

How to Target

Holiday Audiences

eyeota
A Dun & Bradstreet Company

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The holiday season is one of the year's most important consumer spending periods, driving increased demand across gifting, travel, entertainment, food and beverage, family activities, technology, luxury purchases, and seasonal celebrations. Eyeota's Holiday Audience Guide helps brands reach high-intent consumers throughout the holiday purchase journey.

Built with audience data from trusted partners, these segments enable advertisers to connect with gift givers, families, luxury shoppers, holiday hosts, travelers, cultural celebrators, technology enthusiasts, and seasonal deal seekers through real-world interests, purchase behaviors, lifestyle signals, and intent data.

Explore our curated selection of audience segments designed to help brands engage consumers during key holiday moments, from Black Friday and Cyber Monday to gift-giving, travel planning, family activities, and cultural celebrations. Activate these audiences seamlessly 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

Black Friday & Cyber Monday Shoppers

Reach deal-driven consumers actively seeking discounts, promotions, coupons, and limited-time offers across Black Friday, Cyber Monday, and peak holiday shopping periods.

Global

- Eyeota - Holidays & Events - Interest - GLOBAL - Black Friday
- Eyeota - Retail - Intent - Shopping - Bargains
- Eyeota - CPG & FMCG - Interest - Grocery - Coupons
- Global Affinity Answers - Interest - Events - Black Friday
- Global Affinity Answers - Interest - Events - Cyber Monday
- Global Affinity Answers - Interest - Bargain Hunter
- Global ShareThis - Seasonal - Christmas - Black Friday Shoppers
- Global ShareThis - Seasonal - Christmas - Cyber Monday Shoppers
- Global ShareThis - Winter Holiday - Black Friday Shoppers
- Global ShareThis - Winter Holiday - Cyber Monday Shoppers
- Global ShareThis - Shopping - Coupons & Discount Offers
- Global ShareThis - In Market - Coupons & Discount Offers
- Global TL1MKT - Interest - Premium Categories - Black Friday
- Global TL1MKT - Interest - Shopping - Couponing
- Global TL1MKT - Interest - Shopping - Coupons & Discounts

APAC

- Husky Data - Black Friday & Cyber Monday Shoppers



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Target

Black Friday & Cyber Monday Shoppers

EMEA

- UK Data Locator - Retail - Black Friday Purchasers
- UK EQ Data - Retail - Bargain Shoppers
- UK esbconnect - Special Events - Interest - Black Friday
- UK Experian - Seasonal - Black Friday & Cyber Monday
- UK Experian - Financial Strategy - D Deal Seekers
- UK Experian - Shopper Type - Family Bargain Shoppers
- UK GfK - Regional Consumer Styles - Pleasure & Bargain-Oriented - High
- UK Goldfish Ads - Interest - Shopping - Coupons
- UK Litmusphere - Shopping - Type - Bargain hunter
- UK Starcount - Mindset - Bargain Hunters
- UK TGI - Shopping - Attitudes - FMCG Segmentation - Bargain Hunters
- UK TransUnion - CAMEO UK - Category - 07G Value Conscious Families
- UK YouGov - Christmas - Buying presents - Black Friday/Cyber Monday
- DE Capaneo - Intent - Bargain hunters
- DE GDR - FMCG shopper archetypes (MS) - Bargain hunters
- DE TGI - Lifestyle - Persona - FMCG Shopper Archetypes - Bargain Hunters
- DE YouGov - Consumer - Discount - Promotional deal users
- FR GfK - Regional Consumer Styles - Pleasure & Bargain-Oriented - High
- FR YouGov - Christmas - Buying presents - Black Friday/Cyber Monday
- UK YouGov - Black Friday/Cyber Monday Shoppers

US

- US 33Across - 33Across AudienceID - Hobbies - Coupon Clipper
- US 33Across - Seasonal - Black Friday & Cyber Monday Shoppers
- US 9D - Shopper - Cost Conscious or Discount Shopper
- US Acxiom - Financial - Price Sensitive Penny Pinchers
- US Adstra - Consumer - Shopping - Coupon Enthusiast
- US Adstra - Consumer - Seasonal - Black Friday Shoppers
- US Alliant - Products & Services - Coupon Users
- US Alliant - Personas - Black Friday Buyer Propensity
- US AnalyticsIQ - In Market - Coupon Users - Extreme Couponer
- US AnalyticsIQ - Persona - Deal Seekers
- US Claritas - Retail - Passionate Deal Seeker Online
- US ComScore - Seasonal - Black Friday & Cyber Monday Shoppers
- US Experian - Purchase Behavior - Coupon Users
- US Experian - Black Friday/Cyber Monday Online Shoppers
- US Facteus - Price Conscious Black Friday Shoppers
- US GfK - Purchasing Power - Discount
- US inMarket - Predictive - Retail - Deal Seekers
- US Kantar - In Market - Influenced by Discounts & Sales
- US Stirista - Shopping Styles - Deal Seekers
- US Webbula - Promotional & Value Deals - Coupons

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Target

Gift Givers

Engage holiday shoppers purchasing gifts for friends, family, colleagues, and special occasions through gifting, gift cards, flowers, party supplies, and seasonal retail purchases.

Global

- Eyeota - Holidays & Events - Interest - Christmas - Candy & Gifts
- Global D&B - B2C - AI Predictions - Retail - Gifting
- Global D&B - B2C - AI Predictions - Retail - Gifting - Flowers
- Global D&B - B2C - AI Predictions - Retail - Gifting - Gifts
- Global D&B - B2C - AI Predictions - Retail - Gifting - Greeting Cards
- Global D&B - B2C - AI Predictions - Retail - Gifting - Party Supplies
- Global D&B - B2C - AI Predictions - Retail - Gifting - Personalized Items
- Global Intuition - Seasonal - Holiday gift buyers
- Global ShareThis - Shopping - Gifts & Special Event Items
- Global ShareThis - Shopping - Custom & Personalized Items
- Global ShareThis - Shopping - Gifts
- Global ShareThis - Shopping - Party & Holiday Supplies
- Global ShareThis In Market Powered By Eyeota - Shopping - Gifts
- Global ShareThis In Market Powered By Eyeota - Shopping - Gifts & Special Event Items
- Global TL1MKT - Interest - Shopping - Gifts & Greetings Cards



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Target
Gift Givers

APAC

- APAC Husky Data - Holidays & Events - Christmas Gift Shoppers
- APAC Husky Data - Holidays & Events - Valentine's Day Gift Shoppers
- AU Experian - Finance - Payment Type Used - Gift Cards
- AU Experian - Intent - Finance - Savings Purpose - Gifts
- AU Experian - Past Purchased - Cash Gifts - Above Average p/week
- AU Experian - Past Purchased - Gift Bought For - Spouse/Partner
- AU Experian - Past Purchased - Gift Bought For - Parents
- AU Experian - Past Purchased - Gift Bought For - Children 18+
- AU Experian - Past Purchased - Gift Bought For - Friends
- AU Experian - Past Purchased - Gift Bought For - Colleagues
- AU Experian - Past Purchased - Gift Category - Electronics
- AU Experian - Past Purchased - Gift Category - Health & Beauty
- AU Experian - Past Purchased - Gift Category - Holiday/Trip
- AU Experian - Past Purchased - Gift Category - Toys & Games
- AU Experian - Past Purchased - Gift Category - Vouchers/Gift Cards
- AU Experian - Past Purchased - Gift Occasion - Wedding
- AU Experian - Past Purchased - Gift Occasion - Graduation
- AU Experian - Past Purchased - Gift Occasion - New Baby
- AU Experian - Past Purchased - Gift Occasion - Wedding Anniversary
- AU Experian - Past Purchased - Luxury Goods Bought as Gift

EMEA

- UK Circana - Impulse - Confectionery - Seasonal & Gifting Confectionery
- UK Circana - Impulse - Seasonal & Gifting Confectionery - Ferrero Rocher
- UK Circana - Impulse - Seasonal & Gifting Confectionery - Lindt Lindor
- UK Circana - Personal Care - Gift Packs - Female Gift Packs
- UK Circana - Personal Care - Gift Packs - Male Gift Packs
- UK Experian - Intent (Purchase) - Retail - Cards & Gifts
- UK Starcount - Purchases - Experiences - Buyagift
- UK TGI - Shopping - Seasonal Purchasing - Christmas Gift Voucher Buyers
- UK TGI - Shopping - Seasonal Purchasing - Tech Christmas Gifters
- UK YouGov - Christmas gift categories previous years - Tech
- UK YouGov - Christmas gift categories previous years - Toys & games
- UK YouGov - Christmas gift categories previous years - Clothes or shoes
- UK YouGov - Christmas gift categories previous years - Food/drink
- UK YouGov - Christmas gift categories previous years - Tickets
- UK YouGov - Lifestyle - I bought luxury goods as gift in past 12 months
- DE YouGov - Christmas gift categories previous years - Tech
- DE YouGov - Christmas gift categories previous years - Video games
- FR YouGov - Christmas gift categories previous years - Health & beauty
- FR YouGov - Christmas gift categories previous years - Books
- FR YouGov - Christmas gift categories previous years - Sports equipment

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Gift Givers

US

- US 180byTwo - B2B Past Purchase - Corporate Gift Buyers
- US 33Across - Consumer Information - Gifts & Greetings
- US 33Across - Seasonal - Holiday Shoppers
- US Adstra - Consumer - Seasonal - Christmas & Holiday Shoppers
- US Adstra - Wealth - In-Market - Luxury Holiday Shopper
- US Affinity Solutions - Intent - In-Market - Gifts & Party Retailers
- US Alliant - Brand Propensities - Occasion Gifts Big Spender Propensity
- US Alliant - Interest Propensities - Last Minute Holiday Shoppers
- US AnalyticsIQ - In Market - Shops for Gifts Primarily Online
- US AnalyticsIQ - Black Friday/Cyber Monday - Gift Card Shoppers
- US Circana - Intent - Heavy Purchaser - Gift Box Chocolates
- US ComScore - Sociodemographic - Mother's Day Gift Givers
- US Experian - Purchase Based - Holiday Shoppers - Gift Shoppers
- US Experian - Purchase Based - Last - Minute Holiday Shoppers
- US Facteus - Intent - In-market Purchase - Purchase Data - Gift Givers
- US Ibotta - Declared Purchase Intent - Gift Givers
- US inMarket - Past Purchase - CPG - Gift Cards
- US IXI (Equifax) - Retail Propensity - Gift Buyers
- US ShareThis - Affinity Solutions - Gifts & Party Retailers
- US Wiland Ultimate - Intent to Buy - Gift Baskets & Flowers



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Target

Families with Children

Connect with parents, caregivers, and family households across all child age groups who are shopping for toys, games, educational products, gifts, and family-focused experiences.

Global

- Eyeota - Demo - Family - Parents
- Eyeota - Retail - Intent - Children's Products - Toys
- Eyeota - Retail - Intent - Children's Products - Toys - Infants
- Eyeota - Retail - Intent - Children's Products - Toys - Toddlers
- Global Affinity Answers - Intent - Baby Products - Toys & Play
- Global Affinity Answers - Intent - Toys & Games
- Global D&B - B2C - Affinity Verified - CPG/FMCG - Toys & Play
- Global D&B - B2C - AI Predictions - Retail - Toys
- Global D&B - B2C - AI Predictions - Retail - Toys - Building Toys
- Global Experian Worldview - Demographic - Children 0-4
- Global Experian Worldview - Demographic - Children 5-9
- Global Experian Worldview - Demographic - Children 10-14
- Global Intuition - Family - Children in Household - 0-1 years old
- Global Intuition - Family - Children in Household - 3-5 years old
- Global ShareThis - Seasonal - Christmas - Toy Shoppers
- Global ShareThis - Shopping - Toys - Outdoor Toys & Play Equipment
- Global TL1MKT - Demographic - Parents of Young Children
- Global TL1MKT - Interest - Shopping - Children's Games & Toys



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Target

Families with Children

APAC

- AU Nielsen - Demo - Household - Parents of Young Children
- AU Defind - Demo - Family - Couples with Children
- AU smrtr - Lifestage - Children in the household
- ID Nielsen - 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 - Demo - Household - Established Parents (40-54, w/Children)
- NZ Nielsen - Demo - Household - Young Parents (25-39, w/Children)
- PH Nielsen - Household - The Family Hubs (Households with Children)
- SG DataIQ - Demo - Household - Family Households
- TW OneDATA - Past Purchase - Baby & Parenting

EMEA

- UK GDR - Life Phases - Families With School Age Children
- UK GDR - Life Phases - Young Couples With Children
- UK CACI - Ocean - Demographic - Children at home aged 0 to 4
- UK CACI - Ocean - Demographic - Children at home aged 5 to 10
- UK CACI - Ocean - Demographic - Children at home aged 11 to 15
- UK Dynata - Interest - Type - Board/Card games
- UK Experian - Video games - Bought games in past 6 months
- UK Goldfish Ads - Interest - Games - Video Games
- UK Goldfish Ads - Interest - Shopping - Toys
- UK Goldfish Ads - Interest - Technology - Game Consoles
- UK Starcount - Affinity - Hobbies - Toys & Board Games
- UK Starcount - Purchases - Retail - Children's Toys
- UK YouGov - Christmas gift categories previous years - Toys & games
- UK YouGov - Christmas gift categories previous years - Video games
- DE GDR - Making a purchase online - Children's toys & games
- DE GDR - Making a purchase online - Computer/Video games
- DE GfK - Purchasing Power - Toys & Games - High
- FR YouGov - Christmas gift categories previous years - Toys & games
- ES GDR - 04 Life Phases - Families With School Age Children
- IT GDR - 04 Life Phases - Young Couples With Children

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Target

Families with Children

US

- US 9D - Lifestyle - Family - Parent of school age kid
- US ComScore - Life Stages - Parents of Toddlers (1-3)
- US ComScore - Life Stages - Parents of Preschoolers (3-5)
- US ComScore - Life Stages - Parents of Elementary Age Children (6-11)
- US ComScore - Life Stages - Parents of Teenagers (13-17)
- US Experian - Lifestyle & Interests (Affinity) - Family & Parenting
- US Experian - Personal Views - Family Centered
- US Kantar - Sociodemographics - Lifestage - Primary School Parents
- US Stirista - Age of Children in Household - Parents of Children Age 0-3
- US Stirista - Age of Children in Household - Parents of Children Age 13-18
- US Sovrn - Family & Relationships - Parenting Children Aged 4-11
- US Data Axle (fka Infogroup) - Interests - Lifestyles - Parenting & Family
- US Adstra - Children's Product Purchases - Learning & Activity Toys
- US Alliant - Brand Propensities - Kids Products - Toys Buyer Propensity
- US AnalyticsIQ - Past Purchases - Children's Learning Toys
- US Facteus - Purchase History - CPG - Toys & Games - Recent Shoppers
- US Ibotta - CPG - Category Buyers - Toys & Games
- US inMarket - Online Purchases - Amazon - Toys & Games
- US Webbula - Buyer Intent - Children - Learning & Activity Toys
- US YouGov - Perspectives - Family-oriented



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Target

Tech & Consumer Electronics Enthusiasts

Reach gamers, gadget lovers, smart home adopters, and consumer electronics shoppers actively researching, purchasing, and upgrading technology products and devices.

Global

- Eyeota - Consumer Electronics - Interest - Apps & Software
- Eyeota - Consumer Electronics - Interest - Computers & Laptops
- Eyeota - Consumer Electronics - Interest - Tablets & Smartphones
- Eyeota - Consumer Electronics - Interest - Video Games
- Eyeota - Lifestyle - Persona - HNW Personas - Early Tech Adopters
- Global Affinity Answers - Intent - Retail - Consumer Electronics
- Global Affinity Answers - Interest - Hobbies & Interests - Tech Geek
- Global D&B - B2C - Affinity Verified - Consumer Electronics
- Global D&B - B2C - Affinity Verified - Consumer Electronics - Smartphones
- Global D&B - B2C - Consumer Electronics - Laptops
- Global D&B - B2C - Consumer Electronics - Smart Homes
- Global D&B - B2C - Personas - The Tech Guru
- Global Experian Worldview - Interests - Computers & technology
- Global Experian Worldview - Interested in latest tech, early adopter
- Global ShareThis - Intent - Shopping - Consumer Electronics
- Global ShareThis - Intent - Mobile Phones/Smartphones/Cell Phones
- Global ShareThis - Intent - Consumer Electronics - Computers Laptops
- Global ShareThis In Market Powered By Eyeota - Consumer Electronics
- Global TL1MKT - Interest - Technology & Computing



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Target

Tech & Consumer Electronics Enthusiasts

APAC

- U Nielsen - The 4K Adopters (New Ultra HD TV Owners)
- AU Nielsen - Audiophiles (In-market for Premium Hi-Fi)
- AU Nielsen - Connected Entertainers (In-market for Smart TV)
- AU Nielsen - Early Adopters (Seeking Latest Mobile Phone)
- AU Nielsen - Immersive Listeners (In-market for Surround Sound)
- AU Nielsen - Living Room Gamers (In-market for Home Game Console)
- AU Nielsen - Memory Catchers (In-market for Digital Camera)
- AU Nielsen - On-the-Go Gamers (In-market for Portable Game Console)
- AU Nielsen - Portable Power Users (In-market for Tablet)
- AU Nielsen - Power Users (In-market for Computer)
- AU Nielsen - Quantum Leapers (New QLED TV Owners)
- AU Nielsen - Reality Explorers (In-market for VR Headset)
- AU Nielsen - Recent Sound Upgraders (New Headphone Owners)
- AU Nielsen - Remote Communicators (New Webcam Owners)
- AU Nielsen - Screen Upgraders (In-market for LCD/LED TV)
- AU Nielsen - Streamers (In-market for Chromecast)
- AU Nielsen - Visual Upgraders (In-market for Computer Monitor)
- AU Nielsen - Voice Commanders (In-market for Smart Speakers)
- AU Nielsen - Connectivity Seekers (In-market for Modems)
- AU Nielsen - Digital Readers (In-market for eBook Reader)

EMEA

- UK CACI - Among the first of friends to try new tech products & services
- UK Data Locator - Lifestyle - Tech Enthusiasts
- UK esbconnect - Likely to Purchase - Technology & Computing
- UK Experian - Intent (Purchase) - Tech - Tech lover
- UK GDR - Interests - New technology
- UK GDR - Paying extra to get the latest consumer technology
- UK GfK - Purchasing Power - Consumer Electronics - High
- UK Goldfish Ads - Interest - Consumer Electronics - Smartphones
- UK Litmusphere - Shopping - Type - Techy
- UK Starcount - Mindset - Tech Enthusiasts
- UK TGI - Interests - Love buying new gadgets & appliances
- UK YouGov - Early adopter of technology
- DE Capaneo - Sociodemographic - Technology enthusiasts
- DE GDR - Intention to Purchase - Personal Smart Technology
- DE GDR - Intention to Purchase - Smart Technologie for the home
- DE TGI - Consumer Electronics - Household equipped with latest tech
- ES YouGov - Early adopter of technology
- FR GDR - Interests & activities - Interests - New technology
- IT GfK - Purchasing Power - Consumer Electronics - High

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Tech & Consumer Electronics Enthusiasts

US

- US 180byTwo - B2C - Interest - Gaming
- US 180byTwo - Location Visitors - Consumer Electronics Shoppers
- US 33Across - 33Across AudienceID - Technology - Gadget Geeks
- US 33Across - 33Across AudienceID - Sports - Gaming Fanatics
- US Acxiom - Lifestyle - Entertainment - Gaming - Computer Games
- US Adstra - In-Market Technology/Electronics - Smart Home Devices
- US Alliant - Video Games - Gaming Buyer Propensity
- US AnalyticsIQ - Cell Phones & Mobile Devices - Interested in Switching
- US Claritas - Telco - Plan - Recently Upgraded Phone
- US Dynata - Interest - Online/App Activities - Gaming
- US Epsilon - Smart Home Products Intenders - Highly Likely
- US Experian - Consumer Electronics - Online High Spenders
- US Experian (via geo) - Retail - Online - Electronics & Gadgets
- US Facteus - Purchase Data - Tech & Gadget Enthusiasts
- US Facteus - Purchase History - Consumer Electronics - All Shoppers
- US Kantar - Intend to Purchase Personal Smart Technology
- US Kantar - New Gadgets & Appliances Purchasers
- US Stirista - Interest - Smart Home
- US Webbula - Hobbies, Interests, & Personas - Gaming Enthusiast
- US Wiland Ultimate - Intent to Buy - Tech Gadgets



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Target

Beauty, Fashion & Personal Gifting

Engage style-conscious consumers shopping for beauty, skincare, fashion, jewelry, accessories, and personal care gifts during the holiday season.

Global

- Eyeota - CPG & FMCG - Interest - Beauty & Cosmetics - Make Up
- Eyeota - Lifestyle - Persona - Beauty Gurus
- Eyeota - Retail - Interest - Shopping - Fashion
- Global Affinity Answers - Interest - Hobbies & Interests - Fashionista
- Global Affinity Answers - Interest - Influencers - Beauty & Fashion
- Global Affinity Answers - Interest - Film, Theatre & Fashion - Fashion Week
- Global Bombora - B2C - B2C Interest - Hobbies & Interests - Fashion
- Global D&B - B2C - CPG/FMCG - Beauty & Personal Care
- Global D&B - B2C - Retail - Category - Beauty & Cosmetics
- Global D&B - B2C - AI Predictions - Beauty & Personal Care
- Global D&B - B2C - Influencer Followers - Beauty & Cosmetics
- Global D&B - B2C - Personas - The Fashionista
- Global Experian Worldview - Lifestyle - Interests - Beauty
- Global Experian Worldview - Lifestyle - Interests - Fashion & design
- Global ShareThis - Intent - Shopping - CPG - Health & Beauty
- Global ShareThis - Intent - Shopping - Fashion
- Global ShareThis - Seasonal - Fashion Week
- Global TL1MKT - Interest - Beauty - Skin Care
- Global TL1MKT - Interest - Style & Fashion



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Target

Beauty, Fashion & Personal Gifting

APAC

- AU Digifish - Health & Beauty - Intent - Brand - Mecca
- AU Digifish - Health & Beauty - Intent - Brand - Sephora
- AU Digifish - Health & Beauty - Intent - Brand - Chemist Warehouse
- AU Digifish - Health & Beauty - Intent - Brand - Priceline Pharmacy
- AU Digifish - Health & Beauty - Intent - Brand - Aesop
- AU Dynata - Interest - Type - Fashion, Clothing & Style
- AU Nielsen - CPG/FMCG - General Interest - Beauty
- AU Nielsen - CPG/FMCG - General Interest - Fashion Enthusiast
- AU Nielsen - CPG/FMCG - Lifestyle - Online Beauty Researcher
- AU Nielsen - CPG/FMCG - Lifestyle - Social Media Beauty Shopper
- AU Nielsen - Retail - In-market - The Savvy Beauty Enthusiasts
- AU Nielsen CMV - CPG/FMCG - Health & Beauty - Acne Treatment
- AU RDA Research - CPG/FMCG - Health & Beauty - Toiletries & Cosmetics
- AU Roy Morgan - Lifestyle - Persona - The Fashion & Image Conscious
- AU Roy Morgan - Shopping Behaviour - Fashion & Trend Enthusiasts
- AU smrtr - Health & Beauty - Beauty Enthusiasts
- AU YouGov - Lifestyle segments - Luxury Fashion Buyers
- AU YouGov - Fashion - Purchase sportswear (Adidas, Asics, Bonds, Champion, Converse, Nike, Puma, Reebok, Under Amour, Vans, Lorna Jane)
- NZ Nielsen - Lifestyle - General Interest - Science-Backed Beauty Buyer
- NZ Nielsen - Retail - in-market - High-Spend Online Fashionista

EMEA

- DE Capaneo - Intent - Exclusive fashion
- DE TGI - Retail - Interest - Quality orientated fashion shoppers
- ES GDR - Interests - Clothes fashion
- FR Dynata - Interest - Type - Fashion, Clothing & Style
- IT Dynata - Interest - Type - Fashion, Clothing & Style
- UK Data Locator - Entertainment - Fashion Interest
- UK Dynata - Interest - Type - Fashion, Clothing & Style
- UK EQ Data - Retail - Beauty
- UK EQ Data - Retail - Fashion
- UK Experian - Fashionistas - Brand label ambitious professionals
- UK Experian - Fashionistas - Fashion conscious high spender shoppers
- UK Experian - Fashionistas - Trendy fashionable high street families
- UK GDR - Interests - Clothes fashion
- UK Goldfish Ads - Interest - Shopping - Beauty
- UK Starcount - Mindset - Beauty Lovers
- UK Starcount - Mindset - Fashionistas
- UK Starcount - Purchases - Retail - General Fashion
- UK Starcount - Purchases - Retail - Health & Beauty (High End)
- UK TGI - Psychographics - Shopping - Fashion Spenders
- UK YouGov - General Interests - Fashion Design & Cosmetics

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Target

Beauty, Fashion & Personal Gifting

US

- US 180byTwo - B2C - Interest - Fashion
- US 180byTwo - Location Visitors - Retail - Jewelry Shoppers
- US Acxiom - Buy a fine watch/couturier items/evening apparel
- US Adstra - Consumer - Purchase History - Health & Beauty
- US Alliant - Apparel - Matches Fashion Buyer Propensity
- US Alliant - Health & Beauty - Beauty Buyer Propensity
- US Alliant - Health & Beauty - TikTok - Beauty & Skincare Influencers
- US AnalyticsIQ - Interest - Fashion Mavens
- US AnalyticsIQ - Beauty & Personal Care Shoppers That Spend Big
- US Claritas - Retail - Product - Home - Shops For - Fine Jewelry
- US Data Axle (fka Infogroup) - Consumer - Shopping - Fashion
- US Epsilon - Transactional - Specialty Retail - Beauty Store Purchasers
- US Experian - Shopping Behavior - Jewelry & Watches - High Spenders
- US Facteus - In-market Purchase - Purchase Data - Fashionistas
- US Facteus - In-market Purchase - Purchase Data - Beauty Junkies
- US Ibotta - Declared Purchase Intent - Beauty & Grooming - Makeup
- US inMarket - Online Shopper/In-Store Visitor - Jewelry & Watches Shoppers
- US IXI (Equifax) - Affluent Beauty & Skincare Buyers
- US Webbula - Affluent Luxury Apparel & Accessories Buyers
- US YouGov - Consumer - Beauty Products - Body Skincare Products



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Target

Luxury & Premium Gift Buyers

Reach affluent consumers, luxury shoppers, high-net-worth households, and premium brand enthusiasts with a propensity for upscale gifting and high-value purchases.

Global

- Eyeota - Lifestyle - Interest - Luxury
- Eyeota - Retail - Intent - Shopping - Luxury
- Global Adsquare - Lifestyle - Luxury Shoppers
- Global D&B - B2C - AI Predictions - Retail - Luxury Stores
- Global Experian Worldview - Retail - Pay more for luxury brands
- Global ShareThis - Shopping - Luxury Goods
- Global ShareThis In Market Powered By Eyeota - Luxury Goods



APAC

- AU Experian - Intent - Finance - Savings Purpose - Buy Luxury Item
- AU Experian - Luxury Millennials
- AU Experian - Opinions - Retail - Willing to spend more for luxury brands
- AU Experian - Past Purchased - Luxury Goods - Bought for Myself
- AU Experian - Past Purchased - Luxury Goods - Bought as Gift
- AU Experian - Past Purchased - Reason to Buy - As an Investment
- AU Experian - Past Purchased - Reason to Buy - To Reward Myself
- AU Experian - Past Purchased - Luxury Goods - Watches
- AU Experian - Past Purchased - Luxury Goods - Haute Couture Clothing
- AU GfK - Purchasing Power - Luxury
- AU GfK - Purchasing Power - Jewelry & Watches - Luxury
- AU GfK - Purchasing Power - Clothing - Luxury
- AU List Factory - Intent - Retail - Luxury Buyers
- AU Nielsen CMV - Auto - Intent - SUV - Luxury
- AU RDA Research - Lifestyle - Intent - Luxury Goods
- AU RDA Research - geoTribes - Lifestyle - Indulgent Consumption
- AU Roy Morgan - Holidays & Events - City & Luxury Travelers
- AU YouGov - Lifestyle segments - Luxury Fashion Buyers
- AU YouGov - Lifestyle segments - Luxury Good Buyers

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Target

Luxury & Premium Gift Buyers

EMEA

- DE Capaneo - Shopping - Luxury Products
- DE Dynata - Current Industry Segment/Sector - Fashion/Luxury Goods
- DE GfK - Purchasing Power - Luxury
- DE YouGov - Consumer - In-Market - Likely to buy Luxury Goods
- DE YouGov - Lifestyle segments - Luxury Good Buyers
- ES GDR - Shopping habits - Often buying luxury products
- FR GDR - Expenditure - Shopping habits - Often buying luxury products
- FR YouGov - Christmas - Shopping - Luxury shoppers
- IT GDR - Shopping habits - Often buying luxury products
- UK CACI - Acorn e6 - Category - 1 Luxury Lifestyles
- UK esbconnect - General Interest - Premium Retail
- UK esbconnect - Likely to Purchase - Premium Retail (High Intent)
- UK Experian - Retail - Fashion - Luxury/Boutique Brands
- UK Experian - Affluent families buying top brands and luxury
- UK Experian - Career professionals buying premium
- UK GDR - Shopping habits - Often buying luxury products
- UK GfK - Purchasing Power - Luxury
- UK Goldfish Ads - Interest - Shopping - Luxury goods
- UK Starcount - Mindset - Shoppers - Luxury Seekers
- UK YouGov - Lifestyle - Bought myself luxury goods in past 12 months

US

- US Adstra - Wealth - High Net Worth Consumers
- US Adstra - Wealth - America's Wealthiest 1%
- US Adstra - Wealth - Millionaires
- US Adstra - Wealth - Luxury Brand Buyers
- US Adstra - Wealth - Premium Credit Card Holders
- US Adstra - Wealth - Luxury Travelers - International Travel
- US Adstra - Wealth - Wine & Gourmet Aficionados
- US Acxiom - Buy a fine watch or piece of jewelry costing $2,500
- US Acxiom - Retail - Accessories - Likely Accessory Type - Fine Jewelry
- US 180byTwo - Location Visitors - Retail - Luxury Shoppers
- US Claritas - Retail - Product - Home - Shops For - Fine Jewelry
- US Data Axle (fka Infogroup) - Consumer - Wealth Indicator - Affluent
- US Epsilon - Transactional - Retail - Luxury Shoppers
- US Experian - Lifestyle & Interests (Affinity) - Luxury Brand Shopper
- US inMarket - Online Shopper/In-Store Visitor - Luxury Shoppers
- US IXI (Equifax) - Affluent consumers with high overall spending activity
- US IXI (Equifax) - Affluent consumers with high spending on Travel
- US Webbula - Wealth - Buyer Intent - Affluent Luxury Holiday Shoppers
- US Wiland Ultimate - Luxury Department Store Shoppers
- US YouGov - Luxury shoppers (willing to pay more luxury brands)

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Target

Holiday Hosts, Entertainers & Food Lovers

Connect with home entertainers, holiday hosts, grocery shoppers, food enthusiasts, and beverage buyers preparing for gatherings, celebrations, and seasonal occasions.

Global

- Eyeota - CPG & FMCG - Interest - Beverage - Alcohol
- Eyeota - CPG & FMCG - Interest - Beverage - Alcohol - Beer
- Eyeota - CPG & FMCG - Interest - Beverage - Alcohol - Wine
- Eyeota - Food & Drink - Interest - Restaurants
- Eyeota - Lifestyle - Mobile App User - Food Delivery
- Eyeota - Lifestyle - Persona - Heavy Fast Food/QSR Spenders
- Global Affinity Answers - Intent - Service Providers - Food Delivery
- Global Affinity Answers - Interest - Hobbies & Interests - Foodie
- Global Affinity Answers - Interest - Influencers - Food & Cooking
- Global D&B - B2C - CPG/FMCG - Beverages - Alcoholic Drinks
- Global D&B - B2C - Personas - The Foodie
- Global D&B - B2C - AI Predictions - Food & Drink - Restaurants
- Global Experian Worldview - Lifestyle - Interests - Food & drink
- Global Experian Worldview - Often eat out at restaurants or pubs
- Global ShareThis - Food & Drink - Restaurants
- Global ShareThis - Special Occasions - Party Planning
- Global ShareThis In Market Powered By Eyeota - Food & Beverage Events
- Global TL1MKT - Takeaway orders & Food Delivery



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Target

Holiday Hosts, Entertainers & Food Lovers

APAC

- AU Nielsen - Retail - The Bulk-Buy Party Planners (Premix-Warehouse)
- AU Roy Morgan - Lifestyle - Persona - Food & Drink Attitude
- ID Nielsen - The Social Drinkers (Alcoholic Beverage Purchasers)
- TW OneDATA - Interest - Shopping - Party Supplies & Planning
- AU Defind - CPG & FMCG - Intent - Organic Foods
- AU Defind - CPG & FMCG - Intent - Wholegrain Foods
- AU Defind - CPG & FMCG - Intent - Processed Food Alternatives
- AU Digifish - CPG & FMCG - Fish & Seafood
- AU Digifish - CPG & FMCG - Fresh Fish & Seafood
- AU Digifish - CPG & FMCG - Meat Excluding Fish & Seafood
- AU Digifish - CPG & FMCG - Food & Non-Alcoholic Beverages
- AU Digifish - Food & Drink - Bakery - Bakers Delight
- AU Digifish - Food & Drink - Bakery - Krispy Kreme
- AU Digifish - Food & Drink - Cafes - Starbucks
- AU Digifish - Food & Drink - Cafes - The Coffee Club
- AU Digifish - Food & Drink - Health Food Stores - Healthy Life
- AU Digifish - Food & Drink - Health Food Stores - iHerb
- ID YouGov - TV Program Genres - Food, Drinks & Cooking

EMEA

- DE GDR - Topics browsed on internet - Regularly - Food
- DE TGI - Food & Drink - Interest - Like trying new food products
- DE YouGov - Christmas - Attitudes - Home Entertainer
- ES GDR - Food - Cooking gourmet food
- FR GDR - Interests & activities - Food - Cooking gourmet food
- FR YouGov - Christmas - Food & Drink - Frequent baker
- IT GDR - Food - Cooking gourmet food
- UK Dynata - Frequency of Dining Out - 8+ times a week
- UK Dynata - Food & Drinks - Alcoholic Beverages - Beer
- UK Dynata - Food & Drinks - Alcoholic Beverages - Gin
- UK Dynata - Food & Drinks - Alcoholic Beverages - Wine
- UK EQ Data - Interests - Food & Drink
- UK Experian - Intent (Purchase) - Food & Drink - Alcoholic Drinks
- UK GDR - Food - Trying out new cooking products
- UK Goldfish Ads - Interest - Food - Cooking
- UK Starcount - Affinity - Alcohol - Wine
- UK Starcount - Mindset - Foodies
- UK Starcount - Mindset - Foodies - Fine Diners
- UK TGI - Dining - Attitudes - I like to try out new food products
- UK YouGov - Christmas - Attitudes - Home Entertainer

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Target

Holiday Hosts, Entertainers & Food Lovers

US

- US 180byTwo - Location Visitors - Retail - Grocery Shoppers
- US 33Across - 33Across AudienceID - Food - CPG Food & Beverage
- US 33Across - 33Across AudienceID - Food - Home Cooks
- US 9D - Seasonal - Holiday Preppers & Hosts - Grocery Store Visitors
- US Acxiom - Seasonal - Winter Holiday Activity - Cook A Holiday Meal
- US Adstra - Consumer - Lifestyle & Interests - Interests - Cooking
- US Adstra - Orbits - Established Family Life & Home Entertainer
- US Alliant - Home & Garden Interests - Cooking/Food Enthusiasts
- US Alliant - CPG - Groceries & Essentials - Beverage Buyer Propensity
- US AnalyticsIQ - Passionate Grocery Shoppers That Spend Big
- US AnalyticsIQ - Interest - Foodies & Food Enthusiasts
- US AnalyticsIQ - Seasonal - Holiday - In Home Holiday Party Hosts
- US Claritas - Shop Grocery - Behavior - Any online grocery store
- US Data Axle (fka Infogroup) - Consumer - Cook From Scratch
- US Experian - Purchase Based - Grocery Stores - High Spenders
- US Facteus - Purchase Data - Home Entertainers - End of Year Holidays
- US Ibotta - Category Buyers - Ready to Drink Alcoholic Beverages
- US inMarket - Seasonal - Holiday Preppers & Hosts - Grocery Shoppers
- US Stirista - Interest - Home Entertaining
- US YouGov - Christmas - Attitudes - Home Entertainer



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Target

Holiday Travelers & Experience Seekers

Reach travelers, event attendees, adventure seekers, and experience-focused consumers planning trips, attractions, entertainment, and memorable holiday activities.

Global

- Eyeota - Entertainment - Intent - Events - Tickets
- Eyeota - Entertainment - Interest - Events - Concerts
- Eyeota - Entertainment - Interest - Events - Music Festivals
- Eyeota - Sports - Interest - Events
- Eyeota - Travel - Intent
- Eyeota - Travel - Interest - Category - Family
- Eyeota - Travel - Interest - Category - International
- Eyeota - Travel - Interest - Category - Luxury
- Global Affinity Answers - Intent - Entertainment - Event Tickets
- Global Affinity Answers - Intent - Travel
- Global Affinity Answers - Interest - Hobbies & Interests - Travel Enthusiasts
- Global D&B - B2C - Affinity Verified - Entertainment - Event Tickets
- Global D&B - B2C - Affinity Verified - Travel
- Global Experian Worldview - Lifestyle - Interests - Travel & holidays
- Global ShareThis - Arts & Entertainment - Concerts & Music Festivals
- Global ShareThis - Arts & Entertainment - Live Sporting Events
- Global ShareThis - Intent - Travel
- Global TL1MKT - Interest - Travel



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Target

Holiday Travelers & Experience Seekers

APAC

- APAC Husky Data - Intent - Back to School Shoppers
- APAC Husky Data - Intent - Black Friday & Cyber Monday Shoppers
- APAC Husky Data - Intent - Champions League Fans
- APAC Husky Data - Intent - Chinese New Year Shoppers
- APAC Husky Data - Intent - Christmas Gift Shoppers
- APAC Husky Data - Intent - Premier League Fans
- AU Experian - Interest - Travel - Activities/Sports
- AU Experian - Interest - Travel - Beach Vacation
- AU Experian - Interest - Travel - Camping/Caravanning
- AU Experian - Interest - Travel - City Break
- AU Experian - Interest - Travel - Cruise
- AU Experian - Interest - Travel - Culture & History
- AU Experian - Interest - Travel - Event Trip
- AU Experian - Interest - Travel - Multi-country leisure trips
- AU Experian - Interest - Travel - Safari & Wildlife
- AU Experian - Interest - Travel - Spa/Health Spa Trip
- AU Experian - Interest - Travel - Volunteering & Eco-Tourism
- AU Experian - Interest - Travel - Winter Sports

EMEA

- DE Capaneo - Travel - Adventure & Activity Vacationer
- DE Capaneo - Travel - City & Culture Traveller
- DE Capaneo - Travel - Cruise Passenger
- DE Capaneo - Travel - Frequent-Travelers
- DE GDR - Air Travel - For Holidays, Leisure
- ES GDR - Interests - Travelling
- FR Experian - Type of online buying - Traveling, holiday
- FR GDR - Interests & activities - Interests - Travelling
- IT GDR - Interests - Travelling
- UK Data Locator - Travel
- UK Dynata - Interest - Type - Traveling
- UK EQ Data - Interests - Foreign Travel
- UK esbconnect - Likely to Purchase - Travel (High Intent)
- UK Experian - How I spend my free time - Restaurants & cafes
- UK GDR - Interests - Travelling
- UK Goldfish Ads - Interest - Live Events - Music Festivals
- UK Starcount - Affinity - Travel & Leisure - Cruises
- UK Starcount - Affinity - Travel & Leisure - The Great Outdoors
- UK Starcount - Mindset - Travel Lovers
- UK YouGov - General Interests - Travel & Holidays

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Target

Holiday Travelers & Experience Seekers

US

- US 9D - Seasonal - Holiday Travelers - Airport Visitors
- US 9D - Seasonal - Holiday Travelers - Road Trippers
- US Acxiom - Travel - Likely Activity - Culinary Experience
- US Acxiom - Retail - Seasonal - Summer Activity - Beach travelers
- US Adstra - Attractions & Events - Concerts
- US Adstra - Attractions & Events - Amusement Parks & Theme Parks
- US Adstra - Attractions & Events - Movie Theatres
- US Alliant - Online Travel Planners: Propensity
- US AnalyticsIQ - Traveler Types - Travel for Cultural Experiences
- US AnalyticsIQ - Traveler Types - Travel for Outdoor Experiences
- US AnalyticsIQ - Traveler Types - Travel for Wellness/Leisure Experiences
- US Claritas - Travel - Destination - Plan To - Travel International
- US Claritas - Travel - Vacation - Preferred Type - Active Adventurers
- US Claritas - Events Recently Attended - Any Professional Sports Game
- US Data Axle (fka Infogroup) - Past 12 Months - Attended Sporting Events
- US Experian - Movies - Frequent Movie Attendee Model
- US Facteus - Purchase Data - Holiday Travelers - End of Year Holidays
- US Stirista - Interest - Adventure Travel
- US Webbula - Hobbies, Interests, & Personas - Lifestyles - Adventurer
- US YouGov - Tourism - I traveled internationally during the holiday season



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Target

Cultural & Seasonal Celebrators

Engage consumers participating in major cultural, seasonal, and religious celebrations including Christmas, Hanukkah, Diwali, Ramadan, Lunar New Year, Thanksgiving, and New Year's festivities.

Global

- Eyeota - Holidays & Events - Interest - Chinese/Lunar New Year
- Eyeota - Holidays & Events - Interest - Christmas
- Eyeota - Holidays & Events - Interest - Diwali
- Eyeota - Holidays & Events - Interest - Easter
- Eyeota - Holidays & Events - Interest - Father's Day
- Eyeota - Holidays & Events - Interest - Hanukkah
- Eyeota - Holidays & Events - Interest - Halloween
- Eyeota - Holidays & Events - Interest - Mother's Day
- Eyeota - Holidays & Events - Interest - New Year's
- Eyeota - Holidays & Events - Interest - Ramadan
- Eyeota - Holidays & Events - Interest - Valentine's Day
- Global Affinity Answers - Interest - Events - Christmas
- Global Affinity Answers - Interest - Events - Mother's Day
- Global Affinity Answers - Interest - Events - New Year's/New Year's Eve
- Global Affinity Answers - Interest - Events - Thanksgiving
- Global Affinity Answers - Interest - Events - Valentine's Day
- Global ShareThis - Seasonal - Chinese New Year
- Global ShareThis - Seasonal - Diwali
- Global ShareThis - Seasonal - Fathers Day

APAC

- APAC Husky Data - Holiday & Events - Intent - Songkran Shoppers
- APAC Husky Data - Holidays & Events - Intent - Ramadan
- APAC Husky Data - Holidays & Events - Intent - Valentine's Day Shoppers

EMEA

- UK esbconnect - Holiday - Interest - Christmas
- UK esbconnect - Holiday - Interest - Easter
- UK EQ Data - Special Occasions - Christmas
- UK EQ Data - Special Occasions - Easter
- UK EQ Data - Special Occasions - Fathers Day
- UK EQ Data - Special Occasions - Mothers Day
- UK EQ Data - Special Occasions - Valentines Day

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Target

Cultural & Seasonal Celebrators

US

- US Adstra - Consumer - Christmas & Holiday Shoppers
- US Adstra - Consumer - Affluent Christmas & Holiday Shoppers
- US Acxiom - Retail - Thanksgiving Activity - Shop online on Cyber Monday
- US Alliant - Interest Propensities - Holiday - Pre Thanksgiving Shoppers
- US ComScore - Sociodemographic - Christmas Shoppers
- US ComScore - Sociodemographic - Hanukkah Shoppers
- US ComScore - Sociodemographic - Diwali
- US Experian - New Year's Diet, Health & Fitness - High Spenders
- US Facteus - Holiday Shoppers - End of Year Holidays
- US Facteus - Holiday Travelers - End of Year Holidays
- US Facteus - Last Minute Shoppers - End of Year Holidays
- US Facteus - Tech & Gadget Shoppers - End of Year Holidays
- US Facteus - Home Decor Shoppers - End of Year Holidays
- US Media Source Solutions - New Years Resolution - Job Seekers
- US Stirista - New Years Resolution - Saving Money
- US ShareThis - Seasonal - Thanksgiving
- US PGM (V12) - Signals - In Market Christmas Decor
- US YouGov - Christmas - Attitudes - Home Entertainer
- US YouGov - Christmas - Online shopping makes my life easier



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Target

B2B Holiday Audiences

Connect with retail, eCommerce, corporate gifting, event planning, and promotional decision-makers supporting holiday marketing, commerce, fulfillment, and seasonal business initiatives.

Global

- Eyeota - B2B - Employment - Consumer Electronics
- Eyeota - B2B - Employment - Department, Big Box & Super Stores
- Eyeota - B2B - Employment - Fashion Apparel & Accessories
- Eyeota - B2B - Employment - Grocery & Food Specialty Stores
- Eyeota - B2B - Employment - Home Improvement & Hardware
- Eyeota - B2B - Employment - Retail Industry - Restaurants
- Global Anteriad (Non-US) - B2B Expansion - Industry - Retail
- Global Bombora - B2B - Industry - Retail & Shopping
- Global Bombora - B2B - Consumer Electronics & Home Entertainment
- Global Bombora - B2B - Home Improvement & Hardware
- Global ShareThis - Retail Trade - Retail Equipment & Technology
- Global ShareThis - Advertising & Marketing - Promo Items/Corp Gifts
- Global ShareThis In Market Powered By Eyeota - Promo Items/Corp Gifts
- Global TL1MKT - Interest - Business Industries - Retail Industry
- EMEA Foundry - Industry - Retail - Company Size - 0-49
- EMEA Foundry - Industry - Retail - Company Size - 100-499
- EMEA Foundry - Industry - Retail - Company Size - 500-999
- EMEA Foundry - Industry - Retail - Company Size - 5,000 & above

APAC

- AU DBM Atlas - B2B - SMEs - Retail Trade
- AU Dynata - B2B - Retail/Wholesale Trade
- AU smrtr - B2B - Retail Trade
- ID Dynata - B2B - Current Industry - Retail/Wholesale Trade
- IN Dynata - B2B - Current Industry - Retail/Wholesale Trade
- JP Dynata - B2B - Current Industry - Retail/Wholesale Trade
- MY Dynata - B2B - Current Industry - Retail/Wholesale Trade
- NZ Dynata - B2B - Current Industry - Retail/Wholesale Trade
- SG Dynata - B2B - Current Industry - Retail/Wholesale Trade
- SG Nielsen - B2B - Industry - Wholesale & Retail Trade

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Target

B2B Holiday Audiences

EMEA

- DE Capaneo - B2B - Industry - Promo Items, Gift Articles & Souvenirs
- UK Dynata - B2B - Current Industry - Retail/Wholesale Trade
- DE Dynata - B2B - Current Industry - Retail/Wholesale Trade
- ES Dynata - B2B - Current Industry - Retail/Wholesale Trade
- FR Dynata - B2B - Current Industry - Retail/Wholesale Trade
- IT Dynata - B2B - Current Industry - Retail/Wholesale Trade



US

- US 180byTwo - Small Business - Awareness/Consideration - eCommerce
- US 180byTwo - Small Business - Decision & Purchase - eCommerce
- US 180byTwo - B2B - Functional Area - Retail
- US 180byTwo - B2B - Industry - Retail Industry
- US 180byTwo - B2B Intent - Company - eCommerce Companies
- US 180byTwo - B2B Intent - Company - Retail Companies
- US 180byTwo - B2B Intent - Technology - eCommerce
- US Dynamta - Purchase Decision Maker - eCommerce/eBusiness
- US D&B - B2B Industry - Retail Trade
- US D&B - B2B Industry - Retail Trade - eCommerce
- US 180byTwo - B2B Past Purchase - Corporate Gift Buyers
- US 180byTwo - Corporate Food & Beverage Gift Buyers
- US 180byTwo - B2B Intent - Event Management - Event Planning
- US Stirista - B2B - Social - Event Planners & Managers
- US Wiland Ultimate - Intent to Buy - Event Planning Services
- US 33Across - 33Across AudienceID - Hobbies - Party Planner
- US Lighthouse List - Special Occasions - Party Planning
- US Sovrn - Personal Celebrations & Life Events - Wedding

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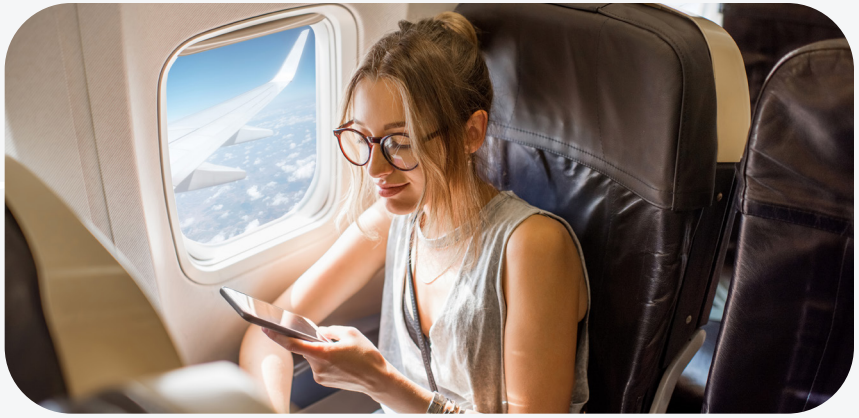
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Elevate your marketing with quality-certified audience data.

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

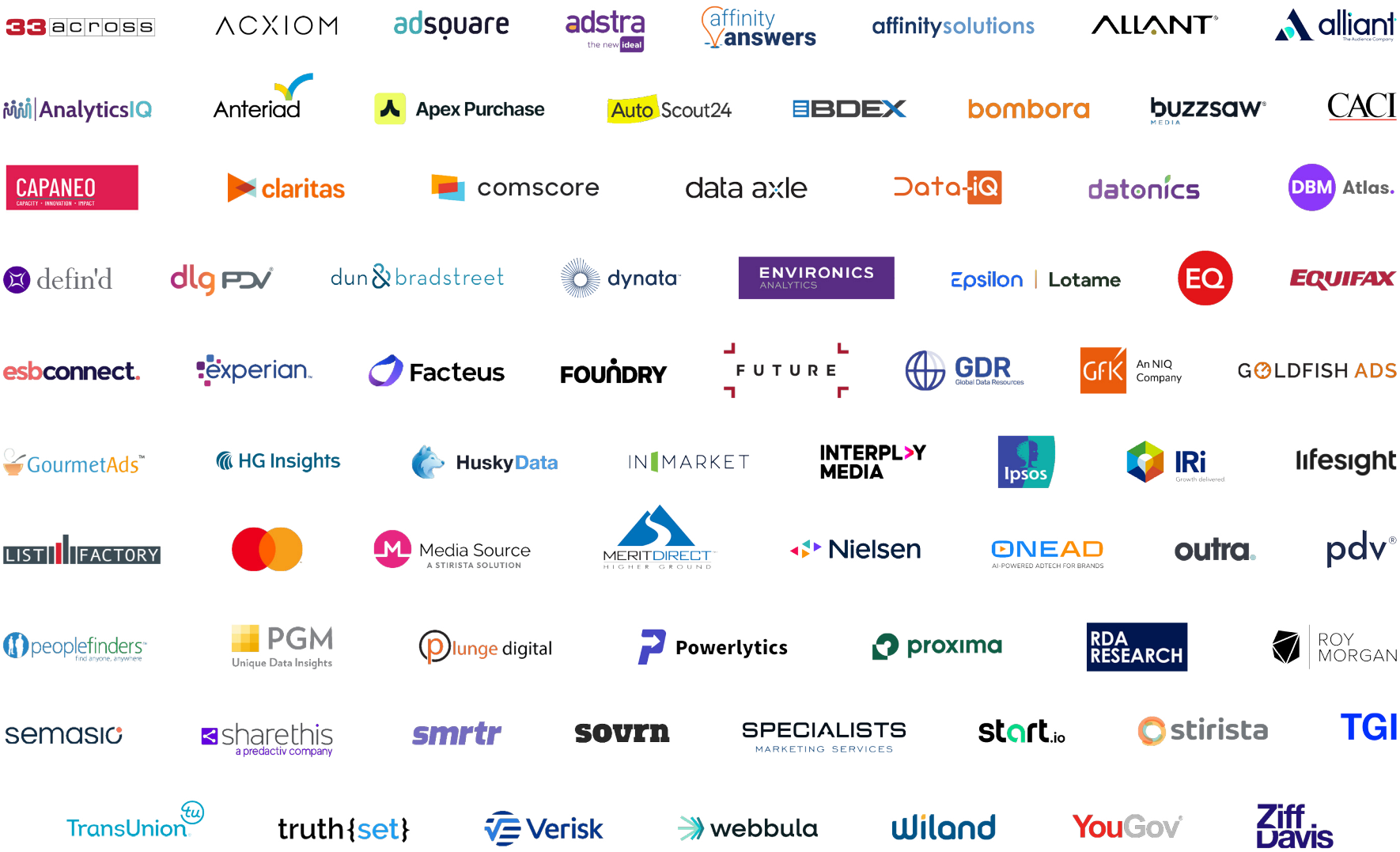
Eyeota audiences are independently audited to provide confidence and reassurance to marketers on the quality, transparency, and compliance of the data they are buying.

STANDARDS COMPLIANT iab.TECH LAB VERIFIED

CERTIFIED BY Neutronian

Eyeota Audience Marketplace

Eyeota collaborates with 80+ premium branded and unbranded data partners who supply rich, ethically sourced audience segments across B2B, B2C, and industry-specific categories.



Activate Holiday Audiences for Your Campaign!

Holiday 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

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Supply Side Platforms

anzu · audigent · EQUATIV · FREEWHEEL · Index Exchange · KARGO · Magnite DV+ · nexxen · OpenX · outbrain · PubMatic · Taboola · yoc

Data Management Platforms

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

Social Networking Platforms