



High-Response Audiences for Holiday Campaigns

Achieving your best possible results during the holiday season comes down to reaching the right people—the consumers uniquely ready to spend in your category. Wiland has the audiences that will help you reach them across all digital channels.

A woman with blonde hair, wearing a grey cardigan over a white t-shirt, is sitting on a couch. She is looking down at a tablet computer in her lap and holding a credit card in her other hand. The background is a blurred Christmas tree with warm, glowing lights. The overall scene is cozy and festive.

wiland

Ready to Make Your Holiday Marketing Results Merry?

Retail holiday sales in the U.S. in 2024 are expected to grow 4.8% compared to last year, an increase from the 3.8% year-over-year growth between 2022 and 2023.¹ That means your ideal holiday shoppers are out there, and they're going to be spending. But how can you reach the people who are uniquely ready to buy in your category and with your brand?

Wiland audiences are created using our **advanced predictive modeling** and **superior data assets**—the largest set of individual-level consumer spending and interest-intensity signals. While typical syndicated segments rely primarily on demographic data, Wiland audiences are fueled by **real consumer spending data**—the best predictor of future spending behavior. This means that using Wiland audiences is the **most effective way to improve your acquisition campaign performance across all digital channels this holiday season**.



Wiland audiences cover hundreds of niche categories, are available at leading DSPs and platforms, and can be delivered to any other platform for your use.

To help you position yourself for holiday season success, we've curated a selection of our audiences in relevant festive categories. **Unwrap this collection of audiences or reach out to info@wiland.com to find the ideal Wiland audiences for your holiday campaigns!**



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

¹ "Retailers expect consumers' price-conscious behaviors to linger during the holiday season." 2024, eMarketer.

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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.

Holiday Shoppers

Whether it's in-store or online, consumers are gearing up for gift-giving, self-spending, and other celebrations throughout the holiday season.

AUDIENCE ID	AUDIENCE NAME
UAA0440	Leading Online Retailers, Intent to Buy
USP0392	Major Online Shopping Sites, Intent to Buy
UAA0404	Major Online Retailers, Intent to Buy
UAA0362	Discount Department Stores, Intent to Buy
USP0036	Luxury Department Stores, Intent to Buy
USP0034	Upscale Department Stores, Intent to Buy
UAA0056	Midscale Department Stores, Intent to Buy
UAA0339	Gift Shops, Intent to Buy
UAA0425	TV Shopping Networks, Intent to Buy
USP0538	TV Shopping Channels, Intent to Buy
UAA0397	Grocery Stores, Intent to Buy
UAA0499	Natural and Organic Groceries, Intent to Buy



Major Sale Days

Annual holiday sale events like Black Friday and Cyber Monday are poised to attract people ready to spend in numerous popular sale categories.

AUDIENCE ID	AUDIENCE NAME
USP0016	Computers and Electronics, Intent to Buy
UAA0104	Retail Electronics and Computers, Intent to Buy
USP0040	Electronic Gadgets, Intent to Buy
UAA0529	Home Entertainment Systems, Intent to Buy
UAA0524	Major Children’s Toy Retailers, Intent to Buy
UAA0099	Online Home Furniture and Décor, Intent to Buy
UAA0004	Traditional Home Décor and Furniture: Intent to Buy
UAA0226	Major Home Appliances, Intent to Buy
USP0283	Countertop Appliances, Intent to Buy
UAA0673	Cars and Passenger Trucks, Intent to Buy

² “Thanksgiving Holiday Weekend Sees Record Number of Shoppers.” 2023, National Retail Federation.



Over the 2023 Thanksgiving weekend, a record 200.4 million American consumers shopped in stores and online.²



Confectionary sales in the U.S. reached a record high of nearly \$49 billion in 2023.³

Gourmet Gifters

Sweets and treats are synonymous with the holiday season, and consumers will be seeking festive fare to gift to their personal and professional connections.

AUDIENCE ID	AUDIENCE NAME
UAA0338	Gift Baskets and Flowers, Intent to Buy
USP0349	Food Gift Baskets and Boxes, Intent to Buy
UAA0686	Gift Baskets and Collections, Intent to Buy
UAA0466	Gourmet Food Gifts and Baskets, Intent to Buy
UAA0528	Gourmet Fruit Gift Baskets, Intent to Buy
USP0630	Midscale Gourmet Baked Sweet Treats, Intent to Buy
UAA0186	Classic and Traditional Candies, Intent to Buy
USP0590	High-End Gourmet Chocolate, Intent to Buy
UAA0187	Premium Cookies and Baked Goods, Intent to Buy
USP0114	Food and Snack Subscription Boxes, Intent to Subscribe
UAA0525	Gourmet Steak and Meat Delivery, Intent to Buy

³“Chocolate and Candy Sales Hit All-Time High.” 2024, NACS.

Toys for Kids and Teens

From today's popular new toys to classic favorites, games for the family, TV- and film-inspired play sets, books, sporting goods, and more, consumers are ready to spend on the gifts that will delight the children in their lives this holiday season.

AUDIENCE ID	AUDIENCE NAME
USP0051	Major Children's Toy Brands, Intent to Buy
UAA0055	Children's Toys, Intent to Buy
USP0051	Online Toys and Games, Intent to Buy
UAA0184	Premium Girls' Dolls, Intent to Buy
USP0665	CBuilding and Construction Toys, Intent to Buy
USP0322	Building and Model Hobby Supplies, Intent to Buy
UAA0708	Science Toys and Activities, Intent to Buy
USP0376	Cartoon-Inspired Products and Gifts, Intent to Buy
UAA0393	Video Games and Systems, Intent to Buy
USP0700	Likely Interest in PlayStation
USP0689	Likely Interest in Nintendo
UAA0456	Sporting Goods, Intent to Buy



Wiland also has hundreds of audiences that cover diverse nonprofit categories, such as Holiday Toy Distribution Organizations, Intent to Give (USP0992).

Holiday Entertainment

Whether they're part of the 65% of Americans who say that they watch holiday-related content during the fall and winter, or if they're looking to stream traditional festive songs, consumers will be tuning into their favorite media this holiday season.⁴

AUDIENCE ID	AUDIENCE NAME
UAA0725	Major Movie and Television Streaming Services, Intent to Subscribe
USP0740	Network Television and Movie Streaming Services, Intent to Buy
UAA0704	Cable and Satellite Television, Intent to Buy
USP0725	Family-Friendly Media Streaming Services, Intent to Buy
USP0707	Likely Interest in Disney+
USP0702	Likely Interest in Netflix
USP0404	TV Sports Programs, Likely Viewers
USP0304	Movie Theater Tickets, Intent to Buy
UAA1067	Big-Budget Movies, Likely Viewers
USP0413	Animated Movies, Likely Viewers
UAA0570	Classic Movie and Video Collections, Intent to Buy

⁴ "Audience insights into festive TV viewing this holiday season (US)." 2021, YouGov.

⁵ "Top Streaming Statistics In 2024." 2024, Forbes.





Seventy-three percent of Americans prefer to receive food-related gifts during the holiday season.⁶

Home for the Holidays

Whether they're hosting a gathering, celebrating quietly, enjoying seasonal culinary traditions, or indulging in a touch of festive décor, people will look to treat themselves and their homes to some wintertime comforts.

AUDIENCE ID	AUDIENCE NAME
UAA0582	Cookware and Kitchenware, Intent to Buy
USP0231	Home Baking Products, Intent to Buy
UAA0615	Specialty Cooking and Baking Products, Intent to Buy
UAA0238	Candles and Scents, Intent to Buy
UAA0014	Stylish Home Accents, Intent to Buy
UAA0004	Traditional Home Décor and Furniture, Intent to Buy
USP0020	Traditional Home Furnishings, Intent to Buy
USP0129	Upscale Traditional Home and Gift, Intent to Buy
USP0152	Home, Hearth, and Garden Magazines, Intent to Subscribe
UAA0005	Food and Cooking Publications, Intent to Subscribe
USP0021	Fine Food Publications, Intent to Subscribe

⁶“Why more than 70% of Americans prefer to be gifted food during the holidays.” 2021, swns digital.



Seventy percent of American pet owners typically buy their pets holiday gifts. Of those, 27% spend more than \$100 on pet gifts.⁷

Pawsitively Festive

Whether they're showing their pets extra affection or looking to bring a new companion into the family, consumers' furry friends won't be left out of the holiday cheer.

AUDIENCE ID	AUDIENCE NAME
USP0661	Upscale Dog Apparel and Toys, Intent to Buy
USP0663	Upscale Cat Apparel and Toys, Intent to Buy
UAA0620	Cat Food and Supplies Subscription Boxes, Intent to Buy
UAA0442	Dog Food and Supplies Subscription Boxes, Intent to Buy
USP0109	Pet Supplies, Dog Accessories, Intent to Buy
USP0389	Dog and Cat Grooming Services, Intent to Buy
USP0273	Natural and Organic Pet Food, Intent to Buy
UAA0254	Pet Bird Food and Supplies, Intent to Buy
USP0094	Retail Pet Store Shoppers
USP0197	Pet Adoption Services, Intent to Use
UAA0560	Likely Pet Owners, Life Stage, Active Spenders

⁷"Pets and the Holidays: How America Spends." 2023, SoFi.

Jolly Jewelry

Statement pieces and keepsakes that sparkle like new-fallen snow are always meaningful tokens during the holiday season.

AUDIENCE ID	AUDIENCE NAME
UAA0079	Diamond Jewelry, Intent to Buy
UAA0051	Costume Jewelry, Intent to Buy
USP0082	Online Fashion Jewelry, Intent to Buy
UAA0015	Women’s Midscale Modern Jewelry, Intent to Buy
USP0027	Women’s Midscale Jewelry and Accessories, Intent to Buy
USP0056	Luxury Fine Jewelry, Intent to Buy
UAA0080	High-End Luxury Jewelry, Intent to Buy
USP0216	Teen Jewelry, Intent to Buy
UAA0304	Fine Luxury Watches, Intent to Buy
USP0455	Luxury Watches, Intent to Buy



Wardrobe Wonderland

Being ready for work, play, adventure, and coziness at home will be a focus for people this holiday season as they look to gift their loved ones and themselves with new apparel.

AUDIENCE ID	AUDIENCE NAME
UAA0012	Children's and Baby Apparel, Intent to Buy
USP0061	Midscale Children's Apparel, Intent to Buy
USP0026	Upscale Children's Apparel, Intent to Buy
UAA0379	Teen Fashion Apparel, Intent to Buy
UAA0115	Outdoor Apparel, Intent to Buy
USP0131	Women's Modern Casual Apparel, Intent to Buy
USP0132	Women's Outdoor and Active Apparel, Intent to Buy
UAA0549	Women's Designer Apparel and Accessories, Intent to Buy
UAA0203	Luxury Apparel and Accessories, Intent to Buy
UAA0647	Online Men's Apparel, Intent to Buy
UAA0094	Men's Upscale Casual Apparel, Intent to Buy
UAA0019	Men's Upscale Fashion Apparel, Intent to Buy



What are Wiland’s most popular apparel category audiences?

- USP0024: Women’s Upscale Athleisure Apparel, Intent to Buy
- UAA0199: Hiking and Camping Apparel, Intent to Buy

Holiday Travel

Regardless of the itinerary—visiting family, treating themselves to a festive escape, or dreaming up their next adventure—consumers are seeking travel inspiration this holiday season.

AUDIENCE ID	AUDIENCE NAME
UAA0027	Luxury Travel Publications, Intent to Subscribe
USP0006	Online Travel and Lodging, Intent to Buy
UAA0151	Beach Hotels and Resorts, Intent to Book
UAA0156	Cabins and Lodges, Intent to Book
USP0032	Luxury Hotel Accommodations, Intent to Book
USP0238	Vacation Home Rental, Intent to Book
USP0588	Air Travel, Intent to Book
USP0344	Regional Commuter Rail Travel, Intent to Book
USP0345	Passenger Rail and Bus Travel, Intent to Book
UAA0519	At-Home Pet Care, Intent to Buy
UAA0520	Dog Boarding and Daycare, Intent to Buy
UAA0124	Pet Boarding Services, Intent to Buy

⁸"The 2024 Global Travel Trends Report." 2024, American Express.



Eighty-four percent of Americans plan to spend more or the same amount on travel in 2024 compared to last year.⁸



Donors in the U.S. gave \$3.1 billion to nonprofit organizations in just 24 hours on Giving Tuesday in 2023.⁹

The Gift of Giving

The year-end giving season is an impactful time for fundraisers as new, sustainer, and annual donors give gifts to the charities championing the missions that they’re passionate about.

AUDIENCE ID	AUDIENCE NAME
USP0235	Hunger Relief and Food Banks, Intent to Give
UAA0112	Children’s Health Charities, Intent to Give
UAA0595	Children’s Poverty Relief Charities, Intent to Give
USP1072	Global Children’s Education Charities, Intent to Give
UAA0687	At-Risk Youth Services and Charities, Intent to Give
USP1122	Gender Equality Charities, Intent to Give
USP1123	Disability Rights Charities, Intent to Give
UAA0176	Veterans Assistance Charities, Intent to Give
UAA0684	Housing and Homelessness Charities, Intent to Give
UAA0527	Health and Hospital Charities, Intent to Give
USP1086	Cultural Arts Centers, Intent to Give
USP0090	Animal Rights and Welfare Charities, Intent to Give

⁹“\$3.1 Billion in Giving & Millions United Around Generosity to Celebrate GivingTuesday 2023.” 2023, GivingTuesday.

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→](#)

The logo for Viant, featuring the word "VIAANT." in a bold, red, sans-serif font.The logo for theTradeDesk, featuring a blue circular icon with a white power symbol and the text "theTradeDesk" in a black, sans-serif font.The logo for LiveRamp, featuring the text "/LiveRamp" in a large, black, sans-serif font.The logo for eyeota, featuring a circular icon composed of blue and green dots and the text "eyeota" in a dark blue, sans-serif font.The logo for the Google Marketing Platform, featuring the text "Google Marketing Platform" in a grey, sans-serif font.The logo for LOTAME, featuring a green circular icon composed of dots and the text "LOTAME" in a bold, black, sans-serif font.

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

Campaign-Specific Custom Audiences

Each of your campaigns has unique objectives. We can help you meet and exceed those goals with custom audiences **crafted just for your brand**.

Built using vast individual-level spending 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 people who will spend with you now and make multiple purchases even after the holidays.

Multichannel Activation



Display



Mobile



Social



Video



Advanced TV



Email



Direct Mail

Looking to create your own custom audience segments in-house based on powerful consumer spending, social media, demographic, and intent data? **Learn about Wiland PersonaBuilder™** →



Reach out at info@wiland.com today to learn more about our custom audience offerings and ask about having an audience built to achieve your unique holiday campaign goals.



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



Let Wiland connect you with your ideal customers this holiday season 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 Viant, LiveRamp, The Trade Desk, Google, Eyeota, and other leading platforms.

Interested in using our pre-built or custom audiences, but not sure what your next steps are?

Contact your Wiland representative or email us at 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.

