

Making spirits bright



The holiday shopping season is here.
Act now to ensure your client's success
with targeted audiences from Acxiom.



Holidays are the one time of year where your client's audience message has to hit its mark. And with targeted media from Acxiom, you can rest assured that it will.

No matter the business sector, we can produce a highly targeted audience of qualified and interested buyers who are taking to the malls and jumping online in droves. Choose from targeted media ranging from apparel and accessories to home decorations, groceries, movies and entertainment and

Choose from this sample of lucrative prospects this holiday season or contact dataguru@acxiom.com for a more comprehensive selection:

TOYS, TOYS AND MORE TOYS – One gigantic category, with plenty of dimensions — and we can give you insights into all of them. Gifts for toddlers, tweens or grown ups that never grew up, we can connect, target and message seamlessly. Video games, sporting goods, action figures, and so on — if your client sells it, Acxiom can find the person who wants to buy it.

AP003377	Purchase Toys from a Department Store
AP003380	Purchase Toys from an Electronic Video Store
AP003385	Purchase Toys from an Online PurePlay Store
AP003386	Purchase Toys from a Toy Store
AP003387	Purchase Toys from a Warehouse Club

*Contact dataguru@acxiom.com for a complete list of audiences

COOKING ENTHUSIASTS – During the holidays, gourmets get to strut their stuff for the whole family. This audience includes cooks stocking up on the necessary gear to prepare the big meal, as well as friends and family members looking for the latest kitchen gadgets for the cook in their life. If your client caters to this audience, we can help you reach them.

AP000614	Spent Leisure Time in Baking
AP000615	Spent Leisure Time in Barbecuing
AP000620	Leisure Activities Cooking for Fun Participated
7739	Cooking – General
7740	Cooking – Gourmet

DEPARTMENT STORE MOMS – Want to reach out to this segment with a robust disposable income that frequents department stores during the holidays? Connect to this group that features incomes above \$75k and a history of spending big in stores and online.

AP001921	Purchase Apparel from an Upscale Store
AP001916	Purchase Apparel from a Children's Specialty Store

GIFTS FOR DAD – Wouldn't it be great to know who's likely going to buy fine jewelry, sunglasses and watches for Dad this year? With our marketing insights, we can hone in on this audience to help you reach these buyers who are ready to spend on high-end men's gifts.

AP002899	Purchase Men's Fine Jewelry
AP002900	Purchase Money Pieces
AP002901	Purchase Men's Sunglasses
AP002902	Purchase Men's Watches

GIFT BASKETS – One of the most can't miss holiday gifts are baskets filled with goodies and delivered to friends and loved ones. If your client sells gift baskets online, over the phone or through the mail, we can help them tap into this lucrative market that peaks during holiday season. Execute a buy today to maximize their exposure to eager gift givers.

AP002706	Shopped for Gift Baskets Via the Internet
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MOVIEGOERS – Over the holidays, hitting the theaters has become almost as popular as roaming the malls. When the shopping is done, Americans want to unwind and be entertained at the movies. Remind interested moviegoers about holiday premiers, showtimes and more.

GIFTS FOR TWEENS – This vibrant sector continues to grow, fueled by family members shopping for the latest gear to spoil the girls in their life. Acxiom can illuminate exactly which shoppers are most likely to spend money in your stores, and what they are most likely to buy – from brand name shoes, to the latest must have accessories and much more.

AP001836	Purchase Apparel from Justice
AP001859	Purchase Candies Footwear
AP002823	Purchase Aeropostale Accessories
AP001914	Purchase Apparel for Females Aged 3-12
AP002802	Purchase Icing By Claires Accessories
AP003436	Purchase Apparel from Limited Too

ACTIVE FAMILY GIFTS – If the focus is centered around sporting goods or performance outerwear, there is a simple way to cash in this season. Whether clients are pushing fishing poles or fleece, our data puts the sales message where it will get noticed.

AP001835	Purchase Fleecewear
AP001918	Purchase Apparel from a Sport Specialty Store
AP002567	Shopped for Hunting Fishing Camping Equipment/Internet

HOLIDAY TRAVEL – Whether it's a trip to see family members across the country, a ski getaway, or a warm weather beach retreat, the holidays and travel go hand in hand. Our targeted data can tell you who is likely in the market for airfare and lodging, what brands and providers they prefer and a whole lot more.

AP004167	Delta Sky Mile Members
AP004168	United Mileage Plus Members
AP004235	American Advantage Members
7747	Travel – Family Vacations
7748	Travel – Cruise Vacations

CONCERT, SPORTS AND SHOWS – The holiday season is often a time when buyers are more likely to spend a little more of their budget on entertainment. For some, that means buying tickets to the big game. For others it's lining up for the hottest touring acts in the country. Our data dimensions tell you who has bought tickets in the past and their method of purchase, including phone, mail or Internet. Get this data and take action before their purchasing decisions are made.

AP002738	Bought Other Tickets to Concerts Shows Sports Etc. by Mail Phone
AP002739	Bought Other Tickets to Concerts Shows Sports Etc. Via the Internet
AP000611	Spent Leisure Time in Classical Music or Opera Performances
AP000609	Spent Leisure Time in Country Music Performances

HOLIDAY CAR BUYERS – Many families pick the holidays as the time to splurge on a major purchase like a new car. Plan a targeted media buy to reach these consumers before they start shopping.


AP000024	Affinity for a New Porsche
AP000028	Affinity for a New Volvo
AP000222	Affinity for a New Lexus
AP000223	Affinity for a New Lincoln
AP000226	Affinity for a New Mitsubishi
AP000227	Affinity for a New Nissan

HOME DECORATIONS – No season can compete with the holidays when it comes to money spent on decorating. Homeowners spare no expense when it comes to lighting their home, trimming the tree and adding any other number of festive touches to the décor. Now is the time to reach out to this big spending group before they start stringing holiday lights.

7815	Home Furnishings/Decorating
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TABLET/MOBILE MEDIA SHOPPER – Acxiom's data can give you insights beyond brands, stores and categories – we can even tell you what type of mobile device your target is utilizing for their holiday shopping. Want to know which prospects are most likely to browse and compare gifts 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 audiences can pay off big for you and your clients this holiday season, email us at dataguru@acxiom.com.