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.

### 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

Access the Eyeota Audience Marketplace in your chosen platform

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 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.