



High-Response Audiences for Dad & Grad Campaigns

Consumers are preparing to celebrate multiple important people during the late spring and early summer. For Father's Day, they are seeking to recognize the fathers, father figures, and other significant men in their lives with an assortment of special tokens and gifts. They are also likely to be congratulating recent graduates as they help them look ahead to an exciting future.

Willand audiences help you reach these ready-to-spend consumers—the people most likely to respond to your Father's Day and graduation marketing campaigns.

Willand digital audiences, available for activation at leading platforms, are created using the largest set of individual-level consumer spending and interest-intensity data 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 are two sample collections of our many relevant audiences during the season of celebrating **dads and grads**:

Father's Day

Audience ID	Audience Name
USP0502	Greeting and Occasion Cards, Intent to Buy
UAA0096	Golf Gear and Apparel, Intent to Buy
USP0153	Camping, Fishing, and Outdoor Gear, Intent to Buy
USP0196	Fly Fishing Products and Services, Intent to Buy
UAA0138	Retail Power and Hand Tools, Intent to Buy
USP0252	Woodworking Tools and Accessories, Intent to Buy
UAA0544	Men's Apparel Subscription Services, Intent to Buy
USP0575	Hiking and Backpacking Apparel, Intent to Buy
USP0455	Luxury Watches, Intent to Buy
UAA0130	BBQ Grills and Gear, Intent to Buy
UAA0623	Insulated Drinkware and Coolers, Intent to Buy
USP0578	Lawn Care Equipment, Intent to Buy
USP0217	Books and eBooks, Intent to Buy
UAA0182	Sports News Magazines, Intent to Subscribe
UAA0458	Likely to Frequent Breakfast Restaurants

NOTES ON AUDIENCE TABLES

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

Graduation

Audience ID	Audience Name
UAA0559	Likely Parents of College Student, Life Stage, Active Spenders
UAA0558	Likely Parents with Children at Home, Life Stage, Active Spenders
USP0347	Photo Invitations and Announcements, Intent to Buy
UAA0177	Online Invitations and Announcements, Intent to Buy
UAA0370	Greeting Cards, Intent to Buy
USP0059	Flower Delivery, Intent to Buy
USP0016	Computers and Electronics, Intent to Buy
USP0499	Gifts and Party Supplies, Intent to Buy
USP0027	Women's Midscale Jewelry and Accessories, Intent to Buy
USP0377	Keepsakes and Collectibles, Intent to Buy
USP0488	Online Apartment Rental Services, Intent to Use
USP0114	Food and Snack Subscription Boxes, Intent to Subscribe
UAA0032	Midscale Home Furnishings, Intent to Buy
USP0336	Likely to Frequent Steakhouse Restaurants
UAA0049	Likely to Frequent Casual Italian Restaurants

Did You Know?

Wiland also offers powerful, custom-modeled audiences based on your brand's unique campaign objectives.

Ready to Connect with Your Best New Customers?

We can immediately deliver these high-response audiences to Facebook or your DSP or platform of choice. They 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](mailto:info@wiland.com).

QUICK TIP: On some platforms, including The Trade Desk, Google, and LiveRamp, you will find Wiland audiences listed as "Ultimate Data" audiences.

VIANT.

 **theTradeDesk**

/LiveRamp

 **LOTAME**


Google Marketing Platform

 **eyeota**