

**Did you know?** While the retail ecommerce boom won't be as explosive this year as in 2020, it doesn't seem to be going away any time soon. This year **total retail ecommerce sales in APAC** are forecast to grow 19.2% and reach \$3,199.29 billion<sup>1</sup>. Those celebrating Father's Day will likely purchase cards and gifts online, so it's important for brands to reach and engage the right online shoppers.

Brands targeting Father's Day audiences can **optimize digital ad spending** and **influence buyers** more effectively by integrating audiences segments built with powerful consumer attitudes and behaviours into their campaigns.

Download our Father's Day audience playbook for a complete list of attitudes, personas, and profiles to reach your best future customers.



## Connect with **Father's Day Celebrators**

### Sample segments to reach this audience:

- Eyeota - Holidays and Events - Interest - GLOBAL - Father's Day
- Eyeota - Demo - Family - Parents
- Eyeota - Holidays and Events - Interest
- YouGov - House Tenure - Neither: I Live Rent-Free With My Parents, Family or Friends
- ShareThis - Hobbies and Leisure - Special Occasions



## Connect with **Gift Purchasers**

### Sample segments to reach this audience:

- Lifesight - Retail - Location Visited - Gift Stores
- ShareThis - Shopping - Gifts and Special Event Items - Cards and Greetings
- ShareThis - Shopping - Gifts and Special Event Items - Custom and Personalized Items
- Global ShareThis - Shopping - Gifts and Special Event Items - Gifts
- Global ShareThis - Shopping - Gifts and Special Event Items - Party and Holiday Supplies



## Connect with **Consumers In-Market for Men's Products**

### Sample segments to reach this audience:

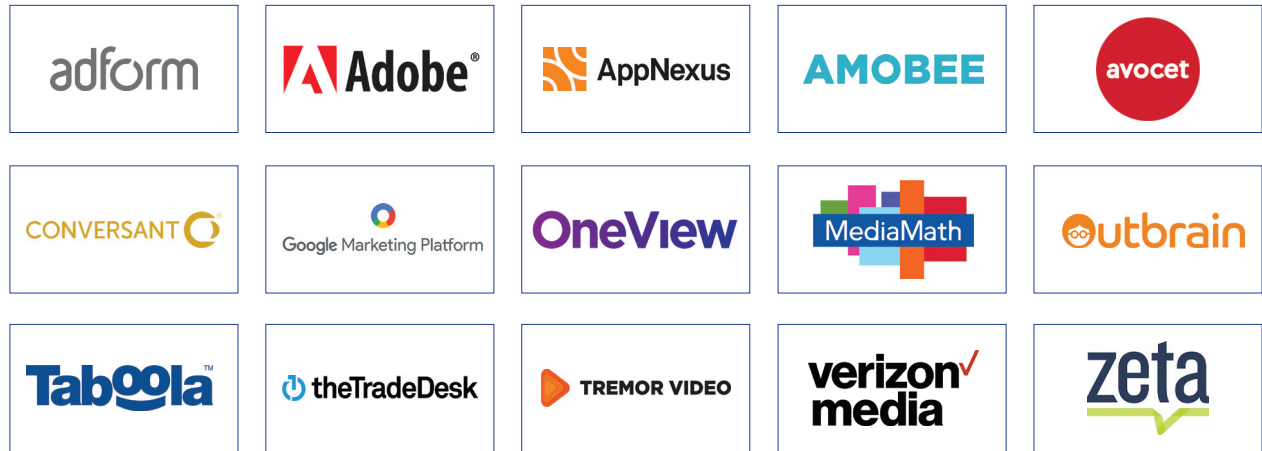
- Eyeota - Retail - Intent - Clothing - Men's
- Eyeota - Retail - Past Purchase - Clothing - Men's
- Eyeota - Retail - Interest - Clothing - Men's
- Lifesight - Retail - Location Visited - Mens Fashion Stores
- ShareThis - Shopping - Apparel - Men's Clothing

Sources: <sup>1</sup>eMarketer, 2021.

Audience profiles sourced from premium **Branded Data Partners**



### Demand Side Platforms



### Data Management Platforms (available on request)



### Social Networking Platforms (available on request)



Ready to activate? Contact our dedicated team at [datadesk@eyeota.com](mailto:datadesk@eyeota.com) to find out more.



#### Commitment to Data Quality

Eyeota audiences are independently audited to provide confidence and reassurance to marketers of the quality, transparency and compliance of the data they are buying.