Alliant Launches PurchaseCore, Expanding Predictive Consumer Purchase Intelligence

New purchase behavior intelligence provides deeper visibility into brand affinity, category purchasing, and consumer buying behavior

ATLANTA, GA, UNITED STATES, October 21, 2026 /EINPresswire.com/ -- Alliant, the people-based data partner and leading source of consumer data and intelligence, today announced the launch of PurchaseCore, a consumer purchase behavior data solution designed to help marketers identify and reach the consumers most likely to buy across brand affinity, category purchasing, and in-market signals built from billions of real transactions.

> We're giving marketers a clearer picture of consumer behavior and the ability to put those insights to work."
>
> *Scarlett Shipp*

PurchaseCore extends Alliant's predictive capabilities with data that gives brands and agencies greater visibility into purchase potential beyond their own first-party data. With 500 purchase behaviors across 30 verticals, PurchaseCore provides brand- and category-level purchase insights and in-market signals across automotive, consumer packaged goods (CPG), retail and apparel, travel and hospitality, dining, and more.

"What people buy is one of the strongest signals of what they'll do next, but much of that activity happens beyond what brands can see in their own data," said Scarlett Shipp, CEO of Alliant. "PurchaseCore brings that visibility to marketers at scale, with purchase affinities and in-market signals that offer strategic opportunities for brands to find new customers, grow the ones they already have, and invest with confidence. We're giving marketers a clearer picture of consumer behavior and the ability to put those insights to work."

PurchaseCore supports customer acquisition, audience development, first-party data enrichment, and predictive targeting. It is designed to complement PeopleCore, Alliant's consumer data solution, which provides predictive psychology-driven insights into who consumers are and how they make decisions, including their motivations, channel preferences, and purchase mindsets. While Purchase focuses on what consumers are likely to purchase, PeopleCore adds into the characteristics and motivations that influence those decisions.

"PurchaseCore is designed to be practical. It's grounded in real transactions, delivered where marketers already work, and built to pair with PeopleCore," said Dave Taylor, Chief Product Officer of Alliant. "PurchaseCore points to what consumers are likely to buy next, and

PeopleCore adds the why. Together, they give our clients a fuller view of the consumer than most standalone data assets."

PurchaseCore is available for enrichment, licensing, installation, and API delivery. Alliant's predictive audiences are also accessible available in all major platforms for activation across digital and offline channels.

The launch of PurchaseCore continues Alliant's commitment to delivering comprehensive, predictive data that empowers brands to turn understanding into action and strategy into performance.

For additional information about PurchaseCore and its available categories, visit alliantdata.com.

About Alliant

Alliant is a people-based data partner that helps marketers understand not only what consumers do, but why they do it. Alliant is the leading source of consumer data and predictive intelligence that illuminates modern human behavior. By combining rich transactional data with psychology-driven insight, Alliant provides a more complete view of consumer behavior and the cognitive dynamics that guide decisions—fueling more meaningful campaigns that anticipate both actions and motivations.

Alliant continually validates its people, processes, and data through recognized industry certifications and standards, including SOC 2, IAB Tech Lab Data Transparency, and NQI certification from Neutronian. Trusted by thousands of brands and agencies as an independent data partner, Alliant brings a human element to modern data solutions. For more information, visit alliantdata.com.

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