



# Father's Day Audiences

Are you aware that quite a number of Father's Day gifts are purchased online in the UK? Last year, Father's Day spending hit \$20.1 billion in the US and it is projected to get higher this year so now is the time to reach and engage potential shoppers as Father's Day is fast approaching.

Optimize digital ad spend by integrating audience profiles to target your ideal consumers such as:



#### Gift & Occasions:

Personalised Gift Audiences



#### People & Society:

Parenting Audiences



#### Apparel and Accessories:

Wallets, Briefcase & Leather Goods



#### Sports & Fitness:

Outdoor Recreational Equipment

## Why Choose Audiencerate:

We only work with trusted, transparent data, ensuring best-in-class performance. Also, we are able to build Composite Audiences, meaning that we can collide several audiences that are relevant to the target and make it a single one. The audiences will layer each other and demographic data can be added and pushed to your seat.

## Get Started with Father's Day Audiences

Talk to us about your data needs as we are able to help with custom audiences, built and ready for use. As data experts we can support buyers giving the most accurate audience recommendations for a specific brief or target. Just send us a brief/target audience and we will send over our suggestions.

## Available for targeting on all DSPs

Natively integrated into Open Marketplace and Private Deals

Google

adfOrm

Via Private Deals on\*

 theTradeDesk

 MediaMath

 xandr

 amazon advertising

 AMOBEE