

Reach Tech-Savvy Shoppers Ready to Spend

Attract. Convert. Scale — This Cyber Monday.

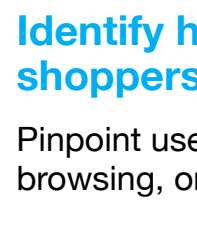
Why Is Audience Data the Key to Cyber Monday Success?

Cyber Monday is the **largest online shopping day of the year**, where timing, data, and precision drive success.

In 2025 projections of U.S. sales point to **\$14.2B**, confirming digital dominance.

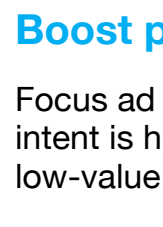
With millions of shoppers searching for the best online deals, **reaching real, purchase-ready audiences** has never been more important. OnAudience empowers marketers to target true buyers, not browsers, turning clicks into conversions.

With OnAudience’s Cyber Monday data, you can:



Identify high-value digital shoppers

Pinpoint users actively comparing, browsing, or researching products.



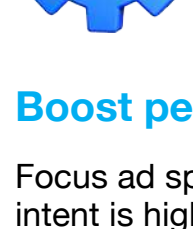
Boost performance efficiency

Focus ad spend where conversion intent is highest, not on broad, low-value segments.



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Cyber Monday Audiences Overview

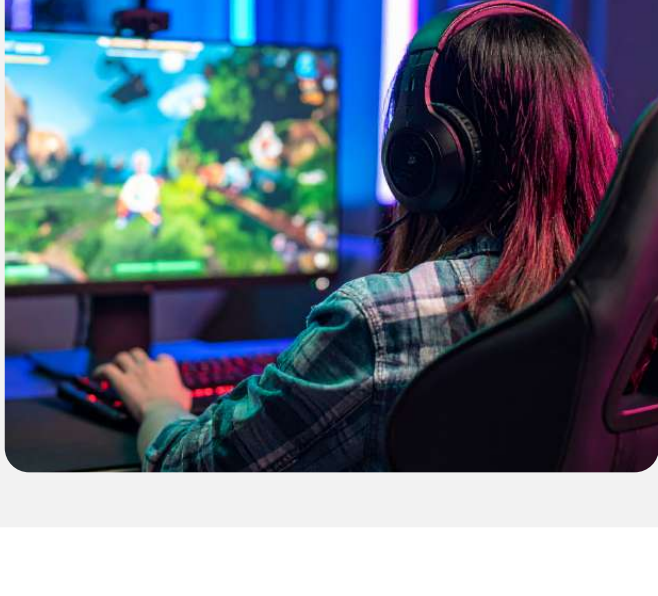
Activate finely crafted segments designed to reach intent-driven shoppers.

Tech Enthusiasts & Gadget Upgraders

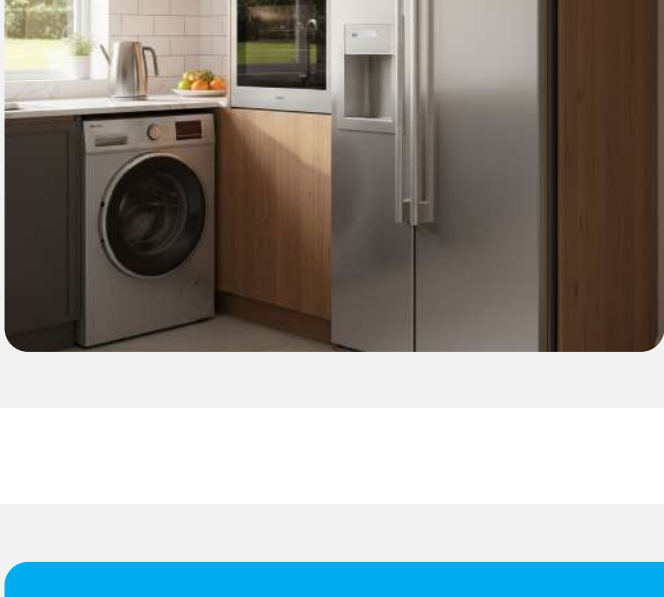
Tech-savvy shoppers grabbing the latest devices, smart home gear, and accessories.

Ideal audience for:

- wearables
- gaming gear
- smart TVs
- tablets
- laptops



Digital Deal Seekers



Comparison shoppers chasing limited-time online deals, promo codes, and flash sales.

Ideal audience for:

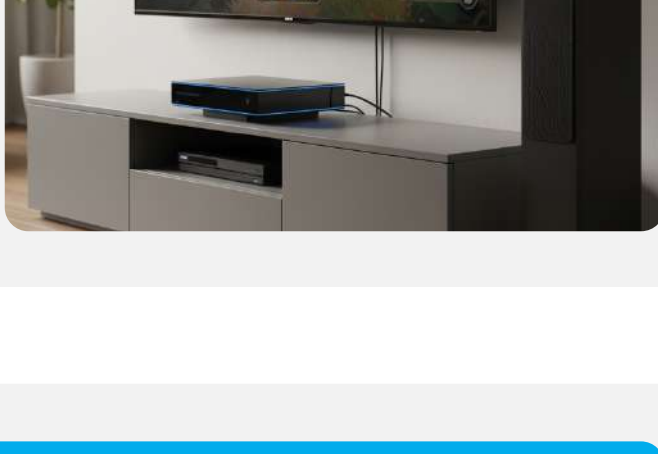
- streaming bundles
- home appliances
- electronics

Home Electronics & Entertainment Buyers

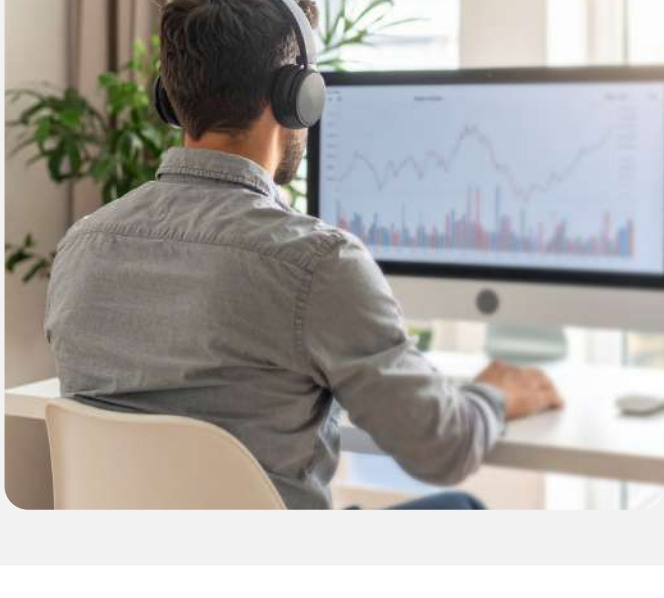
Upgrading home entertainment systems with premium sound, gaming, and streaming gear.

Ideal audience for:

- 4K TVs
- consoles
- Bluetooth speakers
- projectors



Work-from-Home & Productivity Shoppers



Professionals improving their setups with smart tech and accessories.

Ideal audience for:

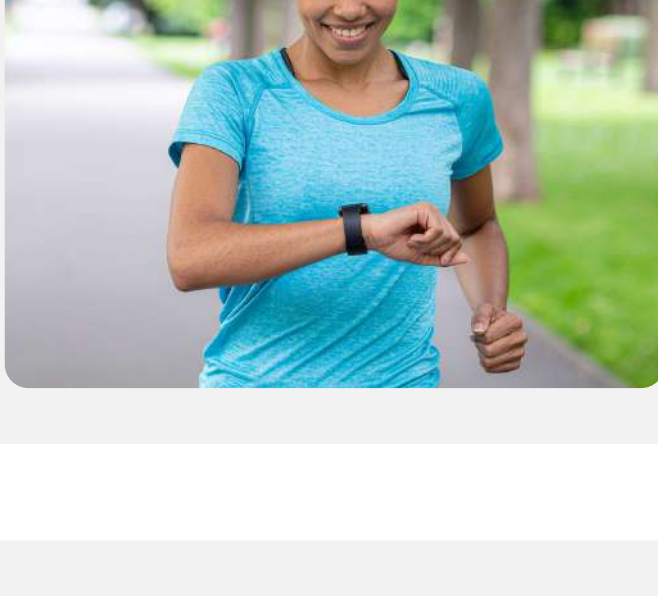
- monitors
- webcams
- keyboards
- headsets

Smart Lifestyle & Connected Device Users

Wellness and tech-driven consumers exploring connected devices.

Ideal audience for:

- smartwatches
- earbuds
- fitness tech
- home automation



Digital Gift Buyers



Convenience-focused shoppers purchasing e-gift cards, subscriptions, and experiences.

Ideal audience for:

- digital memberships
- online courses
- gaming credits

Need a custom audience for the Cyber Monday campaign?

Use our **AI Audiences** tool to build tailored segments — fast, free, and ready to upload.

Try it now

Black Friday vs. Cyber Monday: What’s Different?

Make sure you understand the difference between campaigns: Black Friday is about broad impact and urgency; Cyber Monday refines, retargets, and closes the sale online.

Aspect	Black Friday	Cyber Monday
Objectives	Flash deals & instant sales	Online optimization & retargeting
Objectives	Drive awareness & urgency	Convert browsers into buyers
Channels	CTV, display, video	Mobile, social, email remarketing
Creative	Countdown offers, mass promos	Dynamic, personalized ads
Product Focus	Fashion, home, lifestyle	Tech, electronics, digital gifts
Timing	Friday AM–PM	Sunday night–Monday evening

When & Where to Reach Cyber Monday Audiences

To connect with shoppers at peak intent, focus on the following timing and channels:

→ Start early

Launch mid-November to capture planners.

→ Peak hours

Sunday evening to Monday night.

→ Top channels

Mobile, social, programmatic display, and CTV/OTT.

→ Extend visibility

Keep momentum through Cyber Week for retargeting wins.

Turn Data into Cyber Monday Sales

Target engaged, high-intent audiences with precision and scale.

Let’s supercharge your next campaign: contact@onaudience.com