



High-Response Audiences for Spring Cleaning Campaigns

Whether they are cleaning up after a long winter or getting organized for the months ahead, many consumers choose springtime to give their living and working spaces a much-needed refresh.

Wiland audiences help you reach these ready-to-spend consumers—the people most likely to respond to your seasonal cleaning and organization-themed 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 spring cleaning audiences:

AUDIENCE ID	AUDIENCE NAME
UAA0593	Eco-Friendly Home Cleaning Supplies, Intent to Buy
USP0180	Natural Home Cleaning Products, Intent to Buy
USP0222	Home Cleaning Products, Intent to Buy
USP0655	Likely Interest in Clorox Cleaning Products
USP0604	Likely Interest in Bounty Products
USP0656	Likely Interest in Febreze Products
USP0480	At-Home Carpet Cleaning Services, Intent to Use
UAA0492	Carpet Cleaning Services and Rentals, Intent to Buy
USP0520	House Cleaning Services, Intent to Use
USP0178	Laundry Products, Intent to Buy
UAA0448	Laundry and Garment Care, Intent to Buy
USP0653	Likely Interest in Tide Laundry Products
USP0602	Likely Interest in Gain Products
USP0253	Food Storage Products, Intent to Buy
UAA0213	Closet Organizing and Shelving, 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.

