

Are you ready to connect with motivated New Year's audiences?

Epsilon | Lotame

Every January, the world hits refresh. From home makeovers to wellness goals, consumers are driven by one mindset — *start strong*.

Capture the reset, **hitting every touchpoint.**

Lotame data shows that intent spikes across categories like home, health, and lifestyle, making this one of the most powerful times of year to reach active, goal-oriented audiences.

Connect with **high value audiences.**

- Home & Lifestyle Refreshers
- Wellness & Self-Improvement Seekers
- Streaming & Motivation Media Fans
- Dining & Indulgence Balancers
- Fashion & Beauty Upgraders
- Professional & Productivity Resolvers
- Travel & Mobility Planners
- Financial & Goal-Oriented Planners

Get Data Empowered with Lotame Audiences.

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Consumers are **4.7x more likely** to shop for home furnishings and decor in January.

Lotame helps you turn that intent into impact.

