



High-Response Audiences for New Year Campaigns

3...2...1...Happy New Year Marketing!

To celebrate the arrival of the new year, consumers will be looking to make purchases that will help them enjoy a happy, healthy, and successful 2024.

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

AUDIENCE ID	AUDIENCE NAME
UAA0274	Home Fitness Equipment, Intent to Buy
UAA0279	Fitness Bootcamps, Intent to Buy
USP0044	Running Shoes and Gear, Intent to Buy
USP0151	Women's Health and Fitness Magazines, Intent to Subscribe
UAA0628	Men's Health and Fitness Magazines, Intent to Subscribe
UAA0009	Women's Upscale Athletic Apparel, Intent to Buy
USP0213	Healthy Cooking Magazines, Intent to Subscribe
UAA0601	Healthy Snack Subscription Boxes, Intent to Buy
UAA0551	Healthy Frozen Meals, Intent to Buy
USP0284	Weight Loss Systems, Intent to Buy
UAA0283	Daily Vitamins and Supplements, Intent to Buy
USP0013	Investment Advisory Services, Intent to Use
USP0011	Credit Monitoring Services, Intent to Buy
USP0260	Online Education, Intent to Enroll

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.

QUICK TIP: On some platforms, including The Trade Desk, Google, and LiveRamp, you will find Wiland audiences listed as "Ultimate Data" audiences.

