

Lotame Audience Playbook

# Seasonal Audience Segments Guide



# Maximize your campaign impact **all year round** with ready-made Lotame audiences

Seasonal events and holidays present unique opportunities for digital marketers to connect with consumers primed to spend, celebrate, and engage with brands. Lotame's Seasonal Audience Segments Guide empowers marketers to capitalize on these moments by delivering messages to the right audience, at the right time, across any screen. We've conveniently outlined seasonal audiences for all of your campaign needs by quarter, so you can:

- **Plan ahead:** This year-round guide will help marketers plan all of their campaign needs far in advance.
- **Boost relevance:** Connect with consumers actively seeking solutions related to the season.
- **Maximize addressability:** Reach into cookieless environments and future-proof your campaigns.
- **Increase engagement:** Capture attention when purchase intent is high.
- **Drive conversions:** Maximize the impact of your ad spend with targeted messaging.

## Lotame Data Exchange

One of The World's Most Trusted Data Marketplaces

Lotame's global audience segments, available across CTV, desktop, mobile, and cookieless environments, make it easy to tailor your campaigns for maximum impact.

### Find your audience across screens

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

### Activate 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.

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## Quarter 1 · January - March

The year begins with a vibrant tapestry of celebrations and traditions across the globe. In regions experiencing winter's chill, consumers seek indoor comforts, cozy gatherings, and ways to fulfill their New Year's resolutions. Meanwhile, those enjoying the peak of summer embrace outdoor events, vacations, and cultural festivals. This quarter presents diverse opportunities to engage consumers with varying interests and preferences, no matter their location or climate.

### New Year's Celebrations

- **Fitness Enthusiasts:** Target those resolving to get in shape with gym memberships, workout gear, and healthy meal plans.
- **Health Food Shoppers:** Appeal to those focused on clean eating and wellness goals.
- **Responsible Spenders:** Reach consumers seeking financial products and services to start the year right.

### Valentine's Day

- **Married Households with Children:** Capture the attention of those most likely looking for the perfect present for their loved ones.
- **Romantic Dinners:** Attract couples seeking memorable dining experiences.
- **Jewelry Buyers:** Target consumers splurging on sentimental tokens of love.

### Chinese New Year

- **Chinese Travelers:** Reach those planning trips to celebrate with family and friends.
- **Gift Purchasers:** Promote culturally relevant gifts and decorations.
- **Cultural Enthusiasts:** Engage those interested in traditions and festivities.

### Carnival (LATAM)

- **Event Attendees:** Connect with partygoers seeking costumes, accessories, and travel deals.
- **Costume Shoppers:** Highlight your festive attire and makeup options.
- **Party Enthusiasts:** Promote party supplies, food, and drinks.

### St. Patrick's Day

- **Festive Party Goers:** Target those seeking pub crawls, parades, and parties.
- **Alcohol Purchasers:** Reach consumers stocking up on beer, whiskey, and spirits.
- **Festive Shoppers:** Promote green apparel, decorations, and themed merchandise.



## Quarter 2 · April - June

As the seasons shift, so do consumer behaviors. In areas transitioning to spring, there's a renewed focus on outdoor activities, family gatherings, and fresh starts. Meanwhile, regions entering autumn embrace the changing colors, cooler temperatures, and a sense of reflection. Marketers can capitalize on these distinct seasonal shifts to tailor campaigns that resonate deeply with their target audiences.

### Easter

- **Holiday Shoppers:** Offer deals on Easter baskets, candy, and festive decorations.
- **Candy Buyers:** Highlight your seasonal treats and sweets.
- **Family Gatherings:** Cater to those planning brunches, dinners, and family activities.

### Earth Day

- **Eco-conscious Consumers:** Promote sustainable products, services, and practices.
- **Green Product Buyers:** Reach those seeking eco-friendly alternatives.
- **Environmental Activists:** Engage those passionate about protecting the planet.

### Mother's Day

- **Last Year's Mother's Day Shoppers:** Showcase your thoughtful gifts, from flowers to jewelry to experiences to those most likely to spoil mom.
- **Spa & Wellness:** Attract those seeking pampering and relaxation for their moms.
- **Dining Out:** Offer special menus and deals for Mother's Day celebrations.

### Father's Day

- **Shoppers Looking for Dad Gifts:** Highlight your selection of gifts for dads, from tools to tech to grilling gear.
- **Outdoor Activity Enthusiasts:** Reach those planning camping trips, fishing excursions, or golf outings.
- **Tech Gadget Shoppers:** Promote the latest gadgets and electronics.

### Golden Week (APAC)

- **Travel Planners:** Offer deals on flights, hotels, and tours for this major vacation period.
- **Luxury Shoppers:** Cater to those seeking high-end brands and experiences.
- **Experience Led Shoppers:** Target those most likely to seek out festivals, concerts, and other experience and entertainment options.



## Quarter 3 · July - September

This quarter brings a wave of diverse experiences across the globe. Regions experiencing summer revel in vacations, outdoor events, and back-to-school preparations. Meanwhile, those transitioning into winter embrace the coziness of indoor activities, holidays, and cultural celebrations. This dynamic seasonality allows for targeted campaigns that resonate with specific audiences, regardless of their hemisphere.

### Independence Day (US)

- **Party Planners:** Target those organizing barbecues, picnics, and gatherings.
- **BBQ Enthusiasts:** Promote grilling supplies, outdoor furniture, and recipes.
- **Outdoor Activity Shoppers:** Appeal to those seeking camping gear, beach essentials, and sporting goods.

### Back to School

- **Parents Looking for Sales:** Offer deals on school supplies, clothing, and electronics.
- **School Supplies Shoppers:** Highlight your selection of backpacks, notebooks, and pens.
- **Clothing Buyers:** Promote back-to-school fashions and uniforms.

### Vacation

- **Travel Planners:** Reach those booking flights, hotels, and activities for their upcoming escapes.
- **Vacation Shoppers:** Offer deals on luggage, swimwear, and travel accessories.
- **Outdoor Adventure Seekers:** Target those interested in hiking, camping, and water sports.

### Olympics

- **Olympic Sports:** Target those interested in specific sports or athletes competing in the games.
- **Affluent Persons / Families:** Cater to those who may have the means to attend events or purchase high-end merchandise.
- **Sports Enthusiasts:** Appeal to those passionate about athletics.

### Euro Cup (EMEA)

- **Soccer Fans:** Engage those passionate about football/soccer with team-specific merchandise and viewing experiences.
- **European Sports:** Reach a broad audience interested in sporting events and culture.
- **United Kingdom Sports:** Target fans in the UK who closely follow the Euro Cup.

### Dussehra (APAC)

- **Style & Fashion Shoppers:** Reach those looking for festive clothing, decorations, and gifts.
- **Apparel Shoppers:** Promote traditional attire and festive wear for celebrations.
- **Electronic Buyers:** Target those seeking electronics as gifts or for personal use during the festival.



## Quarter 4 · October - December

As the year draws to a close, global celebrations and traditions take center stage. In areas experiencing autumn and winter, the holiday spirit comes alive with festive cheer, family gatherings, and a flurry of shopping for gifts and decor. Conversely, regions welcoming spring focus on outdoor activities, travel, and new beginnings. This unique blend of traditions and opportunities allows marketers to connect with consumers across a wide spectrum of interests and priorities.

### Halloween

- **Costume Buyers:** Showcase your creative costumes, accessories, and makeup options.
- **Candy Shoppers:** Highlight your selection of seasonal treats and sweets.
- **Event Planners:** Offer party supplies, decorations, and catering options.

### Thanksgiving

- **Cooking Enthusiasts:** Promote kitchen gadgets, cookware, and Thanksgiving recipes.
- **Travel Planners:** Target those booking flights and lodging for family gatherings.
- **Family Gatherings:** Offer deals on dining sets, table linens, and entertainment.

### Black Friday & Cyber Monday

- **Deal Seekers:** Attract bargain hunters with discounts and limited-time offers.
- **Online Shoppers:** Promote your e-commerce site and highlight convenient shopping options.
- **Electronics Buyers:** Target those seeking deals on TVs, computers, and gadgets.

### Chanukah & Christmas

- **Gift Purchasers:** Showcase your curated selection of gifts for all ages and interests.
- **Holiday Decorators:** Offer festive decorations, lights, and ornaments.
- **Family Travelers:** Promote vacation packages, travel deals, and winter activities.

### Boxing Day (EMEA)

### Mega Sales Days

(APAC)

### Diwali (APAC)

- **Entertaining at Home:** Offer party supplies, food, and drinks for post-holiday gatherings.
- **Apparel Shoppers / Jewelry Buyers (Diwali):** Target those seeking traditional attire, gifts, and jewelry for the festival of lights.
- **Gift Givers:** Appeal to last-minute shoppers seeking deals on remaining inventory.



# Activate **across any channel**

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.





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