



# How to Target Spring Seasonal Audiences



eyeota

A Dun & Bradstreet Company

# Audience Guide Contents



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Whether your goal is precision targeting or driving brand awareness at scale, this guide is your blueprint for reaching consumers during key seasonal moments.

With audience data sourced from trusted partners, these segments help you connect with individuals actively engaging in spring holidays, events, and celebrations.

Browse our curated selection of Spring Seasonal audience segments built from interest-based signals, seasonal behaviors, purchase intent, and more. Activate these segments across all major demand-side and supply-side platforms to identify, reach, and engage your ideal customers on audio, connected TV, display, digital out-of-home, mobile, and social channels.

# Target

## Cultural & Religious Holiday Audiences

Audiences who engage in cultural and religious celebrations and show strong seasonal interest and holiday-related purchasing behavior.

### Global

- Eyeota - Holidays and Events - Interest - Chinese / Lunar New Year
- Eyeota - Holidays and Events - Interest - Easter
- Eyeota - Holidays and Events - Interest - Ramadan
- Global Affinity Answers - Interest - Events - Easter
- Global Audience Logic - Interest - Seasonal Celebrations - Easter Shoppers
- Global Audience Logic - Interest - Seasonal Celebrations - Ramadan & Eid Shoppers
- Global ComScore - Sociodemographic - Seasonal - Holidays & Events - Easter Shoppers
- Global ShareThis - Seasonal - Chinese New Year
- Global TL1MKT - Interest - Travel - Eastern Europe

### EMEA

- UK EQ Data - Special Occasions - Easter
- UK esbconnect - Holiday - Interest - Easter

### US

- Global ComScore - Sociodemographic - Seasonal - Holidays & Events - Easter Shoppers
- US Acxiom - Retail - Seasonal - Easter Activity - Buy Gift at Dept Store
- US Acxiom - Retail - Seasonal - Easter Activity - Buy Gift at Discount Store
- US Acxiom - Retail - Seasonal - Easter Activity - Buy Gift at Specialty Store
- US Acxiom - Retail - Seasonal - Easter Activity - Buy Gift Online
- US Acxiom - Retail - Seasonal - Easter Activity - Candy High Spender
- US Acxiom - Retail - Seasonal - Easter Activity - Celebrate
- US Acxiom - Retail - Seasonal - Easter Activity - High Spender
- US Adstra - Consumer - Seasonal - Seasonal - Easter Shoppers
- US Experian - Mobile Location Models - Visits - Easter Shoppers
- US Media Source Solutions - CPG Shoppers - Candy and Gum - Easter Chocolate
- US Sovrn - Holidays - Easter

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# Target Environmental Audiences

Audiences who prioritize environmental responsibility and demonstrate strong interest in eco-friendly behaviors, sustainable products, and environmental advocacy.

## Global

- Eyeota - Lifestyle - Interest - Green Lifestyle
- Eyeota - Lifestyle - Interest - Green Lifestyle - Recyclers
- Eyeota - Lifestyle - Intent - Charitable Donor - Environmental
- Global Affinity Answers - Interest - Hobbies & Interests - Environmentalist
- Global Experian Worldview - Lifestyle - Environment - Concerned about own climate footprint
- Global Experian Worldview - Lifestyle - Environment - Solar panels, green energy
- Global ShareThis - Data for Good - Climate Change & Environmental Issues
- Global ShareThis - People and Society - Social Issues and Advocacy - Green Living and Environmental Issues
- Global ShareThis - Shopping - Green and Eco-Friendly Shopping
- Global ShareThis - Science - Ecology and Environment
- Global ShareThis - Science - Ecology and Environment - Climate Change and Global Warming

## EMEA

- DE GDR - Been to in the last 12 mos. - Camping & Outdoor Life Exhibition
- DE GDR - Hobbies and Interests - Outdoor activities
- DE GDR - Sports - Watching, Reading, Browsing - Outdoor Activities
- DE Kantar - Sports and Leisure - Sports - Watching, Reading, Browsing - Outdoor Activities
- DE Schober - Sociodemographic - Outdoor enthusiasts
- DE YouGov - Christmas - Hobbies - Exercising outdoor (e.g. running, cycling etc.)
- DE YouGov - Christmas - Hobbies - Hiking, climbing or other outdoor pursuits
- ES Dynata - Interest - Type - Camping / Hiking / Outdoors
- IT YouGov - Christmas - Hobbies - Hiking, climbing or other outdoor pursuits
- UK Dynata - Interest - Type - Camping / Hiking / Outdoors
- UK Experian - Intent (Purchase) - Retail - Fashion - Outdoors
- UK Starcount - Travel and Tourism - The Great Outdoors
- UK YouGov - Christmas - Hobbies - Exercising outdoor (e.g. running, cycling etc.)
- UK YouGov - Christmas - Hobbies - Hiking, climbing or other outdoor pursuits
- UK CACI - Ocean - Interests : hiking / climbing / other outdoor pursuits

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# Target Environmental Audiences

## US

- US Stirista - Seasonal - Holiday - Earth Day
- US Acxiom - Charities and Causes - Community Involvement - Causes Supported Financially - Environment or Wildlife Causes
- US Acxiom - Charities and Causes - Likely Contribution - Environmental Organization
- US Acxiom - Charities and Causes - Likely Participation - Environmental Groups or Causes
- US AnalyticsIQ - Persona - Environmentally Conscious
- US Data Axle (fka Infogroup) - Consumer - Interests - Lifestyles - Environmentally Conscious
- US Lighthouse List - Social Behaviors - Family & Generations - Social Issues & Advocacy - Green Living & Environmental Issues
- US Stirista - Interest - Wildlife and Environment
- US YouGov - Personas - Environmentalist
- US Stirista - Seasonal - Holiday - Earth Day



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# Target Sustainability Audiences

Audiences who prioritize sustainable living and demonstrate strong interest in eco-conscious behaviors, environmentally responsible products, and brands committed to long-term sustainability.

## Global

- Global Affinity Answers - Intent - Beauty & Cosmetics - Sustainable / Natural
- Global Experian Worldview - Lifestyle - Interests - Environment, sustainable development
- Global ShareThis - Data for Good - Sustainability
- Global ShareThis - The Changing Consumer - Sustainable Fashion

## EMEA

- DE Kantar Media - Psychographics - Shopping - Sustainability - Eco leaders
- DE Kantar Media - Psychographics - Shopping - Sustainability - Eco worriers
- DE YouGov - Concerns about food chosen / eaten - Sustainable cultivation
- DE YouGov - Holidays Favourite Types - Sustainable Tourism / Volunteer Services
- DE YouGov - Household - Energy - Willing to pay more for sustainable energy

- FR GfK - Regional Consumer Styles - Sustainability, Self-Growth, And Rationality-Oriented - High
- UK Experian - Interest (Affinity) - Sustainability - Engine consideration - Electric
- UK Experian - Interest (Affinity) - Sustainability - Engine consideration - Hybrid
- UK Experian - Interest (Affinity) - Sustainability - Sustainable behaviours - Change to green energy supply
- UK Experian - Interest (Affinity) - Sustainability - Sustainable behaviours - Prefer sustainable brands
- UK Experian - Interest (Affinity) - Sustainability - Sustainable behaviours - Would pay more for environmentally friendly products
- UK GfK - Regional Consumer Styles - Sustainability, Self-Growth, And Rationality-Oriented - High
- UK Kantar Media - Psychographics - Shopping - FMCG product and sustainability first consumers
- UK Starcount - Charity and Sustainability - Sustainability
- UK YouGov - Sustainability Segmentation - Planet Protectors

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# Target Sustainability Audiences

## US

- US 33Across - 33Across AudienceID - Society - Lifestyle Choices - Sustainable Living
- US Adstra - Wealth - In-Market - Luxury Apparel & Accessories - Sustainable Luxury
- US AnalyticsIQ - Persona - Sustainable Living Spenders
- US Goldfish Ads - Interest - Sustainability
- US Lighthouse List - Social Behaviors - Consumer Trends - Sustainable Fashion
- US Starcount - Sustainability - Climate and Green Issues
- US Starcount - Sustainability - Sustainability
- US YouGov - Sustainability Segmentation - Planet Protectors



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# Target

## Mother's Day & Father's Day Audiences

Audiences who celebrate Mother's Day and Father's Day and demonstrate strong seasonal interest and holiday-related gifting, shopping, and purchasing behaviors.

### Global

- Eyeota - Holidays and Events - Interest - GLOBAL - Mother's Day
- Global Affinity Answers - Interest - Events - Mother's Day
- Global ComScore - Sociodemographic - Seasonal - Holidays & Events - Mother's Day Gift Givers
- Global Intuition - Seasonal - Mother's day
- Eyeota - Holidays and Events - Interest - GLOBAL - Father's Day
- Global Affinity Answers - Interest - Events - Father's Day
- Global ComScore - Sociodemographic - Seasonal - Holidays & Events - Father's Day Gift Givers
- Global Intuition - Seasonal - Father's day
- Global ShareThis - Seasonal - Fathers Day



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# Target

## Mother's Day & Father's Day Audiences

### EMEA

- UK Data Locator (DLG) - Seasonal - Mother's Day Present Buyers
- UK EQ Data - Special Occasions - Mothers Day
- UK esbconnect - Special Events - Interest - Mothers Day
- UK Data Locator (DLG) - Seasonal - Father's Day Present Buyers
- UK EQ Data - Special Occasions - Fathers Day
- UK esbconnect - Special Events - Interest - Fathers Day



### US

- US Adstra - Consumer - Seasonal - Seasonal - Father's Day Shoppers
- US Adstra - Consumer - Seasonal - Seasonal - Mother's Day Shoppers
- US Acxiom - Retail - Seasonal - Father's Day - Camping and glamping
- US Acxiom - Retail - Seasonal - Father's Day - Dept store shoppers
- US Acxiom - Retail - Seasonal - Father's Day - Tool time
- US Acxiom - Retail - Seasonal - Mother's Day Activity - Dept store buyer
- US Acxiom - Retail - Seasonal - Mother's Day Activity - Jewelry buyer
- US Acxiom - Retail - Seasonal - Mother's Day Activity - Weekend vacation
- US Anteriad - B2C - Seasonal - Father's Day
- US Anteriad - B2C - Seasonal - Mother's Day
- US Experian - Mobile Location Models - Visits - Fathers Day Shoppers
- US Experian - Mobile Location Models - Visits - Mothers Day Shoppers
- US Experian - Retail Shoppers: Purchase Based - Seasonal - Fathers Day Shoppers Spenders
- US Experian - Retail Shoppers: Purchase Based - Seasonal - Mothers Day Shoppers Spenders
- US Media Source Solutions - Intent - Location Based - In Market - Fathers Day

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# Target Spring Break Audiences

Audiences who participate in Spring Break travel and leisure activities and show strong seasonal interest in vacation planning, trips, and related spending.

## Global

- Global ComScore - Sociodemographic - Seasonal - Holidays & Events - Spring Break
- Global ShareThis - Travel - Spring Break

## US

- US Claritas - Travel - Vacation - Preferred Type - Ever the Spring Breakers
- US Experian - Retail Shoppers - Purchase Based - Travel - Vacation / Leisure Travelers - Spring Break Trips
- US Plunge Digital - Seasonal - Special Events - Spring Break Planners



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# Target Outdoors Audiences

Audiences who actively participate in outdoor activities and show strong interest in nature-focused hobbies, outdoor recreation, and related shopping and lifestyle behaviors.

## Global

- Eyeota - Retail - Intent - Shopping - Sports and Outdoors
- Global Affinity Answers - Interest - Hobbies & Interests - Outdoor Enthusiast
- Global Bombora - B2C - B2C Interest - Outdoor Activities - Boats and Watercraft
- Global Bombora - B2C - B2C Interest - Outdoor Activities - Camping
- Global Bombora - B2C - B2C Interest - Outdoor Activities - Fishing
- Global Bombora - B2C - B2C Interest - Outdoor Activities - Golfing
- Global Bombora - B2C - B2C Interest - Outdoor Activities - Hiking
- Global Bombora - B2C - B2C Interest - Outdoor Activities - Surfing
- Global ComScore - Interest - TV Network - Outdoor Channel
- Global Experian Worldview - Lifestyle - Hobbies - Exercising outdoors
- Global ShareThis - Hobbies and Leisure - Outdoors - Equestrian
- Global ShareThis - Hobbies and Leisure - Outdoors - Hiking and Camping
- Global ShareThis - Intent - Shopping - Sports and Outdoors
- Global ShareThis - Shopping - Swap Meets and Outdoor Markets
- Global ShareThis - Shopping - Toys - Outdoor Toys and Play Equipment
- Global ShareThis - The Changing Consumer - Outdoor Activities
- Global TL1MKT - Interest - Hobbies & Interest - Outdoors



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# Target Outdoors Audiences

## EMEA

- UK CACI - Ocean - Interests : hiking / climbing / other outdoor pursuits
- UK Dynata - Interest - Type - Camping / Hiking / Outdoors
- UK Experian - Intent (Purchase) - Retail - Fashion - Outdoors
- UK Starcount - Travel and Tourism - The Great Outdoors
- UK YouGov - Christmas - Hobbies - Exercising outdoor (e.g. running, cycling etc.)
- UK YouGov - Christmas - Hobbies - Hiking, climbing or other outdoor pursuits
- DE Dynata - Interest - Type - Camping / Hiking / Outdoors
- DE GDR - Been to in the last 12 mos. - Camping & Outdoor Life Exhibition
- DE GDR - Hobbies and Interests - Outdoor activities
- DE GDR - Sports - Watching, Reading, Browsing - Outdoor Activities
- DE Kantar - Sports - Watching, Reading, Browsing - Outdoor Activities
- DE Schober - Sociodemographic - Outdoor enthusiasts
- DE YouGov - Christmas - Hobbies - Exercising outdoor (e.g. running, cycling etc.)
- DE YouGov - Christmas - Hobbies - Hiking, climbing or other outdoor pursuits
- ES Dynata - Interest - Type - Camping / Hiking / Outdoors

## US

- US 33Across - 33Across AudienceID - Hobbies - Outdoor Enthusiast
- US Adstra - Consumer - Lifestyle & Interests - Interests - Outdoor
- US Alliant - Entertainment and Pastimes - Outdoor and Nature Lovers
- US Experian (via geo) - Reach - Propensity Models - Retail - Household Consumer Expenditures - Outdoor Living
- US Experian (via geo) - Reach - Propensity Models - Retail - Online - Outdoor Living



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# Target Home & Garden Audiences

Audiences who engage in gardening activities and show strong interest in home-and-garden care, landscaping, outdoor improvement, and related products and hobbies.

## Global

- Eyeota - Home and Garden - Interest - Gardening
- Eyeota - Retail - Intent - Home and Garden - Gardening
- Global Affinity Answers - Intent - Retail - Home Improvement - Lawn & Garden
- Global Affinity Answers - Interest - Hobbies & Interests - Gardening
- Global Affinity Answers - Interest - Magazines - Better Homes and Gardens
- Global Bombora - B2C - B2C Interest - Hobbies and Interests - Gardening
- Global Experian Worldview - Demographic - Garden - Garden
- Global Experian Worldview - Lifestyle - Hobbies - Gardening
- Global ShareThis - Home and Garden - Gardening and Landscaping
- Global TL1MKT - Interest - Home & Garden - Garden - Environmental Safety
- Global TL1MKT - Interest - Home & Garden - Garden - Gardening
- Global TL1MKT - Interest - Home & Garden - Garden - Landscaping
- Global TL1MKT - Interest - Home & Garden - Garden - Plants



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# Target

## Home & Garden Audiences

### EMEA

- UK CACI - Ocean - Interests : hiking / climbing / other outdoor pursuits
- UK Dynata - Interest - Type - Camping / Hiking / Outdoors
- UK Experian - Intent (Purchase) - Retail - Fashion - Outdoors
- UK Starcount - Travel and Tourism - The Great Outdoors
- UK YouGov - Christmas - Hobbies - Exercising outdoor (e.g. running, cycling etc.)
- UK YouGov - Christmas - Hobbies - Hiking, climbing or other outdoor pursuits
- DE Dynata - Interest - Type - Camping / Hiking / Outdoors
- DE GDR - Been to in the last 12 mos. - Camping & Outdoor Life Exhibition
- DE GDR - Hobbies and Interests - Outdoor activities
- DE GDR - Sports - Watching, Reading, Browsing - Outdoor Activities
- DE Kantar - Sports - Watching, Reading, Browsing - Outdoor Activities
- DE Schober - Sociodemographic - Outdoor enthusiasts
- DE YouGov - Christmas - Hobbies - Exercising outdoor (e.g. running, cycling etc.)
- DE YouGov - Christmas - Hobbies - Hiking, climbing or other outdoor pursuits
- ES Dynata - Interest - Type - Camping / Hiking / Outdoors

### US

- US 33Across - 33Across AudienceID - Home - Gardening
- US Adstra - Consumer - Lifestyle & Interests - Interests - Gardening
- US AnalyticsIQ - Interest - Gardening Fan
- US Anteriad - B2C - Interest - Home & Garden - Gardening & Landscaping
- US Claritas - Lifestyle - Activities and Interests - Outdoor and Recreation - Gardening
- US Data Axle (fka Infogroup) - Consumer - Interests - Home and Garden - Home Improvement - Gardening and Patio
- US Dynata - Interest - Hobbies - Gardening
- US Epsilon - Lifestyles And Interests - Gardening Enthusiasts
- US Experian (via geo) - Reach - Propensity Models - Hobbies and Interest - Gardening
- US MARS Consumer Health - Sports and Leisure - Hobbies and Interests - Gardening
- US Plunge Digital - Interest - Lifestyle and Other Interests - Home Gardening
- US Starcount - House and Home - Gardening
- US Stirista - Seasonal - Special Events - Spring Gardening

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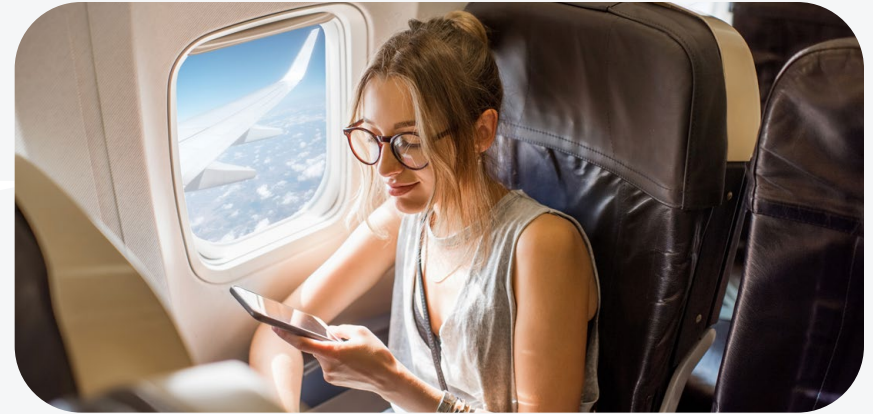
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# Elevate your marketing with quality-certified audience data.

Eyeota empowers marketers with precise targeting, deeper insights, and enhanced omnichannel performance, fueling campaigns that convert.



## Unlock the Power of Global Audience Data



### B2B & B2C Audience Data

60,000+ addressable audiences to support omnichannel marketing strategies



### Global Data Coverage

Data available in 180 countries, covering major markets including AMER, EMEA, Asia and ANZ



### Omnichannel Activation Made Easy

Audience data available across display, native, social, CTV, DOOH, contextual channels, and more



### Data Quality & Privacy Compliance

Data sourced, validated, and enriched from reliable providers to ensure accuracy and consistency

**120+** premium online data providers

**180** countries worldwide

**60+** DSPs, SSPs, and social channels

## Our Commitment to Data Quality

Eyeota audiences are independently audited to provide confidence and reassurance to marketers on the quality, transparency, and compliance of the data they are buying.



# Eyeota Audience Marketplace

Eyeota collaborates with 70+ premium branded and unbranded data partners who supply rich, ethically sourced audience segments across B2B, B2C, and industry-specific categories.



# Activate **Spring Seasonal** Audiences for Your Campaign!

Spring Seasonal Audiences are available through Eyeota's Partner Network of leading DSPs, SSPs, DMPs and social platforms for digital campaign activation.

[Download the Full Audience Guide](#)

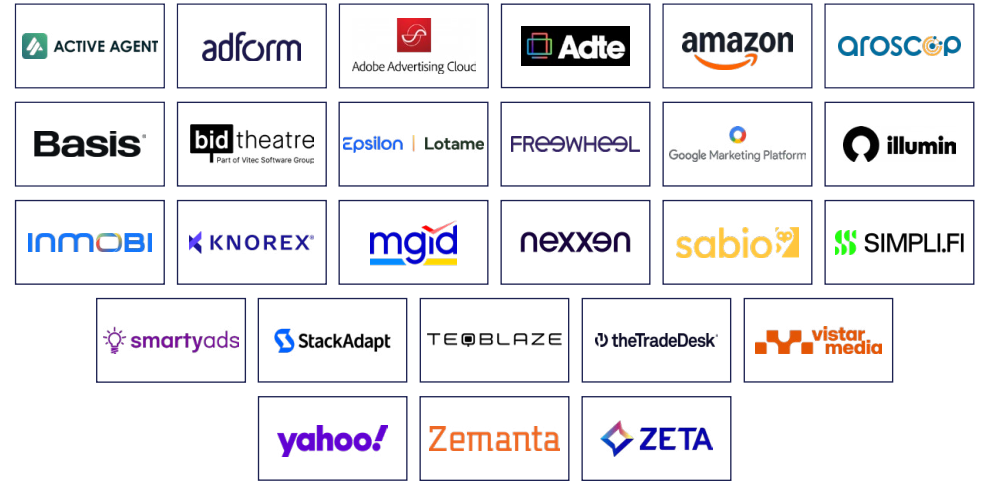


Connect with our Audience Specialists for support.

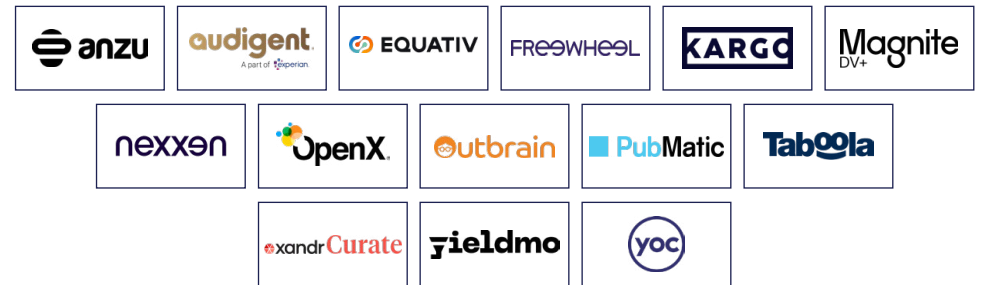
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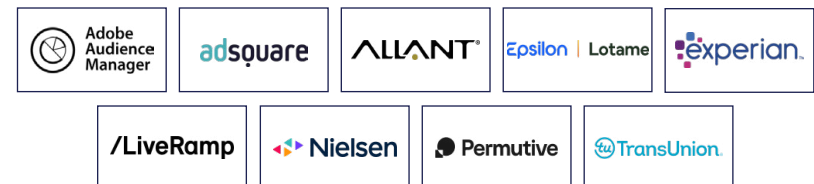
## Demand Side Platforms



## Supply Side Platforms



## Data Management Platforms



## Social Networking Platforms

