


Two things Advanced TV players should focus on this holiday season

As we dive into the holiday shopping season, it's crucial to gain insights into consumer spending habits, preferred shopping destinations, and emerging trends. As streaming TV gains traction and platforms add more ad-supported tiers, knowing who's watching on these platforms keeps getting harder.

This holiday season, Experian can help you understand your audience, strengthen signals, link data across the ecosystem, and measure success. Here are two things that marketers utilizing the reach and power of TV and connected TV (CTV) should focus on this holiday season.

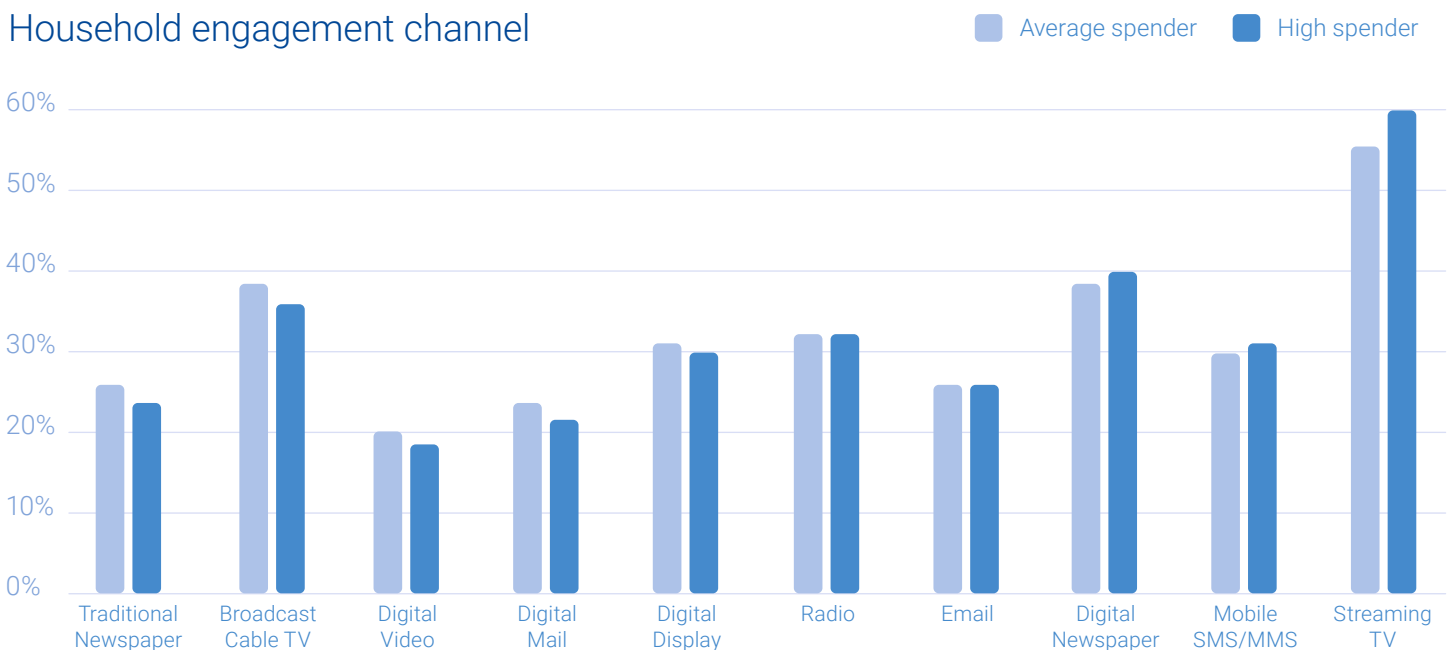


Segmentation

Get a better understanding of your audience so you can make your inventory more addressable. This will allow you to provide more relevant recommendations to advertisers and marketing teams.

This holiday season, focus on high and average spenders whose #1 engagement channel is streaming TV.

Household engagement channel



Our TrueTouchSM engagement channels score a person's receptivity to receiving brand messages.



Audiences you can activate

Our purchase-based holiday audiences feature consumers who are likely high spenders during the holiday season. These audiences are built and sourced from new data that compiles opt-in consumer transaction data across 29 retail categories.

- 1 Retail Shoppers: Purchase Based > Seasonal > Holiday Shoppers: Big Box Stores: Amazon
- 2 Retail Shoppers: Purchase Based > Seasonal > Holiday Shoppers: Big Box Stores: Costco In Store
- 3 Retail Shoppers: Purchase Based > Seasonal > Holiday Shoppers: Big Box Stores: Sams Online
- 4 Retail Shoppers: Purchase Based > Seasonal > Holiday Shoppers: Big Box Stores: Walmart In Store
- 5 Retail Shoppers: Purchase Based > Seasonal > Holiday Shoppers: Luxury Department Stores: In Store



You can pair our purchase-based holiday audiences with our TrueTouch engagement channels for online/streaming and broadcast/cable TV as an additional targeting segment.



Experian's Purchase Predictor audiences allow brands to tailor their campaign targeting to households most likely to gift their products. Ring in the holidays with Experian's best-in-class data to make the most out of your CTV and digital holiday campaigns!

Annie Schatzberg, *Account Executive, Advanced TV*



For more expert advice and access to all our predictions for this year's holiday shopping season, download our 2023 Holiday spending trends and insights report today.

[Access the full report →](#)

