months)</i>	Austria, Germany, Switzerland
holidu	<i>Online hotel bookings by provider (past 12 months)</i>	Italy
Hollystar	<i>Purchase of video on demand by brand (past 12 months)</i>	Switzerland
Home Inn	<i>Online hotel bookings by provider (past 12 months)</i>	China
HomeAway	<i>Online hotel bookings by provider (past 12 months)</i>	Austria, Canada, France, Italy, Spain, United Kingdom, USA
homedepot.ca	<i>Online purchase channels by store brand (past 12 months)</i>	Canada
homedepot.com	<i>Online purchase channels by store brand (past 12 months)</i>	USA
Homelidays	<i>Online hotel bookings by provider (past 12 months)</i>	Italy
Homestay	<i>Online hotel bookings by provider (past 12 months)</i>	Canada, Germany, Spain, Switzerland, United Kingdom, USA
Honda	<i>Primarily used car by brand</i>	all countries
Honeywell	<i>Ownership of smart home devices by brand</i>	Canada, China, France, Germany, Italy, Spain, Switzerland, United Kingdom, USA
Honor	<i>Ownership of eHealth trackers / smart watches by brand</i>	China
Honor	<i>Primarily used smartphone brand</i>	China
Hostelbookers	<i>Online hotel bookings by provider (past 12 months)</i>	Italy
Hostelworld	<i>Online hotel bookings by provider (past 12 months)</i>	Canada, France, Germany, Italy, Spain, United Kingdom

Hot or Not	<i>Usage of online dating by provider (past 12 months)</i>	Italy
Hotel.ch	<i>Online hotel bookings by provider (past 12 months)</i>	Switzerland
Hotel.info	<i>Online hotel bookings by provider (past 12 months)</i>	Switzerland
Hoteles.com	<i>Online hotel bookings by provider (past 12 months)</i>	Spain
Hotelplan	<i>Online package holiday bookings by provider (past 12 months)</i>	Switzerland
hotelreservierung.at	<i>Online hotel bookings by provider (past 12 months)</i>	Austria
Hotels.com	<i>Online hotel bookings by provider (past 12 months)</i>	Austria, Canada, China, France, Germany, Italy, Switzerland, United Kingdom, USA
HotelsCombined	<i>Online hotel bookings by provider (past 12 months)</i>	Spain
Hotwind	<i>Purchase of apparel by brand</i>	China
hotwire	<i>Online flight bookings by provider (past 12 months)</i>	Canada, United Kingdom, USA
hotwire	<i>Online hotel bookings by provider (past 12 months)</i>	Canada, United Kingdom, USA
Hotwire	<i>Online package holiday bookings by provider (past 12 months)</i>	Canada, USA
houseoffraser.co.uk	<i>Online purchase channels by store brand (past 12 months)</i>	United Kingdom
HRS	<i>Online hotel bookings by provider (past 12 months)</i>	France, Germany, Italy, Spain, United Kingdom, USA
HSBC Bank	<i>Primary bank by provider</i>	Canada, China, United Kingdom, USA
HTC	<i>Primarily used smartphone brand</i>	Austria, Canada, China, France, Germany, Italy, Spain, Switzerland, United Kingdom, USA
Huansu	<i>Primarily used car by brand</i>	all countries
Huawei	<i>Ownership of eHealth trackers / smart watches by brand</i>	Austria, China, France, Germany, Italy, Spain, Switzerland
Huawei	<i>Primarily used smartphone brand</i>	Austria, Canada, China, France, Germany, Italy, Spain, Switzerland, United Kingdom, USA
Huazhu	<i>Online hotel bookings by provider (past 12 months)</i>	China
Hulu	<i>Purchase of video on demand by brand (past 12 months)</i>	United Kingdom, USA
Humana	<i>Current health insurance provider</i>	USA

Humble Bundle	<i>Purchase of online video games by brand / stores (past 12 months)</i>	Austria, Canada, Germany, Spain, United Kingdom, USA
hungryhouse	<i>Online purchase of food delivery by provider (past 12 months)</i>	United Kingdom
Hypo Landesbank Vorarlberg	<i>Primary bank by provider</i>	Austria
HYPO NOE Landesbank	<i>Primary bank by provider</i>	Austria
Hyundai	<i>Primarily used car by brand</i>	all countries
I-Avion	<i>Online flight bookings by provider (past 12 months)</i>	France
Ibercaja	<i>Primary bank by provider</i>	Spain
Iceland	<i>Grocery shopping channels by store brand</i>	United Kingdom
IDAGIO - Classical Music	<i>Purchase of music streaming / downloads by brand (past 12 months)</i>	Switzerland
IGA	<i>Grocery shopping channels by store brand</i>	Canada
iga.net	<i>Online purchase channels by store brand (past 12 months)</i>	Canada
iHeartRadio	<i>Purchase of music streaming / downloads by brand (past 12 months)</i>	Canada, USA
IKEA (TRÅDFRI)	<i>Ownership of smart home devices by brand</i>	Austria, Canada, France, Germany, Italy, Spain, Switzerland, United Kingdom, USA
ikea.com	<i>Online purchase channels by store brand (past 12 months)</i>	France
Illico Travel	<i>Online flight bookings by provider (past 12 months)</i>	France
iLuv Aud Click (Alexa)	<i>Ownership of smart speakers by brand</i>	Austria, Canada, France, Germany, Italy, Spain, Switzerland, United Kingdom, USA
imo	<i>Usage of messenger service by brand (regularly)</i>	Italy, Spain
Independence Health Group Inc.	<i>Current health insurance provider</i>	USA
Industrial Alliance	<i>Current health insurance provider</i>	Canada
Industrial and Commercial Bank of China	<i>Primary bank by provider</i>	China
Infiniti	<i>Primarily used car by brand</i>	all countries
Infinity	<i>Purchase of video on demand by brand (past 12 months)</i>	Italy
ING Direct	<i>Primary bank by provider</i>	France, Italy, Spain

ING-DiBa Bank	Primary bank by provider	Austria, Germany, United Kingdom
Ingenico	Usage of online payment methods by brand (past 12 months)	France, Italy, Switzerland
Innogy	Ownership of smart home devices by brand	Austria, France, Germany, Switzerland, United Kingdom
Instagram	Usage of social networks by brand	Austria, Canada, France, Germany, Italy, Spain, Switzerland, United Kingdom, USA
INSTEON	Ownership of smart home devices by brand	Canada, France, Germany, United Kingdom, USA
Interac	Usage of online payment methods by brand (past 12 months)	Canada
Intermarché	Grocery shopping channels by store brand	France
Intesa Sanpaolo	Primary bank by provider	Italy
Intesa Sanpaolo Assicura	Current health insurance provider	Italy
Intras	Current health insurance provider	Switzerland
Iper, La grande i	Grocery shopping channels by store brand	Italy
Ips	Usage of mobile payment methods by brand (past 12 months)	China
Ips	Usage of online payment methods by brand (past 12 months)	China
Iqiyi	Purchase of video on demand by brand (past 12 months)	China
iReader	Purchase of eBooks by provider (past 12 months)	China
iTunes	Purchase of music streaming / downloads by brand (past 12 months)	Austria, Canada, China, France, Germany, Italy, Spain, Switzerland, United Kingdom, USA
iTunes	Purchase of online video games by brand / stores (past 12 months)	Austria, Canada, China, France, Germany, Italy, Spain, Switzerland, United Kingdom, USA
iTunes	Purchase of video on demand by brand (past 12 months)	Austria, Canada, China, France, Germany, Italy, Spain, Switzerland, United Kingdom, USA
iTuring	Purchase of eBooks by provider (past 12 months)	China
iwown	Ownership of eHealth trackers / smart watches by brand	China
izuche	Online car rental bookings by provider (past 12 months)	China
JAC	Primarily used car by brand	all countries
Jaguar	Primarily used car by brand	all countries

Jawbone	<i>Ownership of eHealth trackers / smart watches by brand</i>	Austria, Canada, China, France, Germany, Spain, Switzerland, USA
JBL LINK-Serie (Google Assistant)	<i>Ownership of smart speakers by brand</i>	Austria, Canada, China, France, Germany, Italy, Switzerland, United Kingdom, USA
jcpenney.com	<i>Online purchase channels by store brand (past 12 months)</i>	USA
JD DingDong	<i>Ownership of smart speakers by brand</i>	China
JD Fresh	<i>Online purchase of food delivery by provider (past 12 months)</i>	China
jd.com	<i>Online purchase channels by store brand (past 12 months)</i>	China
jd.hk	<i>Online purchase channels by store brand (past 12 months)</i>	China
Jdate.com	<i>Usage of online dating by provider (past 12 months)</i>	USA
Jeep	<i>Primarily used car by brand</i>	all countries
Jet2 Holidays	<i>Online package holiday bookings by provider (past 12 months)</i>	United Kingdom
JieFang	<i>Primarily used car by brand</i>	all countries
JOYclub	<i>Usage of online dating by provider (past 12 months)</i>	Austria, Germany
Joyride	<i>Usage of online dating by provider (past 12 months)</i>	Spain
JPMorgan Chase Bank	<i>Primary bank by provider</i>	United Kingdom, USA
Juke	<i>Purchase of music streaming / downloads by brand (past 12 months)</i>	Austria, Germany
Julius Bär	<i>Primary bank by provider</i>	Switzerland
Juooo	<i>Online purchase of event tickets by provider (past 12 months)</i>	China
JUST EAT	<i>Online purchase of food delivery by provider (past 12 months)</i>	Canada, France, Italy, Spain, United Kingdom, USA
Kaiser Permanente (Kaiser Foundation)	<i>Current health insurance provider</i>	USA
kakaotalk	<i>Usage of messenger service by brand (regularly)</i>	Canada, France, Germany, Italy, Spain, Switzerland, United Kingdom, USA
Kantonalbank	<i>Primary bank by provider</i>	Switzerland
Kärntner Gebietskrankenkasse	<i>Current health insurance provider</i>	Austria
Kaufland	<i>Grocery shopping channels by store brand</i>	Germany

Kayak	Online flight bookings by provider (past 12 months)	Canada, France, Germany, Italy, Spain, Switzerland, United Kingdom, USA
Kayak	Online hotel bookings by provider (past 12 months)	Spain
Kelkoo	Online flight bookings by provider (past 12 months)	France
KFC	Online purchase of food delivery by provider (past 12 months)	China
Kia	Primarily used car by brand	all countries
Kik	Usage of messenger service by brand (regularly)	Austria, Canada, France, Germany, Italy, Spain, Switzerland, United Kingdom, USA
Kiwi	Online flight bookings by provider (past 12 months)	Italy
Kix (BNP Paribas)	Usage of mobile payment methods by brand (past 12 months)	France
Klesia	Current health insurance provider	France
Knappschaft	Current health insurance provider	Germany
kohls.com	Online purchase channels by store brand (past 12 months)	USA
Koho	Usage of mobile payment methods by brand (past 12 months)	Canada
konzertkasse.de	Online purchase of event tickets by provider (past 12 months)	Germany
KOTI	Ownership of smart home devices by brand	China
KPT / CPT	Current health insurance provider	Switzerland
Kroger	Grocery shopping channels by store brand	USA
KTM	Primarily used car by brand	all countries
Kugou	Purchase of music streaming / downloads by brand (past 12 months)	China
kulturticket.ch	Online purchase of event tickets by provider (past 12 months)	Switzerland
Kunlun Health Insurance	Current health insurance provider	China
KUONI	Online package holiday bookings by provider (past 12 months)	Switzerland
Kutxabank	Primary bank by provider	Spain
Kuwo	Purchase of music streaming / downloads by brand (past 12 months)	China
kWallet	Usage of mobile payment methods by brand (past 12 months)	Austria
L. Delhaize	Grocery shopping channels by store brand	France
La Banque Postale	Primary bank by provider	France
La Capitale	Current health insurance provider	Canada

La Culinia	Online purchase of food delivery by provider (past 12 months)	Austria
La Mutuelle générale	Current health insurance provider	France
Lacoste	Purchase of apparel by brand	Austria, Canada, France, Germany, Italy, Spain, Switzerland, United Kingdom, USA
Lada	Primarily used car by brand	all countries
Lamborghini	Primarily used car by brand	all countries
Lancia	Primarily used car by brand	all countries
Land Rover	Primarily used car by brand	all countries
lastminute	Online flight bookings by provider (past 12 months)	France, Germany, Italy, Spain, Switzerland, United Kingdom, USA
lastminute	Online hotel bookings by provider (past 12 months)	France, Germany, Italy, Spain, Switzerland, United Kingdom, USA
lastminute	Online package holiday bookings by provider (past 12 months)	France, Germany, Italy, Spain, Switzerland, United Kingdom, USA
LastMinutes	Online package holiday bookings by provider (past 12 months)	France
Laurentian Bank of Canada	Primary bank by provider	Canada
lavalife.com	Usage of online dating by provider (past 12 months)	Canada
ldlc.com	Online purchase channels by store brand (past 12 months)	France
Leader Price	Grocery shopping channels by store brand	France
Leclerc Billetterie	Online purchase of event tickets by provider (past 12 months)	France
Legrand	Ownership of smart home devices by brand	China
lehmanns.ch	Purchase of eBooks by provider (past 12 months)	Switzerland
Lektu	Purchase of eBooks by provider (past 12 months)	Spain
Lenovo	Primarily used smartphone brand	Austria, Canada, China, France, Germany, Italy, Switzerland, United Kingdom, USA
Lenovo Smart Assistant (Alexa)	Ownership of smart speakers by brand	Austria, Canada, China, France, Germany, Italy, Spain, Switzerland, United Kingdom, USA
leroymerlin.es	Online purchase channels by store brand (past 12 months)	Spain
leroymerlin.it	Online purchase channels by store brand (past 12 months)	Italy

leshop.ch	Online purchase channels by store brand (past 12 months)	Switzerland
L'étoile des gourmets	Online purchase of food delivery by provider (past 12 months)	France
Letv	Purchase of video on demand by brand (past 12 months)	China
Levi's	Purchase of apparel by brand	Austria, Canada, France, Germany, Italy, Spain, Switzerland, United Kingdom, USA
Lexus	Primarily used car by brand	all countries
LG	Ownership of eHealth trackers / smart watches by brand	Canada, France, Italy, Spain, Switzerland, United Kingdom, USA
LG	Primarily used smartphone brand	Austria, Canada, France, Germany, Italy, Spain, Switzerland, United Kingdom, USA
Lianhua	Grocery shopping channels by store brand	China
Lianlian Pay	Usage of mobile payment methods by brand (past 12 months)	China
Lianlian Pay	Usage of online payment methods by brand (past 12 months)	China
Liberbank	Primary bank by provider	Spain
Lidl	Grocery shopping channels by store brand	Austria, France, Germany, Italy, Spain, Switzerland, United Kingdom, USA
Lieferando	Online purchase of food delivery by provider (past 12 months)	Germany
Lieferheld	Online purchase of food delivery by provider (past 12 months)	Germany
Lieferservice.at	Online purchase of food delivery by provider (past 12 months)	Austria
Lifan	Primarily used car by brand	all countries
Lifesense	Ownership of eHealth trackers / smart watches by brand	China
Liligo	Online flight bookings by provider (past 12 months)	France
Lincoln	Primarily used car by brand	all countries
LINE	Usage of messenger service by brand (regularly)	Austria, Canada, China, France, Germany, Italy, Spain, Switzerland, United Kingdom, USA
Línea Directa	Current health insurance provider	Spain
Li-Ning	Purchase of apparel by brand	China
LinkedIn	Usage of social networks by brand	Austria, Canada, China, France, Germany, Italy, Spain, Switzerland, United Kingdom, USA

LK-Pay / LABORAL Kutxa Pay	Usage of mobile payment methods by brand (past 12 months)	Spain
Lloyds Bank	Primary bank by provider	United Kingdom
Loblaw home delivery	Online purchase of food delivery by provider (past 12 months)	Canada
Loblaws	Grocery shopping channels by store brand	Canada
Logitravel	Online package holiday bookings by provider (past 12 months)	Spain
Longo's	Grocery shopping channels by store brand	Canada
Look Voyage	Online package holiday bookings by provider (past 12 months)	France
Lotus	Primarily used car by brand	all countries
Lovepedia	Usage of online dating by provider (past 12 months)	Italy
LoveScout24	Usage of online dating by provider (past 12 months)	Austria, Germany, Switzerland
LOVOO	Usage of online dating by provider (past 12 months)	Austria, Germany, Italy, Spain, Switzerland
lowes.com	Online purchase channels by store brand (past 12 months)	USA
Loxone	Ownership of smart home devices by brand	Austria
l'tur	Online package holiday bookings by provider (past 12 months)	Austria, France, Germany, Switzerland
lv mama	Online flight bookings by provider (past 12 months)	China
lv mama	Online package holiday bookings by provider (past 12 months)	China
ly.com	Online flight bookings by provider (past 12 months)	China
LY.com	Online package holiday bookings by provider (past 12 months)	China
Lydia	Usage of mobile payment methods by brand (past 12 months)	France
Mac's Convenience Stores	Grocery shopping channels by store brand	Canada
macys.com	Online purchase channels by store brand (past 12 months)	USA
Magellan Health	Current health insurance provider	USA
Maggiore	Online car rental bookings by provider (past 12 months)	Italy
Mahindra	Primarily used car by brand	all countries
MAN	Primarily used car by brand	all countries
Mango	Purchase of apparel by brand	Austria, Canada, France, Germany, Italy, Spain, Switzerland, United Kingdom, USA

Mango City	Online package holiday bookings by provider (past 12 months)	China
Mango TV	Purchase of video on demand by brand (past 12 months)	China
Manitoba Blue Cross	Current health insurance provider	Canada
Manulife	Current health insurance provider	Canada
Mapfre	Current health insurance provider	Spain
Marks & Spencer	Grocery shopping channels by store brand	United Kingdom
marksandspencer.com	Online purchase channels by store brand (past 12 months)	United Kingdom
Maserati	Primarily used car by brand	all countries
Masterpass	Usage of mobile payment methods by brand (past 12 months)	USA
Masterpass	Usage of online payment methods by brand (past 12 months)	Austria, Canada, France, Germany, Italy, Spain, Switzerland, United Kingdom, USA
Match	Grocery shopping channels by store brand	France
match	Usage of online dating by provider (past 12 months)	Canada, United Kingdom, USA
Maxdome	Purchase of video on demand by brand (past 12 months)	Austria, Germany
Mayi	Online hotel bookings by provider (past 12 months)	China
Mazda	Primarily used car by brand	all countries
m-carte (Crédit Mutuel)	Usage of mobile payment methods by brand (past 12 months)	France
McLaren	Primarily used car by brand	all countries
Medavie Blue Cross	Current health insurance provider	Canada
mediamarkt.at	Online purchase channels by store brand (past 12 months)	Austria
mediamarkt.ch	Online purchase channels by store brand (past 12 months)	Switzerland
mediamarkt.de	Online purchase channels by store brand (past 12 months)	Germany
mediamarkt.es	Online purchase channels by store brand (past 12 months)	Spain
mediaworld.it	Online purchase channels by store brand (past 12 months)	Italy
Meetic	Usage of online dating by provider (past 12 months)	France, Italy, Spain, Switzerland
Meipai	Usage of social networks by brand	China
Meituan	Online hotel bookings by provider (past 12 months)	China
Meituan	Online purchase of food delivery by provider (past 12 months)	China

Meituan Travel	Online flight bookings by provider (past 12 months)	China
meituan.com	Online purchase channels by store brand (past 12 months)	China
MEIZU	Ownership of eHealth trackers / smart watches by brand	China
MEIZU	Primarily used smartphone brand	China
Mercadona	Grocery shopping channels by store brand	Spain
mercadona.es	Online purchase channels by store brand (past 12 months)	Spain
MercadoPago	Usage of online payment methods by brand (past 12 months)	Spain
Mercedes-Benz	Primarily used car by brand	all countries
Mercedes-Benz Bank	Primary bank by provider	Germany
Meridian Mobile Pay	Usage of mobile payment methods by brand (past 12 months)	Canada
Merkur	Current health insurance provider	Austria
MERKUR	Grocery shopping channels by store brand	Austria
Metro	Grocery shopping channels by store brand	Canada
MG	Primarily used car by brand	all countries
Mi/Xiaomi	Primarily used smartphone brand	Austria, Canada, China, France, Germany, Italy, Spain, Switzerland, United Kingdom, USA
Microsoft	Primarily used smartphone brand	Austria, Canada, France, Germany, Italy, Spain, Switzerland, United Kingdom, USA
Microsoft Pay / Microsoft Wallet	Usage of mobile payment methods by brand (past 12 months)	USA
Microsoft Store	Purchase of online video games by brand / stores (past 12 months)	Austria, France, Germany, Italy, Spain, Switzerland
microspot.ch	Online purchase channels by store brand (past 12 months)	Switzerland
Midea M-Smart	Ownership of smart home devices by brand	China
Migros	Grocery shopping channels by store brand	Switzerland
Migros App	Usage of mobile payment methods by brand (past 12 months)	Switzerland
Migros Bank	Primary bank by provider	Switzerland
Migu Music	Purchase of music streaming / downloads by brand (past 12 months)	China
Miliao	Usage of messenger service by brand (regularly)	China
Mini	Primarily used car by brand	all countries
Misfit	Ownership of eHealth trackers / smart watches by brand	Austria, Canada, China, France, Germany, Italy,

		Spain, Switzerland, United Kingdom, USA
Mitsubishi	Primarily used car by brand	all countries
Mjam	Online purchase of food delivery by provider (past 12 months)	Austria
Mobvoi	Ownership of eHealth trackers / smart watches by brand	Italy
Molina Healthcare	Current health insurance provider	USA
Momo	Usage of messenger service by brand (regularly)	China
MOMO	Usage of online dating by provider (past 12 months)	China
momondo	Online flight bookings by provider (past 12 months)	Austria, Canada, France, Germany, Italy, Spain, Switzerland, United Kingdom, USA
momondo	Online hotel bookings by provider (past 12 months)	Austria
Monabanq	Primary bank by provider	France
Mondadori Store	Purchase of eBooks by provider (past 12 months)	Italy
Moneris	Usage of online payment methods by brand (past 12 months)	Canada
Monoprix	Grocery shopping channels by store brand	France
Moov	Ownership of eHealth trackers / smart watches by brand	Canada, France, United Kingdom, USA
Moovenda	Online purchase of food delivery by provider (past 12 months)	Italy
Morgan	Primarily used car by brand	all countries
Morrisons	Grocery shopping channels by store brand	United Kingdom
Mosh	Online purchase of event tickets by provider (past 12 months)	China
Motorola	Ownership of eHealth trackers / smart watches by brand	Italy
Motorola	Primarily used smartphone brand	Austria, Canada, China, France, Germany, Italy, Spain, Switzerland, United Kingdom, USA
Movistar+	Purchase of video on demand by brand (past 12 months)	Spain
MPREIS	Grocery shopping channels by store brand	Austria
Mubi	Purchase of video on demand by brand (past 12 months)	Italy
MUJI	Purchase of apparel by brand	China
MuKi Versicherungsverein	Current health insurance provider	Austria

Mutua Madrileña	<i>Current health insurance provider</i>	Spain
Mutuel Assurance	<i>Current health insurance provider</i>	Switzerland
MyTF1 VOD	<i>Purchase of video on demand by brand (past 12 months)</i>	France
mytoys.de	<i>Online purchase channels by store brand (past 12 months)</i>	Germany
Nah&Frisch	<i>Grocery shopping channels by store brand</i>	Austria
Napster	<i>Purchase of music streaming / downloads by brand (past 12 months)</i>	Austria, Canada, France, Germany, Italy, Spain, Switzerland, United Kingdom
National Assurance	<i>Current health insurance provider</i>	United Kingdom
National Bank of Canada	<i>Primary bank by provider</i>	Canada
National Car Rental	<i>Online car rental bookings by provider (past 12 months)</i>	Canada, United Kingdom, USA
National Westminster Bank	<i>Primary bank by provider</i>	United Kingdom
Nationwide	<i>Primary bank by provider</i>	United Kingdom
Navistar International	<i>Primarily used car by brand</i>	all countries
Neckermann	<i>Online package holiday bookings by provider (past 12 months)</i>	Austria, Germany, Switzerland
Nest	<i>Ownership of smart home devices by brand</i>	Austria, Canada, France, Germany, Italy, Spain, Switzerland, United Kingdom, USA
netatmo	<i>Ownership of smart home devices by brand</i>	Austria, Canada, France, Germany, Italy, Spain, Switzerland, United Kingdom, USA
NetEase	<i>Purchase of music streaming / downloads by brand (past 12 months)</i>	China
NetEase Game	<i>Purchase of online video games by brand / stores (past 12 months)</i>	China
Netease Huatian	<i>Usage of online dating by provider (past 12 months)</i>	China
Neteller	<i>Usage of online payment methods by brand (past 12 months)</i>	Austria, Canada, France, Germany, Italy, Spain, Switzerland, United Kingdom, USA
NETFLIX	<i>Purchase of video on demand by brand (past 12 months)</i>	Austria, Canada, France, Germany, Italy, Spain, Switzerland, United Kingdom, USA

Netto - Markendiscount	Grocery shopping channels by store brand	Germany
NETTO Deutschland	Grocery shopping channels by store brand	Germany
nettoshop.ch	Online purchase channels by store brand (past 12 months)	Switzerland
Netzkino	Purchase of video on demand by brand (past 12 months)	Switzerland
NEU.CH	Usage of online dating by provider (past 12 months)	Switzerland
NEU.DE	Usage of online dating by provider (past 12 months)	Germany
newegg.ca	Online purchase channels by store brand (past 12 months)	Canada
newlook.com	Online purchase channels by store brand (past 12 months)	United Kingdom
Nexi Pay	Usage of online payment methods by brand (past 12 months)	Italy
next.co.uk	Online purchase channels by store brand (past 12 months)	United Kingdom
NGS	Grocery shopping channels by store brand	China
Niederösterreichische Gebietskrankenkasse	Current health insurance provider	Austria
Nike	Purchase of apparel by brand	Austria, Canada, China, France, Germany, Italy, Spain, Switzerland, United Kingdom, USA
Nintendo eShop	Purchase of online video games by brand / stores (past 12 months)	Austria, Canada, France, Germany, Italy, Spain, Switzerland, United Kingdom, USA
Nissan	Primarily used car by brand	all countries
Nix-wie-weg.de	Online package holiday bookings by provider (past 12 months)	Germany
Nokia	Ownership of eHealth trackers / smart watches by brand	Austria, France, Germany, Switzerland
Nokia	Primarily used smartphone brand	Austria, Canada, China, France, Germany, Italy, Spain, Switzerland, United Kingdom, USA
Nolim	Purchase of eBooks by provider (past 12 months)	France
nordstrom.com	Online purchase channels by store brand (past 12 months)	USA
Norma	Grocery shopping channels by store brand	Austria, Germany
Nos Bons plats chez vous	Online purchase of food delivery by provider (past 12 months)	France

notebooksbilliger.de	Online purchase channels by store brand (past 12 months)	Germany
Now TV	Purchase of video on demand by brand (past 12 months)	United Kingdom
Oberbank	Primary bank by provider	Austria
Oberösterreichische Gebietskrankenkasse	Current health insurance provider	Austria
Ocado	Grocery shopping channels by store brand	United Kingdom
ocado.com	Online purchase channels by store brand (past 12 months)	United Kingdom
oeticket.com	Online purchase of event tickets by provider (past 12 months)	Austria
officedepot.com	Online purchase channels by store brand (past 12 months)	USA
OkCupid	Usage of online dating by provider (past 12 months)	Canada, France, Italy, Spain, United Kingdom, USA
ÖKK	Current health insurance provider	Switzerland
Once	Usage of online dating by provider (past 12 months)	Italy
OneSecPay	Usage of mobile payment methods by brand (past 12 months)	Italy
OneTravel	Online flight bookings by provider (past 12 months)	USA
OneTravel	Online hotel bookings by provider (past 12 months)	USA
Opel	Primarily used car by brand	all countries
Opodo	Online flight bookings by provider (past 12 months)	Austria, Canada, France, Germany, Italy, Spain, Switzerland, United Kingdom, USA
Opodo	Online hotel bookings by provider (past 12 months)	Austria, Canada, France, Germany, Italy, Spain, Switzerland, United Kingdom, USA
Opodo	Online package holiday bookings by provider (past 12 months)	Austria, Canada, France, Germany, Italy, Spain, Switzerland, United Kingdom, USA
Oppo	Primarily used smartphone brand	Austria, Canada, China, France, Germany, USA
Orange	Purchase of video on demand by brand (past 12 months)	France, Spain
Orange Cash	Usage of mobile payment methods by brand (past 12 months)	France, Spain
ORBITZ	Online flight bookings by provider (past 12 months)	United Kingdom, USA

ORBITZ	<i>Online hotel bookings by provider (past 12 months)</i>	USA
Orell Füssli	<i>Purchase of eBooks by provider (past 12 months)</i>	Switzerland
Origin	<i>Purchase of online video games by brand / stores (past 12 months)</i>	Austria, Canada, France, Germany, Italy, Spain, Switzerland, United Kingdom, USA
Osram	<i>Ownership of smart home devices by brand</i>	Austria, Canada, France, Germany, Italy, Spain, Switzerland, United Kingdom, USA
Otogami	<i>Purchase of online video games by brand / stores (past 12 months)</i>	Spain
otto.de	<i>Online purchase channels by store brand (past 12 months)</i>	Germany
ottoversand.at	<i>Online purchase channels by store brand (past 12 months)</i>	Austria
Pacific Blue Cross	<i>Current health insurance provider</i>	Canada
Page jaune resto	<i>Online purchase of food delivery by provider (past 12 months)</i>	France
Paiement Mobile sans contact (Société Générale)	<i>Usage of mobile payment methods by brand (past 12 months)</i>	France
Pam	<i>Grocery shopping channels by store brand</i>	Italy
Panasonic SC-GA10 (Google Assistant)	<i>Ownership of smart speakers by brand</i>	Austria, Canada, France, Germany, Italy, Spain, Switzerland, United Kingdom, USA
Pandora	<i>Purchase of music streaming / downloads by brand (past 12 months)</i>	USA
pandora.net	<i>Online purchase channels by store brand (past 12 months)</i>	Italy
PANTAFLIX	<i>Purchase of video on demand by brand (past 12 months)</i>	Austria
Parship	<i>Usage of online dating by provider (past 12 months)</i>	Austria, France, Germany, Italy, Switzerland, United Kingdom
PartirPasCher.com	<i>Online package holiday bookings by provider (past 12 months)</i>	France
Payback Pay	<i>Usage of mobile payment methods by brand (past 12 months)</i>	Germany
paybox	<i>Usage of mobile payment methods by brand (past 12 months)</i>	Austria
Paybox	<i>Usage of online payment methods by brand (past 12 months)</i>	France

paydirekt	<i>Usage of online payment methods by brand (past 12 months)</i>	Germany
Paylib	<i>Usage of mobile payment methods by brand (past 12 months)</i>	France
PAYMILL	<i>Usage of online payment methods by brand (past 12 months)</i>	Italy, Spain
Paymit	<i>Usage of mobile payment methods by brand (past 12 months)</i>	Switzerland
PayPal	<i>Usage of online payment methods by brand (past 12 months)</i>	Austria, Canada, France, Germany, Italy, Spain, Switzerland, United Kingdom, USA
PaySafeCard	<i>Usage of online payment methods by brand (past 12 months)</i>	Spain
PC Financial	<i>Primary bank by provider</i>	Canada
pccomponentes.com	<i>Online purchase channels by store brand (past 12 months)</i>	Spain
Peacebird	<i>Purchase of apparel by brand</i>	China
PelisPLUS	<i>Purchase of video on demand by brand (past 12 months)</i>	Spain
Penny	<i>Grocery shopping channels by store brand</i>	Austria, Germany, Italy
People's Insurance Company of China	<i>Current health insurance provider</i>	China
Perfect World	<i>Purchase of online video games by brand / stores (past 12 months)</i>	China
PETZI	<i>Online purchase of event tickets by provider (past 12 months)</i>	Switzerland
Peugeot	<i>Primarily used car by brand</i>	all countries
Pflichtversicherung BKK	<i>Current health insurance provider</i>	Austria
PHICOMM	<i>Ownership of eHealth trackers / smart watches by brand</i>	China
Philips	<i>Ownership of smart home devices by brand</i>	Austria, Canada, China, France, Germany, Italy, Spain, Switzerland, United Kingdom, USA
Philos	<i>Current health insurance provider</i>	Switzerland
piaowu	<i>Online purchase of event tickets by provider (past 12 months)</i>	China
Picard	<i>Grocery shopping channels by store brand</i>	France
Ping an Insurance	<i>Current health insurance provider</i>	China
Pinterest	<i>Usage of social networks by brand</i>	Austria, Canada, France, Germany, Italy, Spain, Switzerland, United Kingdom, USA

Pivotal Payments	<i>Usage of online payment methods by brand (past 12 months)</i>	Canada
Pizza Hut delivery	<i>Online purchase of food delivery by provider (past 12 months)</i>	China
Pizza.de	<i>Online purchase of food delivery by provider (past 12 months)</i>	Germany
Plated	<i>Online purchase of food delivery by provider (past 12 months)</i>	USA
Plateno	<i>Online hotel bookings by provider (past 12 months)</i>	China
PlayStation Store	<i>Purchase of online video games by brand / stores (past 12 months)</i>	Austria, Canada, China, France, Germany, Italy, Spain, Switzerland, United Kingdom, USA
PlayStation Store	<i>Purchase of video on demand by brand (past 12 months)</i>	Austria, Canada, France, Germany, Italy, Spain, Switzerland, United Kingdom, USA
PlayStation Vue / PlayStation Video	<i>Purchase of video on demand by brand (past 12 months)</i>	Canada, United Kingdom, USA
Plick	<i>Usage of mobile payment methods by brand (past 12 months)</i>	Italy
PNC Bank	<i>Primary bank by provider</i>	USA
POF/PlentyofFish	<i>Usage of online dating by provider (past 12 months)</i>	Canada, Spain, United Kingdom, USA
Polar	<i>Ownership of eHealth trackers / smart watches by brand</i>	Austria, Canada, France, Germany, Italy, Spain, Switzerland, United Kingdom, USA
PopCorn TV	<i>Purchase of video on demand by brand (past 12 months)</i>	Italy
Porsche	<i>Primarily used car by brand</i>	all countries
Postal Savings Bank of China	<i>Primary bank by provider</i>	China
Postbank	<i>Primary bank by provider</i>	Germany
PostFinance App	<i>Usage of mobile payment methods by brand (past 12 months)</i>	Switzerland
Postmates	<i>Online purchase of food delivery by provider (past 12 months)</i>	USA
PPTV	<i>Purchase of video on demand by brand (past 12 months)</i>	China
Prepd	<i>Online purchase of food delivery by provider (past 12 months)</i>	Canada
Prestofood	<i>Online purchase of food delivery by provider (past 12 months)</i>	Italy
priceline	<i>Online flight bookings by provider (past 12 months)</i>	USA
Priceline	<i>Online hotel bookings by provider (past 12 months)</i>	USA

priceline.com	Online package holiday bookings by provider (past 12 months)	USA
privalia.com	Online purchase channels by store brand (past 12 months)	Italy, Spain
Progrès	Current health insurance provider	Switzerland
PromoVacances	Online package holiday bookings by provider (past 12 months)	France
Public basic health insurance	Current health insurance provider	China
Qidian	Purchase of eBooks by provider (past 12 months)	China
Qingchifan	Usage of online dating by provider (past 12 months)	China
Qobuz	Purchase of music streaming / downloads by brand (past 12 months)	France, Switzerland
QQ Music	Purchase of music streaming / downloads by brand (past 12 months)	China
QQ Reading	Purchase of eBooks by provider (past 12 months)	China
QQ Video	Purchase of video on demand by brand (past 12 months)	China
quelle.at	Online purchase channels by store brand (past 12 months)	Austria
Quicar	Online car rental bookings by provider (past 12 months)	France
Qunar	Online flight bookings by provider (past 12 months)	China
Qunar	Online hotel bookings by provider (past 12 months)	China
Qunar	Online package holiday bookings by provider (past 12 months)	China
qvc.com	Online purchase channels by store brand (past 12 months)	USA
Qzone	Usage of social networks by brand	China
Raiffeisenbank	Primary bank by provider	Austria, Switzerland
Rakuten TV	Purchase of video on demand by brand (past 12 months)	Italy, Spain
Rakutenkobo	Purchase of eBooks by provider (past 12 months)	Austria, Canada, France, Germany, Italy, Spain, Switzerland, United Kingdom, USA
Ralph Lauren	Purchase of apparel by brand	Austria, Canada, France, Germany, Italy, Spain, Switzerland, United Kingdom, USA
Ram	Primarily used car by brand	all countries
RandoChat	Usage of online dating by provider (past 12 months)	Spain

Razorgator	Online purchase of event tickets by provider (past 12 months)	USA
RBC	Primary bank by provider	Canada
RBC Wallet	Usage of mobile payment methods by brand (past 12 months)	Canada
RBM Assicurazione Salute	Current health insurance provider	Italy
Rdio	Purchase of music streaming / downloads by brand (past 12 months)	Italy
real	Grocery shopping channels by store brand	Germany
Reale Mutua	Current health insurance provider	Italy
Red Tag Vacations	Online package holiday bookings by provider (past 12 months)	Canada
Reddit	Usage of social networks by brand	Austria, Canada, France, Germany, Italy, Spain, Switzerland, United Kingdom, USA
Renault	Primarily used car by brand	all countries
Renault Rent	Online car rental bookings by provider (past 12 months)	France
Renren	Usage of messenger service by brand (regularly)	China
Renren	Usage of social networks by brand	China
Rent-A-Car	Online car rental bookings by provider (past 12 months)	France
rentalcars	Online car rental bookings by provider (past 12 months)	France, Germany, Italy, Switzerland, United Kingdom, USA
Reocar	Online car rental bookings by provider (past 12 months)	China
reservix	Online purchase of event tickets by provider (past 12 months)	Germany
Resto Malin	Online purchase of food delivery by provider (past 12 months)	France
Resto-in	Online purchase of food delivery by provider (past 12 months)	France
Rewe	Grocery shopping channels by store brand	Germany
Rockol	Online purchase of event tickets by provider (past 12 months)	Italy
Roewe	Primarily used car by brand	all countries
Rogers Bank	Primary bank by provider	Canada
Rolls-Royce	Primarily used car by brand	all countries
RT-Mart	Grocery shopping channels by store brand	China
ruedcommerce.fr	Online purchase channels by store brand (past 12 months)	France
Ruefa	Online hotel bookings by provider (past 12 months)	Austria

Ruefa	Online package holiday bookings by provider (past 12 months)	Austria
Rumbo	Online flight bookings by provider (past 12 months)	Spain
Rumbo	Online package holiday bookings by provider (past 12 months)	Spain
Runtastic	Ownership of eHealth trackers / smart watches by brand	France, Germany
ruralvía pay	Usage of mobile payment methods by brand (past 12 months)	Spain
Saab	Primarily used car by brand	all countries
Sabadell	Primary bank by provider	Spain
Sabadell Wallet	Usage of mobile payment methods by brand (past 12 months)	Spain
Safeway	Grocery shopping channels by store brand	Canada, USA
Saga	Current health insurance provider	United Kingdom
SagePay	Usage of online payment methods by brand (past 12 months)	France
SAIC-GM	Primarily used car by brand	all countries
Sainsbury's	Grocery shopping channels by store brand	United Kingdom
saksoff5th.com	Online purchase channels by store brand (past 12 months)	Canada
Salzburger Gebietskrankenk asse	Current health insurance provider	Austria
Sam's Club	Grocery shopping channels by store brand	USA
Samsung	Ownership of eHealth trackers / smart watches by brand	Austria, Canada, China, France, Germany, Italy, Spain, Switzerland, United Kingdom, USA
Samsung	Primarily used smartphone brand	Austria, Canada, China, France, Germany, Italy, Spain, Switzerland, United Kingdom, USA
Samsung (SmartThings)	Ownership of smart home devices by brand	Austria, Canada, China, France, Germany, Italy, Spain, Switzerland, United Kingdom, USA
Samsung Pay	Usage of mobile payment methods by brand (past 12 months)	Canada, China, Italy, Spain, Switzerland, United Kingdom, USA
Sanitas	Current health insurance provider	Spain, Switzerland
Santalucia	Current health insurance provider	Spain
Santander	Primary bank by provider	Austria, Germany, Spain, United Kingdom
Santander Wallet	Usage of mobile payment methods by brand (past 12 months)	Spain

saq.com	Online purchase channels by store brand (past 12 months)	Canada
Satispay	Usage of mobile payment methods by brand (past 12 months)	Italy
saturn.de	Online purchase channels by store brand (past 12 months)	Germany
Save-On-Foods	Grocery shopping channels by store brand	Canada
Scania	Primarily used car by brand	all countries
Schlage	Ownership of smart home devices by brand	Spain
Schlager Charts	Purchase of music streaming / downloads by brand (past 12 months)	Austria
Scotiabank	Primary bank by provider	Canada
Scotiabank My Mobile Wallet	Usage of mobile payment methods by brand (past 12 months)	Canada
Seamless	Online purchase of food delivery by provider (past 12 months)	USA
sears.ca	Online purchase channels by store brand (past 12 months)	Canada
SEAT	Primarily used car by brand	all countries
See Tickets	Online purchase of event tickets by provider (past 12 months)	United Kingdom
Segurcaixa Adeslas	Current health insurance provider	Spain
Seven Eleven	Grocery shopping channels by store brand	China
SFR Club Vidéo	Purchase of video on demand by brand (past 12 months)	France
SFR Play	Purchase of video on demand by brand (past 12 months)	France
Shanghai Pudong Development Bank	Primary bank by provider	China
Shenzhen Ping An Bank	Primary bank by provider	China
Shijijiyuan	Usage of online dating by provider (past 12 months)	China
Signal	Usage of messenger service by brand (regularly)	Canada, Germany, USA
Signal Iduna	Current health insurance provider	Germany
Simply	Grocery shopping channels by store brand	France, Spain
Sina Weibo	Usage of social networks by brand	China
Sirius XM Canada	Purchase of music streaming / downloads by brand (past 12 months)	Canada
Sixt	Online car rental bookings by provider (past 12 months)	Austria, Canada, France, Germany, Italy, Spain, Switzerland, United Kingdom, USA

Skip the Dishes	Online purchase of food delivery by provider (past 12 months)	Canada
skiplagged	Online flight bookings by provider (past 12 months)	Canada
Škoda	Primarily used car by brand	all countries
Skrill	Usage of online payment methods by brand (past 12 months)	Austria, France, Germany, Italy, Spain, Switzerland, United Kingdom, USA
Sky Go	Purchase of video on demand by brand (past 12 months)	Germany, United Kingdom, USA
Sky Ticket	Purchase of video on demand by brand (past 12 months)	Austria, Germany
skycheck.at	Online flight bookings by provider (past 12 months)	Austria
Skype	Usage of messenger service by brand (regularly)	Austria, Canada, China, France, Germany, Italy, Spain, Switzerland, United Kingdom, USA
Skyscanner	Online flight bookings by provider (past 12 months)	Austria, Canada, China, France, Germany, Italy, Spain, Switzerland, United Kingdom, USA
Slack	Usage of messenger service by brand (regularly)	Canada, France, Germany, Italy, Spain, Switzerland, United Kingdom, USA
Slacker Radio	Purchase of music streaming / downloads by brand (past 12 months)	Canada
Sling TV	Purchase of video on demand by brand (past 12 months)	United Kingdom, USA
Smappee	Ownership of smart home devices by brand	Spain
Smart	Primarily used car by brand	all countries
SmartHome Austria	Ownership of smart home devices by brand	Austria
Smashwords	Purchase of eBooks by provider (past 12 months)	Canada, United Kingdom, USA
Snapchat	Usage of messenger service by brand (regularly)	Austria, Canada, France, Germany, Italy, Spain, Switzerland, United Kingdom, USA
Snapchat	Usage of social networks by brand	Austria, Canada, France, Germany, Italy, Spain, Switzerland, United Kingdom, USA
Sobeys	Grocery shopping channels by store brand	Canada
Société Générale	Primary bank by provider	France
SOFORT / Klarna	Usage of online payment methods by brand (past 12 months)	Austria, Germany, Spain, Switzerland
Sohu Video	Purchase of video on demand by brand (past 12 months)	China

SOMFY	<i>Ownership of smart home devices by brand</i>	Austria, Canada, China, France, Germany, Italy, Spain, Switzerland, United Kingdom, USA
Sonkwo	<i>Purchase of online video games by brand / stores (past 12 months)</i>	China
Sonos One (Alexa)	<i>Ownership of smart speakers by brand</i>	Austria, Canada, France, Germany, Italy, Spain, Switzerland, United Kingdom, USA
Sony	<i>Ownership of eHealth trackers / smart watches by brand</i>	Austria, France, Germany, Italy, Spain, Switzerland
Sony	<i>Primarily used smartphone brand</i>	Austria, Canada, China, France, Germany, Italy, Spain, Switzerland, United Kingdom, USA
Sony LF-S50G (Google Assistant)	<i>Ownership of smart speakers by brand</i>	Austria, Canada, China, France, Germany, Italy, Spain, Switzerland, United Kingdom, USA
Soueast	<i>Primarily used car by brand</i>	all countries
SoundCloud	<i>Purchase of music streaming / downloads by brand (past 12 months)</i>	Austria, Canada, France, Germany, Italy, Spain, Switzerland, United Kingdom, USA
Sozialversicherungsanstalt	<i>Current health insurance provider</i>	Austria
Spar	<i>Grocery shopping channels by store brand</i>	Spain, Switzerland
SPAR / EUROSPAR / INTERSPAR	<i>Grocery shopping channels by store brand</i>	Austria
Sparda-Bank	<i>Primary bank by provider</i>	Germany
Sparkasse	<i>Primary bank by provider</i>	Germany
Sportsnet Now	<i>Purchase of video on demand by brand (past 12 months)</i>	Canada
Spotify	<i>Purchase of music streaming / downloads by brand (past 12 months)</i>	Austria, Canada, France, Germany, Italy, Spain, Switzerland, United Kingdom, USA
Springtour	<i>Online package holiday bookings by provider (past 12 months)</i>	China
Square	<i>Usage of online payment methods by brand (past 12 months)</i>	Canada
SSangYong	<i>Primarily used car by brand</i>	all countries
SSQ	<i>Current health insurance provider</i>	Canada
staples.ca	<i>Online purchase channels by store brand (past 12 months)</i>	Canada
Starbucks	<i>Online purchase of food delivery by provider (past 12 months)</i>	China

Starcar	Online car rental bookings by provider (past 12 months)	Germany
Starticket	Online purchase of event tickets by provider (past 12 months)	Switzerland
State Street Bank	Primary bank by provider	USA
Steam	Purchase of online video games by brand / stores (past 12 months)	Austria, Canada, China, France, Germany, Italy, Spain, Switzerland, United Kingdom, USA
Steiermärkische Gebietskrankenkasse	Current health insurance provider	Austria
Stitcher	Purchase of music streaming / downloads by brand (past 12 months)	Canada, USA
Street Lib	Purchase of eBooks by provider (past 12 months)	Italy
Stripe	Usage of online payment methods by brand (past 12 months)	Austria, Canada, France, Germany, Italy, Spain, Switzerland, United Kingdom, USA
StubHub	Online purchase of event tickets by provider (past 12 months)	Austria, Canada, France, Germany, Italy, Spain, Switzerland, United Kingdom, USA
Subaru	Primarily used car by brand	all countries
Sun Life	Current health insurance provider	Canada
suning.com	Online purchase channels by store brand (past 12 months)	China
sunnycars	Online car rental bookings by provider (past 12 months)	Austria, Germany, Switzerland
Sunwing Vacations	Online package holiday bookings by provider (past 12 months)	Canada
Suobo	Ownership of smart home devices by brand	China
SuperValu	Grocery shopping channels by store brand	USA
Sutterlüty	Grocery shopping channels by store brand	Austria
Suzuki	Primarily used car by brand	all countries
SWICA	Current health insurance provider	Switzerland
Swiss Life Prévoyance et Santé	Current health insurance provider	France
Swiss Wallet	Usage of mobile payment methods by brand (past 12 months)	Switzerland
swissflirt.ch	Usage of online dating by provider (past 12 months)	Switzerland
swissfriends.ch	Usage of online dating by provider (past 12 months)	Switzerland
Swishotels.com	Online hotel bookings by provider (past 12 months)	Switzerland

swoodoo	Online flight bookings by provider (past 12 months)	Austria, Germany, Switzerland
Système U	Grocery shopping channels by store brand	France
Takeaway.com	Online purchase of food delivery by provider (past 12 months)	Switzerland
Tangerine	Primary bank by provider	Canada
Tango	Usage of messenger service by brand (regularly)	Canada, United Kingdom, USA
Tantan	Usage of online dating by provider (past 12 months)	China
Taoba	Purchase of online video games by brand / stores (past 12 months)	China
taobao.com	Online purchase channels by store brand (past 12 months)	China
Tapit	Usage of mobile payment methods by brand (past 12 months)	Switzerland
Target	Grocery shopping channels by store brand	USA
target.com	Online purchase channels by store brand (past 12 months)	USA
TARGOBANK	Primary bank by provider	Germany
Tata	Primarily used car by brand	all countries
tchibo.ch	Online purchase channels by store brand (past 12 months)	Switzerland
tchibo.de	Online purchase channels by store brand (past 12 months)	Germany
TD Bank	Primary bank by provider	Canada, USA
TD Mobile Payment	Usage of mobile payment methods by brand (past 12 months)	Canada
Techniker Krankenkasse (TK)	Current health insurance provider	Germany
Teleclub PLAY	Purchase of video on demand by brand (past 12 months)	Switzerland
Telegram	Usage of messenger service by brand (regularly)	Austria, Canada, China, France, Germany, Italy, Spain, Switzerland, United Kingdom, USA
Telekom (Magenta SmartHome)	Ownership of smart home devices by brand	Germany
Telekom Entertain TV	Purchase of video on demand by brand (past 12 months)	Germany
Telepizza	Online purchase of food delivery by provider (past 12 months)	Spain, Switzerland
Tencent QQ	Usage of messenger service by brand (regularly)	China
Tencent Tingting (Tencent Xiaowei)	Ownership of smart speakers by brand	China

Tencent WeGame	<i>Purchase of online video games by brand / stores (past 12 months)</i>	China
Tencent Weibo	<i>Usage of social networks by brand</i>	China
Tesco	<i>Grocery shopping channels by store brand</i>	United Kingdom
tesco.com	<i>Online purchase channels by store brand (past 12 months)</i>	United Kingdom
Tesla	<i>Primarily used car by brand</i>	all countries
Thalia	<i>Purchase of eBooks by provider (past 12 months)</i>	Austria, Germany
The Co-operative Bank	<i>Primary bank by provider</i>	United Kingdom
The Co-operators	<i>Current health insurance provider</i>	Canada
The Exeter	<i>Current health insurance provider</i>	United Kingdom
The Jolly Table	<i>Online purchase of food delivery by provider (past 12 months)</i>	Canada
thebay.com	<i>Online purchase channels by store brand (past 12 months)</i>	Canada
Thomas Cook	<i>Online package holiday bookings by provider (past 12 months)</i>	France, Germany, United Kingdom
Thomson	<i>Online package holiday bookings by provider (past 12 months)</i>	United Kingdom
Threema	<i>Usage of messenger service by brand (regularly)</i>	Austria, Germany, Switzerland
Thrifty	<i>Online car rental bookings by provider (past 12 months)</i>	Austria, Canada, France, Germany, Italy, Spain, Switzerland, United Kingdom, USA
Tianmao Jingling (AliGenie)	<i>Ownership of smart speakers by brand</i>	China
Tianya	<i>Usage of social networks by brand</i>	China
ticket liquidator	<i>Online purchase of event tickets by provider (past 12 months)</i>	Canada, USA
ticket.at	<i>Online purchase of event tickets by provider (past 12 months)</i>	Austria
Ticketbis	<i>Online purchase of event tickets by provider (past 12 months)</i>	Spain
ticketboerse.ch	<i>Online purchase of event tickets by provider (past 12 months)</i>	Switzerland
TicketCity	<i>Online purchase of event tickets by provider (past 12 months)</i>	Canada, United Kingdom, USA
Ticketcorner	<i>Online purchase of event tickets by provider (past 12 months)</i>	Switzerland
Ticketea	<i>Online purchase of event tickets by provider (past 12 months)</i>	Spain
Ticketfly	<i>Online purchase of event tickets by provider (past 12 months)</i>	Canada
Ticketfrog	<i>Online purchase of event tickets by provider (past 12 months)</i>	Switzerland

TICKETINO	<i>Online purchase of event tickets by provider (past 12 months)</i>	Switzerland
Ticketline	<i>Online purchase of event tickets by provider (past 12 months)</i>	United Kingdom
ticketmaster	<i>Online purchase of event tickets by provider (past 12 months)</i>	Austria, Canada, France, Germany, Italy, Spain, Switzerland, United Kingdom, USA
Ticketone	<i>Online purchase of event tickets by provider (past 12 months)</i>	Italy
TicketsNow	<i>Online purchase of event tickets by provider (past 12 months)</i>	USA
Ticketweb	<i>Online purchase of event tickets by provider (past 12 months)</i>	Canada
TIDAL	<i>Purchase of music streaming / downloads by brand (past 12 months)</i>	Austria, Canada, France, Germany, Italy, Spain, Switzerland, United Kingdom, USA
TIMVision	<i>Purchase of video on demand by brand (past 12 months)</i>	Italy
Tinder	<i>Usage of online dating by provider (past 12 months)</i>	Austria, Canada, France, Germany, Italy, Spain, Switzerland, United Kingdom, USA
Tiroler Gebietskrankenkasse	<i>Current health insurance provider</i>	Austria
tmall.com	<i>Online purchase channels by store brand (past 12 months)</i>	China
tmall.hk	<i>Online purchase channels by store brand (past 12 months)</i>	China
TMN Go	<i>Purchase of video on demand by brand (past 12 months)</i>	Canada
Tok Tok Tok	<i>Online purchase of food delivery by provider (past 12 months)</i>	France
Tommy Hilfiger	<i>Purchase of apparel by brand</i>	Austria, Canada, France, Germany, Italy, Spain, Switzerland, United Kingdom, USA
TomTom	<i>Ownership of eHealth trackers / smart watches by brand</i>	Austria, Canada, France, Germany, Italy, Spain, Switzerland, United Kingdom, USA
Top1	<i>Online car rental bookings by provider (past 12 months)</i>	China
Toqueville	<i>Online purchase of food delivery by provider (past 12 months)</i>	France
Toyota	<i>Primarily used car by brand</i>	all countries

toysrus.at	Online purchase channels by store brand (past 12 months)	Austria
Trabber	Online flight bookings by provider (past 12 months)	Italy
Trader Joe's	Grocery shopping channels by store brand	USA
Travel Supermarket	Online flight bookings by provider (past 12 months)	United Kingdom
Travel Supermarket	Online hotel bookings by provider (past 12 months)	United Kingdom
Travel Supermarket	Online package holiday bookings by provider (past 12 months)	United Kingdom
travel.ch	Online flight bookings by provider (past 12 months)	Switzerland
travel24.at	Online package holiday bookings by provider (past 12 months)	Austria
Travelgenio	Online flight bookings by provider (past 12 months)	Spain
travelocity	Online flight bookings by provider (past 12 months)	Canada, United Kingdom, USA
Travelocity	Online hotel bookings by provider (past 12 months)	Canada, United Kingdom, USA
Travelocity	Online package holiday bookings by provider (past 12 months)	Canada, Spain, USA
TRAVELZOO	Online package holiday bookings by provider (past 12 months)	Canada, United Kingdom, USA
Treffpunkt / Rendez-vous	Grocery shopping channels by store brand	Switzerland
TripAdvisor	Online flight bookings by provider (past 12 months)	Austria, Canada, France, Germany, Italy, Spain, Switzerland, United Kingdom, USA
Tripadvisor	Online hotel bookings by provider (past 12 months)	Austria, Canada, China, France, Germany, Italy, Spain, Switzerland, United Kingdom, USA
trivago	Online hotel bookings by provider (past 12 months)	Austria, Canada, France, Germany, Italy, Spain, Switzerland, United Kingdom, USA
Troller Veículos Especiais	Primarily used car by brand	all countries
Trumpchi	Primarily used car by brand	all countries
Trustly	Usage of online payment methods by brand (past 12 months)	Austria, France, Germany, Italy, Spain, United Kingdom
TT	Usage of messenger service by brand (regularly)	China
Tudou	Purchase of video on demand by brand (past 12 months)	China

TUI	<i>Online hotel bookings by provider (past 12 months)</i>	Austria, France, Germany, Italy, Spain, Switzerland, United Kingdom
TUI	<i>Online package holiday bookings by provider (past 12 months)</i>	Austria, France, Germany, Italy, Spain, Switzerland, United Kingdom
Tujia	<i>Online hotel bookings by provider (past 12 months)</i>	China
Tumblr	<i>Usage of social networks by brand</i>	Austria, Canada, France, Germany, Italy, Spain, Switzerland, United Kingdom, USA
Tuneln	<i>Purchase of music streaming / downloads by brand (past 12 months)</i>	Austria, Switzerland
Tuniu	<i>Online flight bookings by provider (past 12 months)</i>	China
Tuniu	<i>Online package holiday bookings by provider (past 12 months)</i>	China
TWINT	<i>Usage of mobile payment methods by brand (past 12 months)</i>	Switzerland
Twint	<i>Usage of online payment methods by brand (past 12 months)</i>	Switzerland
Twitch	<i>Usage of social networks by brand</i>	Austria, Canada, Germany, Spain, United Kingdom, USA
Twitter	<i>Usage of social networks by brand</i>	Austria, Canada, France, Germany, Italy, Spain, Switzerland, United Kingdom, USA
TWYP	<i>Usage of mobile payment methods by brand (past 12 months)</i>	Spain
U.S. Bank	<i>Primary bank by provider</i>	USA
UberEATS	<i>Online purchase of food delivery by provider (past 12 months)</i>	Canada, France, Italy, Spain, United Kingdom, USA
UBI Banca	<i>Primary bank by provider</i>	Italy
UBS	<i>Primary bank by provider</i>	Switzerland
UE Megablast (Alexa)	<i>Ownership of smart speakers by brand</i>	Spain
UGO Wallet	<i>Usage of mobile payment methods by brand (past 12 months)</i>	Canada
UMF	<i>Usage of online payment methods by brand (past 12 months)</i>	China
Under Armour	<i>Ownership of eHealth trackers / smart watches by brand</i>	Canada, France, USA
Under Armour	<i>Purchase of apparel by brand</i>	Austria, Canada, France, Germany, Italy, Spain, Switzerland, United Kingdom, USA

Unicaja	Primary bank by provider	Spain
UniCredit	Primary bank by provider	Austria, Germany, Italy
UNIMARKT	Grocery shopping channels by store brand	Austria
Union Bancaire Privée	Primary bank by provider	Switzerland
Union Harmonie Mutuelles	Current health insurance provider	France
Union Mobile Pay	Usage of mobile payment methods by brand (past 12 months)	China
Unionpay	Usage of mobile payment methods by brand (past 12 months)	China
Unionpay	Usage of online payment methods by brand (past 12 months)	China
UnipolSai	Current health insurance provider	Italy
Uniprèvoyance	Current health insurance provider	France
UNIQA	Current health insurance provider	Austria, Italy
UNIQLO	Purchase of apparel by brand	Canada, China, France, Germany, Italy, Spain, United Kingdom, USA
Unisalute	Current health insurance provider	Italy
UnitedHealth	Current health insurance provider	USA
Unitymedia	Purchase of video on demand by brand (past 12 months)	Germany
universal.at	Online purchase channels by store brand (past 12 months)	Austria
UPC MyPrime	Purchase of video on demand by brand (past 12 months)	Switzerland
Uplay	Purchase of online video games by brand / stores (past 12 months)	Austria, Canada, China, France, Germany, Italy, Spain, Switzerland, United Kingdom, USA
UzDaewoo	Primarily used car by brand	all countries
Valiant Bank	Primary bank by provider	Switzerland
Vanguard	Grocery shopping channels by store brand	China
Vapiano	Online purchase of food delivery by provider (past 12 months)	Austria, Germany, Switzerland, United Kingdom
Vauxhall	Primarily used car by brand	all countries
venmo	Usage of online payment methods by brand (past 12 months)	USA
vente-privee.com	Online purchase channels by store brand (past 12 months)	Italy, Spain
vente-privee.com	Online purchase of event tickets by provider (past 12 months)	France
very.co.uk	Online purchase channels by store brand (past 12 months)	United Kingdom
Viadeo	Usage of social networks by brand	France

viagogo	Online purchase of event tickets by provider (past 12 months)	Austria, Canada, France, Germany, Italy, Spain, Switzerland, United Kingdom, USA
Viajes El Corte Inglés	Online flight bookings by provider (past 12 months)	Spain
Viajes El Corte Inglés	Online package holiday bookings by provider (past 12 months)	Spain
Viber	Usage of messenger service by brand (regularly)	Austria, Canada, France, Germany, Italy, Spain, Switzerland, United Kingdom, USA
Videoload	Purchase of video on demand by brand (past 12 months)	Austria, Germany
vip.com	Online purchase channels by store brand (past 12 months)	China
Virgin HOLIDAYS	Online package holiday bookings by provider (past 12 months)	United Kingdom
Visa Checkout	Usage of online payment methods by brand (past 12 months)	France, United Kingdom, USA
Visana	Current health insurance provider	Switzerland
Vitality	Current health insurance provider	United Kingdom
Vivid Seats	Online purchase of event tickets by provider (past 12 months)	United Kingdom, USA
vivo	Primarily used smartphone brand	China
VOI	Grocery shopping channels by store brand	Switzerland
volagratis	Online flight bookings by provider (past 12 months)	Italy
volagratis	Online package holiday bookings by provider (past 12 months)	Italy
Volg	Grocery shopping channels by store brand	Switzerland
Volkswagen	Primarily used car by brand	all countries
Volkswagen Bank	Primary bank by provider	Germany
Volvo	Primarily used car by brand	all countries
Vorarlberger Gebietskrankenkasse	Current health insurance provider	Austria
Voxer	Usage of messenger service by brand (regularly)	United Kingdom
Voyagemoinsche r	Online flight bookings by provider (past 12 months)	France
VoyagesPrivés	Online package holiday bookings by provider (past 12 months)	France, Switzerland
VoyagesSNCF	Online hotel bookings by provider (past 12 months)	France
VoyagesSNCF	Online package holiday bookings by provider (past 12 months)	France
VTB	Primarily used car by brand	all countries

Vudu	<i>Purchase of video on demand by brand (past 12 months)</i>	USA
VVVID	<i>Purchase of video on demand by brand (past 12 months)</i>	Italy
Waitrose	<i>Grocery shopping channels by store brand</i>	United Kingdom
waitrose.com	<i>Online purchase channels by store brand (past 12 months)</i>	United Kingdom
Walmart	<i>Grocery shopping channels by store brand</i>	Canada, China, USA
walmart.ca	<i>Online purchase channels by store brand (past 12 months)</i>	Canada
walmart.com	<i>Online purchase channels by store brand (past 12 months)</i>	USA
Walser Privatbank	<i>Primary bank by provider</i>	Austria
Wannappay't	<i>Usage of mobile payment methods by brand (past 12 months)</i>	Italy
Wapo / Wapa	<i>Usage of online dating by provider (past 12 months)</i>	Spain
WatchBox	<i>Purchase of video on demand by brand (past 12 months)</i>	Switzerland
wayfair.com	<i>Online purchase channels by store brand (past 12 months)</i>	USA
Wechat	<i>Purchase of eBooks by provider (past 12 months)</i>	China
WeChat	<i>Usage of messenger service by brand (regularly)</i>	Canada, China, France, Germany, Italy, Spain, Switzerland, United Kingdom, USA
WeChat	<i>Usage of social networks by brand</i>	Austria, Canada, China, France, Germany, Italy, Spain, Switzerland, United Kingdom, USA
Wechat Pay	<i>Usage of mobile payment methods by brand (past 12 months)</i>	China
Wechat pay	<i>Usage of online payment methods by brand (past 12 months)</i>	China
weg.de	<i>Online package holiday bookings by provider (past 12 months)</i>	Germany
WellCare Health Plans	<i>Current health insurance provider</i>	USA
Wells Fargo	<i>Primary bank by provider</i>	United Kingdom, USA
WeLoop	<i>Ownership of eHealth trackers / smart watches by brand</i>	China
Weltbild	<i>Purchase of eBooks by provider (past 12 months)</i>	Austria, Germany, Switzerland
WhatsApp	<i>Usage of messenger service by brand (regularly)</i>	Austria, Canada, China, France, Germany, Italy, Spain, Switzerland, United Kingdom, USA

Whole Foods Markets	Grocery shopping channels by store brand	Canada, USA
WHSmith	Purchase of eBooks by provider (past 12 months)	United Kingdom
Wickr Me	Usage of messenger service by brand (regularly)	Germany
Wiener Gebietskrankenkasse	Current health insurance provider	Austria
WIENER STÄDTISCHE	Current health insurance provider	Austria
wien-ticket	Online purchase of event tickets by provider (past 12 months)	Austria
Wiko	Primarily used smartphone brand	Switzerland
wimdu	Online hotel bookings by provider (past 12 months)	Austria, Canada
wish.com	Online purchase channels by store brand (past 12 months)	Italy, Switzerland
Womai	Online purchase of food delivery by provider (past 12 months)	China
Woniu reading	Purchase of eBooks by provider (past 12 months)	China
WPA	Current health insurance provider	United Kingdom
Wuling	Primarily used car by brand	all countries
Wumart	Grocery shopping channels by store brand	China
Wüstenrot	Current health insurance provider	Austria
Xbox Games Store	Purchase of online video games by brand / stores (past 12 months)	Austria, Canada, China, France, Germany, Italy, Spain, Switzerland, United Kingdom, USA
Xbox Games Store / Microsoft Store	Purchase of video on demand by brand (past 12 months)	Canada, Germany, Italy, Spain, Switzerland, United Kingdom, USA
xdpwt	Online purchase of event tickets by provider (past 12 months)	China
Xiami	Purchase of music streaming / downloads by brand (past 12 months)	China
Xiaodu at home (Baidu Duer OS)	Ownership of smart speakers by brand	China
Xiaomi	Ownership of smart home devices by brand	China
Xiaomi speaker (Orion OS)	Ownership of smart speakers by brand	China
Xiaomi/mi.com	Ownership of eHealth trackers / smart watches by brand	Canada, China, France, Spain, Switzerland, United Kingdom, USA
Xiaozhu	Online hotel bookings by provider (past 12 months)	China
XING	Usage of social networks by brand	Austria, Germany, Switzerland

xishiqu	<i>Online purchase of event tickets by provider (past 12 months)</i>	China
Xtep	<i>Purchase of apparel by brand</i>	China
yanchupiao	<i>Online purchase of event tickets by provider (past 12 months)</i>	China
Yeepay	<i>Usage of mobile payment methods by brand (past 12 months)</i>	China
Yeepay	<i>Usage of online payment methods by brand (past 12 months)</i>	China
Yelp	<i>Usage of social networks by brand</i>	Austria, Canada, France, Germany, Italy, Spain, Switzerland, United Kingdom, USA
yhd.com	<i>Online purchase channels by store brand (past 12 months)</i>	China
Yiguo	<i>Online purchase of food delivery by provider (past 12 months)</i>	China
Yinyuetai	<i>Purchase of music streaming / downloads by brand (past 12 months)</i>	China
Yixin	<i>Usage of messenger service by brand (regularly)</i>	China
yongle	<i>Online purchase of event tickets by provider (past 12 months)</i>	China
yoox.com	<i>Online purchase channels by store brand (past 12 months)</i>	Italy
Youjia	<i>Usage of online dating by provider (past 12 months)</i>	China
Youku	<i>Purchase of video on demand by brand (past 12 months)</i>	China
Youngor	<i>Purchase of apparel by brand</i>	China
YouNow	<i>Usage of online dating by provider (past 12 months)</i>	Austria
YouTube	<i>Usage of social networks by brand</i>	Austria, Canada, France, Germany, Italy, Spain, Switzerland, United Kingdom, USA
YouTube Red	<i>Purchase of video on demand by brand (past 12 months)</i>	USA
Youyuan	<i>Usage of online dating by provider (past 12 months)</i>	China
Yuehuiba	<i>Usage of online dating by provider (past 12 months)</i>	China
YY	<i>Usage of messenger service by brand (regularly)</i>	China
YY	<i>Usage of social networks by brand</i>	China
zalando.at	<i>Online purchase channels by store brand (past 12 months)</i>	Austria
zalando.ch	<i>Online purchase channels by store brand (past 12 months)</i>	Switzerland

zalando.de	<i>Online purchase channels by store brand (past 12 months)</i>	Germany
zalando.es	<i>Online purchase channels by store brand (past 12 months)</i>	Spain
zalando.fr	<i>Online purchase channels by store brand (past 12 months)</i>	France
zalando.it	<i>Online purchase channels by store brand (past 12 months)</i>	Italy
Zara	<i>Purchase of apparel by brand</i>	Austria, Canada, China, France, Germany, Italy, Spain, Switzerland, United Kingdom, USA
zara.com	<i>Online purchase channels by store brand (past 12 months)</i>	France, Spain
Zhen'ai	<i>Usage of online dating by provider (past 12 months)</i>	China
Zhihu	<i>Usage of social networks by brand</i>	China
Zolo Mojo (Google Assistant)	<i>Ownership of smart speakers by brand</i>	Austria, Canada, France, Germany, Italy, Spain, Switzerland, United Kingdom, USA
Zoosk	<i>Usage of online dating by provider (past 12 months)</i>	Austria, Canada, Germany, Switzerland, United Kingdom, USA
Zotye	<i>Primarily used car by brand</i>	all countries
ZTE	<i>Primarily used smartphone brand</i>	Austria, Canada, China, France, Germany, Spain, Switzerland, USA
Zurich	<i>Current health insurance provider</i>	Italy