



High-Response Audiences for Memorial Day Campaigns

Memorial Day weekend represents an opportunity for Americans to honor veterans who made the ultimate sacrifice to serve the United States. It is also a chance for consumers to usher in summertime and shop major annual sales to prepare for the warm months ahead.

Wiland audiences help you reach these ready-to-spend consumers—the people most likely to respond to your Memorial Day 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 **Memorial Day** audiences:

Audience ID	Audience Name
UAA0176	Veterans Assistance Charities, Intent to Give
UAA0577	American and Military History Enthusiasts
UAA1054	Historical Sites and Landmarks, Intent to Visit
USP0350	High-End BBQ Grills and Smokers, Intent to Buy
UAA0375	Meats and Seafood, Intent to Buy
USP0464	Likely to Frequent BBQ Restaurants
UAA0307	Outdoor and Patio Furniture, Intent to Buy
UAA0132	Lawn and Garden Equipment, Intent to Buy
USP0472	Modern Furniture Collections, Intent to Buy
USP0583	Midscale Mattresses, Intent to Buy
UAA0226	Major Home Appliances, Intent to Buy
UAA0104	Retail Electronics and Computers, Intent to Buy
UAA0673	Cars and Passenger Trucks, Intent to Buy
UAA0378	Iconic Motorcycle Brands, Intent to Buy
UAA0599	Camping Equipment and Supplies, 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.



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.

