



Wowcher is a leading marketplace in the UK to buy the best things to do in your city - or wherever you may be. Wowcher provide value on popular products, local experiences and travel getaways.

CORE VERTICALS

Home, Beauty, Electronics, Restaurants & Bars, Entertainment, Garden, Activities, Children and Baby

SOURCE OF DATA

Our data is declarative, coming from the visitation behaviour of our users.

DEVICE COVERAGE

Mobile & Web

REGION AVAILABILITY

UK

KEY HIGHLIGHTS

Wowcher has millions of profiles of in market customers across a wide range of verticals. Ensuring you are connecting with the most valuable potential consumers.

MODELED DATA

No

CONTACT

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TOP SEGMENTS



HOME

Home is where the heart is. This segment is made up of home enthusiasts.



ENTERTAINMENT

This audience enjoy entertainment ranging from the cinema, bingo, theatre and exhibitions.



BEAUTY

Consisting of all things beauty from treatments to skincare products and perfumes. This segment consists of beauty fans.



GARDEN

There's nothing quite like a British garden in the summertime. These users are garden enthusiasts with interests ranging from plants to garden furniture and even BBQ's.



ELECTRONICS

Interest in a range of gadgets including laptops, phones, cameras, headphones and tablets.



ACTIVITIES

These users enjoy the best activities in their cities. Ranging from theme parks, kids activities and other outdoor experiences.



RESTAURANTS & BARS

These users are interested in eating out and enjoying drinks out. This is over a wide range of cuisines.



CHILDREN AND BABY

This audience is interested in all the pieces needed to equip a nursery including prams highchairs, toys and fancy dress costumes not to mention those back to school items.