**Eye On | US/CA Father’s Day Audiences**

**Did you know?** As pandemic restrictions begin to ease, the retail ecommerce boom doesn’t seem to be going away any time soon. Consumer shopping habits continue to lean in favor of ecommerce: 40% of consumers say they plan to shop in-store either the same or less, even after they have been vaccinated¹. 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 - Holidays and Events - Interest
- Data Axle (fka Infogroup) - Consumer - Interests - Lifestyles - Parenting and Family
- Mastercard - Top Spending Geography - Father’s Day Shopper - Men’s Apparels
- Fyllo - Infused - Behavioral - Interest & Intent - Holidays - Father’s Day

**Connect with Gift Purchasers**

**Sample segments to reach this audience:**
- 33Across - Audience ID - Small Business - Consumer Goods and Services - Gifts and Occasions
- Equifax - Retail Propensity - Gift Buyers
- IRI - Intent - Heavy Purchaser - Mens Gift Pack/Sets
- ShareThis - Shopping - Gifts and Special Event Items - Gifts
- ShareThis - Shopping - Gifts and Special Event Items - Cards and Greetings

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

**Sample segments to reach this audience:**
- Eyeota - Retail - Intent - Clothing - Men’s
- Alliant - Men’s Interests - Men’s Products
- EyeSocial - Style and Fashion - High Affinity - Apparel - Men’s
- SMS-INC - Shopping - Mail Order Buyer - Men’s Clothing
- Wiland Ultimate - Intent to Buy - Mens Upscale Dress Shoes

Sources: ¹eMarketer, 2021.
Audience profiles sourced from premium Branded Data Partners

- Alliant - Premium Men's Interests - Premium Men's Products
- Acxiom - Retail - Accessories - Likely Accessory Purchase - Mens Fine Jewelry
- IRI - Intent - Heavy Purchaser - Men'S Hair Coloring
- Mastercard - Top Spending Geography - Men's Apparel Online
- Wiland Ultimate - Intent to Subscribe - Mens Health Fitness Magazine - PwrBy Amex_UAA0628

Connect with Men’s Product Spenders

Sample segments to reach this audience:

Want more Father’s Day audience segments? Click here for our complete list of fitness consumer-type segments, buyer personas and profiles.
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

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.

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