![Experian logo]

Black Friday
& Christmas

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Experian Audiences Guide

It might still be summer, but marketers, media planners and agencies are already gearing up for the winter season ahead. Black Friday, Cyber Monday and of course, Christmas, are huge occasions in any consumer marketers calendar generating £13.3billion and £27.6billion in spend respectively.

Experian can help you to align your Black Friday and Christmas marketing activations with data-backed audiences who are mostly likely to engage with your campaign.

In this guide, we've carefully curated a list of audience recommendations that you could utilise for your campaigns and deliver your messages and adverts to ideal Black Friday, Cyber Monday and Christmas shoppers.

Which audiences does Experian recommend for Black Friday and Cyber Monday?

Here are a few of our syndicated audiences that we recommend considering as part of your Black Friday campaigns.

Spend insights

High or frequent spenders at leading UK retailers with well-known Black Friday and Cyber Monday discounts including Curry's, AO.com, Apple, Amazon and more.

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- Intent (Purchase) – Retail - Amazon
- Intent (Purchase) - Tech - Ao.com
- Intent (Purchase) - Tech - Apple
- Intent (Purchase) - Tech - Curry's
- Intent (Purchase) - Tech - Samsung
- Intent (Purchase) - Tech - Tech Lover
- Intent (Purchase) - Entertainment - Gaming

Interest-based

Audiences which can help clients identify savvy consumers likely to take advantage of Black Friday and Cyber Monday offers or those with an affinity towards products with common Black Friday discounts like tech, gaming and retail.

There are two relevant sub-categories we'd recommend taking a look at: **Shopping Habits** and **Interests.**

Interest - Shopping Habits

- Interest (Affinity) - Shoppers - Seasonal - Black Friday and Cyber Monday
- Interest (Affinity) - Shoppers - Shopper Type - Bargain Hunters - Family shoppers bargains and budgeting
- Interest (Affinity) - Shoppers - Shopper Type - Bargain hunters - Generic brands shopper
- Interest (Affinity) - Shoppers - Shopper Type - Bargain Hunters - Thrifty Spenders
- Interest (Affinity) - Shoppers - Shopper Type - Luxury Shoppers - Indulgent and impulsive shoppers
- Interest (Affinity) - Shoppers - Shopper Type - Practical Shoppers - Middle income households buying for children
- Interest (Affinity) – Shoppers - Shopper Type - Practical Shoppers - Savvy professionals with families
- Interest (Affinity) - Shoppers - Shopper Type - Fashionistas - Savvy independent bargain shoppers
- Interest (Affinity) - Purchasing behaviour and charity - Purchasing behaviour - Prefer to shop online

Interests – Technology

- Interest (Affinity) - Interests and hobbies - Gaming - Have a games console
- Interest (Affinity) - Technology - Like new technology and often buy latest gadgets
- Interest (Affinity) - Device and technology adoption - Have smart lighting
- Interest (Affinity) - Device and technology adoption - Have smart security
- Interest (Affinity) - Device and technology adoption - Technology adoption - Actively looking to buy new tech
- Interest (Affinity) - Device and technology adoption - Technology adoption - Keen to use new to market tech

Mosaic Shopper

Mosaic is Experian's proprietary segmentation tool. Within this segmentation, we have a range of shopping type segments which include insights such as which shoppers are most likely to make impulse purchases.

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- Mosaic Shopper - What we spend our money on - Attitude to spending-low - Always on the lookout for special offers
- Mosaic Shopper - What we spend our money on - Attitude to spending-low - Usually looking for the lowest prices
- Mosaic Shopper - What we spend our money on - Impulse - Sometimes splash out on products they don't need
- Mosaic Shopper - What we spend our money on - Impulse - Tend to make impulsive purchases

Demographic Profiles

You can overlay spend and interest-based audiences with demographic profiles to further refine your audiences to reach consumers within your target demographic market, whether that's by age, gender, location, income, or household composition.

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- Demographic – Age Range – 30-34
- Demographic – Age Range – Millennial
- Demographic – Household data – 2 children
- Demographic – Personal Finance – Affluence – Mid Affluent Households with children

Which audiences does Experian recommend for Christmas campaigns?

Spend Insight

High or frequent spenders at leading UK retailers with for Christmas spend, including UK supermarkets, department stores and technology stores and households shopping for children.

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- Intent (Purchase) - Retail - Parents
- Intent (Purchase) - Retail - New parents
- Intent (Purchase) - Retail - Jewellery & watches
- Intent (Purchase) - Retail - Cards & Gifts
- Intent (Purchase) – Retail – Amazon
- Intent (Purchase) – Retail – Sainsbury's
- Intent (Purchase) – Retail – Tesco

Interest-based

Modelled audiences which can help clients consumers with an affinity or interest towards their brand, product or service.

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- Interest (Affinity) - CPG - Health and Beauty - Premium Partner - Fragrance - Fragrance gift products
- Interest (Affinity) - CPG - Health and Beauty - Premium Partner - Fragrance - Male buyers purchasing fragrance
- Interest (Affinity) - CPG - Health and Beauty - Premium Partner - Electrical - Electrical hair products
- Interest (Affinity) – Entertainment and Leisure – Comedy shows
- Interest (Affinity) – Entertainment and Leisure – Restaurants and cafes

Mosaic Shopper

Mosaic is Experian's proprietary segmentation tool – Mosaic Shopper focuses specifically on consumers behaviours and patterns in relation to shopping. It includes insight such as when they are most likely to make their Christmas purchases and how much they're willing to spend.

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- Mosaic Shopper - How we live our lives - Christmas shopping strategy - All shopping done in good time
- Mosaic Shopper - How we live our lives - Christmas shopping strategy - Rush last minute for gifts
- Mosaic Shopper - What we spend our money on - Christmas gift spend - High
- Mosaic Shopper - What we spend our money on - Rating of brands by status - Premium
- Mosaic Shopper - What we spend our money on - Rating of brands by status – Luxury

Demographic Profiles

Overlay spend and interest audiences with demographic profiles to reach consumers within your target market, whether that's by age, gender, location, income, or household composition.

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- Demographic – Age Range – 45-49
- Demographic – Age Range – 50-54
- Demographic – Household data – 2 children
- Demographic – Household data – Children age 0-4
- Demographic - Household data – Children age 5-11
- Demographic – Government Region – London
- Demographic – Government Region – East Midlands
- Demographic – Personal Finance – Affluence – Mid Affluent Households with children
- Demographic – Personal Finance – Affluence – Highly Affluent Households with children

Need further guidance?

Experian Syndicated Audiences include attribute rich consumer insights to help you target new prospects or more effectively reach your existing customers across a multitude of verticals and categories including:
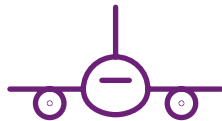
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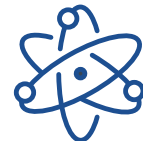Charity

Food & Drink

Entertainment & Leisure

Health & Beauty

Retail & CPG

Travel

Tech

How to activate Experian audiences
Our Syndicated Audiences are available off the shelf via a range of our partner platforms so you can activate the audiences across social, programmatic, OOH and CTV.

Some of our partner platforms

Samsung SMART TV   ∞ Meta   eyeota A Dun & Bradstreet Company   /LiveRamp

**Require a custom audience?
We can help you build and activate an Experian audience on the platform of your choice.**

Combine multiple off-the-shelf audiences to create a tailored selection for yourself, or work with our audience team to build a bespoke audience. Our consultants can spin up audiences at speed, to create in-the-moment audiences that respond to a topical event – or tailor-made audiences to help with use cases such as competitor conquests or win-back campaigns.

Connect with our audience team ❯

For more information, reach out to your Experian account manager or our dedicated Audiences inbox **ukaudiences@experian.com**.

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