

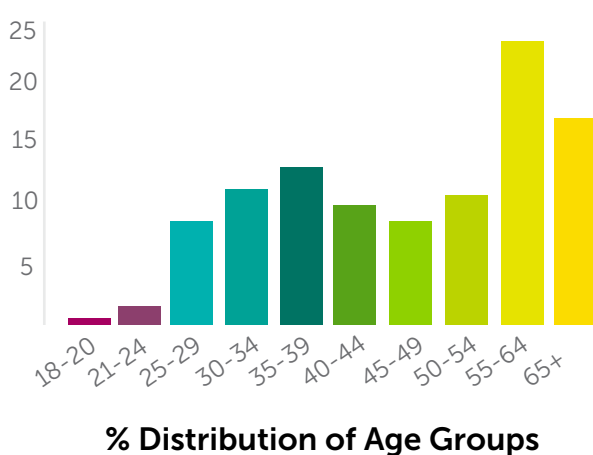
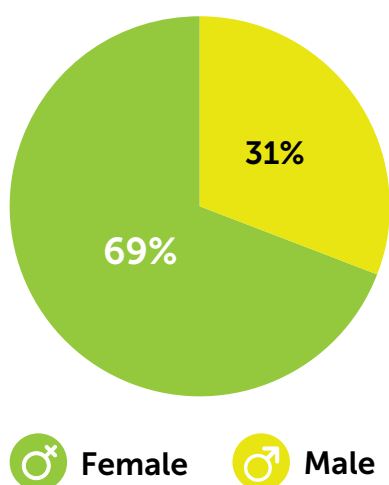
Father's Day Shoppers

Audience Profile

The most active Father's Day shoppers are baby boomers and millennials. They're interested in activity-based gifts or more traditional fare. Social media factors heavily into their lives. They share content midweek and midday when they have more time to go online. This audience relies on their mobile devices to explore holiday and gift-related content. Adventurous and spirited with a penchant for theme parks, they value life experiences and making lasting memories with the dad in their life, who they perceive as adventurous, too.

52 M+
social signals analyzed

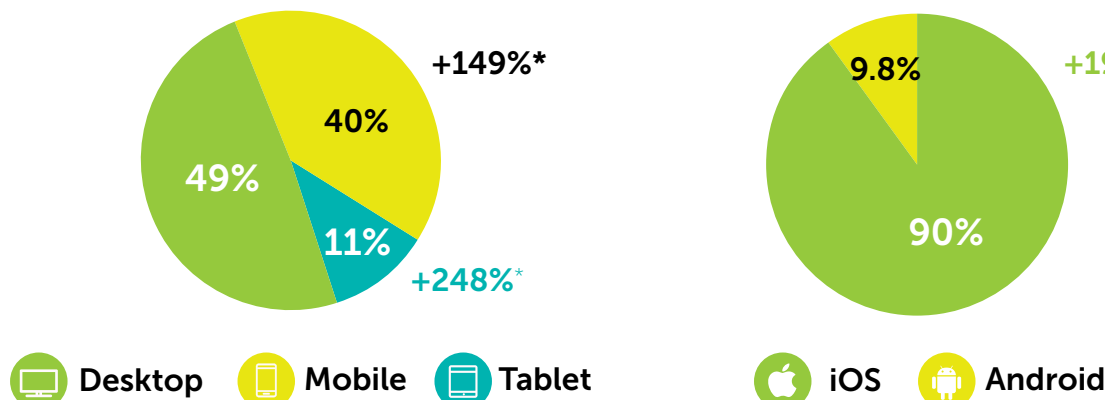
Audience Passion Points



Top social channels



Device types and operating systems



*Index compared to ShareThis average audience behavior

Most-shared content categories for Father's Day



*Index compared to ShareThis average audience behavior

Brands more likely to be of interest

Travel + Auto



Consumer Electronics



*Index compared to ShareThis average audience behavior

How can you target Father's Day with ShareThis audience data?

ShareThis > Beauty & Fitness > **Spas & Beauty Services**

ShareThis > Beauty & Fitness > Face & Body Care > **Perfumes & Fragrances**

ShareThis > Food & Drink > Restaurants > **Fine Dining**

ShareThis > Home & Garden > **Gardening & Landscaping**

ShareThis > Shopping > Gifts & Special Event Items > **Cards & Greetings**

ShareThis > Shopping > Gifts & Special Event Items > **Flowers**

ShareThis > Shopping > Gifts & Special Event Items > **Gifts**

ShareThis > Shopping > **Mass Merchants & Department Stores**

ShareThis > Sports > Individual Sports > **Golf**

ShareThis > Sports > **Team Sports**

Privacy compliant

ShareThis ensures compliance through privacy, legal, and self-regulatory processes, as well as through ethical relationships and practices with our publisher network.

Audiences on demand

Our audiences are available when and where it counts for you and your brand. Select and activate your target audience across the digital marketing ecosystem.

To learn more about ShareThis Audiences and how they can make you a rock star, drop us a line: data@sharethis.com
Real-time interest and intent data. Global scale. At your service.

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