



High-Response Audiences for Apparel Marketing Campaigns

Casual. Trendy. Business. Bespoke. Upscale. Value. Everyday. Special occasion. Whatever your apparel category, **Wiland has the audiences to help you reach the ready-to-spend consumers you're looking for—the people who are the most likely to respond to your apparel marketing.**

Wiland digital audiences are created using the largest set of individual-level consumer spending and interest-intensity signals ever assembled. Using these spend-based audiences is the most effective way to improve the performance of your acquisition campaigns across all digital channels.

Here is a sample collection of our **apparel category audiences** available for immediate activation:

Audience ID	Audience Name
USP0450	Apparel Subscription Boxes, Intent to Buy
UAA0198	High-End Boutique Apparel, Intent to Buy
USP0380	Country Club-Inspired Apparel, Intent to Buy
UAA0195	Discount Apparel, Intent to Buy
UAA0706	Midscale Yoga and Athleisure Apparel, Intent to Buy
UAA0035	Women's Midscale Apparel, Intent to Buy
USP0131	Women's Modern Casual Apparel, Intent to Buy
USP0132	Women's Outdoor and Active Apparel, Intent to Buy
USP0047	Women's Plus Size Clothing, Intent to Buy
UAA0647	Online Men's Apparel, Intent to Buy
UAA0094	Men's Upscale Casual Apparel, Intent to Buy
USP0028	Men's Dress Apparel, Intent to Buy
USP0469	Men's Suits, Intent to Buy
USP0061	Midscale Children's Apparel, Intent to Buy
UAA0436	Specialty Hats and Headwear, Intent to Buy
UAA0111	Sports Apparel and Shoes, Intent to Buy
UAA0039	Women's Midscale Footwear, Intent to Buy

NOTES ON AUDIENCE TABLE

- » Audience IDs beginning with UAA In-market and likely to spend in the category based on anonymized spending insights and other attributes using Wiland modeling.
- » Audience IDs beginning with USP Affinity based on individual-level social media engagement data, transaction-level data, and other predictive attributes using Wiland modeling.

QUICK TIP

On some platforms, including The Trade Desk, Google, and LiveRamp, you will find Wiland pre-built audiences listed as "Ultimate Data" audiences.

Custom Audiences Built Just for You

Wiland also offers powerful, custom-modeled audiences based on your brand's unique campaign objectives. Built to help you target your advertising to your ideal apparel buyers, these audiences deliver superior digital campaign results, including better response rates, lower customer acquisition costs, and higher return on ad spend.

Ready to Connect with Your Best New Customers?

We can immediately deliver these audiences to Facebook or your DSP or platform of choice. Our audiences are also available for immediate activation at Viant, LiveRamp, The Trade Desk, Google, Eyeota, and other leading platforms. For questions about finding your ideal audience or having a custom audience created to meet your specific campaign goals, contact your Wiland representative or email us at info@wiland.com.