Eye On | EMEA Easter Audiences

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Pandemic restrictions have led to a **worldwide increase in online grocery shopping**[1], including consumers who have never bought groceries online before[2]. Digital grocery buying has become so popular that it is expected to stick as a habit even post-pandemic[3]. As a result, even with restrictions slowly lifting around the globe, we can expect consumers who typically celebrate Easter by cooking a family meal or visiting friends and family[4] to purchase more food and beverages and gifts online.

This Easter, **identify, reach and engage the right online consumers** by integrating audience segments into your campaigns. Speak to our audience specialists today at **datadesk@eyeota.com** to find out more.

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

Connect with **Easter Shoppers**

Sample segments to reach this audience:

- Eyeota - Holidays and Events - Interest - Easter
- Affinity Answers - Interest - Events - Easter
- EQ Data - Special Occasions - Easter
- Experian - Seasonal - Easter - Department Stores
- Experian - Seasonal - Easter - Supermarkets

Connect with **Candy Buyers**

Sample segments to reach this audience:

- Eyeota - CPG and FMCG - Interest - Food - Chocolate, Sweets, Cakes
- Experian - Seasonal - Easter - Petrol Stations
- IRI - FMCG Purchasing Behaviour - Yogurts and Desserts - Kids - Brand Driver
- IRI - FMCG Purchasing Behaviour - Snacks - Chocolate Blocks - Maintain Brand
- Kantar - Demographics - Life Stage - Primary School Parents

Connect with **Families with Children**

Sample segments to reach this audience:

- Eyeota - Demo - Family - Parents
- EQ Data - Household Type - One Family Only - Lone Parent - Dependent Children
- CACI - Fresco - Subsegment - 18 Pre-School Parents
- Fifty - Life Stage - Modern Parents
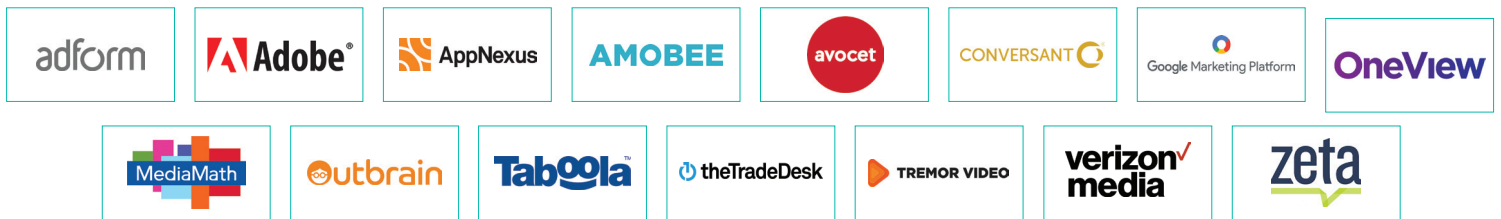- Kantar - Demographics - Life Stage - Playschool Parents

Sources: [1] **eMarketer**, 2020; [2] **eMarketer**, 2020; [3] **eMarketer**, 2021; [4] **NRF**, 2020.

Easter audience profiles are sourced from premium
Branded Data Partners

eyeota   affinity answers   CACI EVER VIGILANT   EQUINITI DATA   experian

fifty.   IRi Growth delivered.   KANTAR

Access the Eyeota Audience Marketplace **in your chosen platform**

Demand Side Platforms

adform | Adobe | AppNexus | AMOBEE | avocet | CONVERSANT | Google Marketing Platform | OneView

MediaMath | Outbrain | Taboola | theTradeDesk | TREMOR VIDEO | verizon media | zeta

Data Management Platforms (available on request)

Adobe | LOTAME | ORACLE Marketing Cloud | Permutive | salesforce audience studio

Social Networking Platforms (available on request)

Facebook | Instagram | Pinterest | Snapchat | Twitter

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Ready to activate? Contact our dedicated team at
datadesk@eyeota.com to find out more.

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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.