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!
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