



High-Response Audiences for Movie, Theater, and Streaming Campaigns

Movie fans today have myriad options when it comes to viewing their classic favorites or exciting new blockbusters. Whether they prefer a night out at the theater or a night in at home, the silver screen represents both a steadfast pastime and a multi-billion dollar industry.

Wiland audiences help you reach these ready-to-spend consumers—the people most likely to respond to your movie, theater, and streaming 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 **movie-relevant audiences**:

AUDIENCE ID	AUDIENCE NAME
UAA0172	Likely to Frequent Movie Theaters
USP0304	Movie Theater Tickets, Intent to Buy
USP0408	Action and Adventure Movies, Likely Viewers
USP0413	Animated Movies, Likely Viewers
USP0411	Comedy Movies, Likely Viewers
USP0414	Documentary Movies, Likely Viewers
USP0407	Horror Movies, Likely Viewers
USP0410	Musical and Dance Movies, Likely Viewers
USP0412	Romance Movies, Likely Viewers
USP0409	Science Fiction Movies, Likely Viewers
UAA0479	Movie Rentals, Intent to Buy
USP0262	Premium Movie Channels, Intent to Buy
USP0705	Likely Interest in HBO Streaming
USP0702	Likely Interest in Netflix
UAA0570	Classic Movies and Video Collections, 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.

VIAANT.

 **theTradeDesk**

/LiveRamp

 **eyeota**



Google Marketing Platform

 **LOTAME**

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