

MAKING SPIRITS BRIGHT



Consumers spent more than \$658 billion during the 2016 holiday season. With targeted audiences from Acxiom, your marketing message can hit its mark with these shoppers and make the cash register ring.

- Target audiences based on where and how they're most likely to spend
- Precisely target your marketing messages to multiple audience selections for the most impact

TOTAL 2016 HOLIDAY SALES

\$658.3B

UP 4% FROM 2015

2016 NON-STORE SALES

\$122.9B

UP 12.6% FROM 2015



SPENDING INCREASE

- Furniture and home furnishings stores
- Building materials and supplies stores



SPENDING DECREASE

- Department stores
- Electronics and appliances stores

SAMPLE ACXIOM AUDIENCES INCLUDE:

- Shoppers taking to the malls and those jumping online to avoid the crowds
- Audiences busy decking the halls or preparing for a feast
- Holiday travelers and active outdoors families

Contact DataGuru@acxiom.com for a comprehensive list of audiences. Custom audience recommendations are delivered in 24 to 48 hours.



TOYS, TOYS AND MORE TOYS – One gigantic category, with insights into gifts for toddlers, tweens or grownups who never grew up. Video games, sporting goods, action figures and more.

COOKING ENTHUSIASTS – This audience includes cooks stocking up on the necessary gear to prepare the big meal, as well as friends and family looking to buy the latest kitchen gadgets for the cooks in their lives.

DEPARTMENT STORE MOMS – Connect to this segment with a robust disposable income (above \$75K) that frequents department stores during the holidays and have a history of big spending in stores and online.

GIFT BASKETS – One can't miss holiday gift is baskets filled with goodies and delivered to friends and loved ones. We can help tap into this lucrative market that peaks during the holiday season.

MOVIEGOERS – When the holiday shopping is done, Americans want to unwind and be entertained at the movies. Remind interested moviegoers about holiday premieres, show times and more.

ACTIVE FAMILY GIFTS – If the focus is centered on sporting goods or performance outerwear, our audiences put the sales message where it will get noticed.

HOLIDAY TRAVEL – Whether it's a trip to see family members or a ski getaway, the holidays and travel go hand in hand -- find who is likely in market for airfare and lodging, which brands and providers they prefer and a whole lot more.

CONCERT, SPORTS AND SHOWS – Buyers are likely to spend a little more on entertainment during the holiday season – whether it's tickets to the big game or the hottest touring acts. Tap into consumers who have bought tickets as well as their method of purchase.

HOLIDAY CAR BUYERS – Many families splurge on a major purchase like a new car during the holidays. Reach these consumers with affinities from Lexus to Lincoln to Volvo and more – before they start shopping.

HOME DECORATIONS – No season can compete with the holidays when it comes to money spent on decorating. This audience spares no expense when it comes to decking the halls and adding festive touches to the décor.

TABLET/MOBILE MEDIA SHOPPER – Acxiom's data can give you insights beyond brands, stores and categories — we can even tell you which type of mobile device your target is using to do their holiday shopping.

For more information about how these and other targeted audiences can pay off big this holiday season, email us at dataguru@acxiom.com.

