Spring audiences

experian.

As the vibrant colors of spring emerge, so do opportunities to engage with your audience in fresh and meaningful ways. Crafting effective spring advertising campaigns requires a deep understanding of your target audience.

Experian's syndicated audiences are available for activation on-the-shelf of most major platforms. When you choose Experian, you gain access to:

- 2,400+ audiences across 15 verticals
- 30+ activation platforms and distribution to 200+ media platforms
- Ranked #1 in data accuracy by Truthset
- Our commitment to privacy and accuracy in audience building

Here are a few Experian audiences that we recommend adding to your spring advertising campaigns. For a full list of Experian's syndicated audiences and activation destinations, download our syndicated audiences guide.

Spring cleaning and home improvement

Purchase Transactions > Household Goods > Frequent Spenders
This segment contains households that frequently purchase household products like: housewares, kitchen utensils, bath accessories, cleaning products, equipment, storage, lighting, and tools.

Purchase Predictors > Shoppers All Channels > Home Maintenance and Improvement
This segment contains households that are likely to purchase home maintenance and improvement products.

Purchase Transactions > DIY and Advice Seekers > High Spenders
This segment contains households that spend more on products that offer instructions or advice on home improvement, electronics, finance, travel, relationships, and health.

Purchase Transactions > Home Improvement/DIY > High Spenders
This segment contains households that spend more on tools, supplies, and books for home repairs and renovations.

Retail Shoppers: Purchase Based > Home Improvement & DIY > Hardware & Home Improvement Stores: Online Frequent Spenders
This segment contains consumers who are likely frequent online spenders at home improvement hardware stores (e.g. Home Depot, Lowes).

Retail Shoppers: Purchase Based > Shopping Behavior > Big Box and Club Stores: Walmart Frequent Spenders
This segment contains consumers who are likely frequent spenders at Walmart.

🌱 Gardening

Retail Shoppers: Purchase Based > Home Improvement & DIY > Garden & Landscaping Stores: Frequent Spenders
This segment contains consumers who are likely frequent spenders at home improvement garden stores
(e.g. Home Depot, Lowe's, Menard's).

Lifestyle and Interests (Affinity) > Hobbies > Gardening
This segment contains consumers who are likely to actively garden.

Lifestyle and Interests (Affinity) > Moms, Parents, Families > Gardening Mothers
This segment includes consumers who are likely mothers who show an interest in gardening as a hobby.

Purchase Predictors > Shoppers All Channels > Lawn and Garden
This segment contains households that are likely to spend on lawn, garden, and landscape products.

📦 Movers and new homeowners

Life Events > New Homeowners > Last 6 Months
This segment contains consumers who are likely to be new homeowners in the last 6 months.

Life Events > New Movers > Last 12 Months
This segment contains consumers who are likely to be new movers in the last 12 months.

🌷 Mother's Day

Retail Shoppers: Purchase Based > Seasonal > Mothers Day Shoppers Spenders
This segment contains consumers who are likely high spenders or frequent purchasers at gift and jewelry stores during the Mother's Day shopping season.

Lifestyle and Interests (Affinity) > Moms, Parents, Families > Mothers with 2+ children
This segment includes consumers who are likely mothers with 2 or more children under the age of 18 years old.

Mobile Location Models > Visits > Mothers Day Shoppers
This segment contains consumers who are likely shoppers for Mother's Day gifts.

Lifestyle and Interests (Affinity) > Moms, Parents, Families > Moms Age 25-54
This segment contains consumers who are likely to be mothers and between the ages of 24-54.

Mobile Location Models > Visits > Jewelry Retail Stores
This segment contains consumers who are likely jewelry store shoppers.

Retail Shoppers: Purchase Based > Shopping Behavior > Florists & Flower Gifts: High Spenders
This segment contains consumers who are likely high spenders at florists (e.g. 1-800-Flowers).

Father's Day

Retail Shoppers: Purchase Based > Seasonal > Fathers Day Shoppers Spenders
This segment contains consumers who are likely high spenders or frequent purchasers at department, sports, or electronic stores during the Father's Day shopping season.

Mobile Location Models > Visits > Fathers Day Shoppers
This segment contains consumers who are likely shoppers for Father's Day gifts.

Mosaic - Personas - Lifestyle and Interests > Group M: Families in Motion > M45 - Growing and Expanding
This segment contains consumers who are likely to be young, working-class families and single parent households that live in small, city residences.

Geo-Indexed > Demographics > Presence of Children: Ages: 7-9
This segment includes households within a region that index highly for the presence of children between the ages of 7-9.

Lifestyle and Interests (Affinity) > Activities and Entertainment > Home Improvement Spenders
This segment contains consumers who are likely to spend on home improvement.

Life Events > New Parents > Child Age 0-36 Months
This segment contains consumers who are likely to be new parents of children who are 0-36 months old.

TV Upfronts

Retail Shoppers: Purchase Based > Entertainment > Streaming/Video/Audio/CTV/Cable TV: Cable/Broadcast TV: Cord Cutters: Recent
This segment contains consumers who are likely recent cord cutters based on consumers switching from broadcast/TV services.

Retail Shoppers: Purchase Based > Entertainment > Streaming/Video/Audio/CTV/Cable TV: Streaming Video: High Spenders
This segment contains consumers who are likely high spenders of streaming video services (e.g. Hulu, Netflix).

Television (TV) > Ad Avoiders/Ad Acceptors > Ad Avoiders
This segment contains households that are likely to subscribe to a combination of ad-free services and/or use DVR options across multiple platforms.

Television (TV) > TV Enthusiasts > Paid TV High Spenders
This segment contains households that likely watch traditional cable, satellite, and various streaming services, and have watched 2 or more TVs shows in the past 7 days. Consumers in this segment are hard core TV watchers and are willing to spend money to watch TV programming.

Television (TV) > Ad Avoiders/Ad Acceptors > Ad Acceptors
This segment contains households that are willing to watch ads in exchange for free content.

Television (TV) > Household/Family Viewing > Pay TV/vMVPD Subscribers Households
This segment contains households that are likely to subscribe to paid linear TV services such as cable, satellite, and/or virtual MVPD (e.g. Youtube TV, Sling, Hulu+LiveTV).

To find consumers who are most likely to engage with your TV ads, you can layer in our TrueTouch™ engagement channel audiences. TrueTouch audiences allow you to target people based on where they are most receptive to ads and prefer to make purchases.

TrueTouch: Communication Preferences > Engagement Channel Preference > Digital Video
This segment contains consumers who are likely to engage with video ads online.

TrueTouch: Communication Preferences > Engagement Channel Preference > Streaming TV
This segment contains consumers who are likely to prefer streaming TV ads.

Summer preparation

Mobile Location Models > Visits > Summer Break Travelers
This segment contains consumers who are likely to travel during summer break.

Retail Shoppers: Purchase Based > Seasonal > Summer Sales Event Shoppers: Independence Day Shoppers
This segment contains consumers who are likely high spenders or frequent purchasers during the Independence Day season.

Retail Shoppers: Purchase Based > Travel > Vacation/Leisure Travelers: Summer Trips
This segment contains consumers who are likely high spenders or frequent purchasers of summer vacation/leisure travel.

Mosaic - Personas - Lifestyle and Interests > Group B: Flourishing Families > B09 - Family Fun-tastic
This segment contains consumers who are likely to be upscale, middle-aged families with older children who live in suburban areas and lead busy lives focused on their children.

Mobile Location Models > Visits > Memorial Day Shoppers
This segment contains consumers who are likely to shop during the Memorial Day season.

Retail Shoppers: Purchase Based > Seasonal > Summer Sales Event Shoppers: High Spenders: Memorial Day Shoppers
This segment contains consumers who are likely high spenders during the Memorial Day shopping season.

Have a campaign in mind and would like to layer in vertical data?

We have syndicated audiences that span across multiple verticals and categories including:

Auto	Business	Energy	Finance	Health	Retail	Travel

Need a custom audience? We can help you build and activate an Experian audience on the platform of your choice.

Connect with our audience team →