

Holiday Audiences Playbook





Holiday season is approaching – are you prepared? Last year, holiday season retail sales rose by 3.8% YoY¹, and growth is expected again for 2024.

Lotame’s prepackaged, ready-to-buy Q4 holiday audience segments get you in front of the right consumers in a shopping frame of mind, whether they’re looking for inspiration, considering products and services, or ready to buy. All of Lotame’s custom and prepackaged audiences, ranging from demographics to interest and intent, are available for activation globally on CTV, desktop, and mobile inventory.


Get *Data Empowered* this holiday season with Lotame audiences.





Table of Contents

Lotame Data Exchange Overview	4
Holiday Audiences	
• Global	5
• North America	10
• LATAM	11
• EMEA	12
• APAC	13
Activate Now	16



Lotame Data Exchange

One of the World's Most Trusted Data Marketplaces

Empower your holiday campaigns with the smartest, fastest, easiest source of trusted global data. [Lotame Data Exchange](#) (LDX) offers marketers a breadth and depth of high-quality data sources for audience intelligence, scaled enrichment, and cookieless activation. Access prepackaged audiences available in more than 50+ platforms today — DSPs, SSPs, social channels, analytics, and measurement platforms — or reach out to our data experts for custom audience creation.

Lotame Data Exchange audiences are available for activation on mobile, CTV, and desktop browsers, including cookieless environments via Lotame Panorama ID™. [View our case studies.](#)

Find your audience across screens:

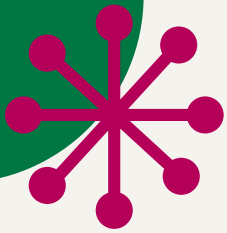
- Data sourced from Web, Mobile, CTV
- 5k+ demo, interest, intent, CTV viewership audiences, and more
- Available in 50+ platforms

Find Your Audience on CTV

Command the biggest screen in the house with CTV. All of Lotame's custom and prepackaged audiences are targetable on over 50 CTV and OTT media channels globally.

[Learn More](#)





Global

Halloween

Eighty-five percent of those planning to celebrate Halloween this year either plan to go bigger or retain similar plans compared to last year, which was a record year in sales². Top spending goes towards costume buying, candy, decorations, and greeting cards. Get your campaigns in front of those planning parties, decorating, attending events or just looking for a silly trick or sweet treat this October.

- Halloween Shoppers
- CPG Candy, Chocolate
- CPG Candy, Non-Chocolate
- Costume Buyers
- Declared Parents
- Horror Movie Enthusiasts
- Halloween Home Decorating
- Party Planners/Special Events
- Candy Purchasers
- Halloween Recipes





Global

Black Friday & Cyber Monday

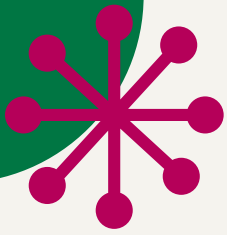
More and more consumers are shopping online on Black Friday, with online sales increasing 7.5% YOY³. Cyber Monday – the Monday following Thanksgiving – also continues to gain traction with 64% of people planning to shop deals. Capture these in-market consumers with the following high-quality, targeted audiences.

Black Friday & Cyber Monday Shoppers

- Electronics
- Home Appliances
- Smartphones
- Apparel
- Wearables/Gadgets
- Gaming
- Discount Shoppers
- Online Luxury Shoppers

Online Shoppers

- Shoppers Women's Clothing
- Shoppers Men's Clothing
- Discount Shoppers
- Social Media Users



Global

Chanukah/Hanukkah

Judaism's eight-day festival of lights, Chanukah is a celebration of family, food, and children. Reach and influence consumers celebrating this gift-giving holiday with friends and family.

Baking Enthusiasts

- Product Purchasers - Sugars, Sweeteners
- Product Purchases - Cookware
- Holiday Bakers
- Cooking & Recipes
- Kosher Recipes
- Hanukkah Recipes
- Kosher Cooks
- Holiday Cooks
- Recipe Content

Hanukkah Celebrators

- Gift Buyers
- Families
- Parents
- Games & Toys





Global

Christmas

Families around the world will spend up to 156%⁴ of their monthly income on Christmas. Capture these shoppers, bargain hunters, last-minute customers, over-preparers, or impulsive spontaneous buyers.

Baking Enthusiasts

- Product Purchasers - Sugars, Sweeteners
- Product Purchases - Cookware
- Holiday Bakers
- Cooking & Recipes

Decorators

- Homeowners
- Outdoor Decorating
- Party Supplies & Decorations
- Do It Yourself Decorators
- Home Decorating

Holiday Travelers

- Vacation Travel
- Winter Holiday Travel
- European Travel
- Airline Ticket Purchasers

Gift Purchasers

- Electronics
- Home Appliances
- Food & Beverage
- Gift Purchasers
- Smartphones
- Apparel

New Year's Eve

Capture the attention of consumers planning to ring in the New Year, either out and about or at home with their families.

Celebrators

- Dining: Dine In / Takeout / Gift Cards
- Discount Shopping
- Entertaining at Home
- Alcohol Purchasers
- Food & Beverages

Decorators

- Homeowners
- Outdoor Decorating
- Party Supplies & Decorations
- Do It Yourself Decorators
- Home Decorating
- Party Planners/Special Events

New Year's Resolutions

A near majority of consumers (44%)⁵ plan to make a New Year's resolution each year. The most popular themes include fitness, weight loss, diet, and finances. Target and engage these audiences across display, mobile, CTV, and social with Lotame's high-quality segments.

Fitness Enthusiasts

- Health & Fitness
- Gym Goers
- Sports

Wellness Lifestyle Consumer

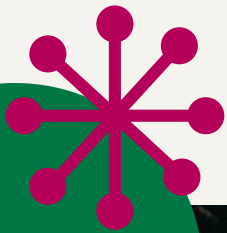
- New Year's Resolution Makers
- Skin Care Health
- Yoga & Mindfulness

Healthy Food Shoppers

- Dieting & Weight Loss
- Healthy Diet/Recipes
- Health Supplements

Responsible Spenders

- Personal Finance
- Online Banking
- Credit Card Holders





North America

Thanksgiving

Thanksgiving accounts for \$1 Billion⁶ in consumer spending on turkeys alone. It's also known as the single busiest travel day of the year, where nearly 30% of American adults⁷ spend an average of \$500 or more on travel expenses. Target consumers searching for food, travel packages, deals, or airline tickets.

Cooking Enthusiasts

- Product Purchasers - Turkey
- Product Purchases - Cookware
- Cooking & Recipes
- Thanksgiving Food
- Holiday Bakers

Travelers

- Thanksgiving Travelers
- Vacation Travel
- Winter Holiday Travel

U.S. Families

- Declared Parents
- Moms & Dads
- Declared Language English

All Saints' Day

This regional Catholic festival closes schools and banks, usually resulting in an increase in leisure activities. Popular items to buy include sweets, bright flowers, candles and crosses.

- Latin America - Online Shopping
- Spanish Speakers
- US Hispanics Online Shopping
- Latin America Holiday Shopping

Dia de Muertos

Celebrated from 31 October to 2 November, this LATAM holiday is continually increasing in popularity. Fifty-two percent of all Latin American Hispanics and 15%⁸ of the U.S. population commemorate Día de Muertos.

- US Hispanics - Country of Origin
- Spanish Speakers
- Latino American Cuisine
- Cosmetics - Makeup
- Jewelry & Fashion Accessories
- Costume Shoppers
- Latin America - Restaurants & Dining





EMEA

Boxing Day

Deal hunters hit the stores the day after Christmas looking to spend gift cards, shop for after-Christmas deals, and even return or exchange gifts. Target these consumers with these audience segments.

- Gift Purchasers
- Entertaining at Home
- Dining: Dine In / Takeout / Gift Cards
- Food & Beverages
- Discount Shopping
- Bargain Shoppers

APAC

Mega Sales Days

From **Singles Day (11 November)**, the world's biggest shopping event, to other huge Mega Sales Days such as **Super Shopping Day (9 September)**, **Shopping Festival (10 October)**, **12 December**, **Black Friday**, and the **Year End Sale (YES)** – consumers everywhere in APAC will be looking for deals on luxury items, self-love products, or holiday gifts. Build your brand on these massive digital shopping events with high-quality targeted audience segments.

- Beauty
- Fashion
- Home
- Fitness
- Gifts
- Amazon, Shopee & Lazada Shoppers
- Deal Shoppers
- Shopping Sales Event Asia
- Festive Gifting
- Fashion & Beauty
- Luxury Travel
- Consumer Electronics





APAC

Dussehra

Dussehra is a cultural and social festival that brings together families for feasting and exchanging gifts. People in the Hindu culture come together to celebrate the values of truth, righteousness, and the victory of good over evil. Top on the list for shoppers to buy this festival season are kitchen appliances, grocery items, and luxury apparel⁹.

- Online Shopping
- HNI Shoppers
- Apparel Shoppers
- Electronic Buyers
- Automobiles
- India Fashion & Beauty
- India Online Shopping
- India Online Shopping Luxury



APAC

Diwali

Diwali has traditionally been one of the biggest shopping seasons for Indian consumers. With major retailers like Flipkart and Amazon boasting huge sales, in-market shoppers will be looking for deals on items like gifts, apparel, jewelry, electronic appliances, lights, and crackers.

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

APAC

Chinese New Year

More than 1.5 Billion¹⁰ people worldwide celebrate Chinese New Year. Celebrations include honoring ancestors, exchanging gifts, and toasting to good fortune. Get in front of the right consumers looking for ways to ring in the New Year with unique products and services like yours.

- Affluent Chinese
- Chinese New Year Gift Purchasers
- Chinese Travelers
- Dining
- Discount Shoppers
- Chinese Speakers

Activate Q4 Holiday Audiences Now

Reach your next best customers across screens — **mobile, CTV, and desktop** — with Lotame audiences, available in more than 50+ platforms today — including:



See our [Partners and Integrations](#) to learn more.

Get *Data Empowered* with Lotame holiday audiences. Contact us today!

AMERICAS

USCANdataRFP@lotame.com

APAC

APACdataRFP@lotame.com

EMEA

EMEAdataRFP@lotame.com

INDIA

INDIAdataRFP@lotame.com

LATAM

LATAM@lotame.com



Stay in the Know

Get personalized data insights by region by subscribing to the Lotame Data Exchange Connection, our quarterly newsletter on all things audience data.

[Subscribe Now](#)

