



High-Response Audiences for Mother's Day Campaigns

From thoughtful keepsakes to self-care splurges, delicious meals, and other special tokens, unique gifts are on the minds of consumers as they look to recognize the mothers and other significant women in their lives this Mother's Day.

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

Audience ID	Audience Name
UAA0088	Online Flower Delivery, Intent to Buy
USP0476	Gift Baskets and Flower Arrangements, Intent to Buy
UAA0370	Greeting Cards, Intent to Buy
USP0217	Books and eBooks, Intent to Buy
USP0590	High-End Gourmet Chocolate, Intent to Buy
USP0533	Massage and Spa Services, Intent to Buy
USP0667	Scented Candles, Intent to Buy
UAA0266	Women's Perfumes, Intent to Buy
USP0337	Keepsakes and Collectibles, Intent to Buy
UAA0015	Women's Midscale Modern Jewelry, Intent to Buy
USP0132	Women's Outdoor and Active Apparel, Intent to Buy
UAA0503	Garden Plants, Bulbs, and Ornaments, Intent to Buy
USP0681	Likely Interest in Starbucks
UAA0315	Likely to Frequent Bistro Restaurants
USP0332	Women's Lifestyle Magazines, Intent to Subscribe

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.

