



High-Response Audiences for Winter Recreation Campaigns

For many consumers, winter is a time for bundling up, grabbing their skates, skis, or snowboards, and heading out to enjoy their favorite cold weather activities—perhaps after booking a trip to a cozy mountain resort.

Wiland audiences help you reach these ready-to-spend people—the ones most likely to respond to your winter recreation 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 of our **winter recreation** audiences:

AUDIENCE ID	AUDIENCE NAME
UAA0332	Snow Sports Apparel and Equipment, Intent to Buy
USP0147	Ski and Snowboard Equipment and Apparel, Intent to Buy
UAA0225	Women's and Men's Outerwear, Intent to Buy
USP0132	Women's Outdoor and Active Apparel, Intent to Buy
USP0057	Outdoor Gear and Apparel, Intent to Buy
UAA0399	Likely to Frequent Ice Skating and Hockey Rinks
USP1304	Likely Interest in U.S. Figure Skating
USP0503	Professional Hockey Enthusiasts
UAA0153	Ski Resorts and Hotels, Intent to Book
UAA0156	Cabins and Lodges, Intent to Book
USP0241	Ski and Snowboard Magazines, Intent to Subscribe
UAA0610	Extreme Sports Magazines, Intent to Subscribe
USP0224	Energy Drinks, Intent to Buy
UAA0058	Likely to Frequent Coffee Shops

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**