



# FEED THE BOTTOM LINE THIS THANKSGIVING WITH PERSONALIZED AUDIENCES

America's appetite for holiday shopping could exceed expectations. Make sure to get a piece of the pie. Beginning with buying food for the family and ending with shopping for everyone on their holiday gift list — Thanksgiving will continue 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 personalized media buy from Acxiom. Get a jump start on the shopping season by personalizing 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



30 MILLION PEOPLE watched the NFL on Thanksgiving Day.<sup>1</sup>



\$808 MILLION RAISED FOR CHARITY worldwide on Giving Tuesday in 2018.<sup>2</sup>



189.6 MILLION AMERICAN INDIVIDUALS shopped over Thanksgiving and the average American spends \$361.90 over that five-day period – up 16% from the previous year.<sup>3</sup>



CYBER WEEK SALES IN 2020 ROSE 20.7% compared to the previous year.<sup>4</sup>

<sup>1</sup><https://www.sportsmediawatch.com/2020/12/nfl-thanksgiving-ratings-big-despite-decline-washington-dallas/>

<sup>2</sup><https://www.philanthropy.com/article/givingtuesday-generates-estimated-2-47-billion-from-donors>

<sup>3</sup><https://nrf.com/media-center/press-releases/thanksgiving-draws-nearly-190-million-shoppers>

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## **CHOOSE FROM THESE LUCRATIVE AUDIENCES THIS THANKSGIVING:**

**COOKING ENTHUSIASTS** Thanksgiving is the one holiday a year where gourmets get to strut their stuff. 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** This segment could be surprising. With many reluctant to gather, holiday gifts or baskets filled with goodies and delivered to friends and loved ones could be bigger than ever. 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 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** Normally Thanksgiving and the surrounding days represent some of the busiest travel times of the year. While down dramatically, people are slowly easing back into travel. Reach out to them before they buy airfare, book rooms or pick up any travel related items.

**HOME ENTERTAINERS** Food and family are central to any Thanksgiving celebration. While the faces at the dinner table may include less guests this year, the feast will go on. 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.

**TABLET/MOBILE MEDIA SHOPPER** Acxiom's data insights can also tell you what type of mobile device people are 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 personalized audiences from Acxiom, email us at [dataguru@acxiom.com](mailto:dataguru@acxiom.com).**

