



How to Target

Black Friday & Cyber Monday Audiences



eyeota

A Dun & Bradstreet Company

Whether it's one to one targeting or driving awareness at a massive scale, Eyeota's How to Target Black Friday & Cyber Monday Audience Guide is the blueprint to power your advertising campaigns with Black Friday & Cyber Monday audiences from best in class data brands & partners.

Browse our selection of Black Friday & Cyber Monday audiences segments built from behavioral, demographics, interests, intent, lifestyle and ownership insights. Activate our audience segments on all major demand-side and supply-side platforms to identify, reach and engage your best target customers on audio, connected TV, display, digital out-of-home, mobile and social channels.

Targeting **Global Black Friday & Cyber Monday Audiences**

Connect with Black Friday Shoppers

- Eyeota - Holidays and Events - Interest - GLOBAL - Black Friday
- Global ShareThis - Seasonal - Christmas - Black Friday Shoppers
- Global Affinity Answers - Interest - Events - Black Friday
- Global ComScore - Sociodemographic - Seasonal - Holidays & Events - Black Friday & Cyber Monday Shoppers

Connect with Cyber Monday Shoppers

- Eyeota - Holidays and Events - Interest - US - Cyber Monday Shoppers
- Global Affinity Answers - Interest - Events - Cyber Monday
- Global ShareThis - Seasonal - Christmas - Cyber Monday Shoppers
- Global ShareThis - Seasonal - Winter Holiday - Cyber Monday Shopper

Connect with Coupons & Deal Seekers

- Eyeota Powered by Ibotta - Purchasers - Coupon - Coupons
- Global Gourmet Ads Data - In-Market - Retail - Shopping - Coupon Users
- Global ShareThis - Shopping - Consumer Resources - Coupons and Discount Offers
- Global ShareThis - Shopping - Discount and Outlet Stores
- Global ShareThis - The Changing Consumer - Personal Budgeting
- Global Affinity Answers - Intent - Retail - Discount Stores



Targeting **Global Black Friday & Cyber Monday Audiences**

Connect with **Gift Givers**

- Eyeota - Holidays and Events - Interest - GLOBAL - Christmas - Candy and Gifts
- Eyeota Powered by Ibotta - Purchasers - Primary Category - Gift Cards
- Global Intuition - Seasonal - Holiday gift buyers
- Global ShareThis - Shopping - Gifts and Special Event Items - Gifts
- Global Intuition - Intent - Children's Gifts, Toys, Play

Connect with **Online Shoppers**

- Eyeota - Retail - Interest - Shopping - Online
- Eyeota Powered by Ibotta - Purchasers - Derived - Online Shoppers
- Global ComScore - Sociodemographic - Seasonal - Holiday Online Shopper - Households with Children
- Global ComScore - Sociodemographic - Seasonal - Holiday Online Shopper
- Global Experian Worldview - Retail - Online Shopping - Prefer to shop online to in-store

Connect with **In-Store Shoppers**

- Eyeota Powered by Ibotta - Purchasers - Derived - In Store Shoppers
- Global Experian Worldview - Retail - Online Shopping - Prefer to shop in-store to online
- Global ShareThis - Shopping - Mass Merchants and Department Stores
- Global Affinity Answers - Intent - Retail - Department Stores
- Global Affinity Answers - Intent - Retail - Discount Stores

Connect with **Holiday Shoppers**

- Global ComScore - Sociodemographic - Seasonal - Holidays & Events - Thanksgiving Shoppers
- Global ComScore - Sociodemographic - Seasonal - Holidays & Events - Christmas Shoppers
- Global ShareThis - Seasonal - Winter Holiday - Apparel Shoppers
- Global ShareThis - Seasonal - Winter Holiday - Electronics and Gaming Shoppers
- Global ShareThis - Seasonal - Christmas - Clothing Shoppers



Targeting US Black Friday & Cyber Monday Audiences

Connect with Black Friday Shoppers

- US 33Across - Seasonal - Black Friday Shoppers
- US Affinity Answers - Interest - Events - Black Friday
- US Alliant - Brand Propensities - Personas - Black Friday Buyer Propensity
- US Experian - Mobile Location Models - Visits - Black Friday Shoppers
- US Plunge Digital - Seasonal - Special Events - Black Friday Shoppers
- US 4SIGHT - Intent - In-market Purchase - Purchase Data - Big Box and Bulk Store Shoppers - Black Friday
- US 4SIGHT - Intent - In-market Purchase - Purchase Data - Department Store Shoppers - Black Friday

Connect with Cyber Monday Shoppers

- UUS 33Across - Seasonal - Cyber Monday Shoppers
- US 4SIGHT - Intent - In-market Purchase - Purchase Data - Price Conscious Shoppers - Cyber Monday
- US Acxiom - Retail - Seasonal - Thanksgiving Activity - Shop online on Cyber Monday
- US Adstra - Consumer - Seasonal - Seasonal - Cyber Monday Shoppers
- US Experian - Retail Shoppers - Purchase Based - Seasonal - Black Friday / Cyber Monday - Big Box / Club Stores Shoppers
- US YouGov - Christmas - Buying presents - Black Friday / Cyber Monday

Connect with Coupons & Deal Seekers

- US Experian - Retail Shoppers - Purchase Based - Seasonal - Holiday Shoppers - Coupons / Sale Shoppers - Online
- US Goldfish Ads - Interest - Shopping - Coupons
- US Plunge Digital - Interest - General Interest - Coupon Enthusiasts
- US GfK - Purchasing Power - Discount
- US Kantar - Lifestyle - In Market - Influenced by Discounts and Sales



Targeting US Black Friday & Cyber Monday Audiences

Connect with Gift Givers

- US 4SIGHT - Intent - In-market Purchase - Purchase Data - Gift Givers
- US Epsilon - Purchase History - General Gifts - Spend - Heavy Spenders
- US IXI (Equifax) - Retail Propensity - Gift Buyers
- US 33Across - 33Across AudienceID - Consumer Information - Gifts and Greetings

Connect with Online Shoppers

- US AnalyticsIQ - In Market - Online Shoppers - Shops for Gifts Primarily Online
- US Data Axle (fka Infogroup) - Consumer - TargetReady - Shopping - Frequent Online Buyer
- US Epsilon - Purchase Behaviors - Online Shoppers - Heavy Shoppers
- US Kantar - Lifestyle - In Market - Prefer Online Shopping
- US YouGov - Christmas - Shopping - Online Shoppers: definitely agree "online shopping makes my life easier"

Connect with In-Person Shoppers

- US Epsilon - Purchase Behaviors - Shopping Styles - At the Store
- US Experian - Retail Shoppers - Purchase Based - Seasonal - Holiday Shoppers - Heavy Buyer / Spenders - In Store
- US Experian - Retail Shoppers - Purchase Based - Shopping Behavior - In-Store vs. Online - More Brick & Mortar
- US Experian - Retail Shoppers - Purchase Based - Shopping Behavior - In-Store vs. Online - More eCommerce
- US Media Source Solutions - Intent - Location Based - In Store Retail Shopping
- US Goldfish Ads - Interest - Shopping and Fashion - Shopping Malls

Connect with Holiday Shoppers

- US Adstra - Consumer - Seasonal - Seasonal - Christmas & Holiday Shoppers
- US 33Across - 33Across AudienceID - Seasonal - Holiday Shoppers
- US 4SIGHT - Intent - In-market Purchase - Purchase Data - Holiday Shoppers - End of Year Holidays
- US Media Source Solutions - Holiday - Location Based - Holiday - Fashion Shoppers
- US YouGov - Christmas - Shopping - Luxury shoppers (agree they are "willing to pay more luxury brands")
- US Experian - Purchase Predictors - Shoppers All Channels - Seasonal and Holidays



Targeting EMEA Black Friday & Cyber Monday Audiences

Connect with Black Friday Shoppers

- EU Affinity Answers - Interest - Events - Black Friday
- UK EQ Data - Retail - Black Friday Shoppers

Connect with Black Friday & Cyber Monday Shoppers

- UK Experian - Interest (Affinity) - Shoppers and Shopping - Seasonal - Black Friday and Cyber Monday
- UK YouGov - Christmas - Buying presents - Black Friday / Cyber Monday
- UK YouGov - Christmas - Shopping - Black Friday / Cyber Monday previously used
- DE YouGov - Christmas - Buying presents - Black Friday / Cyber Monday
- DE YouGov - Christmas - Shopping - Black Friday / Cyber Monday previously used
- FR YouGov - Christmas - Buying presents - Black Friday / Cyber Monday
- FR YouGov - Christmas - Shopping - Black Friday / Cyber Monday previously used

Connect with Coupons & Deal Seekers

- EU Affinity Answers - Intent - Retail - Discount Stores
- UK EQ Data - Retail - Bargain Shoppers
- UK Experian - Interest (Affinity) - Shopper and Shopping - Shoppers by Store Type - Likely to spend in Discount Stores
- UK Experian - Interest (Affinity) - Shopper and Shopping - Fashionistas - Savvy independent bargain shoppers
- UK Goldfish Ads - Interest - Shopping - Coupons
- UK Goldfish Ads - Interest - Shopping - Discount stores
- UK Kantar - Shopping - Attitudes - FMCG Segmentation - Bargain Hunters
- UK Litmusphere - Shopping - Type - Bargain hunter
- UK Starcount - Lifestyle - Coupons and Saving Money
- UK TransUnion - CAMEO UK - Category - 08H Bargain Hunters
- DE GDR - FMCG shopper archetypes (MS) - Bargain hunters
- DE Kantar - Groceries / FMCG Purchases - Attitudes - Shopper Archetypes - Bargain Hunters
- DE Schober - Shopping - Bargain Hunter
- FR Kantar - Shopping - Grocery Retailers - Other Discount Food Stores



Targeting EMEA Black Friday & Cyber Monday Audiences

Connect with Gift Givers

- UK Experian - Intent (In-market) - Seasonal Shopping - Premium Partner - Black Friday / Cyber Monday - Gift Shops
- UK IRI - IRI ProScores FMCG Store Segments - Impulse - Confectionery - Seasonal & Gifting Confectionery
- DE YouGov - Christmas - Christmas gift categories previous years - Books
- DE YouGov - Christmas - Christmas gift categories previous years - Clothes or shoes
- DE YouGov - Christmas - Christmas gift categories previous years - Food / drink
- DE YouGov - Christmas - Christmas gift categories previous years - Health and beauty
- DE YouGov - Christmas - Christmas gift categories previous years - Movies
- DE YouGov - Christmas - Christmas gift categories previous years - Music
- FR YouGov - Christmas - Christmas gift categories previous years - Sports equipment
- FR YouGov - Christmas - Christmas gift categories previous years - Tech (e.g. wearables, headphones, VR headsets, smart home devices)
- FR YouGov - Christmas - Christmas gift categories previous years - Tickets (e.g. for events)
- FR YouGov - Christmas - Christmas gift categories previous years - Toys and games
- FR YouGov - Christmas - Christmas gift categories previous years - Video / computer games

Connect with Online Shoppers

- UK Experian - Intent (In-market) - Travel and Holidays - Holiday Shopping - Mostly online
- UK Goldfish Ads - Interest - Shopping - Online shopping
- UK Kantar - Shopping - Attitudes - FMCG Segmentation - Online Enthusiasts
- UK Kantar - Shopping - Attitudes - Shopping online makes my life easier
- UK Kantar Media - Shoppers - Attitudes - Heavy Online Shopping
- DE GDR - FMCG shopper archetypes (MS) - Online enthusiasts
- DE GDR - Online activity Used for - Online shopping
- DE Schober - Shopping - Online Buyer

Connect with In-Store Shoppers

- UK GDR - Shopping habits - Prefers to buy items in store rather than online
- ES GDR - Shopping habits - Prefers to buy items in store rather than online
- FR GDR - Expenditure - Shopping habits - Prefers to buy items in store rather than online
- IT GDR - Shopping habits - Prefers to buy items in store rather than online

Connect with Holiday Shoppers

- UK Experian - Intent (In-market) - Travel and Holidays - Holiday Shopping - Online and offline
- UK YouGov - Holidays Favourite Types - Shopping Holiday (i.e. A Holiday Mainly for Shopping)
- UK YouGov - Christmas - Previous Christmas presents spend - High
- DE YouGov - Christmas - Previous Christmas presents spend - High
- FR YouGov - Christmas - Previous Christmas presents spend - High



Targeting APAC Black Friday & Cyber Monday Audiences

Connect with Cyber Monday Shoppers

- SEA ShareThis - Seasonal - Christmas - Cyber Monday Shoppers
- SEA ShareThis - Seasonal - Winter Holiday - Cyber Monday Shoppers

Connect with Coupons & Deal Seekers

- AU Roy Morgan - Lifestyle - Coupon Clipper
- NZ Roy Morgan - Helix Personas - 605 Coupon Clippers
- SEA ShareThis - Shopping - Consumer Resources - Coupons and Discount Offers
- TW OneDATA - Interest - Social Network - Online Discounts & Coupons
- AU Defind - GEM Persona - Budgeting - High
- NZ Experian - Finances - Investment Preferences - Shop for A Better Deal, But Almost Never Change

Connect with Gift Givers

- AU Experian - Past Purchased - Cash Gifts - Above Average p/week
- AU Experian - Past Purchased - Purchased Online Past Month - Gift Vouchers
- SEA ShareThis - Shopping - Gifts and Special Event Items
- SEA ShareThis - Shopping - Gifts and Special Event Items - Custom and Personalized Items
- SEA ShareThis - Shopping - Gifts and Special Event Items - Gifts
- SEA ShareThis - Shopping - Gifts and Special Event Items - Party and Holiday Supplies



Targeting APAC Black Friday & Cyber Monday Audiences

Connect with Online Shoppers

- AU YouGov - Christmas - Shopping - Online Shoppers: definitely agree "online shopping makes my life easier"
- AU Experian - Past Purchased - Purchased Online Past Month - Clothing / Accessories
- Global Affinity Answers - MY - Intent - Online Retailer - Apparel & Accessories - Reissshop
- Global Affinity Answers - SG - Intent - Online Retailer - Shopback
- AU Roy Morgan - Purchased Online - Health and Beauty
- AU Roy Morgan - Purchased Online - Electronics
- AU Roy Morgan - Purchased Online - Furniture
- AU Roy Morgan - Purchased Online - Fashion

Connect with In-Person Shoppers

- SEA ShareThis - Shopping - Discount and Outlet Stores
- SEA ShareThis - Shopping - Mass Merchants and Department Stores
- AU smrtr - Consumer Spending - Retail - Department Stores
- AU smrtr - Consumer Spending - Retail - Office Supply Stores
- AU smrtr - Consumer Spending - Retail - Sporting Goods Stores
- TW OneDATA - Interest - Shopping - Mass Merchants & Department Stores
- ANZ Affinity Answers - Intent - Retail - Department Stores
- AU Nielsen CMV - Retail - Intent - Apple Store
- TW OneDATA - In-Market - High Engagement Audience - Department Stores

Connect with Holiday Shoppers

- SEA ShareThis - Seasonal - Winter Holiday - Apparel Shoppers
- SEA ShareThis - Seasonal - Winter Holiday - Electronics and Gaming Shoppers
- SEA ShareThis - Shopping - Gifts and Special Event Items - Party and Holiday Supplies
- SEA ShareThis - Seasonal - Christmas - Clothing Shoppers
- SEA ShareThis - Seasonal - Christmas - Electronics and Gaming Shoppers
- SEA ShareThis - Seasonal - Christmas - Toy Shoppers
- TW OneDATA - Interest - Shopping - Holiday Supplies
- TW OneDATA - Interest - Shopping - Christmas
- AU YouGov - Christmas - Shopping - Luxury shoppers (agree they are "willing to pay more luxury brands")



Cyber Monday & Black Friday audience profiles sourced from premium **Branded Data Partners**



Activate **Black Friday & Cyber Monday** Audiences for Your Campaign!

Black Friday & Cyber Monday Audiences are available through Eyeota's Partner Network of leading DSPs, SSPs, DMPs and social platforms for digital campaign activation.

Download the full Audience Targeting Guide

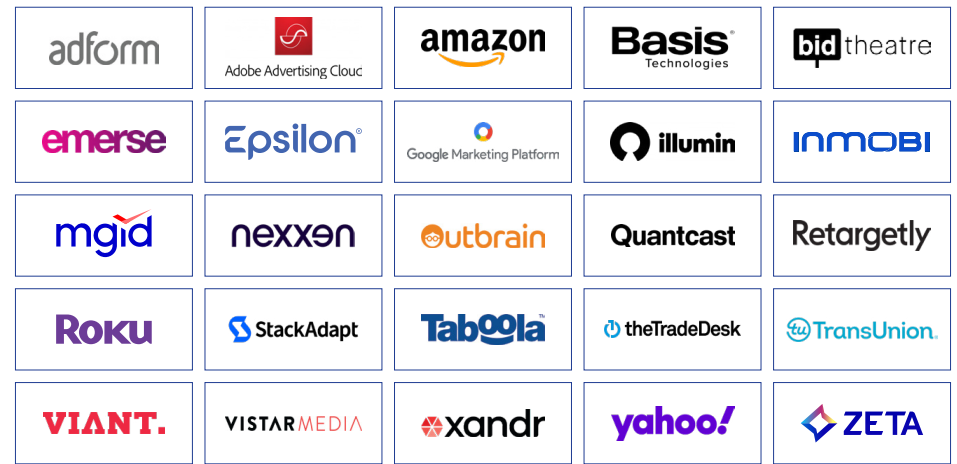


Connect with our Audience Specialists for support.

CONTACT NOW



Demand Side Platforms



Supply Side Platforms



Data Management Platforms



Social Networking Platforms



Commitment to Data Quality

Eyeota audiences are independently audited to provide confidence and reassurance to marketers of the quality, transparency and compliance of the data they are buying.