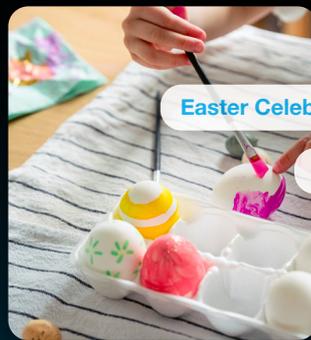


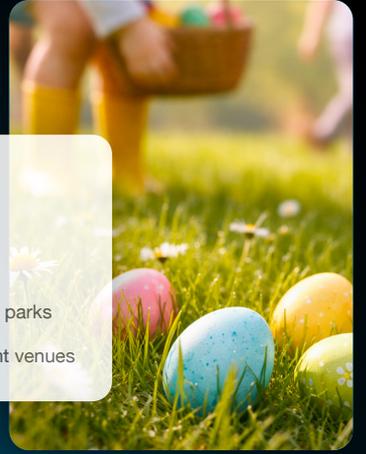
Capture Easter Demand with the Right Data

Reach Shoppers Who Are Preparing, Hosting & Buying Now



Easter Celebration Planners

Chocolate & Candy Buyers



- Hotels & resorts
- Travel platforms
- Car rentals
- Attractions & theme parks
- Family entertainment venues

Easter is one of the key seasonal retail moments, driving demand across categories such as food, gifts, chocolate, decorations, travel, and home items.

Families plan gatherings, hosts prepare meals, and shoppers move from inspiration to purchase. These are clear, time-sensitive signals that create strong opportunities for more precise campaign activation.

OnAudience helps brands, agencies, and marketers reach real in-market shoppers across devices with dedicated Easter audience segments built for scalable and effective seasonal campaigns.

Reach Your Audience Based on Real Easter Behaviors ↘

Easter Celebration Planners

Who they are:

Organizers preparing family gatherings, religious celebrations, brunches, or seasonal events. They research decorations, table settings, food ideas, and hosting essentials.



Best campaigns to target them with:

- Supermarkets and premium grocery brands
- Tableware, seasonal décor, centerpieces
- Catering services and ready-made meal kits
- Home improvement & spring refresh offers

DIY Easter Decorations & Crafts



Who they are:

Families and shoppers browsing craft supplies, handmade décor, and seasonal activities.

Best campaigns to target them with:

- Craft stores
- Hobby brands
- Family activity kits

Chocolate & Candy Buyers

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Who they are:

High-intent confectionery shoppers browsing seasonal assortments, limited editions, and branded Easter sweets.

Best campaigns to target them with:

- Mass chocolate brands
- Premium chocolates and artisanal treats
- Seasonal gift sets and value offers
- Limited edition product drops



Premium Chocolate Shoppers



Who they are:

Higher-value consumers purchasing branded or luxury Easter confectionery, responding to quality, packaging, and gifting appeal.

Best campaigns to target them with:

- Luxury chocolate brands
- Premium department stores
- Gift-ready packaging
- Upsell offers and corporate gifting

Easter Dinner Planning Shoppers

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Who they are:

Meal planners researching recipes, ingredients, and family food purchases.

Best campaigns to target them with:

- Grocery chains
- Specialty food brands
- Wine & beverage brands
- Kitchenware & serving essentials
- Recipe platforms & cooking subscriptions



Easter Table Setting & Entertaining Buyers



Who they are:

Hosts investing in presentation, table décor, servingware, and seasonal styling.

Best campaigns to target them with:

- Home décor brands
- Seasonal tableware
- Floral delivery

Easter Egg Hunt Organizers

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Who they are:

Parents and event organizers planning egg hunts, outdoor events, and family activities.

Best campaigns to target them with:

- Toy brands
- Outdoor retailers
- Event venues
- Community event promotion
- Spring fashion for kids



Easter Weekend Getaway Intenders



Who they are:

Travel shoppers researching short breaks, spring escapes, and family weekend trips.

Best campaigns to target them with:

- Hotels & resorts
- Travel platforms
- Car rentals
- Attractions & theme parks
- Family entertainment venues

Sales & Discount Hunters

Who they are:

Price conscious shoppers actively search for Easter promotions and seasonal deals.

Best campaigns to target them with:

- Retail promotions
- Flash sales
- Clearance events
- Time limited offers



Easter Basket Buyers



Who they are:

Parents and gift shoppers purchase basket fillers, toys, candy, and small seasonal gifts.

Best campaigns to target them with:

- Toy retailers and kids' brands
- Candy and chocolate brands
- Personalized gift providers
- Discount retailers and marketplaces

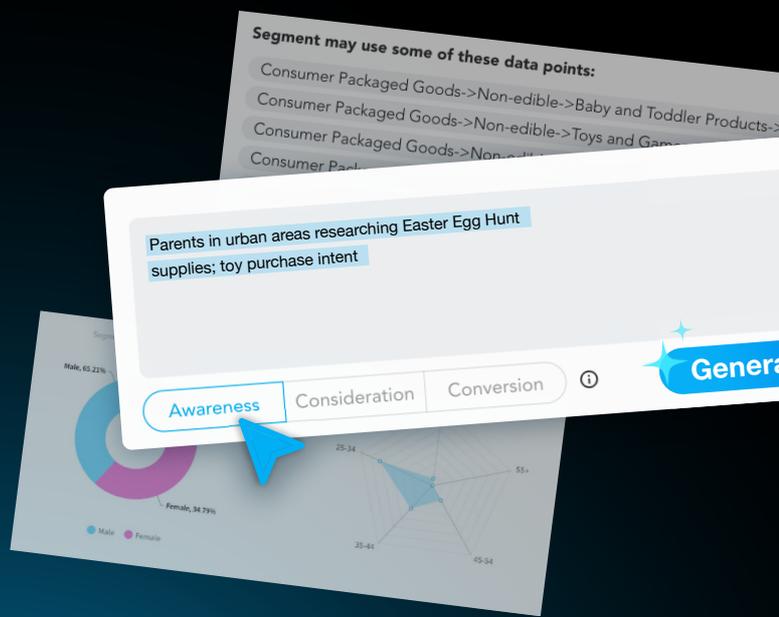
Need Something More Specific? Build Custom Easter Audiences from a Brief

Create tailored combinations that match real trading needs, for example:

- US Premium Easter Chocolate Buyers; \$150K+ income
- Parents in urban areas researching Easter Egg Hunt supplies; toy purchase intent
- Grocery shoppers planning Easter dinner and wine & beverage buyers
- Easter décor buyers; DIY craft enthusiasts; spring home refresh

Use AI Audiences to turn a short brief into an activation-ready segment in seconds.

[Build with AI Audiences](#)



Reach Easter Shoppers Across Devices

Engage high-intent audiences seamlessly across:



Activate where decisions are actually happening.

OnAudience Easter Campaign Data

5 Reasons Agencies, Advertisers and Brands Choose OnAudience



Scale that performs

Built on data from **25B+** devices, powering **3,900** high-intent audience segments with global reach.

Quality you can trust

Full control from raw signals to activation ensures recency and consistency.



Privacy-compliant by design

Processed in line with GDPR & CCPA for safe, scalable targeting.



Global coverage

Activate campaigns across **200+ markets** with one consistent data partner.



Proprietary in-house tech

Faster processing and more efficient audiences built on OnAudience's own stack.

Turn Easter Intent Into Measurable Performance

+25B
devices

+50B
profiles

+3,900
segments

Connect with Easter shoppers who are ready to buy using data-driven audiences built for cross-device activation and measurable campaign results.

Talk to our data expert: contact@onaudience.com

OnAudience