



High-Response Audiences for Spring Vacation Campaigns

Whether they're planning a beach getaway, a family road trip, or a theme park experience, people are keen to embark on a variety of vacations and experiences come springtime.

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

| AUDIENCE ID | AUDIENCE NAME |
|-------------|--|
| UAA0059 | Air Travel, Intent to Buy |
| USP0006 | Online Travel and Lodging, Intent to Buy |
| UAA0151 | Beach Hotels and Resorts, Intent to Book |
| USP0238 | Vacation Home Rental, Intent to Book |
| USP0329 | Family Cruise Vacations, Intent to Buy |
| UAA0146 | Recreational Vehicles, Intent to Buy |
| USP0281 | RV Travel Products and Services, Intent to Buy |
| USP0207 | National Parks Enthusiasts |
| UAA0438 | Casual Resort and Island Wear, Intent to Buy |
| UAA0189 | Women's Swim and Beachwear, Intent to Buy |
| UAA0199 | Hiking and Backpacking Apparel, Intent to Buy |
| UAA0599 | Camping Equipment and Supplies, Intent to Buy |
| UAA0650 | Adventure Theme Parks, Intent to Visit |
| UAA0651 | Children's Theme Parks, Intent to Visit |
| UAA0482 | Zoos and Aquariums, Intent to Visit |

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.

VIAANT.

 **theTradeDesk**

/LiveRamp

 **eyeota**



Google Marketing Platform

 **LOTAME**

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