

DSTILLED

OUTDOORS ENTHUSIASTS

There are countless ways to enjoy the great outdoors. With nearly 25%* of Americans purchasing a new sports or outdoors product every month, it's important to set your brand apart from the rest. Dstillery can help you better understand your consumers through insights, audience creation, and digital media activation.

*source: eMarketer



Who is an Outdoors Enthusiast, really?

Your future customers are more than just Outdoors Enthusiasts. They have unique interests and behaviors. To better understand these consumers, we've taken a deep dive into some of our favorite outdoor activities. We can leverage these insights to provide a digital media activation strategy that is sure to acquire new customers for your brand.

SKIING AND SNOWBOARDING

Users in our Ski and Snowboard Enthusiasts audience are always keeping up with tech trends.

Camera Review Readers
HDTV Researchers
Streaming Device Shoppers



PREDOMINATE DEMOS
♀ Male

25-44

ROCK CLIMBING

Protecting the outdoors is of the utmost important to users in our Rock Climbing Enthusiasts audience.

Environmental Activists
Eco-Conscious Consumers
Off the Grid Living Enthusiasts



PREDOMINATE DEMOS
♀ Male

25-34

HIKING

Users in our Hiking Enthusiasts audience love taking in the scenic view after a long trek.

Photography Enthusiasts
Astronomy Enthusiasts
Bird Watching Enthusiasts



PREDOMINATE DEMOS
♀ Male

25-44

CANOEING AND KAYAKING

Maintaining a healthy diet is a priority for the users in our Canoeing and Kayaking Enthusiasts audience.

Organic Food Eaters
Home Kitchen Chefs
Vegans



PREDOMINATE DEMOS
♀ Male or Female

45-54

Explore more outdoors related audiences at audiences.dstillery.com.

Our Methodology

Dstillery's Behavioral Audiences, seen above, are audiences that exhibit specific behaviors and interests. We utilize our custom AI technology to build models based on website visitation signals. Our award-winning Data Science team has created over 2,000 Behavioral Audiences, which can be easily activated to reach your next best customer.

To learn more, email us at contact@dstillery.com or reach out to your Account Executive or Client Success Representative.

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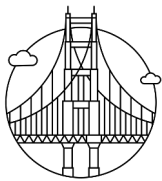
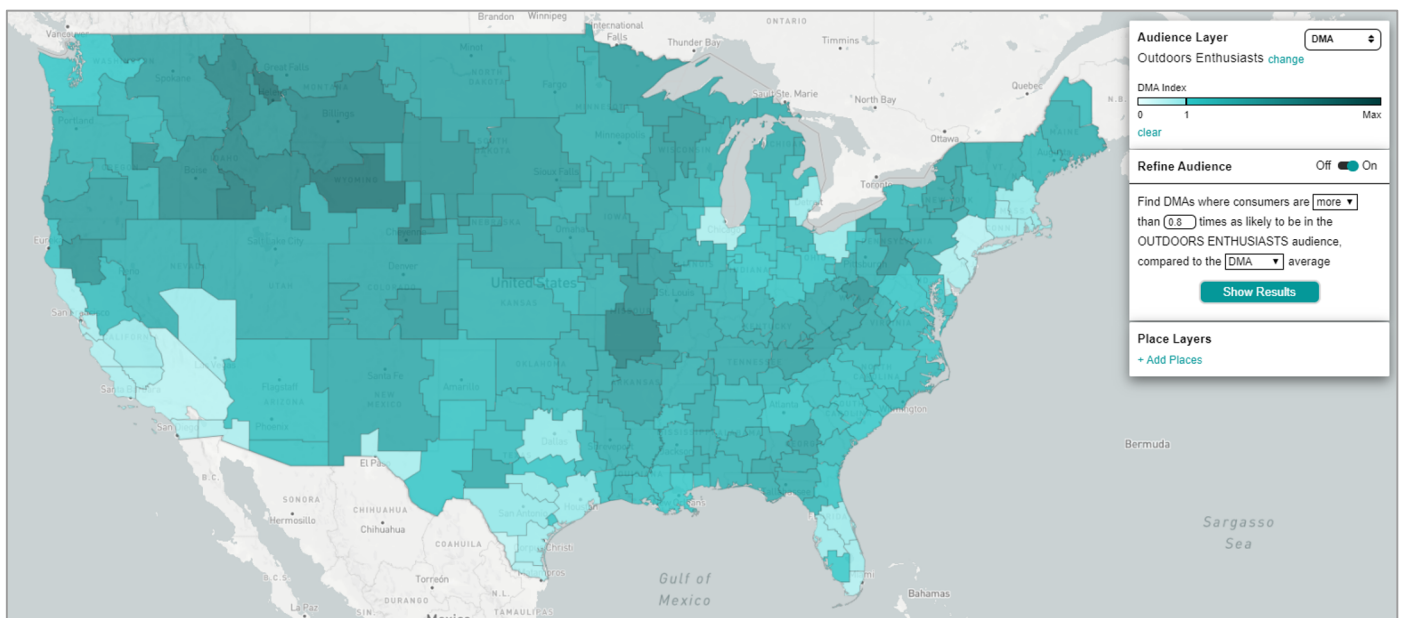
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Where can we reach Outdoors Enthusiasts?

People across the U.S. love spending time outdoors! The map below shows which DMAs index highly for Outdoors Enthusiasts. We can also see which activities are the most popular in each DMA. Check out a few examples from San Francisco, Denver, Dallas and New York to see different preferences across the country.



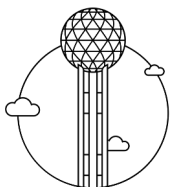
San Francisco, CA

Fishing Enthusiasts
Beekeeping Enthusiasts
Horseback Riding Enthusiasts



Denver, CO

Ski & Snowboard Enthusiasts
Rock Climbing Enthusiasts
Cycling Enthusiasts



Dallas, TX

Hunters
Archery Enthusiasts
Camping Enthusiasts



New York, NY

Golf Enthusiasts
Swimming Enthusiasts
Baseball Enthusiasts

From Audience Insights to Activation

All Dstillery audiences, mentioned above, are targetable on your preferred social platforms and DSP. We will work with your brand to create custom audiences and make informed recommendations to increase awareness and drive sales.

To learn more, email us at contact@dstillery.com or reach out to your Account Executive or Client Success Representative.

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