

How to Target

Halloween Audiences

eyeota
A Dun & Bradstreet Company

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Halloween is one of the year's biggest seasonal moments, driving increased spending across costumes, candy, decorations, entertainment, parties, and family activities. Eyeota's Halloween Audience Guide helps brands reach high-intent consumers throughout the Halloween purchase journey.

Built with audience data from trusted partners, these segments connect advertisers with families, Halloween enthusiasts, horror fans, party planners, food shoppers, and DIY creators using real-world interests, purchase behaviors, and intent signals.

Activate Halloween audiences across major demand-side and supply-side platforms to drive awareness, consideration, and conversions through audio, connected TV, display, digital out-of-home, mobile, and social channels.

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Target

Families with Kids

Parents, family households, and caregivers with children across all age groups and family life stages.

Global

- Eyeota - Demo - Family - Parents
- Global Experian Worldview - Demo - Children 0-4
- Global Experian Worldview - Demo - Children 5-9
- Global Experian Worldview - Demo - Children 10-14
- Global Experian Worldview - Demo - Children 15-17
- Global Intuition - Family - Children in Household - 0-1 years old
- Global Intuition - Family - Children in Household - 1-2 years old
- Global Intuition - Family - Children in Household - 2-3 years old
- Global Intuition - Family - Children in Household - 3-5 years old
- Global TL1MKT - Demo - Family - With Children - Age 1 to 2
- Global TL1MKT - Demo - Family - With Children - Age 3 to 6
- Global TL1MKT - Demo - Family - With Children - Age 6+
- Global TL1MKT - Demo - Parents of Young Children

APAC

- AU Defind - Demo - Family - Couples with Children
- AU Nielsen - Demo - Household - Parents of Young Children
- AU smrtr - Lifestage - Children in the Household
- ID Nielsen - Demo - Demo - The Family Unit (Married with Children)
- IN GDR - Families with Children
- JP GDR - 03 Life Phases - Families with School Age Children
- JP GDR - 03 Life Phases - Young Couples with Children
- NZ DataIQ - Demo - Household - Family Households
- NZ Nielsen - Household - Established Parents (40-54, With Children)
- NZ Nielsen - Household - Young Parents (25-39, With Children)
- PH Nielsen - The Family Hubs (Households with Children)
- SG DataIQ - Demo - Household - Family Households
- TW OneDATA - Past Purchase - Baby & Parenting

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Target
Families with Kids

EMEA

- DE Capaneo (formerly Schober) - Parents of Children & Infants
- DE GDR - Life Phases - Families with School Age Children
- DE GDR - Life Phases - Young Couples with Children
- DE GfK - Household Type - Multiple Person Household with Children
- DE YouGov - Primary School Kids in Household
- FR Experian - Family < 45 with Children
- IT GDR - 04 Life Phases - Families with School Age Children
- UK CACI - Ocean - Demo - Children at Home Aged 0 to 4
- UK CACI - Ocean - Demo - Children at Home Aged 11 to 15
- UK CACI - Ocean - Demo - Children at Home Aged 5 to 10
- UK EQ Data - Number of Children - 1
- UK EQ Data - Number of Children - 3
- UK Experian - Demo - Household Data - Children aged 0 to 4
- UK Experian - Demo - Household Data - Children aged 5 to 11
- UK GDR - Life Phases - Families with School Age Children
- UK GDR - Life Phases - Young Couples with Children
- UK GfK - Multiple Person Household One-family with Children - High
- UK Outra - Demo - Primary School Children Households
- UK TGI - Household Composition - Parents with Children Under 15
- UK YouGov - Ages of children in household - Teenagers in Household



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Target

Families with Kids

US

- US Acxiom - Demo - Presence of Children - Yes
- US Adstra - Consumer - Family - Families with Children 0-2
- US Adstra - Consumer - Family - Families with Children 11-15
- US Adstra - Consumer - Family - Families with Children 11-15
- US Adstra - Consumer - Family - Families with Children 3-5
- US Adstra - Wealth - Affluent Families - Affluent Families with Children
- US Alliant - Demo - Presence of Children Age 0-3
- US Alliant - Demo - Presence of Children Age 4-7
- US Alliant - Demo - Presence of Children Age 8-12
- US Anteriad - B2C - Interest - Children & Family
- US ComScore - Holiday Online Shopper - Households with Children
- US Data Axle (fka Infogroup) - Consumer - Family - Children - Present
- US Epsilon - Generation & Life Stage - Millennials with Children
- US Epsilon - Household - Presence of Children - Yes, Children Present
- US Experian - Demos - Presence of Children in HH
- US Experian - Psychographic/Attitudes - Personal Views - Family Centered
- US GDR - 03 Life Phases - Families with School Age Children
- US Kantar - Lifestyle - Outlook - Family First
- US Webbula - Household Composition - Affluent Families with Children
- US YouGov - Perspectives - Family-Oriented



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Target

Halloween Celebrators & Shoppers

Halloween enthusiasts, costume shoppers, decorators, and seasonal buyers actively preparing for Halloween celebrations.

Global

- Eyeota - CPG & FMCG - Interest - Beauty & Cosmetics - Makeup
- Eyeota - Holidays & Events - Interest - GLOBAL - Halloween
- Global Affinity Answers - Events - Halloween
- Global Affinity Answers - Hobbies & Interests - Thrillseeker
- Global Affinity Answers - Interest - Influencers - Makeup Artists
- Global Affinity Answers - Movies - Thriller & Horror - Halloween
- Global D&B - B2C - Affinity Verified - Makeup & Cosmetics
- Global D&B - B2C - AI Predictions - CPG / FMCG - Makeup & Cosmetics
- Global ShareThis - Face & Body Care - Makeup & Cosmetics
- Global ShareThis In-Market Powered by Eyeota - Makeup & Cosmetics
- Global ShareThis In-Market Powered by Eyeota - Shopping - Costumes
- Global TL1MKT - Interest - Costumes
- Global TL1MKT - Interest - Halloween Products Shoppers

APAC

- IN TL1MKT - Interests - Halloween Products Shoppers
- TW OneDATA - Interest - Shopping – Halloween

EMEA

- DE YouGov - Consumer - Beauty Products - Makeup buyers
- UK Experian - Shoppers & Shopping - Seasonal - Celebrated Halloween
- UK TGI - Beauty Purchase - Female Heavy Cosmetics or Makeup Spender
- UK TGI - Purchase Behaviour - Female Heavy Cosmetics or Makeup Spenders

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Target

Halloween Celebrators & Shoppers

US

- US 33Across - 33Across AudienceID - Seasonal - Holiday Shoppers
- US Acxiom - Seasonal - Halloween Activity - Costume High Spender
- US Acxiom - Seasonal - Halloween Activity - Decorate Home / yard
- US Acxiom - Seasonal - Halloween Activity - Dress in A Costume
- US Acxiom - Seasonal - Halloween Activity - Participate in Activities
- US Adstra - Consumer - In-Market Home & Garden - Home Decor
- US Adstra - Consumer - Seasonal - Seasonal - Halloween Shoppers
- US Anteriad - B2C - Seasonal - Halloween
- US ComScore - Holiday Online Shopper - Dads
- US ComScore - Holiday Online Shopper - Households with Parents
- US ComScore - Holiday Online Shopper - Moms
- US ComScore - SocioDemo - Seasonal - Holiday Online Shopper
- US ComScore - SocioDemo - Seasonal - Holidays & Events - Halloween
- US Experian - Lifestyle & Interests (Affinity) - In-Market - Seasonal Products
- US Experian - Purchase Predictors- Seasonal & Holidays
- US Experian - Purchase Transactions - Holiday/Seasonal Decoration Buyers
- US Facteus - Intent - In-market Purchase - Purchase Data - Halloween Store Frequenters - Halloween
- US Facteus - Intent - In-market Purchase - Young Parents - Halloween
- US Stirista - Interest - Holiday & Seasonal Travel
- US Webbula - Holidays & Seasonal Events - Halloween



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Target

Horror & Entertainment Enthusiasts

Horror movie fans, thriller viewers, gamers, and thrill-seekers with a passion for spooky entertainment and experiences.

Global

- Global Affinity Answers - Intent - Video Games - Horror / Survival
- Global Affinity Answers - Intent - Video Games - Horror Games
- Global Affinity Answers - Interest - Movies - Thriller & Horror
- Global Affinity Answers - Interest - Movies - Thriller & Horror - Halloween
- Global Affinity Answers - Interest - Movies - Thriller & Horror - It
- Global Affinity Answers - Interest - Movies - Thriller & Horror - Saw
- Global Affinity Answers - Interest - Streaming Video - Thriller & Horror
- Global Affinity Answers - Interest - TV - Crime Thrillers
- Global Affinity Answers - Interest - TV - FX - American Horror Story
- Global D&B - B2C - Affinity Verified - Movies - Thriller & Horror
- Global ShareThis - Arts & Entertainment - Movies - Horror Films
- Global ShareThis In-Market Powered by Eyeota - Arts & Entertainment - Horror Films
- Global TL1MKT - Interest - Movies - Horror Movies
- Global TL1MKT - Interest - TV - Horror TV Series

APAC

- AU Nielsen CMV - Entertainment - Interest - Cinema - Horror
- AU Roy Morgan - Cinema - Interest - Thriller Films
- IN TL1MKT - Interest - Movies - Horror Movies
- IN TL1MKT - Interest - TV - Horror TV Series
- IN YouGov - Movie Genre Watched - Horror
- TW OneDATA - Interest - Entertainment - Horror Movies



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Target

Horror & Entertainment Enthusiasts

EMEA

- DE Dynata - Interest - Type - Theme Parks / Amusement Parks
- DE GDR - Been to in the last 12 months - Theme parks
- DE TGI - Entertainment - Visits - Been to a theme park
- DE YouGov - Holidays Favourite Types - Holiday at a Theme Park
- ES Dynata - Interest - Type - Theme Parks / Amusement Parks
- FR Dynata - Interest - Type - Theme Parks / Amusement Parks
- IT Dynata - Interest - Type - Theme Parks / Amusement Parks
- UK Dynata - Interest - Type - Theme Parks / Amusement Parks
- UK Experian - Interest (Affinity) - Interests, Hobbies & Travel - How I Spend My Free Time - Theme Parks
- UK Starcount - Affinity - Entertainment - Horror
- UK Starcount - Affinity - Entertainment - Thriller
- UK Starcount - Affinity - Travel & Leisure - Theme Parks
- UK YouGov - Holidays Favourite Types - Holiday at a Theme Park



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Target

Horror & Entertainment Enthusiasts

US

- US Adstra - Consumer - Amusement Parks & Theme Parks
- US Adstra - Consumer - Books - Horror
- US Adstra - Consumer - TV/Movies - Horror
- US Adstra - Consumer - TV/Movies - Mystery & Thriller
- US Alliant - Theme Park Visitor: Propensity
- US Alliant - TV Viewership - Genre - Horror Viewer
- US Alliant - TV Viewership - Genre - Thriller Viewer
- US AnalyticsIQ - Interest - Reading - Horror Readers
- US Claritas - Lifestyle - Events Recently Attended - Theme Park
- US Claritas - Travel - Destination - Plan To - Travel to Theme Park
- US ComScore - Interest - TV Genre - Thriller/Horror
- US Data Axle (fka Infogroup) - Purchases - Tickets - Theme Parks
- US Dynata - Interest - Type - Theme Parks / Amusement Parks
- US Epsilon - Lifestyles & Interests - Thrill Seeking Enthusiasts - Highly Likely
- US Experian - Mobile Location Models - Visits - Theme Parks Visitors
- US IXI (Equifax) - Travel & Entertainment Propensity - Theme Park Visitors
- US Sovrn - Arts & Entertainment - Movies - Horror
- US Starcount - Entertainment - Thriller
- US Stirista - Interest - Theme & Amusement Parks
- US YouGov - Streaming Genre Watched - Thriller



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Target

Party Hosts & Entertainers

Party planners, holiday hosts, and celebration-focused consumers purchasing supplies, food, beverages, and entertaining essentials.

Global

- Eyeota - CPG & FMCG - Interest - Beverage - Alcohol
- Eyeota - CPG & FMCG - Interest - Beverage - Alcohol - Beer
- Eyeota - CPG & FMCG - Interest - Beverage - Alcohol - Cocktails
- Eyeota - CPG & FMCG - Interest - Beverage - Alcohol - Wine
- Global Affinity Answers - Intent - Food & Beverage - Alcohol - Beer
- Global Affinity Answers - Intent - Food & Beverage - Alcohol - Craft Beer
- Global Affinity Answers - Intent - Food & Beverage - Alcohol - Tequila
- Global Affinity Answers - Intent - Food & Beverage - Alcohol - Whiskey
- Global Affinity Answers - Intent - Food & Beverage - Alcohol - Wine
- Global D&B - B2C - Affinity Verified - Beverages - Alcoholic Drinks
- Global D&B - B2C - AI Predictions - Beverages - Alcoholic Drinks
- Global D&B - B2C - AI Predictions - Retail - Gifting - Party Supplies
- Global ShareThis - Food & Drink - Beverages - Ready to Drink Alcohol
- Global ShareThis - Food & Drink - Food - Party Foods
- Global ShareThis - Gifts & Special Event Items - Party & Holiday Supplies
- Global ShareThis - Special Occasions - Party Planning
- Global Sovrn - Purchase Intent - Party & Celebration
- Global TL1MKT - Interest - Food & Drink - Alcoholic Beverages
- Global TL1MKT - Interest - Food & Drink - Premium Alcohol

APAC

- AU Nielsen - In-market - The Bulk-Buy Party Planners (Premix-Warehouse)
- AU Roy Morgan - Persona - You Need a Few Drinks to Get a Party Going
- ID Nielsen - The Social Drinkers (Alcoholic Beverage Purchasers)
- TW OneDATA - Interest - Shopping - Party Supplies & Planning



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Target

Party Hosts & Entertainers

EMEA

- DE GfK - Purchasing Power - Sweets - Discount
- DE GfK - Purchasing Power - Sweets - High
- DE GfK - Purchasing Power - Sweets - Luxury
- DE YouGov - Personas - Grocery Shopper
- FR Experian - Type of Online Buying – Grocery
- UK Circana - Impulse - Crisps & Snacks - Pringles
- UK Circana - Impulse - Crisps & Snacks - Walkers
- UK Circana - Impulse - Sweets - Private Label
- UK Starcount - Affinity - Food & Drink - Sweet Treats
- UK Starcount - Purchases - Groceries - Alcohol
- UK Starcount - Purchases - Groceries - All Groceries
- UK Starcount - Purchases - Groceries - Convenience Store
- UK Starcount - Purchases - Groceries - Fast Grocery
- UK Starcount - Purchases - Groceries - Niche Grocery
- UK Starcount - Purchases - Groceries - Supermarket
- UK TGI - Purchase Behaviour - Free Range Buyers
- UK TGI - Purchase Behaviour - Premium Range Buyers
- UK TGI - Purchase Behaviour - Quality Focused
- UK YouGov - Financial Situation - Expenditure Reduction - Groceries
- UK YouGov - Personas - Grocery Shopper

US

- US 9D - Seasonal - Holiday Preppers & Hosts - Big Box Visitors
- US 9D - Seasonal - Holiday Preppers & Hosts - Grocery Store Visitors
- US 9D - Seasonal - Holiday Preppers & Hosts - Party Supply Visitors
- US Adstra - Orbits - Established Family Life & Home Entertainer
- US Affinity Solutions - Intent - In-Market - Gifts & Party Retailers
- US Affinity Solutions - Intent - In-Market - Party City Shoppers
- US Alliant - Alcoholic Beverages Buyer Propensity
- US AnalyticsIQ - In-Market - Alcohol - Big Spenders
- US Epsilon - CPG - New Food & Non-Alcoholic Drink Product Seekers
- US Epsilon - Transactional - Specialty Retail - Party Supply Buyers
- US Facteus - Intent - Halloween Party Hosts - Halloween
- US Facteus - Intent - Home Entertainers - End of Year Holidays
- US inMarket - Holiday Preppers & Hosts - Alcohol Shoppers
- US inMarket - Holiday Preppers & Hosts - Party Supply Shoppers
- US inMarket - Online Shopper + In-Store Visitor - Home Entertainers
- US inMarket - Past Purchase - Retail - Party Occasions
- US Lighthouse List - Social Behaviors - Special Occasions - Party Planning
- US Sovrn - Shopping - Party Supplies & Decorations
- US Stirista - Interest - Home Entertaining
- US Webbula - Interest & Brand Preferences - Party Supplies & Decorations

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Target

CPG & Food Shoppers

Grocery shoppers, candy buyers, snack purchasers, and food delivery users with strong purchase intent and shopping behaviors.

Global

- Eyeota - CPG & FMCG - Intent - Grocery
- Eyeota - CPG & FMCG - Interest - Food - Chocolate, Sweets, Cakes
- Eyeota - CPG & FMCG - Interest - Grocery
- Eyeota - CPG & FMCG - Past Purchase - Foods - Snacks
- Global Affinity Answers - Intent - Food & Beverage - Candy
- Global Affinity Answers - Intent - Food & Beverage - Snacks
- Global Affinity Answers - Intent - Grocery & Food Delivery
- Global Affinity Answers - Intent - Retail - Grocery & Supermarket
- Global D&B - B2C - Affinity Verified - Food - Candy & Sweets
- Global D&B - B2C - Affinity Verified - Food - Snacks
- Global D&B - B2C - Affinity Verified - Retail - Category - Grocery Stores
- Global D&B - B2C - AI Predictions - Food - Candy & Sweets
- Global D&B - B2C - AI Predictions - Food - Snacks
- Global Gourmet Ads Data - In-Market - Shopping - Grocery Buyers
- Global ShareThis - Food & Drink - Food - Snack Foods
- Global ShareThis - Intent - CPG - Food & Drink - Snacks - Salty Snacks
- Global ShareThis In-Market Powered by Eyeota - Candy Sweets
- Global ShareThis In-Market Powered by Eyeota - Food Grocery Delivery
- Global TL1MKT - Interest - Premium Categories - Online Grocery Shopping



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Target
CPG & Food Shoppers

APAC

- AU Defind - CPG & FMCG - Lifestyle - Snackers
- AU Digifish - CPG & FMCG - Intent - Food
- AU Nielsen - Food & Drink - Lifestyle - Snacker
- AU RDA Research - CPG & FMCG - Intent - Groceries
- AU Roy Morgan - Persona - The Home & Family Focused Foodie
- AU YouGov - Lifestyle - Grocery Shopper
- ID Nielsen - The Aisle Navigators (Frequent Supermarket Shoppers)
- ID Nielsen - The Savory Grazers (Light Snack Purchasers)
- ID Nielsen - The Sweet Tooth Satisfiers (Candy & Sweets Purchasers)
- ID Nielsen - The Weekly Planners (Regular Supermarket Shoppers)
- IN TL1MKT - Interest - Food & Drink
- MY YouGov - Lifestyle - Grocery Shopper
- NZ Nielsen - Lifestyle - Indulgent Foodie
- NZ Nielsen - Retail - Lifestyle - Family Grocery Decision-Maker
- NZ Nielsen - The Healthy Snacker (Buys Nuts & Dried Fruit)
- PH Nielsen - Lifestyle - The Foodie Spenders (Dining on Credit)
- SG YouGov - Lifestyle - Grocery Shopper
- TH Nielsen - Food & Drink - General Interest - The Avid Snacker
- TH Nielsen - General Interest - The Culinary Explorers (Foodies)
- TH YouGov - Lifestyle - Grocery Shopper

EMEA

- DE GDR - Making a purchase online - Groceries (including cleaning products)
- DE GfK - Purchasing Power - Sweets - Discount
- DE GfK - Purchasing Power - Sweets - High
- DE YouGov - Personas - Grocery Shopper
- FR Experian - Type of Online Buying – Grocery
- UK Circana - Impulse - Crisps, Snacks & Nuts - Crisps & Snacks
- UK Circana - Impulse - Crisps, Snacks & Nuts - Nuts & Popcorn
- UK Circana - Impulse - Sweets - Private Label
- UK Starcount - Affinity - Food & Drink - Sweet Treats
- UK Starcount - Purchases - Groceries - All Groceries
- UK Starcount - Purchases - Groceries - Convenience Store
- UK Starcount - Purchases - Groceries - Fast Grocery
- UK Starcount - Purchases - Groceries - Supermarket
- UK TGI - Purchase Behaviour - Budget Supermarket Shoppers
- UK TGI - Purchase Behaviour - Free Range Buyers
- UK TGI - Purchase Behaviour - Premium Range Buyers
- UK TGI - Purchase Behaviour - Premium Supermarket Shoppers
- UK TGI - Purchase Behaviour - Quality Focused
- UK YouGov - Expenditure Reduction - Top Priority - Groceries
- UK YouGov - Personas - Grocery Shopper

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Target

CPG & Food Shoppers

US

- US 9D - Shopper - CPG Retailers - Grocery Store
- US Adstra - Consumer - In-Market Food & Beverages - Healthy Snacks
- US Alliant - CPG - Cookies Chips & Snacks Buyer Propensity
- US Alliant - CPG - Groceries & Essentials - Candy & Gum Buyer Propensity
- US Alliant - CPG - Salty Snacks & Popcorn Buyer Propensity
- US Alliant - CPG - Snack Bars Buyer Propensity
- US Alliant - CPG - Snack Nuts or Seeds Buyer Propensity
- US Circana - Intent - Non-Chocolate Chewy Candy
- US Circana - Intent - Salty Snacks
- US Circana - Intent - Seasonal Non-Chocolate Halloween Candy
- US Circana - Intent - Snack Bars/Granola Bars
- US Circana - Intent - Snack Nuts
- US Data Axle (fka Infogroup) - Consumer - Lifestyles - Snack Eaters
- US Experian - Retail Shoppers - Grocery Stores - Frequent Spenders
- US Facteus - Intent - In-market Purchase - Candy Buyers - Halloween
- US Ibotta - CPG - Category Buyers - Snacks Cookies & Chips
- US inMarket - Past Purchase - CPG - Candy Gum
- US inMarket - Past Purchase - CPG - Snacks Cookies Chips
- US Media Source Solutions - Intent - Big Box Grocery Shopper
- US YouGov - Personas - Grocery Shopper



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Target
DIY Creators

DIY enthusiasts, crafters, decorators, and home improvement shoppers seeking inspiration, supplies, and hands-on projects.

Global

- Eyeota - Interest - Home Improvement - DIY / Handicraft
- Eyeota - Lifestyle - Interest - DIY
- Eyeota - Lifestyle - Persona - HNW Personas - DIYers
- Global Affinity Answers - Intent - Retail - Home Improvement - DIY
- Global Affinity Answers - Interest - Hobbies & Interests - Arts & Crafts
- Global Affinity Answers - Interest - Hobbies & Interests - DIYers
- Global Affinity Answers - Interest - Influencers - Arts & Crafts
- Global D&B - Affinity Verified - Influencer Followers - Arts & Crafts
- Global D&B - Affinity Verified - Personas - The Arts & Crafter
- Global D&B - Affinity Verified - Personas - The DIY Home Improver
- Global D&B - AI Predictions - Home & Garden - DIY & Home Improvement
- Global Experian Worldview - Lifestyle - Hobbies - Arts & crafts
- Global Experian Worldview - Lifestyle - Hobbies - DIY
- Global ShareThis - Hobbies & Leisure - Crafts
- Global ShareThis - Reference - How-To, DIY & Expert Content
- Global ShareThis - The Changing Consumer - DIY
- Global ShareThis In-Market Powered by Eyeota - How to DIY Expert Content
- Global TL1MKT - Interest - Hobbies & Interest - Arts & Crafts

APAC

- AU Nielsen CMV - I Like to Do DIY Kinds of Things Around the House
- AU RDA Research - Lifestyle - Intent - DIY Work Around the Home
- AU Roy Morgan - Intent - Attitude - Independent & DIY Planners
- AU YouGov - Hobbies - DIY



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Target
DIY Creators

EMEA

- DE Dynata - Interest - Hobbies - Crafts
- DE GDR - DIY, Decorating & Home Improvement – Usage - Yes
- DE GDR - Hobbies & Interests – Craft /Manual Work
- DE GDR - Hobbies & Interests - DIY, decorating
- DE TGI - Interest - DIY Enthusiasts in HH & DIY / Gardening Stores Shoppers
- DE YouGov - I Prefer to Do the Project on My Own Whenever Possible
- DE YouGov - Personas - DIY Enthusiats
- FR YouGov - Hobbies - DIY
- IT Dynata - Interest - Hobbies – Crafts
- UK CACI - Ocean - Interests : Art & Craft
- UK CACI - Ocean - Interests : DIY
- UK EQ Data - Interests - Crafts
- UK EQ Data - Interests - DIY
- UK EQ Data - Retail - DIY
- UK Experian - Intent (Purchase) - Retail - Home & Garden - DIY
- UK Goldfish Ads - Interest - Home & Garden - Do It Yourself (DIY)
- UK Starcount - Affinity - Art & Design - Crafts
- UK Starcount - Affinity - House & Home - DIY
- UK Starcount - Mindset - House Proud - DIY Devotees
- UK YouGov - I Prefer to Do the Project on My Own Whenever Possible

US

- US 33Across - 33Across AudienceID - Arts - Crafts
- US Acxiom - Retail - Attitude & Behavior Propensities - DIYers
- US Adstra - In-Market Lifestyle & Interests - DIY/Do-It-Yourselfers
- US Adstra - Lifestyle & Interests - Home Furnishings / Decorating
- US Affinity Solutions - Intent - In-Market - Arts & Craft Stores
- US Alliant - Activities & Interests - Arts & Crafts Buyer Propensity
- US Alliant - Composite Segment - Cosmetic & Beauty Lovers
- US AnalyticsIQ - Interest - Arts & Crafts
- US AnalyticsIQ - Interest - Home Decorating
- US Anteriad - B2C - Interest - DIY (Do It Yourself)
- US Epsilon - Lifestyles & Interests - Home Improvement & DIY Enthusiasts
- US Experian - Lifestyle & Interests (Affinity) - In-Market - Beauty
- US Experian - Lifestyle & Interests (Affinity) - In-Market - Home Decor
- US Facteus - Intent - In-market Purchase - Home Decorators
- US inMarket - Past Purchase - Retail - Craft Supplies
- US inMarket - Past Purchase - Retail - Home Decor
- US IXI (Equifax) - Home Improvement & DIY Buyers
- US Stirista - Interest - Makeup & Skincare
- US Webbula - Hobbies, Interests, & Personas - Do it Yourselfer (DIY)
- US Wiland Ultimate - Intent to Buy - DIY Home Improvements

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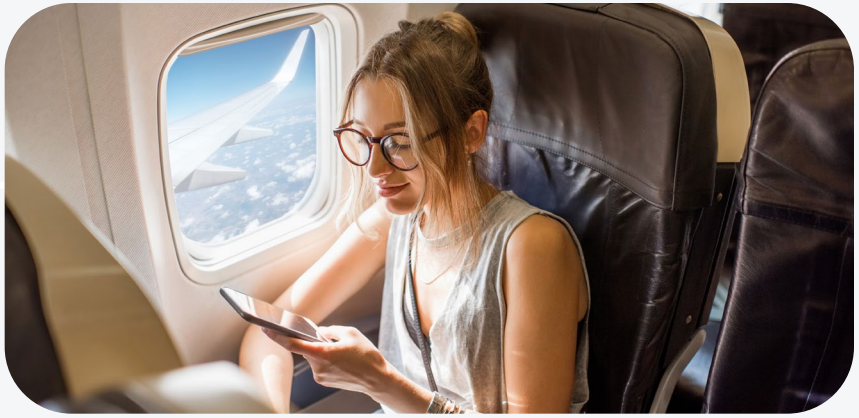
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Elevate your marketing with quality-certified audience data.

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.

STANDARDS COMPLIANT iab.TECH LAB VERIFIED

CERTIFIED BY Neutronian

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 Halloween Audiences for Your Campaign!

Halloween 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



datadesk

Connect with our Audience Specialists for support.

Contact Now

Demand Side Platforms

ACTIVE AGENT · adform · Adobe Advertising Cloud · Adte · amazon · aroscop · Basis · bid theatre · Epsilon | Lotame · FREEWHEEL · Google Marketing Platform · illumin · INMOBI · KNOREX · mgid · nexxen · sabio · SIMPLI.FI · smartyads · StackAdapt · TEADBLAZE · theTradeDesk · vistar media · yahoo! · Zemanta · ZETA

Supply Side Platforms

anzu · audigent · EQUATIV · FREEWHEEL · KARGO · Magnite DV+ · nexxen · OpenX · Outbrain · PubMatic · Taboola · yoc

Data Management Platforms

Adobe Audience Manager · adsquare · ALIANT · Epsilon | Lotame · experian · LiveRamp · Nielsen · Permutive · TransUnion

Social Networking Platforms