

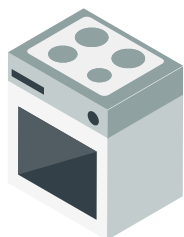
LOTAME DATA EXCHANGE

The World's Largest 2nd- and 3rd-Party Data Marketplace

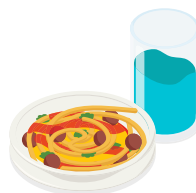
2020 CHRISTMAS HOLIDAY AUDIENCE SEGMENTS (US)



Christmas may look a little different this year with small family gatherings and many remaining home. But the tradition of gift giving, celebrating and shopping for those we love is a constant. Whether people are purchasing gifts that align with social distancing lifestyles such as home improvement and home entertainment, or indulging in luxury gifts, LDX audiences are packaged and ready to go for your Christmas campaign needs!



Electronics & Home Appliances



Food & Beverages



Smartphones



Gift Purchasers



Apparel

LOTAME HOLIDAY SHOPPERS AT A GLANCE:

Source: Lotame Data Exchange



56% female/44% male



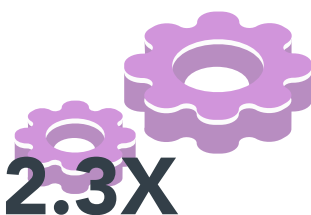
52% with HHI \$50k+



2.4X
more likely to buy
children's watches



2.4X
more likely to have
weight loss as part
of a New Year's
resolution



2.3X
more likely to
purchase home
improvement tools



2.3X
more likely to
purchase women's fine
jewelry



2.2X
more likely to
purchase women's
hair accessories

The Lotame Data Exchange (LDX) provides instant access to billions of global users across traditional web and mobile devices. Granular data is captured against these users and packaged into thousands of curated, targetable audience segments, giving every marketer, agency, publisher and platform the ability to harness the power of Lotame's third-party data.

Interested in Lotame's Holiday segments? Contact us at datasales@lotame.com