



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 US REGION

Online Shopping & Retail - Intent

Audience	US	Canada
Giftng	210 MM	22 MM
Men's Clothing & Accessories	200 MM	37 MM
Men's Watches & Jewelry	110 MM	13 MM
Men's Shoes	180 MM	25 MM
Consumer Electronics	230 MM	70 MM

Holidays & Special Events

Audience	US	Canada
Father's Day	280 MM	30 MM

The Lotame Data Exchange (LDX) provides instant access to billions of global users across 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 third-party data.

Interested in Lotame's Father's Day segments? Contact us at datasales@lotame.com