



# High-Response Audiences for Summer Marketing Campaigns

Achieving your best possible results throughout the 2023 summer season comes down to reaching the right people—the consumers uniquely ready to spend in your category. Using Wiland audiences enables you to reach them across all digital channels all summer long.

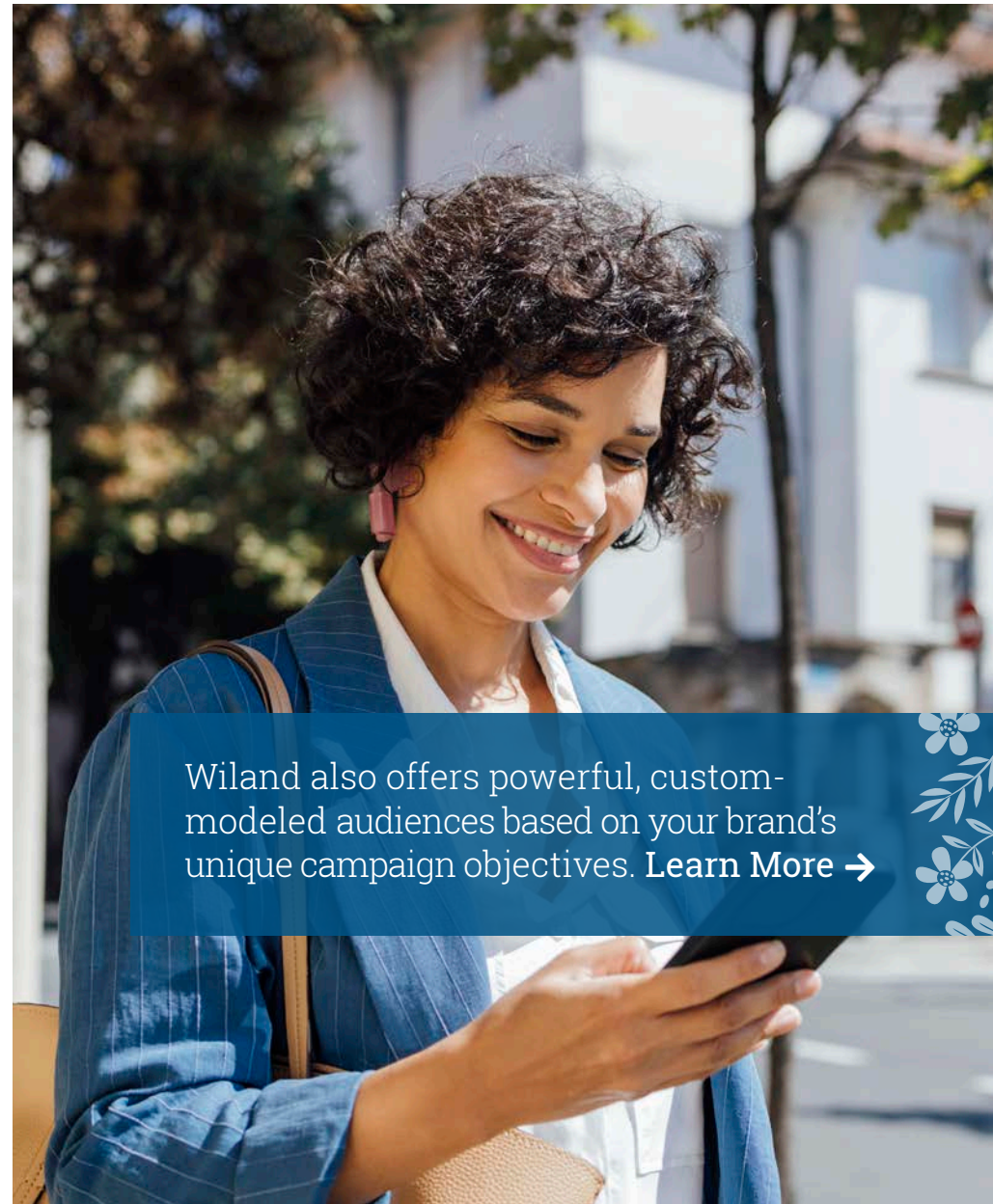
**wiland**

## Make Your Summer Marketing Results A Little Sunnier

Active consumers, summer revelers, and bargain shoppers are out there and ready to spend in categories related to the summer season. **Using Wiland audiences is the most effective way to reach them and improve the performance of your summertime acquisition campaigns across all digital channels.**

Wiland audiences cover hundreds of niche categories. They outperform typical syndicated segments because they are built using our advanced predictive modeling and superior data assets—the largest set of individual-level consumer spending and interest-intensity signals. They are available at leading DSPs and platforms and can be delivered to any other platform for your use.

To help you reach these ready-to-spend people, we've curated a selection of our audiences in categories relevant to the summer season. **Check out this collection of audiences or reach out to us at [info@wiland.com](mailto:info@wiland.com) to find the ideal Wiland audiences for your summer campaigns.**



Wiland also offers powerful, custom-modeled audiences based on your brand's unique campaign objectives. **Learn More →**



## Summer Audience Categories

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### NOTES ON AUDIENCE TABLES

- » **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?

Memorial Day was originally known as Decoration Day and was established as a national public holiday in 1868. The holiday's moniker was officially changed in 1967.<sup>1</sup>

## Memorial Day

A holiday that typically marks the beginning of summer, Memorial Day weekend represents an opportunity for Americans to honor fallen veterans. It is also a chance for consumers to usher in the season by shopping major annual sales to prepare for the warm months ahead.

AUDIENCE ID	AUDIENCE NAME
UAA0176	Veterans Assistance Charities, Intent to Give
UAA0577	American and Military History Enthusiasts
USP0350	High-End BBQ Grills and Smokers, Intent to Buy
USP0464	Likely to Frequent BBQ Restaurants
UAA0375	Meats and Seafood, Intent to Buy
USP0459	Patio and Outdoor Furniture, Intent to Buy
UAA0132	Lawn and Garden Equipment, Intent to Buy
UAA0671	Fishing, Camping, and Outdoor Recreation Gear, Intent to Buy
UAA1015	Motorhomes and Recreational Vehicles, Intent to Buy
UAA1058	Campgrounds and RV Sites, Intent to Book
USP0049	Premium Mattresses, Intent to Buy
UAA0785	Value Major Home Appliances, Intent to Buy
UAA0104	Retail Electronics and Computers, Intent to Buy

## Outfit for Summer

From swimwear to athleisure, fitness gear, and more, people are seeking to outfit themselves for a summer full of warm weather fun, relaxation, and recreation.

AUDIENCE ID	AUDIENCE NAME
USP0483	Resort and Island Apparel, Intent to Buy
UAA0189	Women's Swim and Beachwear, Intent to Buy
UAA0322	Women's Beach and Resort Fashion, Intent to Buy
USP0575	Hiking and Backpacking Apparel, Intent to Buy
UAA0199	Hiking and Camping Apparel, Intent to Buy
UAA0115	Outdoor Apparel, Intent to Buy
UAA0505	Outdoor Sports Activewear, Intent to Buy
USP0024	Women's Upscale Athleisure Apparel, Intent to Buy
USP0138	Performance Athletic Apparel and Shoes, Intent to Buy
UAA0094	Men's Upscale Casual Apparel, Intent to Buy
USP0061	Midscale Children's Apparel, Intent to Buy





What are Wiland's most popular sports, fitness, and outdoor recreation category audiences?

- » **USP0207:** National Parks Enthusiasts
- » **UAA0281:** Surfboards and Surfing Gear, Intent to Buy

## Fun in the Sun

Whether they're heading to the water, the golf course, or the great outdoors, consumers are seeking the gear and apparel to equip them for their favorite summer recreation and fitness opportunities.

AUDIENCE ID	AUDIENCE NAME
UAA0534	Marine and Boating Enthusiasts
UAA0340	Watersports Equipment, Intent to Buy
UAA0096	Golf Gear, News, and Events, Intent to Buy
UAA0368	Golf Courses and Resorts, Intent to Buy
USP0458	Tennis Gear and Equipment, Intent to Buy
UAA0599	Camping Equipment and Supplies, Intent to Buy
UAA0179	Fishing and Outdoor Gear, Intent to Buy
UAA0279	Outdoor Fitness Bootcamps, Intent to Buy
UAA0407	Bicycles and Cycling Gear, Intent to Buy
UAA1025	Bike Sharing and Rental Services, Intent to Use
USP0314	Triathlon Participants and Enthusiasts
UAA1056	Rock Climbing Gyms, Intent to Visit

## Brain Waves

School may be out for summer, but people are seeking to keep the enrichment going for the students in their lives during the summer months.

AUDIENCE ID	AUDIENCE NAME
UAA0588	Likely Parents with Children at Home, Life Stage, Active Spenders
USP0155	Children's Educational Magazines, Intent to Subscribe
UAA0535	Youth Educational Publications, Intent to Subscribe
UAA0270	Children's Learning and Discovery, Intent to Buy
UAA0192	Educational Young Children's Toys, Intent to Buy
USP0146	Kid's Educational Toys and Books, Intent to Buy
USP0051	Major Children's Toy Brands, Intent to Buy
UAA0482	Zoos and Aquariums, Intent to Visit
USP1107	Children's Museums, Intent to Give
USP1132	Planetariums, Intent to Give
UAA0065	Hardcopy Books, Intent to Buy
UAA0658	Lifelong Learning Resources and Support, Intent to Buy





What are Wiland's most popular amusement park category audiences?

- » **UAA0047:** Theme and Amusement Parks, Intent to Visit
- » **UAA0643:** Local Water Parks, Intent to Visit

## Summer Entertainment

From blockbuster movies to theme park vacations, people are seeking a variety of cinematic, musical, and immersive entertainment experiences come summertime.

AUDIENCE ID	AUDIENCE NAME
UAA0172	Likely to Frequent Movie Theaters
USP0304	Movie Theater Tickets, Intent to Buy
UAA1067	Big-Budget Films, Likely Viewers
USP0408	Action and Adventure Movies, Likely Viewers
USP0413	Animated Movies, Likely Viewers
UAA0651	Children's Theme Parks, Intent to Visit
UAA0655	Zoological Theme Parks, Intent to Visit
UAA1038	Piers and Boardwalks, Intent to Visit
USP0586	Outdoor Water Parks, Intent to Visit
USP0580	Carnival and Music Festival Tickets, Intent to Buy
UAA0267	Major Entertainment Event Tickets, Intent to Buy



## On (and Off) the Road Again

From road trip getaways to off-road treks, consumers are seeking the products and services that will equip them for their summer drives.

AUDIENCE ID	AUDIENCE NAME
UAA0146	Recreational Vehicles, Intent to Buy
USP0281	RV Travel Products and Services, Intent to Buy
UAA0155	RV Parks and Resorts, Intent to Stay
USP0207	National Parks Enthusiasts
USP0680	Likely Interest in Dunkin'
USP0681	Likely Interest in Starbucks
USP0316	Packaged Snack Crackers, Intent to Buy
USP0224	Energy Drinks, Intent to Buy
UAA0721	Toll Payment Services, Intent to Use
UAA0157	ATV and Off-Road Vehicles, Intent to Buy
UAA0463	Likely to Frequent Diners
USP0528	Likely to Frequent Fast Casual Chain Restaurants



According to AAA, some of **the top road trips in the U.S.** include the Blue Ridge Parkway in North Carolina, the Grand Pacific Northwest, and the Smoky Mountains.<sup>5</sup>



74% of Americans plan to travel for leisure the same amount or more in 2023 than they did in 2022.<sup>6</sup>

## Travel Dreaming

Whether they're booking or dreaming up their next trip, people are seeking summer travel inspiration, resources, and opportunities.

AUDIENCE ID	AUDIENCE NAME
USP0588	Air Travel, Intent to Book
USP0006	Online Travel and Lodging, Intent to Buy
UAA0799	Online Travel Agencies, Intent to Use
UAA0151	Beach Hotels and Resorts, Intent to Book
UAA1042	Vacation Home Rentals, Intent to Book
USP0329	Family Cruise Vacations, Intent to Buy
UAA0027	Regional Commuter Rail Travel, Intent to Book
USP0344	Passenger Rail and Bus Travel, Intent to Book
UAA0143	Guided Tour Vacations, Intent to Buy
UAA0027	Luxury Travel Publications, Intent to Subscribe
UAA0124	Pet Boarding Services, Intent to Buy

## Independence Day

From celebrating its historical significance to partaking in summer activities or major annual sales, consumers are likely to spend on a variety of holiday-related products.

AUDIENCE ID	AUDIENCE NAME
USP0176	American History Enthusiasts
UAA1054	Historical Sites and Landmarks, Intent to Visit
UAA0668	Grill and Patio Products, Intent to Buy
UAA0375	Meats and Seafood, Intent to Buy
UAA0623	Insulated Drinkware and Coolers, Intent to Buy
UAA0307	Outdoor and Patio Furniture, Intent to Buy
UAA0099	Online Home Furniture and Décor, Intent to Buy
USP0472	Modern Furniture Collections, Intent to Buy
UAA0257	Quality Mattresses, Intent to Buy
UAA0673	Cars and Passenger Trucks, Intent to Buy
USP0582	Used Cars, Intent to Buy
UAA0378	Iconic Motorcycle Brands, Intent to Buy
UAA0144	Motorcycles, New and Used, Intent to Buy



**Did You Know?**  
84% of Americans celebrate the Fourth of July.<sup>8</sup>



By 2025, sales of home improvement items are expected to reach over **\$620 billion** in the U.S.<sup>7</sup>

## Summer Staycations

Summer provides the ideal conditions for many people to spruce up their indoor and outdoor living spaces with a variety of lawn, garden, and other home projects.

AUDIENCE ID	AUDIENCE NAME
USP0584	Lawn and Gardening Products, Intent to Buy
UAA0232	Lawn Care Equipment and Mowers, Intent to Buy
UAA0664	Lawn Care and Fertilizers, Intent to Buy
USP0581	Professional Lawn Care Services, Intent to Buy
UAA0261	Landscaping Supplies, Intent to Buy
UAA0346	Upscale Home, Patio, and Garden, Intent to Buy
UAA0562	Likely Home Remodelers, Life Stage, Active Spenders
UAA0102	Home Improvement Store Shoppers
UAA1006	Regional Home Improvement and Hardware Stores, Intent to Buy
USP0243	Home Improvement Magazines, Intent to Subscribe
USP0152	Home, Hearth, and Garden Magazines, Intent to Subscribe
UAA0486	Agricultural and Farm Equipment, Intent to Buy

## Back to School

As the start of a new school year approaches, people are looking to equip the students in their lives for success with items to help facilitate learning.

AUDIENCE ID	AUDIENCE NAME
UAA0558	Likely Parents with Children at Home, Life Stage, Active Spenders
UAA0559	Likely Parents of College Student, Life Stage, Active Spenders
UAA0657	Back-to-School Supplies, Intent to Buy
UAA0715	Classroom Teaching Equipment and Supplies, Intent to Buy
USP0026	Upscale Children's Apparel, Intent to Buy
USP0381	Teen-Oriented Apparel, Intent to Buy
USP0031	Comfort and Casual Footwear, Intent to Buy
USP0487	College and University Book Stores, Intent to Buy
USP0217	Books and eBooks, Intent to Buy
USP0439	Tutoring and Educational Counseling, Intent to Buy
UAA1057	Preschools and Daycares, Intent to Use
USP0016	Computers and Electronics, Intent to Buy



In 2022, back-to-school spending was expected to match a record high of **\$37 billion** in the U.S.<sup>9</sup>



## Labor Day

A holiday that traditionally bookends the summer season, Labor Day is likely to have consumers seeking great deals on holiday sales and partaking in a variety of summertime experiences.

AUDIENCE ID	AUDIENCE NAME
UAA0666	High-End Grills and Smokers, Intent to Buy
USP0251	Grilling Products, Intent to Buy
USP0507	Meat and Seafood Markets, Intent to Buy
USP0440	Insulated Coolers, Intent to Buy
USP0583	Midscale Mattresses, Intent to Buy
UAA0004	Traditional Home Décor and Furniture, Intent to Buy
UAA0226	Major Home Appliances, Intent to Buy
UAA0251	Pre-Owned Automobiles, Intent to Buy
USP0259	Online Auto Lots, Intent to Buy
UAA0491	Imported Motorcycles and Gear, Intent to Buy
USP0128	Motorcycle Enthusiasts

## Ready to Activate at Major Platforms

Wiland audiences are ready for immediate activation at Viant, LiveRamp, The Trade Desk, Google, Eyeota, and other leading platforms. They can also be delivered to your DSP, CTV platform, or other platform of choice as well as to Facebook and other walled gardens. [Learn More →](#)

**VIAANT.**<sup>®</sup>

 **theTradeDesk**<sup>®</sup>

**/LiveRamp**

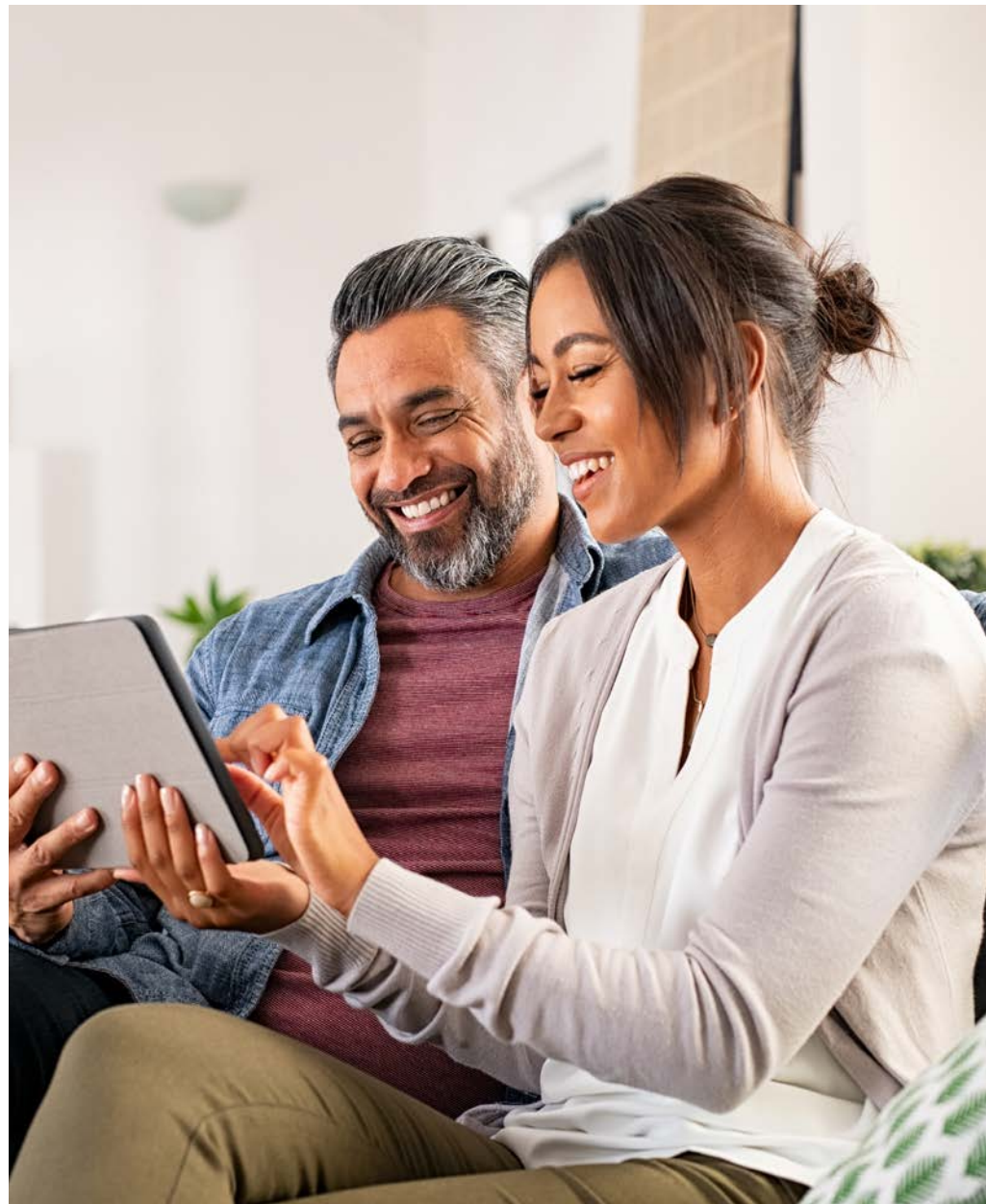
 **eyeota**

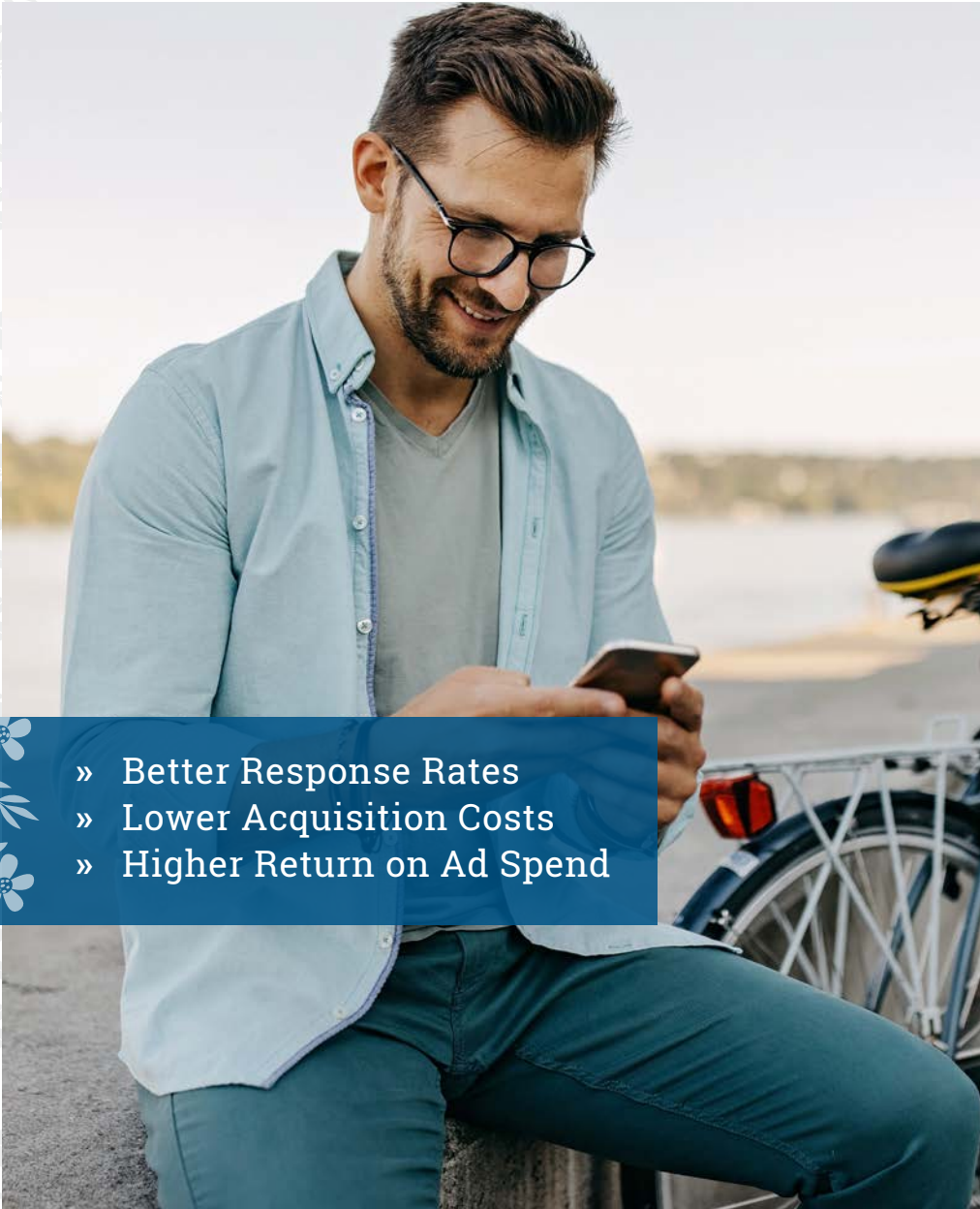


**Google Marketing Platform**

 **LOTAME**<sup>®</sup>

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





- » Better Response Rates
- » Lower Acquisition Costs
- » Higher Return on Ad Spend

## Custom Audiences Built Just for You

Each of your campaigns has specific objectives. We can help you meet and exceed those goals with Wiland’s custom audiences, built uniquely for your brand and to achieve your campaign KPIs.

Created using vast individual-level spending data and intent signals, Wiland custom audiences enable you to target your marketing with unsurpassed accuracy. Modeled not just for immediate response, but also for high long-term value, our audiences help you reach consumers who will spend with you now and make multiple purchases in the future.

## Multichannel Activation



Display



Mobile



Social



Video



Connected TV



Email



Direct Mail

Wiland custom-modeled audiences drive superior digital and direct mail results in your people-based marketing.

Ask about having an audience custom-built for your unique goals. Reach out to us at [info@wiland.com](mailto:info@wiland.com) today.





Let Wiland connect you  
with your ideal customers  
this summer and beyond.

**Ready to use our pre-built audiences now?**

We can quickly deliver them to your preferred platform. They are also available for immediate activation at The Trade Desk, LiveRamp, Google, Viant/Adelphic, Eyeota, and other leading platforms.

**Interested in our audiences, but not sure what your next steps are?**

Contact your Wiland representative or email us at [info@wiland.com](mailto:info@wiland.com) to get started.

**Does an agency handle your digital media buying? Or someone else at your organization?**

Please forward this along and we'd be happy to connect with the appropriate party.

**wiland**

 [wiland.com](https://wiland.com)

