SEASONAL SHOPPER AUDIENCES

Reach consumers in-market for seasonal products and services

Shopping figures spike during key seasonal moments of the year as consumers get ready for seasonal events and holidays. With Lighthouse List, you can reach consumers actively searching for products and services during these critical periods. Whether you're looking to reach parents during the back to school period, husbands searching for the perfect Christmas gift for their wives or groups of friends planning a Cinco de Mayo party, we have the data segments you've been looking for. Thanks to our Seasonal Shopper audiences, you can run multichannel campaigns across direct mail, email, social, CTV, mobile and other digital channels. Retailers can also use our seasonal shopper data to better plan and track delivery. Elevate your seasonal campaigns with audiences that offer both scale and accuracy.

TRY OUR SEASONAL SHOPPER AUDIENCES

Elevate your seasonal campaigns with audiences that offer both scale and accuracy. Target by:

Holiday

- Valentine's Day
- Cinco de Mayo
- St Patrick's Day
- Halloween
- Thanksgiving
- Christmas

Shopper Type

- Holiday Discount Shoppers
- Holiday Tech Shoppers
- Last Minute Shoppers
- Luxury Holiday Shoppers

*Inquire for full taxonomy and counts

Product

- Back to School Products
- Costumes
- Decorations
- Fathers Day Gifts
- Mother's Day Gifts

Find Our Data On **LiveRamp®**

READY TO GET STARTED?

Our Seasonal Shopper audiences enable you to reach your marketing goals at key moments throughout the year. Our data can also help retailers better plan and track inventory. Interested in audience expansion, data licensing or digital targeting? Talk to us today about your specific data needs.

For recommendations or custom queries, contact:
Mark J. Traverso, 954-489-3008,
mark.traverso@lighthouselist.com

LIGHTHOUSE LIST COMPANY

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