

A woman with long dark hair, wearing a red short-sleeved top, is smiling and holding up a small red paper lantern. A young girl with dark hair in a ponytail, wearing a grey shirt with white heart patterns, is looking at the lantern. In the foreground, a large red paper lantern is partially visible. The background shows a living room with a bookshelf, a framed picture, and a window with white curtains. The overall atmosphere is warm and festive.

How to Target Lunar New Year Audiences



Whether it's one to one targeting or driving awareness at a massive scale, Eyeota's Lunar New Year Audience Guide is the blueprint to power your advertising campaigns with Lunar New Year audiences from best in class data brands & partners.

Browse our selection of Lunar New Year audience segments built from behavioral, demographics, interests, intent, lifestyle and ownership insights. Activate our audience segments on all major demand-side and supply-side platforms to identify, reach and engage your best target customers on audio, connected TV, display, digital out-of-home, mobile and social channels.

Target Lunar New Year Celebrators

Reach audiences engaged with Lunar New Year traditions and festivities, including cultural events, family gatherings, and seasonal shopping.

Audiences by Interest

- Eyeota - Interest in Chinese / Lunar New Year
- Global ShareThis – Interest in Chinese New Year



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Mobile



Display



Audio



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Target Family & Life Stage Audiences

Engage audiences defined by household composition and life stage, including families, parents, and individuals planning for family life.

Audiences by Life Stage

- Global Experian Worldview A City Advantage
- Global Experian Worldview - B Upmarket Homeowners
- Global Experian Worldview - C Aspiring Families
- Global Experian Worldview - D Affluent Elders
- Global Experian Worldview - E Mid-range Employees
- Global Experian Worldview - F Family Economy
- Global Experian Worldview - G Metro Resilience
- Global Experian Worldview - H Ageing Locals
- Global Experian Worldview - I Urban Workforce
- Global Experian Worldview - J Rural Community
- ID Roy Morgan - 400 Indonesian Achievers - 404 Family First
- ID Roy Morgan - 700 Rural Lifestyle - 707 Family First
- ID YouGov - Family First
- MY YouGov - Family First
- JP GDR - A1 Less Affluent Pre-Family Couples and Singles
- JP GDR - B1 Comfortable Pre-Family Couples and Singles
- JP GDR - C1 Prosperous Pre-Family Couples and Singles
- JP GDR - Pre-Family Couples and Singles

Audiences who are Parents with Children

- Eyeota - Demo - Parents
- Eyeota - Demo - Mothers
- Eyeota - Demo - Expectant Parents (non-US)
- Eyeota - Demo - New Parents
- Eyeota - Decision Makers – Family
- Global Experian Worldview - Presence of Children - Children
- Global Experian Worldview - Presence of Children - Children 0-4
- Global Experian Worldview - Presence of Children - Children 10-14
- Global Experian Worldview - Presence of Children - Children 15-17
- Global Experian Worldview - Presence of Children - Children 5-9
- Global Experian Worldview - Have a child in the next year



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Target Family & Life Stage Audiences

Audiences by Family Lifestyle

- Eyeota – Family
- Eyeota – Family Planning
- Eyeota – Parenting
- Global Audience Logic – Family & Relationships
- Global Audience Logic – Family & Relationships – Baby & Toddler
- TW OneDATA – Entertainment – Family Movies
- TW OneDATA – Family Lifestyle
- TW OneDATA – Family Lifestyle – Cooking
- TW OneDATA – Family Lifestyle – Home & Garden
- TW OneDATA – Family Lifestyle – Home Appliances
- TW OneDATA – Family Lifestyle – Home Cleaning
- TW OneDATA – Family Lifestyle – Home Decorations
- TW OneDATA – Family Lifestyle – Family Activities
- TW OneDATA – Family Lifestyle – Infant Feeding
- TW OneDATA – Family Lifestyle – Parenting & Education
- TW OneDATA – Family Lifestyle – Organic Foods
- TW OneDATA – Family Lifestyle – Snacks
- TW OneDATA – Family Lifestyle – Toiletries
- TW OneDATA – Healthcare – Family Health
- TW OneDATA – Travel & Food – Family Travel



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Target Shopping Audiences

Target consumers actively engaged in retail and e-commerce, exploring products across categories like fashion, electronics, home goods, and groceries.

Audiences Interested in Shopping

- Eyeota – Retail – Interest
- Eyeota – Retail – Interest – Shopping
- Eyeota – Retail – Interest – Accessories
- Eyeota – Retail – Interest – Children's Products
- Eyeota – Retail – Interest – Clothing
- Eyeota – Retail – Interest – Shopping – Fashion
- Eyeota – Retail – Intent – Shopping
- Global Audience Logic – Interest – Shopping
- Global Audience Logic – Intent – Shopping – Apparel & Accessories
- Global Audience Logic – Intent – Shopping – Toys & Games
- Global ShareThis – Intent – Shopping
- Global ShareThis – Intent – Shopping – Consumer Electronics
- Global ShareThis – Intent – Shopping – Fashion
- Global ShareThis – Intent – Shopping – Home and Garden
- Global Affinity Answers – Intent – Retail
- TW OneDATA – Interest – Shopping – Clothing & Accessories
- TW OneDATA – Interest – Shopping – Jewelry & Watches
- TW OneDATA – Interest – Shopping – Footwear
- TW OneDATA – Interest – Shopping – Toys
- TW OneDATA – Interest – Shopping – Convenience Stores

Shopping Intent by Retailer

- Global Affinity Answers - Beauty & Cosmetics
- Global Affinity Answers - Convenience Stores
- Global Affinity Answers - Department Stores
- Global Affinity Answers - Discount Stores
- Global Affinity Answers - Drug & Pharmacy
- Global Affinity Answers - Electronics
- Global Affinity Answers - Eyewear
- Global Affinity Answers - Footwear
- Global Affinity Answers - Grocery
- Global Affinity Answers - Home Decor
- Global Affinity Answers - Home Furnishing
- Global Affinity Answers - Home Improvement
- Global Affinity Answers - Jewelry
- Global Affinity Answers - Mattresses
- Global Affinity Answers - Membership / Club Retailers
- Global Affinity Answers - Pets
- Global Affinity Answers - Sporting Goods

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Target Shopping Audiences

Audiences Interested in Alcohol & Spirit Brands

- TW OneDATA – Ardnamurchan
- TW OneDATA – Asahi Beer
- TW OneDATA – Bacardi
- TW OneDATA – Baileys
- TW OneDATA – Ciroc
- TW OneDATA – Dalmore
- TW OneDATA – Glenfiddich
- TW OneDATA – Glenlivet
- TW OneDATA – Guinness
- TW OneDATA – Heineken
- TW OneDATA – Hendricks
- TW OneDATA – Hennessy
- TW OneDATA – Johnnie Walker
- TW OneDATA – Kirin Beer
- TW OneDATA – Macallan
- TW OneDATA – Nikka Whisky
- TW OneDATA – Remy Martin
- TW OneDATA – Roku Gin
- TW OneDATA – Smirnoff
- TW OneDATA – Suntory Whisky



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Target Shopping Audiences

Audiences Interested in Personal Care Items

Bodycare

- TW OneDATA – Aesop
- TW OneDATA – Aveeno
- TW OneDATA – Biore
- TW OneDATA – CeraVe
- TW OneDATA – Dove

Drugstore Makeup

- TW OneDATA – Etude House
- TW OneDATA – Innisfree
- TW OneDATA – Maybelline
- TW OneDATA – KATE
- TW OneDATA – Clio

Feminine Products

- TW OneDATA – Kotex
- TW OneDATA – Laurier
- TW OneDATA – Stayfree
- TW OneDATA – Tampax
- TW OneDATA – Whisper

Haircare Brands

- TW OneDATA – Head & Shoulders
- TW OneDATA – Herbal Essences

- TW OneDATA – L'oreal
- TW OneDATA – Pantene
- TW OneDATA – Garnier

High-End Makeup

- TW OneDATA – Chanel
- TW OneDATA – MAC
- TW OneDATA – Estee Lauder
- TW OneDATA – Nars
- TW OneDATA – Shiseido



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Target Shopping Audiences

Audiences Interested in Home Cleaning Brands & Products

- TW OneDATA - Castle
- TW OneDATA - Cleverin
- TW OneDATA - Dalli
- TW OneDATA - Downy
- TW OneDATA - Dreft
- TW OneDATA - Farcent
- TW OneDATA - Finish
- TW OneDATA - Glade
- TW OneDATA - Lion
- TW OneDATA - Lysol
- TW OneDATA - Magic Amah
- TW OneDATA - Method
- TW OneDATA - Microban
- TW OneDATA - Mr. Muscle
- TW OneDATA - Oxiclean
- TW OneDATA - Paos
- TW OneDATA - Persil
- TW OneDATA - Presto!
- TW OneDATA - Purex
- TW OneDATA - Snuggle
- TW OneDATA - Solimo

- TW OneDATA - Tide
- TW OneDATA - White Factor
- TW OneDATA - Xtra



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Target Shopping Audiences

Audiences Seeking Luxury Products

General

- Eyeota – Luxury
- Global Experian Worldview – Pay more for luxury brands

Luxury Fashion

- TW OneDATA – Armani
- TW OneDATA – Balenciaga
- TW OneDATA – Burberry
- TW OneDATA – Chanel
- TW OneDATA – Dior
- TW OneDATA – Gucci
- TW OneDATA – Louis Vuitton
- TW OneDATA – Prada
- TW OneDATA – Ralph Lauren
- TW OneDATA – Tom Ford

Luxury Jewelleries

- TW OneDATA – Bvlgari
- TW OneDATA – Cartier
- TW OneDATA – Tiffany & Co
- TW OneDATA – Van Cleef & Arpels
- TW OneDATA – Harry Winston

Luxury Watches

- TW OneDATA – Rolex
- TW OneDATA – Omega
- TW OneDATA – Patek Philippe



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Target Shopping Audiences

Audiences Seeking Deals & Discounts

- Eyeota - Bargains
- Global Ziff Davis - Ziff Davis - Interests - Shopping, Coupons, Deals - Back to School
- Global Ziff Davis - Ziff Davis - Interests - Shopping, Coupons, Deals - Coupons and Deals
- Global Ziff Davis - Ziff Davis - Interests - Shopping, Coupons, Deals - Holiday Shoppers
- Global Ziff Davis - Ziff Davis - Interests - Shopping, Coupons, Deals - Luxury Shoppers
- TW OneDATA - Interest - Shopping - Discounts
- TW OneDATA - Interest - Shopping - Money Savvy

Misc Shopping Audiences

- Eyeota - Fashion
- Eyeota - Sports and Outdoors
- TW OneDATA - Interest - Shopping - Auctions
- TW OneDATA - Interest - Shopping - Buy in Bulk
- TW OneDATA - Interest - Shopping - Eco-friendly Shopping



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Target Online Shopping Audiences

Connect with consumers who actively shop through digital platforms, exploring e-commerce sites, mobile apps, and online marketplaces.

Audiences Interested in Online Shopping

- Eyeota - Retail - Interest - Shopping - Online
- Global ShareThis - The Changing Consumer - Online Retailers
- TW OneDATA - Interest - Shopping - Shopping Websites
- Global Affinity Answers - Intent - Mobile Apps - Shopping

Audiences Interested in Online Retailers

- Global Affinity Answers - Intent - Online Retail
- Global Affinity Answers - Intent - Online Retail - Amazon.com
- Global Affinity Answers - Intent - Online Retail - Apparel & Accessories
- Global Affinity Answers - Intent - Online Retail - Consumer-to-Consumer (C2C) Services
- Global Affinity Answers - Intent - Online Retail - Digital Goods & Services
- Global Affinity Answers - Intent - Online Retail - Footwear
- Global Affinity Answers - Intent - Online Retail - Microsoft Store
- Global Affinity Answers - Intent - Online Retail - Movies & TV

- Global Affinity Answers - Intent - Online Retail - Music
- Global Affinity Answers - Intent - Online Retail - Online Marketplaces & Resale Platforms
- Global Affinity Answers - Intent - Online Retail - Total Wine
- Global Affinity Answers - Intent - Online Retail - Wayfair
- Eyeota - Retail - Intent - APAC - Online Shopping - Site - Amazon / Amazon Prime
- Eyeota - Retail - Intent - APAC - Online Shopping - Site - Lazada
- Eyeota - Retail - Intent - APAC - Online Shopping - Site - Shopee
- Global Affinity Answers - Intent - Online Retailer - Amazon
- Global Affinity Answers - Intent - Online Retailer - Apparel & Accessories
- Global Affinity Answers - Intent - Online Retailer - Apparel & Accessories - Lazada
- Global Affinity Answers - Intent - Online Retailer - Beauty & Cosmetics - Guardian
- Global Affinity Answers - Intent - Online Retailer - Books, Magazines
- Global Affinity Answers - Intent - Online Retailer - Drug & Pharmacy
- Global Affinity Answers - Intent - Online Retailer - Food & Beverage
- Global Affinity Answers - Intent - Online Retailer - Streaming Services
- Global Affinity Answers - Intent - Online Retailer - Zalora

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Target Online Shopping Audiences

Audiences By Region/Country

- Eyeota - Retail - Intent - APAC - Online Shopping - Region - Asia
- Eyeota - Retail - Intent - APAC - Online Shopping - Country - India
- Eyeota - Retail - Intent - APAC - Online Shopping - Country - Japan
- Eyeota - Retail - Intent - APAC - Online Shopping - Country - Taiwan



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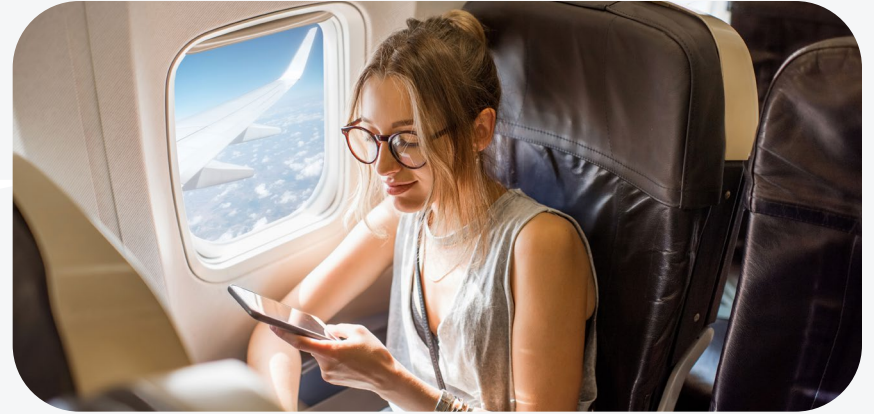
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Elevate your marketing with quality-certified audience data.

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.



Activate **Lunar New Year** Audiences for Your Campaign!

Lunar New Year 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.

[Contact Now](#)



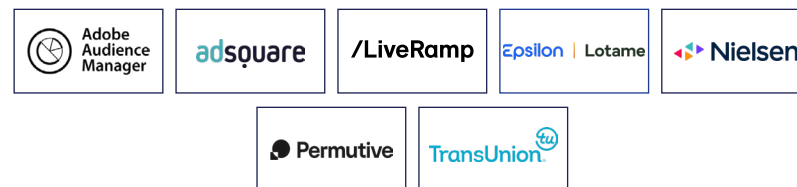
Demand Side Platforms



Supply Side Platforms



Data Management Platforms



Social Networking Platforms

