



# FEED THE BOTTOM LINE THIS THANKSGIVING WITH TARGETED AUDIENCES

America's appetite for holiday shopping has never been bigger. Make sure to get a piece of the pie.

Beginning with buying food for the whole family and ending with shopping for everyone on their holiday gift list — Thanksgiving continues to be one of the most robust retail events of the year. Take advantage of the billions of dollars that will be spent this year with a targeted media buy from Acxiom.

Get a jump start on the shopping season by targeting for holiday travel, food, and other products consumed over the big holiday weekend. Acxiom can help you reach the right audiences before they make a purchasing decision.



46 MILLION  
TURKEYS  
are consumed  
on Thanksgiving.

*Source: National  
Turkey Foundation*



32.5 MILLION  
PEOPLE  
watched the NFL on  
Thanksgiving Day.

*Source: Nielsen*



\$116 MILLION  
RAISED FOR  
CHARITY  
worldwide on Giving  
Tuesday in 2016.

*Source: GivingTuesday.org*



40% OF ALL HOLIDAY SPENDING  
HAPPENS OVER THANKSGIVING  
and the average American spends  
\$802 for the entire holiday season.

*Source: National Retail Federation*



\$11.1 BILLION IN RECORD  
ONLINE SALES  
were generated from Thanksgiving  
through Cyber Monday in 2016.

*Source: Adobe Digital Index*

# CHOOSE FROM THESE LUCRATIVE AUDIENCES THIS THANKSGIVING:

**COOKING ENTHUSIASTS** Thanksgiving is the one holiday a year where gourmets get to strut their stuff for the whole family. From cookware to the latest gadgets for the kitchen, this niche could pay off big with the right media buy.

**FOOD AND GROCERY BUYERS** Thanksgiving is the one American holiday where eating is first and foremost. But before they can cook up this year's feast, they need to stock up on all of the essentials. Selling or delivering food by phone, mail or internet? If so, we can ensure the best chance of reaching customers before they fill their shopping carts.

**GIFTS AND GIFT BASKETS** One of the most can't miss holiday gifts are baskets filled with goodies and delivered to friends and loved ones. Selling gift baskets over the phone or through the mail? We can help tap into this lucrative market that peaks during the holiday season.

**HOLIDAY SHOPPERS** Want to get out in front of Black Friday value hunters or purchasers of big ticket items? We can help ensure that your sales message gets where it needs to go to make the register ring.

**HOLIDAY TRAVELERS** Thanksgiving and the surrounding days represent one of the busiest travel times of the year. Reach out to travelers before they buy airfare, book rooms or pick up any travel related items.

**HOME ENTERTAINERS** Food, family and friends are central to any Thanksgiving celebration. Want to know who's likely to host the family this year so you can get your message to them before they buy their holiday essentials? Connect to this lucrative audience with just a few simple clicks.

**MOVIEGOERS** After a big day of Turkey, football and shopping, many Americans head to unwind and be entertained at the movies. Remind interested moviegoers about holiday premiers, show times and more.

**TABLET/MOBILE MEDIA SHOPPER** Acxiom's data insights can also tell you what type of mobile device your target is utilizing for their holiday shopping. Want to know who is most likely to browse and compare gifts via their tablet? We can provide them.

For more information about targeted audiences from Acxiom, email us at [dataguru@acxiom.com](mailto:dataguru@acxiom.com)

