

Pandemic restrictions have led to a **worldwide increase in online grocery shopping**¹, including consumers who have never bought groceries online before². Digital grocery buying has become so popular that it is expected to stick as a habit even post-pandemic³. 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 family⁴ 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
- Acxiom - Retail - Seasonal - Easter Activity - Buy a Gift at Online
- Experian - Mobile Location Models - Visits - Easter Shoppers
- **NEW** Fyllo - Infused - Behavioral - Interest & Intent - Holidays - Easter
- Plunge Digital - Seasonal - Holiday - Easter



Connect with **Candy Buyers**

Sample segments to reach this audience:

- Eyeota - CPG and FMCG - Interest - Food - Chocolate, Sweets, Cakes
- Acxiom - Retail - Convenience Stores - Likely Activity - Purchase Candy
- IRI - Intent - Heavy Purchaser - Seasonal Chocolate Easter Candy
- IRI - Intent - Heavy Purchaser - Seasonal Non-Chocolate Easter Candy
- Wiland Ultimate - Purchase - Grocery - Candy Confectionery Midscale Chocolate



Connect with **Families with Children**

Sample segments to reach this audience:

- Eyeota - Demo - Family - Parents
- 33Across - Family - Families with Children 6-10
- **NEW** Data Axle (fka Infogroup) - Consumer - Living the New Normal - Gift Giving Grandparents
- **NEW** Fyllo - CBD Infused - Demographic - Parents - Parents of Young Children / Pre-Teens
- Fifty - Life Stage - Modern Parents

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

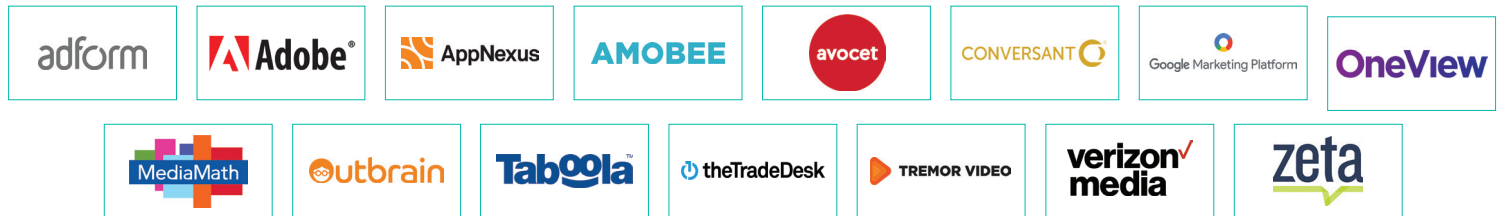
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Easter audience profiles are sourced from premium Branded Data Partners



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.