

Holiday shopping audiences



If Santa used data to plan his holiday campaign, he'd call Experian. After all, how else could he deliver the right gifts to just the right household? From sleigh bells to savings alerts, the holiday season isn't just about Christmas. Whether you're celebrating Hanukkah, Kwanzaa, Diwali, Lunar New Year, or simply the season of giving, brands have one thing in common: a need to reach the right audience at the right time, with messaging that resonates.

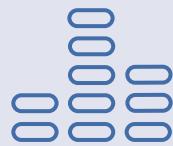
Experian's holiday shopping audiences, including **25 new audiences**, are designed to help you reach the most relevant shoppers for your holiday campaigns. Experian audiences are ready to activate across 200+ leading platforms, including TV, social, and programmatic.



When you choose Experian, you gain access to:



Data accuracy
ranked #1 by
Truthset



3,200+ audiences
across 15 verticals



30+ activation
platforms and
distribution to 200+
media platforms

You can find the complete audience segment name (taxonomy path) in the [appendix](#).





The merry makers

NEW! Bakeries High Spend

This segment contains consumers who demonstrate above average spend behavior in the bakery category, suggesting a strong preference for baked goods such as pastries, breads, and desserts.

NEW! Caterers High Spend

This segment contains consumers who allocate a higher share of their food spend toward catering services, indicating elevated purchasing activity for prepared meals, events, or large group dining.

NEW! Chocolate Candy Box Bag Bar Shoppers 3.5oz Plus

This segment contains buyers of chocolate candy products sold in larger quantities, including boxed chocolates, multipack bars, and shareable pouches. Purchases may support sharing, pantry stocking, or value-conscious shopping habits.

NEW! Chocolate Shoppers

This segment contains consumers who purchase chocolate across a range of formats, such as bars, truffles, baking chocolate, and seasonal novelties. Their buying behavior spans impulse snacking, gift giving, and stocking up for the holidays.

NEW! Cocktail Mix Shoppers

This segment contains consumers who are home entertainers and occasional mixologists who purchase drink mixers like margarita, bloody mary, or tonic. Their buying behavior peaks during holidays and events.

NEW! Frosting and Frosting Mix Shoppers

This segment contains consumers who shop for ready-made or dry frosting products, often for use in cakes, cupcakes, and desserts. Their behavior suggests engagement in family baking, holiday treats, or quick dessert preparation.

NEW! Marshmallow Shoppers

This segment contains consumers who purchase marshmallows in standard, mini, or flavored varieties. Uses may include baking, hot cocoa topping, or campfire treats like s'mores.

NEW! Ready-to-Use Pie Crust Shoppers

This segment contains consumers who opt for convenience in baking by using store-bought pie crusts for sweet or savory recipes. Their behavior supports semi-homemade cooking and seasonal or holiday meal planning.

NEW! Sugar Shoppers

This segment contains consumers who rely on sugar for baking, beverages, or cooking. Their purchases suggest a mix of traditional meal prep and sweet tooth indulgence.

Holiday Shoppers: High Spenders

This segment contains consumers who are high spenders during the holiday season, purchasing premium gifts and products, making this segment ideal for campaigns promoting upscale and exclusive holiday offerings.





The list-checkers

NEW! Precious Stones Metals Watches Jewelry High Spend

This segment contains consumers who demonstrate above average spending on fine jewelry, luxury watches, and precious metals and stones making them ideal targets for holiday campaigns featuring upscale accessories, timeless gifts, and high value personal items.

Big Box/Club Stores Holiday Shoppers

This segment contains consumers who are holiday shoppers who prefer purchasing from big box or club stores, taking value in bulk discounts and a wide selection. These shoppers are responsive to promotions and exclusive member deals from major retail chains (e.g., Best Buy, Walmart, Target).

Black Friday Holiday Shoppers

This segment contains consumers who are active shoppers during Black Friday sales, seeking significant discounts and deals on a wide range of products. These deal hunters are highly responsive to promotions and marketing campaigns that highlight Black Friday offers.

Cyber Monday Holiday Shoppers

This segment contains consumers who participate in Cyber Monday sales, looking for online shopping deals across various categories. These shoppers are tech-savvy and respond well to digital marketing campaigns and online-exclusive promotions.

Heavy Buyer/Spenders Holiday Shoppers: In-Store/Online

This segment contains consumers who are likely heavy in store/online spenders or frequent purchasers during the holiday season.

High Spend Gift Shoppers

This segment contains consumers who are high spenders at gift stores (e.g., 1-800 Flowers, Popcorn Factory and Harry & David).

High Shoppers: Apparel (Clothing)

This segment contains consumers who are likely high spenders or frequent purchasers of apparel/clothing during the holiday season.

Luxury Gift Shoppers

This segment contains consumers purchasing high-end, luxury gifts during the holiday season. These shoppers seek premium, exclusive items and are ideal for targeted campaigns promoting luxury products and gift ideas.

Online Coupon Users

This segment contains consumers who frequently seek and use online coupons to save on purchases. These savvy shoppers prioritize finding discounts and deals, making them highly engaged and value driven.

Post Holiday Shoppers

This segment contains consumers who are taking advantage of post-holiday sales for discounts on various products, from holiday decor to clothing. These savvy shoppers seek the best deals on clearance items and seasonal discounts.





The holiday hoppers

NEW! Bridge and Road Fees Tolls High Spend

This segment contains consumers who demonstrate above average spending on road related travel fees, such as bridge tolls, express lanes, and highway charges, suggesting regular driving, commuting or long-distance holiday travel by car.

NEW! Hotel High Spend

This segment contains consumers with high spending behavior at hotels.

NEW! Lodging, Hotels, Motels and Resorts High Spend

This segment contains consumers who show above average spend behavior across lodging providers, including hotels, motels, and resorts, based on a blend of transactional and behavioral signals.

NEW! Passenger Railways High Spend

This segment contains consumers who reflect elevated spending on passenger railways services, such as regional trains, intercity rail, and long-distance travel, suggesting a higher investment in rail-based transportation.

NEW! Timeshares High Spend

This segment contains consumers with high spending behavior at timeshares.

NEW! Tourist Attractions and Exhibits High Spend

This segment contains consumers with high spending behavior at tourist attractions and exhibits.

NEW! Travel Agencies and Tour Operators High Spend

This segment contains consumers with high spending behavior at travel agencies and tour operators.

Holiday Budget Savvy Airline Travelers

This segment contains consumers who prefer cost-effective airline options, prioritizing affordability without compromising on travel experience. They actively seek deals and discounts, making them responsive to budget airline promotions and travel package offers.

Holiday Travel - Airline

This segment contains consumers who seek convenience and quick travel. They prefer seamless travel experiences, making them ideal for targeted campaigns from airlines offering holiday deals, rewards programs, and premium services.

Holiday Travel - Travel - Train

This segment contains consumers opting for train journeys during holidays, valuing the scenic routes, comfort, and relaxed pace that train travel offers. This segment is ideal for promotions on rail passes, scenic train tours, and luxury rail experiences.





The entertainers

Cable and Streaming TV Service Subscribers

This segment contains consumers who subscribe to traditional cable TV and/or digital streaming platforms such as Netflix, Hulu, or YouTube TV, indicating a blended approach to home entertainment that spans both linear and on demand content.

Cable Satellite or Streaming Network Subscribers

This segment contains consumers in households that are likely to subscribe to paid linear TV services such as cable, satellite, and/or virtual MVPD (e.g. YouTube TV, Sling, Hulu+LiveTV).

Co-Watchers

This segment contains consumers in households with a high probability of watching television with others. These consumers watch television with others at least 60% of the time.

Cord Cutters

This segment contains consumers who prefer alternative Internet-based or wireless services (streaming) instead of cable TV.

Holiday TV

This segment contains consumers who engage with holiday themed television programming, including seasonal specials, movies, and festivals broadcasts, reflecting elevated viewership around traditions, nostalgia, and family entertainment during the holiday season.

NFL Enthusiasts

This segment contains consumers who are likely to be NFL enthusiasts.

Paid TV High Spenders

This segment contains consumers who are likely watching traditional cable, satellite, and various streaming services and have watched two or more TVs in the past seven days. These households are hard-core TV watchers/enthusiasts willing to spend money.

Screen Size – Large

This segment contains consumers in households with a high probability of watching television on large screen televisions only.

Sports Enthusiast

This segment contains consumers who are likely to be sports enthusiasts.

Streaming Video: High Spenders

This segment contains consumers who are likely high spenders of streaming video services (e.g. Vudu, Hulu, Netflix).

Have a campaign in mind and would like to layer in vertical data?

We have syndicated audiences that span across multiple verticals and categories including:



Auto



Business



Energy



Finance



Health



Retail



Travel

Experian's audiences can be activated on over **200 platforms**, work directly with an Experian representative to build an audience and activate on your preferred platform. Our audiences are also available directly off-the-shelf on **30+ major platforms** including:

FREEWHEEL
A COMCAST COMPANY

Magnite

nexxen

theTradeDesk®

VIANT.®

 **Microsoft**

Additionally, work with Experian's network of data providers to build audiences and send to an Audigent private marketplace (PMP) for activation.

Need a custom audience? We can help you build and activate an Experian audience on the platform of your choice.

[Connect with our audience team →](#)



Visit us at experian.com/marketing

©2025 Experian Marketing Services, Inc. All rights reserved.

Pg. 6

Appendix

Here are the complete audience segment names (taxonomy paths) for all audience segments discussed in this guide.

The merry makers

- Purchase Predictors > Shoppers All Channels > Bakeries High Spend
- Purchase Predictors > Shoppers All Channels > Caterers High Spend
- Retail Shoppers: Purchase Based > CPG Engagement > Chocolate Candy Box Bag Bar Shoppers
- Retail Shoppers: Purchase Based > CPG Engagement > Chocolate Shoppers
- Retail Shoppers: Purchase Based > CPG Engagement > Cocktail Mix Shoppers
- Retail Shoppers: Purchase Based > CPG Engagement > Frosting and Frosting Mix Shoppers
- Retail Shoppers: Purchase Based > Seasonal > Holiday Shoppers: High Spenders
- Retail Shoppers: Purchase Based > CPG Engagement > Marshmallow Shoppers
- Retail Shoppers: Purchase Based > CPG Engagement > Ready To Use Pie Crust Shoppers
- Retail Shoppers: Purchase Based > CPG Engagement > Sugar Shoppers

The list-checkers

- Purchase Predictors > Shoppers All Channels > Precious Stones Metals Watches Jewelry High
- Retail Shopper: Purchase Based > Seasonal > Holiday Shoppers: Big Box/Club Stores Shoppers
- Retail Shoppers: Purchase Based > Seasonal > Holiday Shoppers: Black Friday
- Retail Shoppers: Purchase Based > Seasonal > Holiday Shoppers: Cyber Monday
- Retail Shoppers: Purchase Based > Seasonal > Holiday Shoppers: Heavy Buyer/Spenders: In Store
- Retail Shoppers: Purchase Based > Seasonal > Holiday Shoppers: Heavy Buyer/Spenders: Online
- Retail Shoppers: Purchase Based > Shopping Behavior > Gift Shoppers High Spend Spenders
- Retail Shoppers: Purchase Based > Seasonal > Holiday Shoppers: Apparel (Clothing)
- Retail Shoppers: Purchase Based > Seasonal > Holiday Shoppers: Luxury Gift Shoppers
- Retail Shoppers: Purchased Based > Shopping Behavior > Online Coupon Users
- Retail Shoppers: Purchased Based > Seasonal > Holiday Shoppers: Post holiday

The holiday hoppers

- Purchase Predictors > Shoppers All Channels > Bridge and Road Fees Tolls High Spend
- Purchase Predictors > Shoppers All Channels > Hotels High Spend
- Purchase Predictors > Shoppers All Channels > Lodging Hotels Motels Resorts High Spend
- Purchase Predictors > Shoppers All Channels > Passenger Railways High Spend
- Purchase Predictors > Shoppers All Channels > Timeshares High Spend
- Purchase Predictors > Shoppers All Channels > Tourist Attractions and Exhibits High Spend
- Purchase Predictors > Shoppers All Channels > Travel Agencies and Tour Operators High Spend
- Retail Shoppers: Purchase Based > Seasonal > Holiday Budget Savvy Airline Travelers
- Retail Shoppers: Purchase Based > Seasonal > Holiday Travel - Airline
- Retail Shoppers: Purchase Based > Seasonal > Holiday Travel-Train

The entertainers

- Television (TV) > Household/Family Viewing > Cable and Streaming Service Subscribers
- Television (TV) > Household/Family Viewing > Cable Satellite or Streaming Network
- Television (TV) > Household/Family Viewing > Co-Watchers
- Television (TV) > Household/Family Viewing > Cord Cutters
- Publisher Derived > IAB Television > Holiday TV
- Lifestyle and Interests (Affinity) > Activities and Entertainment > NFL Enthusiasts
- Television (TV) > TV Enthusiasts > Paid TV High Spenders
- Television (TV) > Viewing Device Type > Screen Size – Large
- Lifestyle and Interests (Affinity) > Sports and Recreation > Sports Enthusiast
- Retail Shoppers: Purchase Based > Entertainment > Streaming/Video/Audio/CTV/Cable TV: Streaming Video: High Spenders

