

## Monthly Segment Release

# June Edition

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## Father's Day

Browse our Father's Day related audience segments with detailed insights, from gift-seeking parents to previous Father's Day product purchasers and even golf enthusiasts, our segments cover it all.

**Skydeo > Interest > Holidays > Father's Day**

People who have declared an interest in Father's Day, or have declared an interest in Parenting or have declared they have 1+ children. Also People who have declared an interest in products normally purchased on Father's Day.

**LiveRamp ID:**  
**1008490831**

**Skydeo > Seasonal Shopper > Seasonal > Father's Day Shoppers**

Purchase Affinity - Father's Day products buyer. Sources: Self-reported surveys, Registrations and Buying activity.

**LiveRamp ID:**  
**100819414**

**Skydeo > Demographics > Parents > Declared Dads**

People who are Dads based on declared data.

**LiveRamp ID:**  
**1008488101**

**Skydeo > Demographics > Household Composition > Parents > Dads**

This segment contains male adults who have children living at their household. Keywords: child, kids, infants, toddlers, preteens, teens, males, men, dads.

**LiveRamp ID:**  
**1008294141**

**Skydeo > Household > Family > Families with Children - Single Dads**

Single Parent - Male.

**LiveRamp ID:**  
**1009617601**

**Skydeo > Interest > Sports > Golf**

People who have declared an interest in Golf or navigated to pages, read articles, uploaded photos, etc. about Golf.

**LiveRamp ID:**  
**1008491971**





# Wedding Season

Wedding bells are ringing. Dive into our audience segments tailored for the wedding season, such as newly engaged couples actively searching for wedding-related services.

## Skydeo > Purchase Behaviors > Wedding Shoppers

People who are likely to have purchased a wedding gift in the past six months.

**LiveRamp ID:**  
**1011095151**

## ContextualGraph.com > Events and Attractions > Personal Celebrations and Life Events > Wedding

People with interest in Wedding based on search history and content consumed. Deterministic, contextual, behavioral segments based on logged in, opted-in usage organized into IAB segments.

**LiveRamp ID:**  
**1008793141**

## Skydeo > Interest > Life Events > Newly Engaged

People who have declared themselves as being a Newly Engaged.

**LiveRamp ID:**  
**1008491001**

**Skydeo > Demographics > Relationship Status > Engaged**

People who have declared themselves to be engaged.

**LiveRamp ID:**  
**1008488171**

**Skydeo > Demographics > Generation & Life Stage > Newlywed**

Individuals who are recently married. They may be looking for honeymoon destinations, newly married advice, or how to deal with post-wedding depression.

**LiveRamp ID:**  
**Contact Us**

**Skydeo > Travel > Bargain Hotel Shoppers > Highly Likely**

People who tend to book hotels that offer the lowest price.

**LiveRamp ID:**  
**1008261261**





# Beach Goers

As temperatures rise and people flock to the sandy shores, dive into our audience segments designed for beach goers! These segments include sun-seeking vacationers actively planning their next coastal getaway to individuals who have recently visited the beach.

## Skydeo > Interest > Travel > Beach Vacations

People who are interested in beach vacations.

**LiveRamp ID:**  
**1008492441**

## Skydeo > Pandemic > Social Distancing > Foot Traffic Increase > Nature & Outdoors

Devices that reside in a county where nature and outdoors (e.g. national park, beaches, dog parks) visitation activity has reached a year-over-year foot traffic threshold of 90% or greater.

**LiveRamp ID:**  
**1011078521**

## Skydeo > PlacesGraph > Beaches

Devices that visited a beach at least once within the past 90 days. Keywords: nature, outdoors, beach, water, ocean, lake

**LiveRamp ID:**  
**1011105301**

**Skydeo > Travel > Domestic > Likely to Travel to West Coast US**

This segment contains individuals who are likely to travel to the West Coast in the United States in the next 12-months.

**LiveRamp ID:**  
**1011571261**

**Skydeo > Travel > Region > Likely to Travel to Coastal or Tropical Regions**

This segment contains individuals who are likely to travel to coastal or tropical regions.

**LiveRamp ID:**  
**1012208261**

**Looking for more?**

## Contact Us

Reach out today for a free quote. Or if you're ready to implement any of these segments into your next campaign, let us know, and we can get you set up within hours.