2022 Q1&Q2 SEASONAL STRATEGY CALENDAR
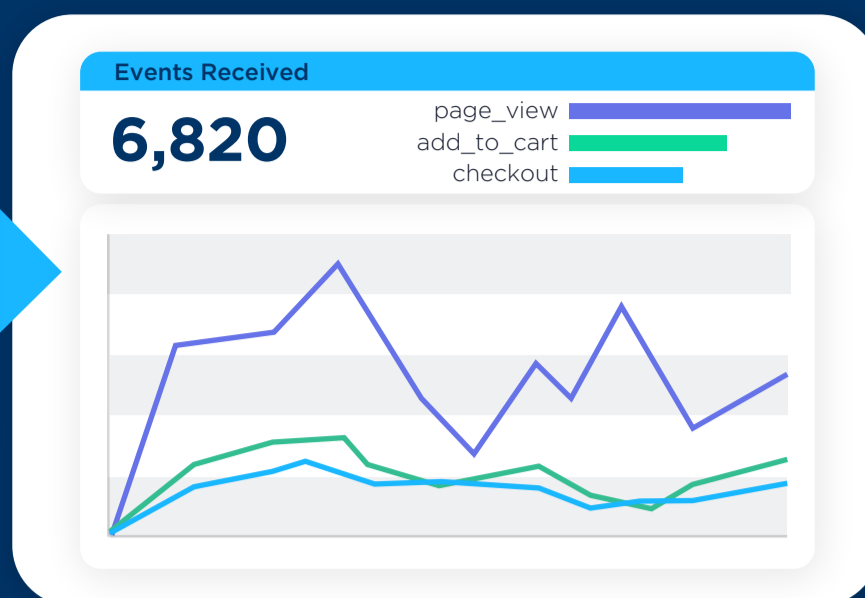
KORTX's **Axon Audience Manager** platform converts your target audience into First-Party segments, which can be deployed across all digital endpoints including **Display, Video, Native, Audio and CTV**. Build your First-Party data strategy based on seasonal interest, TV viewership, and other consumer traits that are aligned with impactful events.

AUDIENCES

AXON CAPTURE

Events Received
6,820
page_view
add_to_cart
checkout

MEDIA

JANUARY

| 1 New Year's Day | | | | 17 MLK Jr. Day |

FEBRUARY
BLACK HISTORY MONTH

| 2/4 - 2/20 Winter Olympics | | 13 Super Bowl LVI | 14 Valentine's Day | 15 President's Day |

MARCH
WOMEN'S HISTORY MONTH

| NCAA March Madness Tournament | | | | 17 St. Patrick's Day |
| | 31 MLB Opening Day | | | |

APRIL

| 4/2 - 4/4 NCAA Final Four & Championship | 4 Easter | 4/4 - 4/10 The Masters | 12 NBA Playoffs Begin | |

MAY

| 2 NHL Playoffs Begin | 5 Cinco De Mayo | 7 Kentucky Derby | 9 Mother's Day | |
| | 31 Memorial Day | | | |

JUNE
PRIDE MONTH

| NBA Finals Stanley Cup Finals | | 6/13 - 6/19 US Golf Open | | 19 Juneteenth Father's Day |