



# LOTAME DATA EXCHANGE

World's Largest 2nd and 3rd Party Data Marketplace

## FATHER'S DAY DATA SEGMENTS

Father's Day is upon us once again! Celebrated on various days and in many different parts of the world, Father's Day is a salute to fatherhood and the influence of fathers in society. In preparation for this special day, Lotame has captured data from a variety of different data providers to create high quality demographical and intent Father's Day segments to support all of your audience targeting needs during this time.

It's the perfect time to make your case for smarter targeting to find that special gift for dad!



## SAMPLE FATHER'S DAY AUDIENCES FOR APAC REGION

### Online Shopping & Retail - Intent

Audience	HK	SG	MY	PH	JP	AU	NZ
Gifting	650 K	1 MM	980 K	1.3 MM	2 MM	2.2 MM	750 K
Men's Clothing & Accessories	2 MM	4 MM	7 MM	5 MM	4 MM	8 MM	4 MM
Men's Watches & Jewelry	1 MM	1 MM	1.3 MM	1.2 MM	2.3 MM	3.7 MM	1.4 MM
Men's Shoes	1.3 MM	2.2 MM	2.1 MM	2.3 MM	3 MM	7.5 MM	2.5 MM
Consumer Electronics	3 MM	4 MM	5 MM	6.4 MM	6 MM	12 MM	5.5 MM

### Holidays & Special Events

Audience	HK	SG	MY	PH	JP	AU	NZ
Father's Day	1 MM	2 MM	2 MM	2 MM	4 MM	5 MM	2 MM

The Lotame Data Exchange (LDX) provides instant access to over 1.3BN Unique Profiles in APAC across the traditional web and mobile devices. Granular data is captured against these users and packaged into thousands of curated, targetable audience segments, giving every marketer, agency, publisher and platform the ability to harness the power of Lotame's 100% declared & demonstrated third-party data.

Interested in Lotame's Father's Day segments? Contact us at [APACDataRFP@lotame.com](mailto:APACDataRFP@lotame.com)