Holiday & Seasonal Audiences

Summer is over which means the festive season is just around the corner which is just another way of saying Hello Shopping! If you want to make the most of the upcoming festive season, take a look at our dedicated pre-built audiences below:

HALLOWEEN
According to statistics, 69% of consumers are planning to celebrate Halloween this year. Consumers are expected to spend an average of $100 on costumes, candy, home decor and other items. Now is a good time to reach customers interested in everything nice and spooky!

WINTER TRAVEL
New research shows winter travel is up as more people are planning winter holidays now more than ever. Target customers who shop for winter kits, outerwear, flight bargains. Now is the time to start those campaigns.

BLACK FRIDAY & CYBER MONDAY
For millions of people, Black Friday and Cyber Monday presents an opportunity to start Christmas shopping as people take advantage of the crazy sales. Now is the time to start planning that Black Friday campaign.

Available for targeting on all DSPs
Natively integrated into Open Marketplace and Private Deals

Google
adxform
theTradeDesk
Mediavine
xandr
amazon advertising
AMOBBEE

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