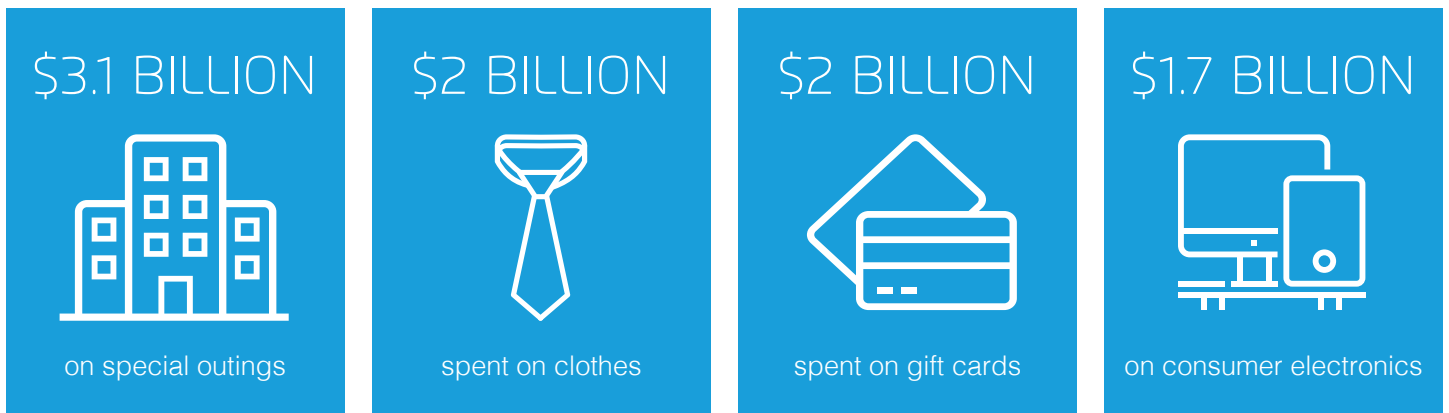




WORLD'S GREATEST DATA HELPS YOU TARGET WORLD'S GREATEST DADS

Father's Day has grown into a huge holiday for all sorts of retailers, as families are likely to spend more than \$14 billion* this year on Father's Day gifts.

THE LARGEST SPENDING CATEGORIES WILL INCLUDE:



*Source: National Retail Federation Annual Father's Day Survey, June 2016

WHERE WILL THEY SHOP?



38% of consumers will buy a Father's Day gift in a department stores

32% will shop online

27% will visit a discount store,

24% will choose a specialty store

17% will shop at a local small business.

Only 15 percent will purchase gifts using a smartphone, but twice that many, or 30 percent, will use a smartphone to research products and compare prices.

Acxiom can help ensure your media buy is targeted to reach these Father's Day shoppers. Our data segments give you clear insight into this multi-billion dollar market, helping you easily and efficiently target your spend to generate maximum ROI..

CHOOSE FROM ANY OF THESE AUDIENCES OR CONTACT DATAGURU@ACXIOM.COM:

MARRIED MOMS – Moms with children living at home are perhaps the ideal candidates for all kinds of Father's Day gift buying. Who wouldn't want to reach out to this segment?

DEPARTMENT STORE MOMS – If you represent a high-end department store, this is your ideal customer. With an income above \$75,000 and a history of spending money in finer stores, this shopper will be ready to spend big in stores and online.

TOOL TIME – Want to communicate with the families of DIY dads? This target may be shopping for a new power tool, the latest gadget or some high-end electronics for their dad. Be sure your message gets through to this group.

TIES AND WALLETS – Want to connect to an audience of married women and children who have previously bought men's accessories and clothing? Then this segment is tailor made for your client.

CAMPING AND GLAMPING – Families that love to camp and hike are often big spenders when it comes to Father's Day buying. Connect directly with those who camp or have an RV.

For more information about how these and other targeted audiences can pay off big this Father's Day, email dataguru@acxiom.com.

