



SCARE UP BIG SALES FOR  
YOUR CLIENT THIS  
HALLOWEEN.

**With segmented data from Acxiom, you get the insights to help your product cash in on this growing retail holiday.**

**acxiom.**

This year, over 158 million Americans will celebrate the Halloween holiday in all sorts of ways — most of which involve significant retail spending. In fact, total spending by consumers this year could eclipse \$7 billion.\* Now is the time to plan your media buy — and with highly targeted Acxiom data, we can help ensure that your spend is easier and more effective than ever before.

Whether you want to sell costumes, seasonal apparel, candy, or Halloween home decor, Acxiom makes it possible to execute a precision marketing campaign in just a few clicks. And in addition to simplicity, you'll also have the comfort of knowing you're working with the world's most trusted provider of marketing data, further increasing the odds of your campaign's success.





## Choose from these lucrative prospects:

**Adult Costumes** — Whether they're going for cool, cute or scary, more and more adults are stepping out in costume each year. We can help you tap into this segment that spends over \$1.2 billion dollars a year.\*

*AP005539 Participate in Halloween activities*

*AP005540 Dress in Halloween costume*

*AP005543 Halloween costume high spender*

**Kid's Costumes** — Halloween has always been a favorite holiday among children. And with each new year, comes the need for a new costume. That's why this segment alone will spend over \$1 billion this season. We can tell you exactly who the big spenders are when it comes to outfitting their kids, so you can direct your message right to them.\*

*AP005539 Participate in Halloween activities*

*AP005540 Dress in Halloween costume*

*AP005543 Halloween costume high spender*

**Cats and Canines** — Beyond mom, dad and the kids, Halloween has grown to include the four-legged members of the family as well. A whopping \$330 million will be spent outfitting their furry friends. Make sure your clients' message reaches this unique but big spending target.\*

*AP005542 Dress your pet in Halloween costume*

**Home Decor** — In addition to outfitting and accessorizing themselves for trick or treating, homeowners make a huge investment in seasonal Halloween Décor every year. Want to know who is likely to go all out with their home and lawn decorations? We can tell you so that you can reach out to these buyers before they head to the store or hop online.

*AP005541 Decorate home yard for Halloween*

*AP005545 Halloween decoration high spender*

**Sweets and Treats** — You can't have Halloween without candy. And more kids and adults in costumes, means more trick or treating and of course more candy consumption. If your client is in the business of sweets or treats, we can help you connect them to their ideal buyer.

*AP005544 Halloween candy high spender*

**Social Media Savvy** — Beyond specific retail categories, Acxiom can also provide you with data based on how your desired target consumes their media. Want to get in front of customers who are getting their holiday ideas from Pinterest or Facebook? We make connecting with those buyers easier than ever.

*AP005546 Find Halloween inspiration online*

*AP005547 Find Halloween inspiration from Pinterest*

*AP005548 Find Halloween inspiration from Facebook*

**Tablet/Mobile Media Shopper** — Yet another dimension that Acxiom's cutting edge data can reveal is what type of mobile device your target is utilizing to do their holiday shopping. Want to know which prospects are most likely to browse and compare Halloween products via their tablet? We can provide them.

*AP005549 Uses a Tablet to purchase holiday products*

*AP005550 Uses a Tablet to research and compare prices for holiday products*

For more information about how these and other targeted groups can pay off big for you and your clients this Halloween, season, call **888.3ACXIOM** or email us at **dataguru@acxiom.com**.