



Summer Shopping Fun

Shoppers gear up for warmer weather to enjoy outdoor entertaining, activities, and summer fun. Our audiences are perfect to help fuel your summer advertising campaign.

ACTIVATE THESE AUDIENCES



In-Market



Users who've recently engaged with category pages, product pages, and reviews - recommended for sales and conversion campaigns.

- Bazaarvoice > In-Market > Pool & Beach Gear
- Bazaarvoice > In-Market > Boats & Watercraft
- Bazaarvoice > In-Market > Fishing
- Bazaarvoice > In-Market > Barbecue & Grill
- Bazaarvoice > In-Market > Mens Swimwear
- Bazaarvoice > In-Market > Swimwear & Bikini



Lifestyle



Users shopping for a cross-section of relevant categories to build the persona – recommended for upper funnel and awareness.

- Bazaarvoice > Lifestyle > Outdoor Enthusiasts
- Bazaarvoice > Lifestyle > Home Entertainers
- Bazaarvoice > Lifestyle > Camping Enthusiasts
- Bazaarvoice > Lifestyle > Music Festivals
- Bazaarvoice > Lifestyle > Experience Seeker
- Bazaarvoice > Lifestyle > Thrill Seeker

MOBILIZE OUR SHOPPER DATA

Option 1: 360 degree campaign management from our expert team

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

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.