

Holiday shopping audiences



With [over a billion shoppers](#) eagerly preparing to shop for holiday gifts, decorations, and seasonal essentials, now is the perfect time to refine your marketing tactics and connect with these shoppers. With holiday retail sales set to reach [\\$1.37 trillion](#), it's time to tailor your strategy to resonate with these audiences, ensuring your holiday advertising campaigns light up the festive season. Whether online or in-store, the holiday shopping season offers marketers and retailers a chance to capture attention, drive sales, and build lasting customer relationships.

Experian can help you capitalize on the holiday shopping frenzy. We recently released 19 new holiday syndicated audience segments we recommend targeting to drive engagement and conversions. Our syndicated audiences are available for activation on-the-shelf of most major platforms.

When you choose Experian, you gain access to:

- Data accuracy [ranked #1](#) by Truthset
- **2,400+** 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](#).



Holiday shopping styles

Last-Minute Holiday Shoppers

This segment contains consumers who are last-minute shoppers, with 70% of their holiday shopping occurring the ten days before Christmas. This segment makes substantial purchases during this period.

One Stop Holiday Shoppers/Power Shoppers: In-Store or Online

This segment contains consumers who complete most of their shopping on a single day. You can reach this audience based on the channel they shop on: online or in-store.

eCommerce Diehards

This segment contains consumers who are likely eCommerce high spenders or frequent purchasers.

Brick-and-Mortar Diehards

This segment contains consumers who are likely brick-and-mortar high spenders or frequent purchasers.

Impulse Buyers

This segment contains consumers who find it difficult to say 'no' to things that catch their eye.





\$ Discount-seeking shoppers

New! 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.

New! 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.

New! 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).

New! Discount Holiday Shoppers

This segment contains consumers who are holiday shoppers seeking the best deals and discounts for their seasonal purchases.

New! Online Coupon Shoppers

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.

TrueTouch: Coupon Site

This segment contains consumers that are likely to make purchases via Online Deal Vouchers (e.g., Groupon or LivingSocial).

Department Store Deal Shoppers: In-Store or Online

This segment contains consumers who are online/in-store spender deal shoppers at department stores (e.g., Marshalls, Ross Stores, T.J. Maxx).

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.



Gift givers

New! 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.

New! Holiday Shopping High Spenders

This segment contains consumers who are high spenders during the holiday season, purchasing premium gifts and products. This consumer group has a high overall spend, seeking high-quality, luxurious items, making them ideal for campaigns promoting upscale and exclusive holiday offerings.

New! Holiday Shopping Moderate Spenders

This segment contains consumers who are moderate spenders during holiday shopping, balancing quality and value.

New! Holiday Charitable Donations

This segment contains consumers who make charitable donations during the holiday season, supporting various causes and non-profits. These altruistic consumers are engaged in giving back and are ideal for campaigns promoting charitable initiatives and donation-matching programs.

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).

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

This segment contains consumers who are heavy spenders or frequent purchasers during the holiday season. You can reach this audience based on the channel they shop on: online or in-store.





Holiday travelers

New! Holiday International Travelers

This segment contains consumers who are planning international trips during the holiday season. These travelers seek unique and enriching experiences abroad, from exploring new cultures and cuisines to visiting famous landmarks, making them prime targets for travel-related promotions and services.

New! Holiday Travel -Train

This segment contains consumers who are travelers opting for train journeys during the 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.

New! 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.

Air Travel (FLA/Fair Lending Friendly)*

This segment contains consumers with a strong interest in air travel, based on their internet activity over the last 90 days. These consumers are highly engaged and actively researching flights, comparing airlines, and ready to plan and book their next getaway.

Vacation/Leisure Travelers: Domestic Trips

This segment contains consumers who are likely high spenders or frequent purchasers of domestic vacation travel in the U.S.

Vacation/Leisure Travelers: Frequent Spenders

This segment contains consumers who are likely frequent spenders of vacation/leisure travel.

Hotels: Frequent Spend

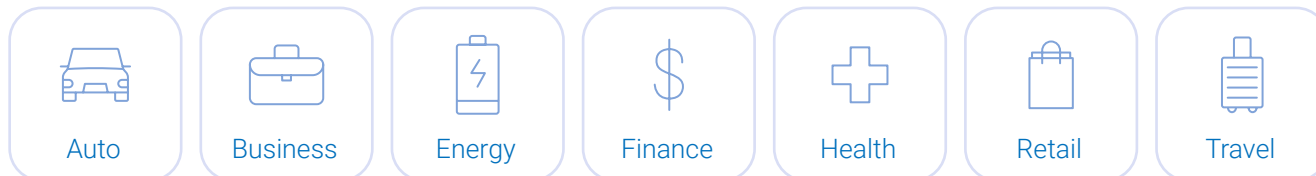
This segment contains consumers who are likely frequent spenders at hotels (e.g., Hilton, Holiday Inn, Hyatt, Marriott and Wyndham).

*"Fair Lending Friendly" indicates data fields that Experian has made available without use of certain demographic attributes that may increase the likelihood of discriminatory practices prohibited by the Fair Housing Act ("FHA") and Equal Credit Opportunity Act ("ECOA"). These excluded attributes include, but may not be limited to, race, color, religion, national origin, sex, marital status, age, disability, handicap, family status, ancestry, sexual orientation, unfavorable military discharge, and gender. Experian's provision of Fair Lending Friendly indicators does not constitute legal advice or otherwise assure your compliance with the FHA, ECOA, or any other applicable laws. Clients should seek legal advice with respect to your use of data in connection with lending decisions or application and compliance with applicable laws.



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:



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 →](#)

Appendix

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

19 new holiday audience segments

Field ID – Field name

- 77337 – Retail Shoppers: Purchase Based > Seasonal > Discount Holiday Shoppers
- 77347 – Retail Shoppers: Purchase Based > Seasonal > Holiday Charitable Donations
- 77348 – Retail Shoppers: Purchase Based > Seasonal > Holiday International Travel
- 77349 – Retail Shoppers: Purchase Based > Seasonal > Holiday International Travel - Asia
- 77350 – Retail Shoppers: Purchase Based > Seasonal > Holiday International Travel - Europe
- 77351 – Retail Shoppers: Purchase Based > Seasonal > Holiday Shoppers: Big Box/Club Stores Shoppers
- 77352 – Retail Shoppers: Purchase Based > Seasonal > Holiday Shoppers: Black Friday
- 77353 – Retail Shoppers: Purchase Based > Seasonal > Holiday Shoppers: Black Friday Big Box Club Stores
- 77354 – Retail Shoppers: Purchase Based > Seasonal > Holiday Shoppers: Black Friday Online Shoppers
- 77355 – Retail Shoppers: Purchase Based > Seasonal > Holiday Shoppers: Cyber Monday
- 77356 – Retail Shoppers: Purchase Based > Seasonal > Holiday Shoppers: Cyber Monday Big Box Club Stores
- 77358 – Retail Shoppers: Purchase Based > Seasonal > Holiday Shoppers: Halloween
- 77359 – Retail Shoppers: Purchase Based > Seasonal > Holiday Shoppers: High Spenders
- 77361 – Retail Shoppers: Purchase Based > Seasonal > Holiday Shoppers: Luxury Gift Shoppers
- 77363 – Retail Shoppers: Purchase Based > Seasonal > Holiday Shoppers: Moderate Spenders
- 77365 – Retail Shoppers: Purchased Based > Seasonal > Holiday Shoppers: Post Holiday
- 77367 – Retail Shoppers: Purchase Based > Seasonal > Holiday Travel - Airline
- 77368 – Retail Shoppers: Purchase Based > Seasonal > Holiday Budget Savvy Airline
- 77369 – Retail Shoppers: Purchase Based > Seasonal > Holiday Travel -Train

Appendix continued

Holiday shopping styles

- 23979 – TrueTouch: Communication Preferences > Purchase Behavior > Impulse Buyers
- 30089 – Retail Shoppers: Purchase Based > Seasonal > Holiday Shoppers: Last-Minute Holiday Shoppers
- 30091 – Retail Shoppers: Purchased Based > Seasonal > Holiday Shoppers: One Stop Holiday Shoppers/Power Shoppers: Online
- 30092 – Retail Shoppers: Purchased Based > Seasonal > Holiday Shoppers: One Stop Holiday Shoppers/Power Shoppers: In-Store
- 30253 – Retail Shoppers: Purchase behavior > Shopping Behavior > In-Store vs. Online: Brick & Mortar Diehards
- 30254 – Retail Shoppers: Purchase behavior > Shopping Behavior > In-Store vs. Online: eCommerce Diehards

Discount-seeking shoppers

- 24829 – TrueTouch: Communication Preferences > Purchase Behavior > Online Coupon Site
- 30670 – Retail Shoppers: Purchased Based > Shopping Behavior > Department Store Deal Shoppers In-Store Spenders
- 30671 – Retail Shoppers: Purchased Based > Shopping Behavior > Department Store Deal Shoppers Online Spenders
- 77374 – New! Lifestyle and Interests (Affinity) > Shopping Behavior > Online Coupon Shoppers

Gift givers

- 30688 – Retail Shoppers: Purchase Based > Shopping Behavior > Gift Shoppers High Spend Spenders
- 30088 – Retail Shoppers: Purchase Based > Seasonal > Holiday Shoppers: Heavy Buyer/Spenders: Online
- 30087 – Retail Shoppers: Purchase Based > Seasonal > Holiday Shoppers: Heavy Buyer/Spenders: In Store

Holiday travelers

- 23645 – Lifestyle and Interests (Affinity) > Travelers > Air Travel (FLA/Fair Lending Friendly)
- 30124 – Retail Shoppers: Purchase Based > Travel > Hotels: Frequent Spend
- 30128 – Retail Shoppers: Purchase Based > Travel > Vacation/Leisure Travelers: Domestic Trips
- 30130 – Retail Shoppers: Purchase Based > Travel > Vacation/Leisure Travelers: Frequent Spenders