

# LOTAME DATA EXCHANGE

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

## 2020 CHRISTMAS HOLIDAY AUDIENCE SEGMENTS (APAC)



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**



**Gift Purchasers**



**Luxury Cosmetic Gifters**



**Smartphones**



**Dining Out**



**Luxury Apparel**



**Apparel**



**Jewelry Gifters**



**Food & Beverages**

## LOTAME HOLIDAY SHOPPERS AT A GLANCE:

Source: Lotame Data Exchange



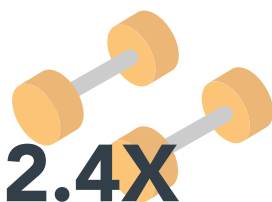
56% female/44% male



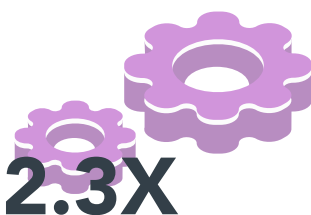
52% with HHI \$50k+



**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 Single's Day segments? Contact us at [APACDataRFP@lotame.com](mailto:APACDataRFP@lotame.com)