

**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 vaccinated<sup>1</sup>. 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: <sup>1</sup>eMarketer, 2021.



## Connect with **Men's Product Spenders**

Sample segments to reach this audience:

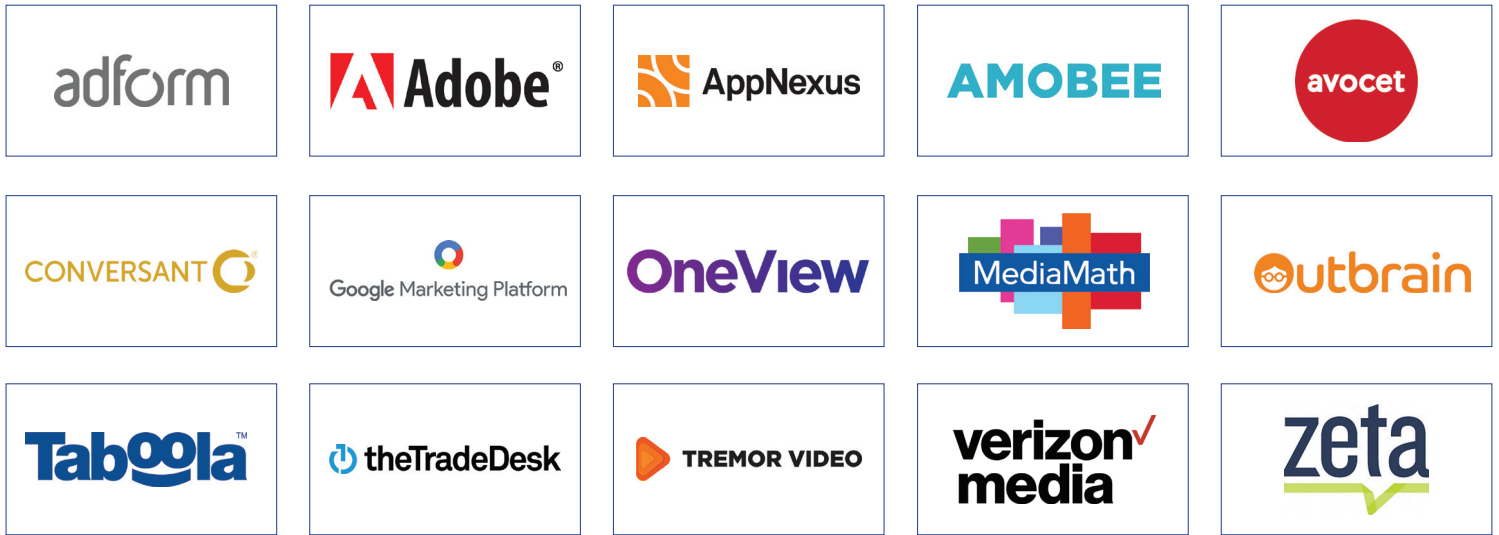
- Alliant - Premium Men's Interests - Premium Men's Products
- Acxiom - Retail - Accessories - Likely Accessory Purchase - Mens Fine Jewelry
- IRI - Intent - Heavy Purchaser - Men'S Hair Coloring
- Mastercard - Top Spending Geography - Men's Apparel Online
- Wiland Ultimate - Intent to Subscribe - Mens Health Fitness Magazine - PwrBy Amex\_UAA0628

Want more Father's Day audience segments? [Click here](#) for our complete list of fitness consumer-type segments, buyer personas and profiles.

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



## 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](mailto: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.