



# High-Response Audiences

for Halloween Campaigns

There's nothing spooky about Halloween spending! Every year, consumers dish out billions on sweets, treats, costumes, and more to facilitate a fun holiday celebration.

Wiland audiences help you reach these ready-to-spend consumers—the people most likely to respond to your Halloween marketing campaigns.

Wiland 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 is a sample collection of our Halloween audiences:

AUDIENCE ID	AUDIENCE NAME
USP0789	Likely Interest in Spirit Halloween
USP0790	Halloween Costumes and Supplies, Intent to Buy
UAA0783	Halloween Costumes and Décor, Intent to Buy
UAA0784	Costume Rental Services, Intent to Use
UAA1053	Haunted Houses, Intent to Visit
USP0407	Horror Movies, Likely Viewers
USP0591	Midscale Candy and Confectionery, Intent to Buy
UAA0186	Classic and Traditional Candies, Intent to Buy
USP0303	Grocery Chocolate, Intent to Buy
USP0149	Children's Crafts and Art Supplies, Intent to Buy
UAA0405	Party and Event Supplies, Intent to Buy
USP0376	Cartoon-Inspired Products and Gifts, Intent to Buy
UAA0698	Upscale Dog and Cat Apparel and Toys, Intent to Buy
UAA0558	Likely Parents with Children at Home, Life Stage, Active Spenders
UAA0560	Likely Pet Owners, Life Stage, Active Spenders

## 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.



**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.*

