



# High-Response Audiences for Wedding Planning Campaigns

For consumers who are getting ready to walk down the aisle, there can be an extensive list of preparations and purchases to make as they plan their wedding celebrations and honeymoon trips.

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

AUDIENCE ID	AUDIENCE NAME
UAA0194	Bridal Apparel, Intent to Buy
UAA0563	Likely Newlyweds, Life Stage, Active Spenders
UAA0269	Event Planning Services, Intent to Buy
UAA0246	Party Rentals, Intent to Buy
UAA0549	Women's Designer Apparel and Accessories, Intent to Buy
UAA0114	Men's Suits and Business Apparel, Intent to Buy
UAA0019	Men's Upscale Fashion Apparel, Intent to Buy
UAA0079	Diamond Jewelry, Intent to Buy
USP0056	Luxury Fine Jewelry, Intent to Buy
USP0347	Photo Invitations and Announcements, Intent to Buy
UAA0177	Online Invitations and Announcements, Intent to Buy
USP0059	Flower Delivery, Intent to Buy
USP0588	Air Travel, Intent to Book
UAA0799	Online Travel Agencies, Intent to Use
UAA0101	Online Travel, Intent to Buy
USP0354	Tropical and Beach Travel, Intent to Book
UAA0090	Luxury Cruise Travel, Intent to Buy
USP0375	Luxury Cruise Travel and Vacations, Intent to Buy
UAA0143	Guided Tour Vacations, Intent to Buy
UAA0154	Luggage and Travel Gear, 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.*

