

Leverage **Seasonal Segments** to Reach Your Target Audiences

OnAudience

OnAudience offers seasonal targeting for November events like Thanksgiving, Black Friday, and Cyber Monday. Seasonal segments capabilities are designed to assist you reach target audiences effectively, boosting ad performance and sales during this key shopping time.

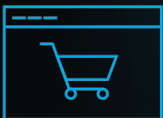
Who can benefit from Seasonal Audience Segments?



Agencies leading advertising campaigns for multiple clients



Multi-Retailers and retailers aiming to connect with potential customers in specific markets



E-commerce companies and stores trying to attract and reach e-customers



Brands looking to reach their loyal customers with their seasonal offering

Reach your audience precisely on the grounds of:



Thanksgiving Essentials

Connect with an audience seeking products essential for the perfect Thanksgiving celebration, including turkey, stuffing ingredients, bakeware, festive decorations, and family entertainment options.



Black Friday Deals

Target shoppers looking for unbeatable discounts on a wide range of products, from electronics and appliances to clothing and home goods. Reach those eager to start their holiday shopping or treat themselves to big-ticket items at reduced prices.



Cyber Monday Steals

Engage with tech-savvy consumers hunting for the best online deals on electronics, gadgets, software, and digital subscriptions. Connect with those who prefer the convenience of online shopping for both personal purchases and holiday gift-giving.

Explore Various Audience Segments for the November's Event

Thanksgiving



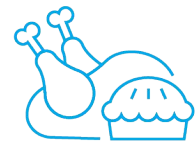
Thanksgiving Shopping

- › Grocery delivery services
- › Cooking utensils
- › Food containers
- › Thanksgiving apparel



Thanksgiving Decorations

- › Autumn wreaths
- › Festive table runners
- › Pumpkin centerpieces
- › Thanksgiving dinnerware



Thanksgiving Cooking

- › Turkey and ham
- › Pumpkin pie ingredients
- › Cranberry sauce
- › Wine and spirits

Black Friday



Beauty Shopping

- › Makeup palettes
- › Skincare gift sets
- › Perfume and cologne
- › Hair styling tool



Christmas Gift Shopping

- › Toys and games
- › Home decor
- › Electronics
- › Gift cards



Clothing Fashion Shopping

- › Winter coats
- › Designer handbags
- › Shoes and boots
- › Accessories

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Luxury Gifts Shopping

- › Fine jewelry
- › High-end watches
- › Premium electronics
- › Luxury home goods



Shopping bargains

- › Door busters
- › Early bird specials
- › Limited time offers
- › Exclusive deals



Technology Shopping

- › Smartphones
- › Smartwatches
- › Laptops
- › Smart home devices

Cyber Monday



Cyber Monday Shopping

- › Online-exclusive deals
- › Digital products
- › Software subscriptions
- › Tech accessories



Sales and Promotions

- › BOGO offers
- › Percentage-off discounts
- › Free shipping promos
- › Flash sales



Travel Deals

- › Flight discounts
- › Hotel bookings
- › Vacation packages
- › Travel accessories

Where can you find OnAudience Festive November segments?

Find the segments on **The Trade Desk** and **Microsoft Advertising** (Xandr) platforms by typing 'Thanksgiving, Black Friday, Cyber Monday' or to find the right segments and select them to target valuable buying audiences in your campaigns.



Find a Segments For Each Holiday That Suits Your Needs

Contact our team at data@onaudience.com