

Connect. Convert. Scale — This Black Friday.

Why Black Friday Audience **Data Is Your Competitive Edge?** Black Friday has evolved into a multi-week retail phenomenon,

OnAudience delivers advanced audience data that allows you

where attention, timing, and precision define success.

to reach real, purchase-ready consumers, not passive browsers. Our Black Friday segments are built to empower your programmatic campaigns with intent-driven precision.



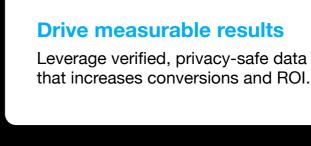
Build omnichannel reach Deliver cohesive, personalized experiences across mobile, desktop, and CTV/OTT devices.



Focus spend where conversion likelihood is highest — not on generic interest groups.



or hunting deals across retail platforms.



Activate finely crafted segments designed to help marketers, agencies, and brands capture shoppers in the moment they're ready to buy:

Segments Overview

Black Friday Audience

Fashion & Appareal Shoppers

or discovering new trends during seasonal sales.

Style-driven consumers refreshing wardrobes

Segments:

Buyer profile:

Fashion & Apparel Buyers

Purchase clothes, shoes, outerwear, and accessories from both fast-fashion and

Jewelry & Watch Gifting Look for discounted jewelry, smartwatches, and designer accessories as personal or

gift items.

scarves

premium brands.

denim

Ideal audience for: sneakers winter coats handbags

smartwatches



knitwear

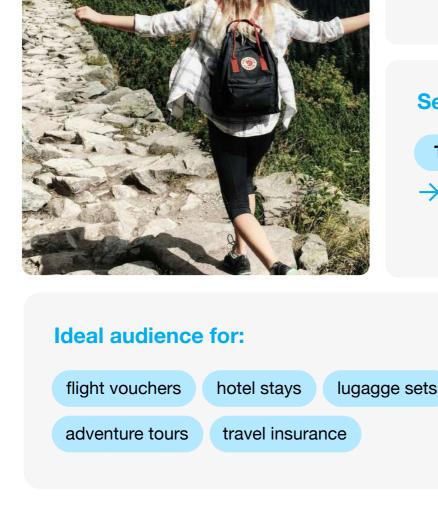
bracelets

statement jewelery

Segments:

Buyer profile: Experience-oriented buyers looking for deals on leisure, events, and travel.

Travel & Experience Seekers



→ Search for discounted flights, hotel packages, and experience gifts (concerts, spa days, excursions).

digital nomad accessories

Travel & Experience Planners

Luxury & Designer Buyers

Buyer profile:

and brand prestige. They value craftsmanship

Audiences drawn to exclusivity, quality,

Luxury & Designer Brand Fans → Buy high-end fashion, watches, jewelry, leather goods, and exclusive beauty or

luxury handbags

tech collaborations.

Segments:

and limited editions.

Ideal audience for:

designer sneakers

fragrances gold jewelery **Deal Seekers & Value Hunters**

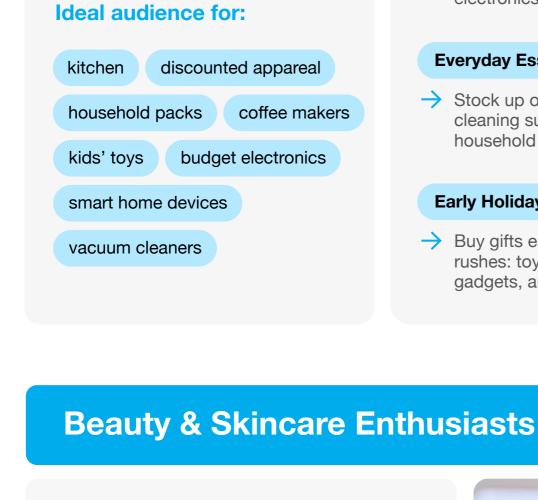
couture appareal

Buyer profile:

Segments:

premium watches

Deal & Discount Hunters → Look for sitewide promotions, coupon codes, and limited-time bundle deals on



Self-care oriented shoppers influenced by beauty influencers and trending skincare routines, loving bundles and limited-edition

Beauty & Skincare Enthusiasts

K-Beauty & Premium Skincare

Buy cosmetics, makeup kits, haircare,

fragrances, and wellness boxes.

→ Seek Korean skincare brands, serums, sheet masks, and high-end cosmetics

trending on TikTok or YouTube.

Buyer profile:

collections.

Segments:

cleaning supplies, toiletries, and bulk household essentials. **Early Holiday Shoppers**

rushes: toys, small electronics, home

→ Buy gifts early to avoid last-minute

gadgets, and stocking fillers.

Everyday Essentials & Grocery Savers

→ Stock up on discounted pantry items,

electronics, apparel, and household goods.

Price-sensitive consumers chasing the biggest

offers. They plan purchases around major deal events and compare across multiple retailers.

discounts, promo codes, and time-limited

Ideal audience for:

perfume sets

spa kits

facial serums moisturizers vitamin-infused skincare lines

Tech, Gaming & Gadget Lovers

Ideal audience for:

tablets

consoles

laptops

4k TVs

smartwatches

sound system

Buyer profile:

Segments:

makeup palettes hair dryers **Buyer profile:** Digitally savvy consumers upgrading their devices and exploring innovative tech, responding well to product launches and bundle deals. **Segments:** Gaming, Consoles & Hardware Fans Look for PlayStation, Xbox, gaming laptops, monitors, and accessories.

Smartphone & Mobile Tech Seekers

Shop for discounted smartphones, tablets, chargers, and cases.

Audio & Wearable Tech Shoppers

Purchase earbuds, smartwatches,

Bluetooth speakers, and fitness trackers.

Fitness & Wellness Enthusiasts

Active and health-conscious consumers investing in products that improve fitness,

health, and mental well-being.

Fitness & Sports Enthusiasts

→ Buy home workout equipment,

sportswear, supplements, and fitness tech.

VR headset

AirPods

gaming chairs

Ideal audience for: treadmills yoga mats gym clothing sport watches

Ideal audience for:

vacuum cleaners

resistance bands protein powders smart scales Home, Family & Everyday Shoppers **Buyer profile:** Practical buyers investing in comfort, family gifts, and home upgrades ahead of the holidays.

Home Appliances & Electronics

Home Décor & Furniture Deals

Shop toys, games, learning kits,

and electronics for children.

Purchase kitchen gadgets, vacuum

robots, TVs, and smart home products.

Segments:

family board games playsets → Look for sofas, bedding, storage solutions, and decorative lighting. air fryers storage organizers **Parents & Kids Gift Buyers** dining tables bedding sets

Need a custom audience for the Black Friday campaign? Use our Al Audiences tool to build tailored segments fast, free, and ready to upload. When and where to reach

Generation

Gen X (44–59)

Boomers (60+)

Try it now

Apparel, beauty,

Home goods, gifts,

household savings

Appliances, comfort,

trending tech

travel, fashion

Electronics,

gifting

your key audience?

Shopper Behavior & Generational Insights Shopping Timing Preferred Channels Primary Focus

Throughout November

Early November

Mobile, Social, Gen Z (13-27) Mid-Late November Influencer Ads Social, CTV. Early-Mid November Millennials (28–43) Programmatic

CTV, Display,

Programmatic

Programmatic,

Email, Display

Understanding when and where each generation shops is key to

maximizing campaign impact — different age groups respond to distinct channels, timing, and product messages during the Black Friday season.

Turn Data into

Black Friday Sales Target engaged, purchase-ready audiences with precision and scale. Let's empower your next campaign: contact@onaudience.com