

# CELEBRATE DIWALI SEASON WITH LOTAME AUDIENCES

## PLANNING A CAMPAIGN AROUND DIWALI?

Lotame has the audiences you need to successfully reach your targets with the right message across Diwali season.

### About Diwali Festival

Diwali is a five-day Hindu holiday held in either October or November each year. Celebrations include feasts, decorations, prayer, shopping and gift-giving. Before the actual festival, many people clean, renovate and decorate their homes and work spaces. During this timeframe we typically see an uptick in shopping behaviors amongst Indian population. Similar to Christmas, the majority of the online purchases take place prior to the holiday itself. Top online retailers offer discounts across thousands of products.

Don't miss out on planning your campaigns around this prime shopping season!

- More than 800 million people celebrate this festival. -factfile.org
- According to TRA Research, consumers propensity to purchase remains high in apparel, mobile phones and consumer electronics categories, especially electronics that made life livable during the extended lock down.

The most purchased items purchased during this period tend to include:

- Mobile phones
- Household appliances
- Clothes
- Real estate
- Chocolate

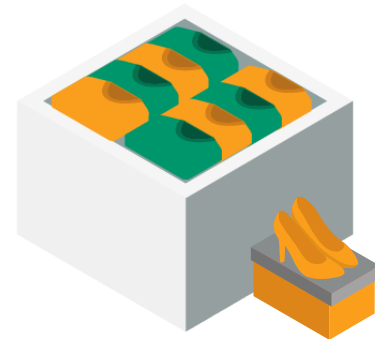
That's why Lotame has built six key audience segments to help you with your upcoming Diwali campaigns.



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## Sample Diwali Audience Segments

- Diwali Apparel Shoppers
- Diwali Smartphone Shoppers
- Diwali Electronic and Home Appliance Shoppers
- Diwali Real Estate Buyers
- Diwali Gift Givers
- Diwali Chocolate & Fruit Lovers



To learn more about Diwali segments, or custom requests, reach out to your local Lotame team of data experts who are here to help: [ApacDataRFP@lotame.com](mailto:ApacDataRFP@lotame.com)



## About Lotame

Lotame is the leading unstacked data solutions company that reaches over 974 million unique profiles in India, Indonesia, Malaysia and Singapore. Through the use of our quality 100% declared and demonstrated data, we help publishers, marketers and agencies find new customers, increase engagement, and grow revenue. Our real-time data management technologies, global data marketplaces, and award-winning customer service make it the clear choice for clients looking for a flexible, scalable and cost-effective alternative to the walled-off offerings from large MarTech stack companies.