



High-Response Audiences for Lawn, Garden, and Outdoor Brands

Whether they're planning their upcoming garden, digging into a landscaping project, or looking to enhance their outdoor living spaces, consumers are seeking horticultural inspiration, supplies, and services throughout the year.

Willard audiences help you reach these ready-to-spend consumers—the people most likely to respond to your lawn, garden, and outdoor-focused marketing campaigns.

Willard 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 **lawn, garden, and outdoor audiences**:

AUDIENCE ID	AUDIENCE NAME
UAA0327	Garden Centers, Intent to Buy
UAA0503	Garden Plants, Bulbs, and Ornaments, Intent to Buy
USP0584	Lawn and Gardening Products, Intent to Buy
USP0302	Lawn Care Supplies, Intent to Buy
UAA0232	Mowers and Lawn Care, Intent to Buy
UAA0664	Lawn Care and Fertilizers, Intent to Buy
USP0581	Professional Lawn Care Services, Intent to Buy
USP0579	Tree Care Services, Intent to Buy
UAA0261	Landscaping Supplies, Intent to Buy
UAA0260	Landscaping Services, Intent to Buy
USP0160	Organic Lifestyle Magazines, Intent to Subscribe
USP0152	Home, Hearth, and Garden Magazines, Intent to Subscribe
UAA0346	Upscale Home, Patio, and Garden, Intent to Buy
UAA0307	Outdoor and Patio Furniture, 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 Willard modeling.
- » **Audience IDs beginning with USP:**
Affinity based on individual-level social media engagement data, transaction-level data, and other predictive attributes using Willard 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.*

VIAANT.

 **theTradeDesk**

/LiveRamp

 **eyeota**



Google Marketing Platform

 **LOTAME**

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