



High-Response Audiences for Valentine's Day Campaigns

Valentine's Day is a special occasion for which many consumers are getting ready to treat their partners, their loved ones, and themselves to thoughtful tokens in a variety of spending categories.

Willard audiences help you reach these ready-to-spend people—the ones most likely to respond to your Valentine's Day campaigns.

Willard 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 Valentine's Day audiences:

AUDIENCE ID	AUDIENCE NAME
USP0590	High-End Gourmet Chocolate, Intent to Buy
UAA0187	Premium Cookies and Baked Goods, Intent to Buy
UAA0369	Gourmet and Specialty Foods, Intent to Buy
USP0476	Gift Baskets and Flower Arrangements, Intent to Buy
UAA0088	Online Flower Delivery, Intent to Buy
USP0533	Massage and Spa Services, Intent to Buy
UAA0079	Diamond Jewelry, Intent to Buy
USP0455	Luxury Watches, Intent to Buy
UAA0413	Likely to Frequent Fine Dining Restaurants
UAA0370	Greeting Cards, Intent to Buy
USP0412	Romance Movies, Likely Viewers
USP0492	Matchmaking Services, Intent to Use
UAA0563	Likely Newlyweds, Life Stage, Active Spenders
UAA0560	Likely Pet Owners, Life Stage, Active Spenders

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 Willard modeling.
- » **Audience IDs beginning with USP:**
Affinity based on individual-level social media engagement data, transaction-level data, and other predictive attributes using Willard 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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