



## Dads and Grads Audiences

May and June is a popular season to shop for “Dads and Grads.” Parents, friends & family are shopping for recent graduates as they get their degrees, and gifts for dad ahead of Father’s day.

### ACTIVATE THESE AUDIENCES



#### Dads



##### Bazaarvoice > Lifestyle > Trending Tech Shopper

- Hottest new devices, gadgets, and personal electronics

##### Bazaarvoice > Lifestyle > Sports Fans

- Big screen TVs, team apparel for basketball, football, soccer, and hockey

##### Bazaarvoice > Lifestyle > The Man

- Grills, sporting goods, athletic apparel, and more

##### Bazaarvoice > In-Market > Sports

- Sports equipment for golf, tennis, outdoors, hiking, fishing, and more

##### Bazaarvoice > In-Market > Men’s Apparel

- Great gifts for Dad: shirts, ties, socks, and more



#### Grads



##### Bazaarvoice > Lifestyle > Trendsetters

- Newest product releases, trending apparel brands, fashion, beauty, and technology

##### Bazaarvoice > Lifestyle > Graduation Gift Givers

- Popular graduation gifts from tech to high end accessories to items for dorms

##### Bazaarvoice > Lifestyle > Household with Children

- Parents will be celebrating their graduates of all ages

##### Bazaarvoice > In-Market > Car Buyers

- Always a popular graduation gift

##### Bazaarvoice > In-Market > Travel

- Graduates ready to travel for the summer before their next big adventure

### MOBILIZE OUR SHOPPER DATA:

**Option 1:** 360 degree campaign management from our expert team.

**Option 2:** Audience packaged up and ready to go for activation at partner DSPs including Amobee, The Trade Desk, and Adobe.

## Why Bazaarvoice Data



We are the **global leader in ratings & reviews**: our software powers **6,000+** brand and retailer sites.



Our intent data is **sourced directly from 240M+ shoppers** engaging on product and category pageviews, ratings & reviews, and transactions across these sites.



Unlock exclusive insights to **bridge the fragmented shopper journey** and drive performance across goals.