

# Turn Data into Real Christmas Conversions

Find, reach, and engage the shoppers who matter most.

## Why Audience Data Defines Holiday Success

Christmas is still the most emotional and most important sales season. In 2025, precise targeting will decide who wins. With average spending dipping to \$1,552 per person, tighter budgets demand efficiency.

Using data to pick the right audiences helps you reach high-intent buyers, reduce waste, and protect ROI. OnAudience's holiday audience data helps brands, agencies, and retailers connect with real, purchase-ready consumers across every channel.

With OnAudience Christmas Audiences, you can:



### Spot your most valuable customers

Identify high-intent shoppers actively searching, comparing, and buying holiday gifts.



### Maximize campaign performance

Allocate budget efficiently, focusing spend where conversion potential is strongest.



### Expand reach across every screen

Engage audiences seamlessly across mobile, desktop, social, and CTV/OTT channels.



### Achieve measurable growth

Rely on high-quality, privacy-safe data to drive stronger engagement, conversions, and ROI.

## Explore the Christmas Audience Landscape

Discover precise audience segments that help marketers, brands, and agencies capture consumers that are ready to purchase.

### Holiday Gift Buyers & Seasonal Shoppers

#### Profile:

Active consumers in gift-buying mode that compares offers, looks for inspiration, and acts on limited-time deals.

#### Key segments:

##### Doorbuster Deal Hunters

→ Seek out flash promotions and bundle discounts on trending gifts.

##### Electronics Gift Seekers

→ Compare prices on smartphones, TVs, and gadgets; high purchase urgency.

##### Fashion & Apparel Shoppers

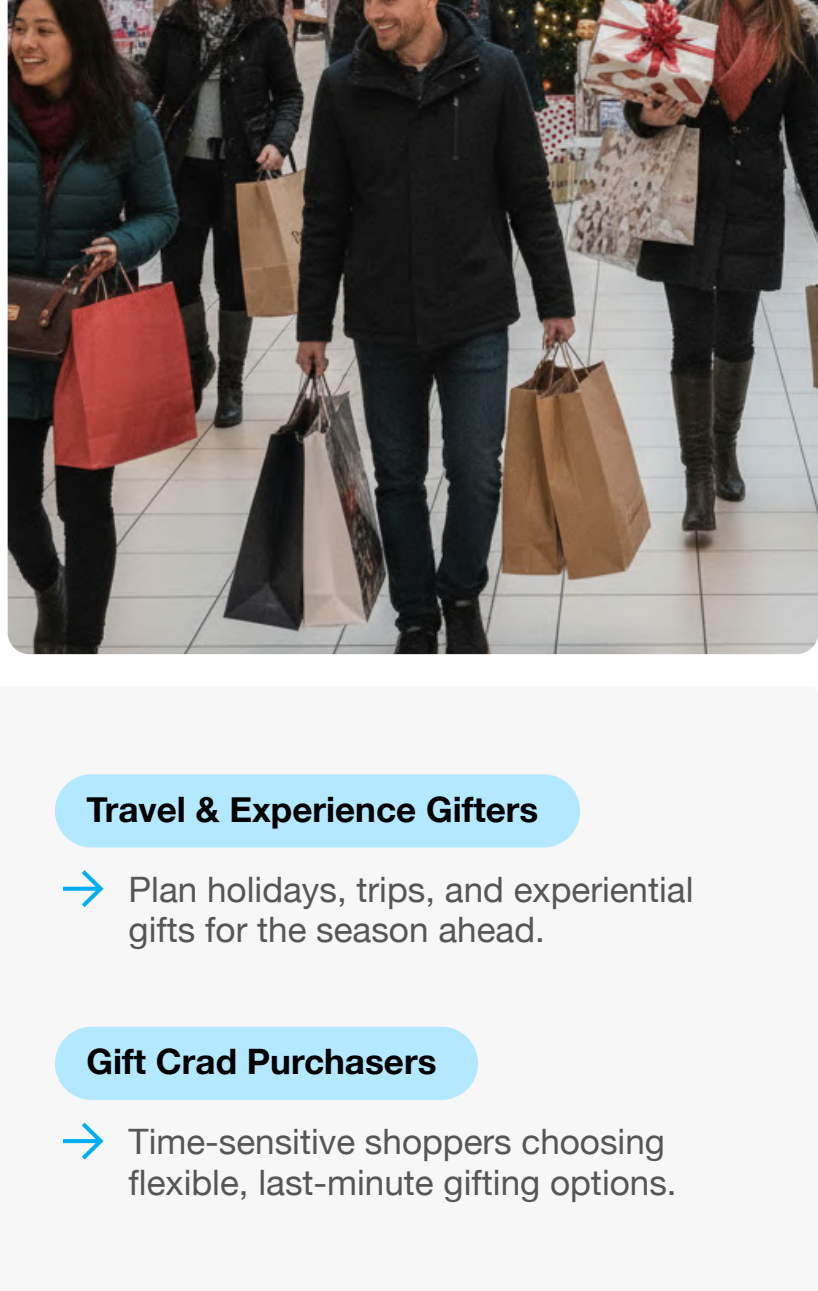
→ Refresh wardrobes or buy stylish, giftable items for friends and family.

##### Beauty & Fragrance Buyers

→ Purchase cosmetics, skincare sets, and holiday exclusives.

##### Toys & Kids Gift Shoppers

→ Parents searching for educational toys, games, and trending products.



##### Travel & Experience Gifters

→ Plan holidays, trips, and experiential gifts for the season ahead.

##### Gift Card Purchasers

→ Time-sensitive shoppers choosing flexible, last-minute gifting options.

#### Ideal audience for:

electronics

apparel

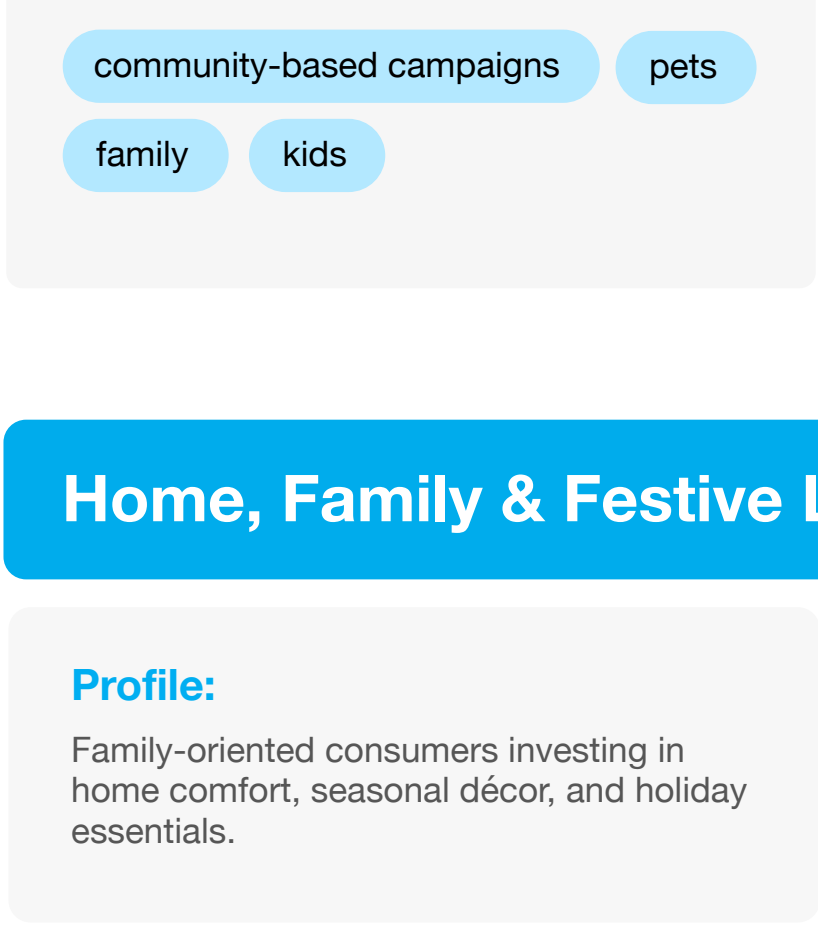
beauty

toys

general gifting campaigns

travel

### Family-Centric & Community Gifters



#### Profile:

Families and community-oriented shoppers purchasing for multiple recipients and categories.

#### Key segments:

##### Parents & Family Gift Buyers

→ Purchase gifts across toys, apparel, and gadgets.

##### Pet Gift Buyers

→ Choose holiday-themed apparel and accessories for pets.

##### Budget-Conscious Families

→ Seek bundled deals, sales, and family value packs.

#### Key segments:

##### Smart Home Enthusiasts

→ Upgrade speakers, lighting, thermostats, and connected devices.

##### Home Décor & Furniture Shoppers

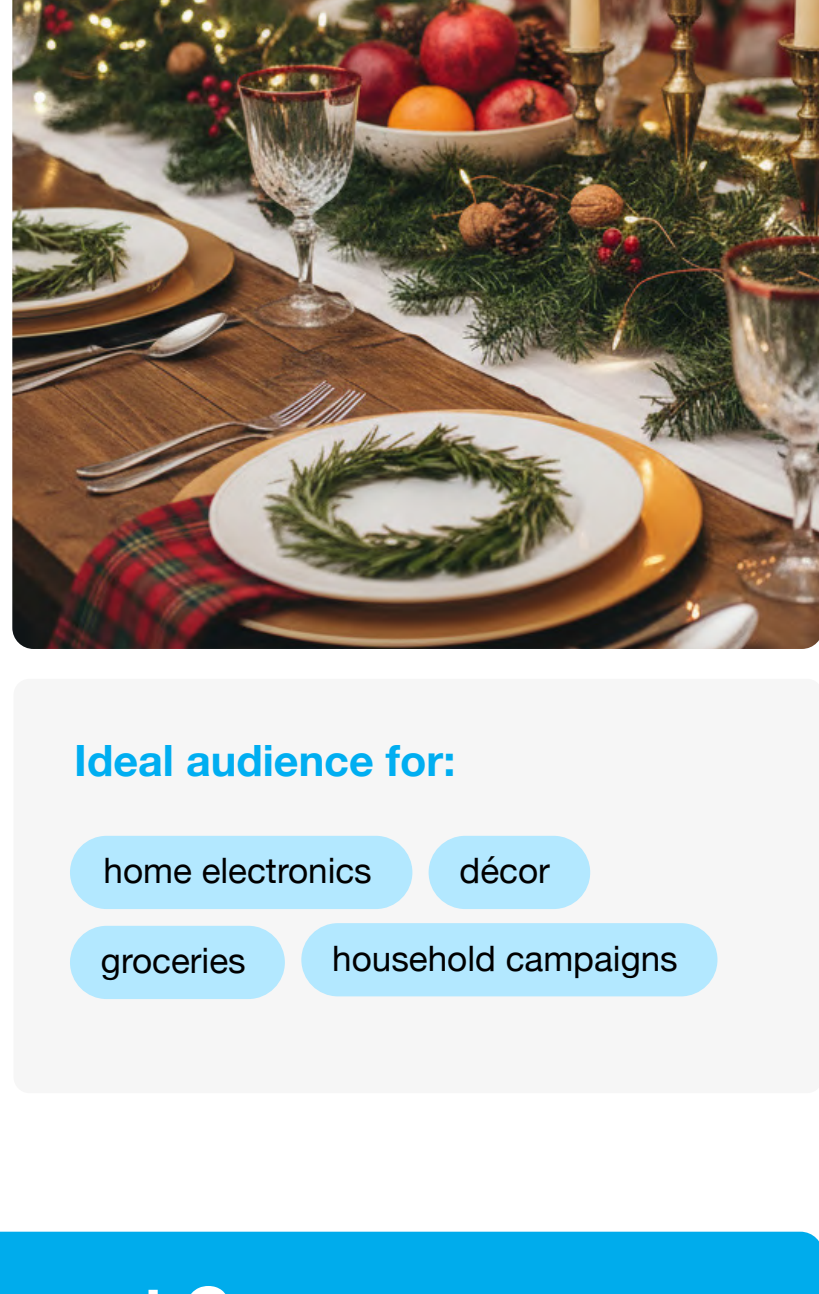
→ Purchase ornaments, lighting, and cozy interiors.

##### Holiday Meals & Beverage Buyers

→ Stock up on groceries, drinks, and celebration essentials.

##### Indoor & Outdoor Decorators

→ Look for trees, lights, and holiday displays.



#### Ideal audience for:

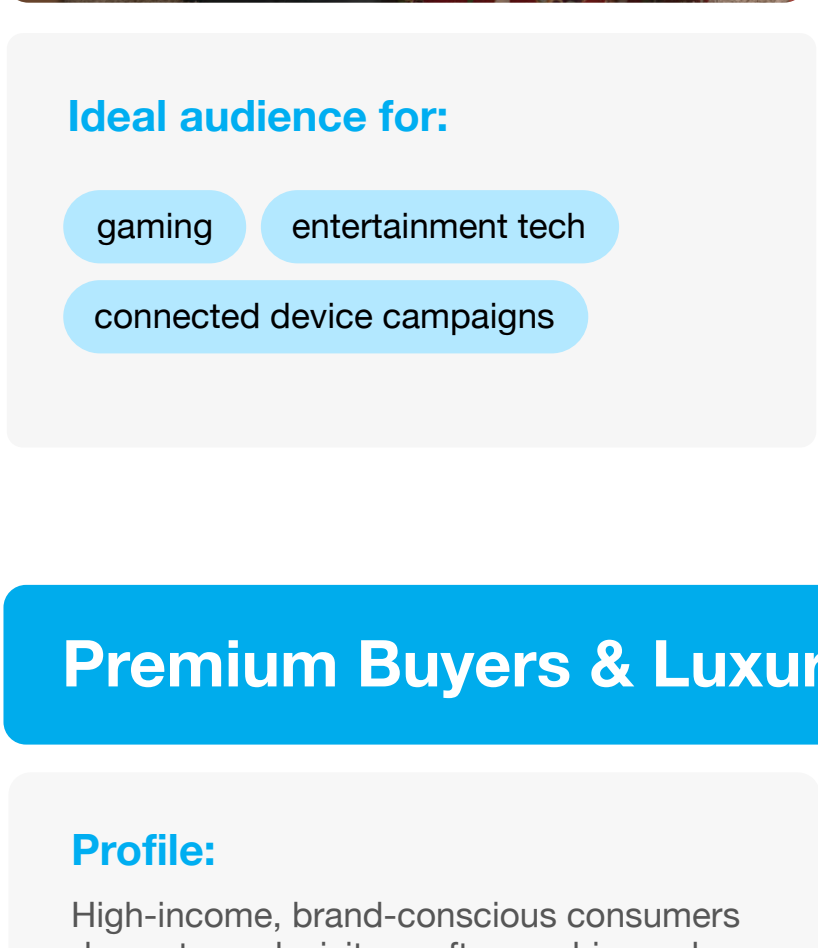
home electronics

décor

groceries

household campaigns

### Tech, Gaming & Entertainment Consumers



#### Profile:

Digitally engaged buyers drawn to innovation, entertainment, and immersive experiences.

#### Key segments:

##### Gaming & Console Buyers

→ Ready to purchase consoles, accessories, and titles.

##### Home Entertainment Upgraders

→ Seek premium TVs, sound systems, and streaming tech.

##### Digital Leisure Fans

→ Invest in audio devices, headphones, and home cinema setups.

#### Key segments:

##### Smart Home Enthusiasts

→ Upgrade speakers, lighting, thermostats, and connected devices.

##### Home Décor & Furniture Shoppers

→ Purchase ornaments, lighting, and cozy interiors.

##### Holiday Meals & Beverage Buyers

→ Stock up on groceries, drinks, and celebration essentials.

##### Indoor & Outdoor Decorators

→ Look for trees, lights, and holiday displays.

#### Ideal audience for:

gaming

entertainment tech

connected device campaigns

### Premium Buyers & Luxury Spenders



#### Profile:

High-income, brand-conscious consumers drawn to exclusivity, craftsmanship, and premium service.

#### Key segments:

##### Flagship Tech Upgraders

→ Purchase high-end devices, wearables, and accessories.

##### Luxury Apparel & Designer Fans

→ Shop for couture, accessories, and limited-edition collections.

##### Prestige Beauty & Fragrance Enthusiasts

→ Invest in luxury skincare, perfumes, and curated bundles.

##### Fine Jewelry & Watch Buyers

→ Shop for diamonds, gold, and timeless pieces.

##### Elite Travel & Experience Planners

→ Book 5-star hotels, first-class flights, and bespoke holidays.

#### Ideal audience for:

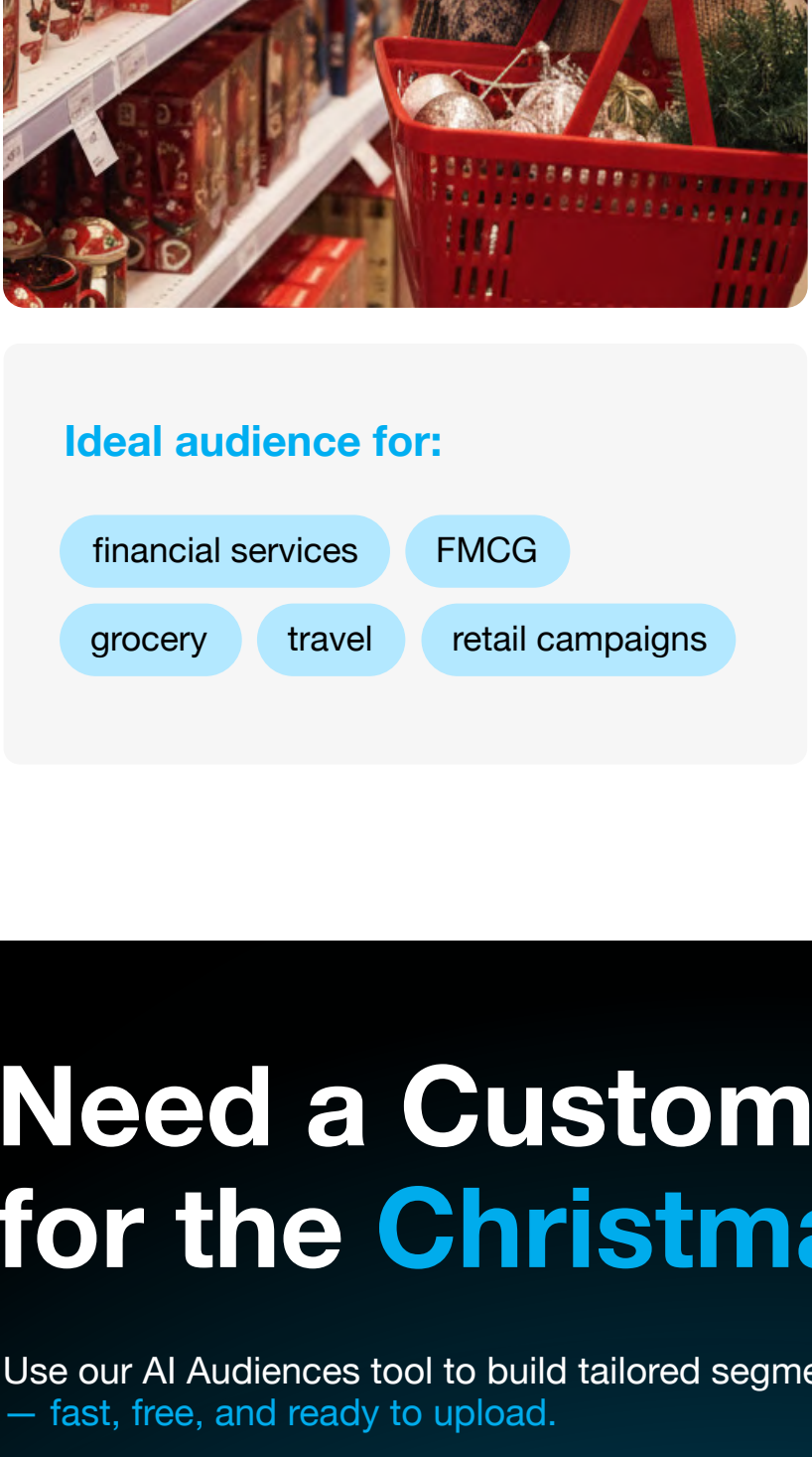
luxury goods

exclusive tech

premium fashion

high-end travel

### Specialty & Seasonal Behavior Segments



#### Profile:

Niche audiences with distinct seasonal intent and buying behaviors.

#### Key segments:

##### Holiday Financing & BNPL Users

→ Apply for seasonal credit or installment options.

##### Confectionery & Sweets Buyers

→ Purchase chocolates, candies, and edible gifts.

##### Winter Beverage Buyers

→ Shop for cocoa, coffee, teas, and festive drink gift sets.

##### Exotic Holiday Travelers

→ Plan international getaways or warm-weather holidays.

##### Last-Minute Shoppers

→ Deadline-driven buyers prioritizing express shipping and availability.

#### Ideal audience for:

financial services

FMCG

grocery

travel

retail campaigns

## Need a Custom Audience for the Christmas Campaign?

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

Try it now

## Turn Data into Holiday Conversions

Target purchase-ready audiences with precision and scale this Christmas season.

Let's make your next Christmas campaign a success: [contact@onaudience.com](mailto:contact@onaudience.com)