

HELP YOUR CLIENT MAKE SERIOUS GREEN THIS ST. PATRICK'S DAY.

Connecting your client and their prospects for lucrative results this St. Patrick's Day.

acxiom®

St. Patrick's Day is one big party. And as is the case with any good party, it takes preparation, planning and provisions. If your client is a restaurant, bar or other establishment, make sure they get their message in front of St. Paddy's Day revelers before they pick their destination. If they sell party supplies, green apparel, or any other items associated with this festive day, now is the time to make the media buy to help them capitalize on this lucrative event.

Our marketing insights enable your clients to hone in on these merry makers with an array of highly specific data — from who are likely the biggest spenders, who's likely heading out to the local restaurant or tavern and a whole lot more. Find your target from the list below or contact dataguru@acxiom.com for a more comprehensive selection.

Choose from any of these prospects:

Who's In — St. Patrick's Day isn't for everyone but there are millions of Americans who take part in this annual party. If you want to know who's likely going to be joining the celebration this year, we can help you plan your marketing attack.

AP005797 Propensity to celebrate St. Patrick's Day

Who's Out — As in, who is most likely to go out and have a good time on this holiday? We can tell you who is likely going to sit down for a meal, who is likely going to grab a seat at the bar and a whole lot more.

AP005798 Plan to celebrate St. Patrick's Day by attending a party at a bar or restaurant

Who's spending the green — As is the case with any holiday, some people dip their toe in the water and others dive right in, and St. Paddy's Day is no exception. Want to target those most likely to go all out and drop big bucks this year? We can help you do it.

AP005799 St. Patrick's Day high spender

Available for targeted digital media buys through a variety of distribution partners including DMPs, DSPs, ad networks, exchanges, mobile platforms, online video platforms and trading desks, publishers and television partners — see the latest list today at www.acxiom.com/partners.

For more information about how these and other targeted groups can help your clients get their share of this significant retail holiday, call **888.3ACXIOM** or email dataguru@acxiom.com.