

EASTER

Many consumers are likely to head to their favourite shops to make a variety of different purchases such as confectionery and other food items to clothing and home decor. So how many are likely to make Easter purchases this year? And how can retailers attract Easter buyers?

The integration of YouGov's panel data set has given Acxiom the ability to identify and target consumers who celebrate Easter and tailor the message depending on variables such as purchase intent and Easter-related activities.



REACH UP TO
13 MILLION
INDIVIDUALS WHO
CELEBRATE EASTER



REACH UP TO
15 MILLION
FAMILIES WITH KIDS

Easter-related activities can be modelled using Acxiom InfoBase using YouGov audiences; i.e., those who attend Easter services or eat chocolate eggs.

- Going to the cinema
- Eating hot cross buns
- Doing egg tapping
- Hunting Easter egg
- Going on holiday

OTHER INTERESTING AUDIENCES INCLUDE:

Mastercard

Spring Season Shoppers:
candy, cards and gift stores – 2 million

Spring season shoppers:
Flowers – 1.5 million

Sainsbury's

Seasonal confectionery
products – 3.3 million