

We recognise that many brands are trying to help consumers stay safe, well and healthy. Eyeota is committed to making it easier for marketers to **identify, reach and engage** the right consumers with information about products and services that might be more relevant.

**Amplify your engagement with our brand new custom audiences.**

Created by and unique to Eyeota, our ready to activate custom audience segments are available to purchase exclusively via the Eyeota Data Desk. Speak to our audience specialists today at [datadesk@eyeota.com](mailto:datadesk@eyeota.com) to find out more.

With all of us working from home we can sometimes feel isolated. If you have any questions or concerns please don't hesitate to reach out to our Data Desk or the extended Eyeota team. **We are here to support you.**



Want to find out more?  
Click here to speak to our Audience Specialists



## Connect with **Hygiene & Household Grocery Shoppers**

Sample segments to reach this audience:

- **NEW** Eyeota – Custom – Cleaning Supply Shoppers
- **NEW** Eyeota – Custom – Canned Goods / Non-Perishable Items Shoppers
- **NEW** Eyeota – Custom – Hygiene Soap, Body Wash, Sanitizers
- Eyeota - CPG and FMCG - Interest – Beverage
- Eyeota – CPG and FMCG – Intent – Household – Cleaning Products
- Affinity Answers - CPG and FMCG - Intent - Home Cleaning Products – Clorox
- ShareThis - Home and Garden - Domestic Services - Cleaning Supplies and Services



## Connect with **Health & Vitamin Buyers**

Sample segments to reach this audience:

- **NEW** Eyeota - Custom - OTC drugs and supplements -> Users who are interested in **OTC Drugs and Vitamins**
- Epsilon - Purchase History - Health, Wellness, Vitamins And Supplements - Spend - Heavy Spenders
- Epsilon - Purchase History - Health, Wellness, Vitamins And Supplements - Spend - Very Heavy Spenders
- Epsilon - Purchase History - Mail Order Buyers - Vitamins / Supplements



## Connect with **Home-Entertainment Enthusiasts**

Sample segments to reach this audience:

- **NEW** Eyeota - Custom - Home Entertainment Users who are interested in **Home Entertainment** such as e-readers, TV, Movies, Gaming
- Eyeota - Entertainment - Interest - On Demand TV
- Eyeota - Entertainment - Intent - Audio – Music
- Fifty - Entertainment - On-demand TV and Video
- ShareThis - Arts and Entertainment - Music and Audio - Music Streams and Downloads

For more segment recommendations and strategies to reach these in-demand audiences contact our Audience Specialists at [datadesk@eyeota.com](mailto:datadesk@eyeota.com)