

Did you know? Consumer electronics, apparel and home furnishings were the top three most visited retail ecommerce categories in Europe in 2020¹. As pandemic restrictions begin to ease, the **retail ecommerce boom** doesn't seem to be going away any time soon. 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 - Lifestyle - Interest - Family
- Data Locator - Seasonal - Father's Day Present Buyers
- EQ Data - Special Occasions - Fathers Day
- Experian - Seasonal - Fathers Day - Restaurants
- Experian - Seasonal - Fathers Day - Book Stores
- Mastercard - Top Spending Geography - Seasonal - Father's Day Shopper - Men's Apparel
- ShareThis - People and Society - Family and Relationships - Family
- ShareThis - Hobbies and Leisure - Special Occasions - Holidays and Seasonal Events

Connect with **Gift Purchasers**



Sample segments to reach this audience:

- Experian - Seasonal - Fathers Day - Gift Shops
- Mastercard - Top Spending Geography - Jewelry and Giftware Stores
- ShareThis - Shopping - Gifts and Special Event Items
- Transactis - Purchase Category - Reach - Gifts and Gadgets
- Transactis - Purchase Category - Top Tier Spender - Gifts and Gadgets

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



Sample segments to reach this audience:

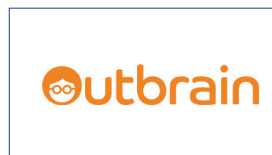
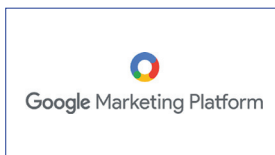
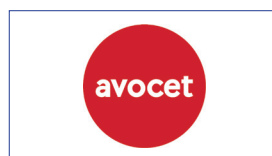
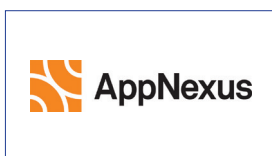
- Eyeota - Retail - Interest - Clothing - Men's
- Eyeota - Retail - Intent - Clothing - Men's
- Experian - Seasonal - Fathers Day - Watch / Jewellery
- Mastercard - Frequently Transacting Geography - Men's Apparel In Store
- Mastercard - Top Spending Geography - Men's Apparel Online

Sources: ¹eMarketer, 2020.

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



Demand Side Platforms



Data Management Platforms (available on request)



Ready to activate? Contact our dedicated team at 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.