

New Year's Resolution Audiences

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

OnAudience provides dedicated New Year's Resolution audience segments to reach consumers who are turning “*New Year, new me*” into concrete purchases, from gym memberships and meal kits to courses, apps, and financial tools.

Use these segments to improve precision, performance, and efficiency in your programmatic campaigns for Q1 and beyond.

Reach Your Audience Precisely on the Grounds of ↘

Fit & Healthy Living



Who they are:

Users with a strong willingness to adopt a healthier lifestyle because of New Year resolutions – building new routines and buying what they need to sustain them.

Reach people who are:

- Joining **gym memberships & classes** and booking personal training.
- Equipping a **home gym** with strength and cardio gear.
- Subscribing to **nutrition plans & healthy meal kits** to reset eating habits.
- Purchasing **wearables & health trackers** to follow their progress.
- Trying a **plant-based kickstart (Veganuary)** with meal plans, staples, and recipe guides.



Who they are:

Users that are driven by New Year resolutions to take control of money, reduce stress, and plan long-term investment plans.

Target consumers who are:

- Adopting **budgeting & expense tracking** apps and systems.
- Signing up for **debt reduction & savings plans** with clear payoff targets.
- Starting **investing & retirement planning**, opening accounts and comparing platforms.

Budget Reset

Who they are:

People reassessing finances after holiday spending and looking for control, visibility, and fast wins.

What campaigns and products/services will be perfect to target them with:

- Budgeting apps and dashboards ("know where your money goes")
- Budgeting tools intenders, saving planners, saving challenges
- Subscription management ("cancel unused subscriptions")
- Cashback/rewards cards and savings automation
- Price comparison tools and deal alerts
- Saving challenges campaigns
- Personal finance tools



**Who they are:**

People investing in self-improvement, career growth, certifications, languages, creative skills, often looking for progress with small daily effort.

What campaigns and products/services will be perfect to target them with:

- Certification courses (marketing, data, project management, cloud)
- Language learning apps
- Professional training subscriptions or bundles
- Career tools: CV builders, interview prep, portfolio templates
- Clear outcomes: “learn X - get Y” (role, pay raise, project)
- Streaks, milestones, and “finish your first module this week” hooks

Personal Growth, Mindfulness & Productivity**Who they are:**

Users committed to becoming more focused, balanced, and fulfilled in the new year.

Reach people who are:

- Booking **coaching & mentoring** programmes and 1:1 sessions.
- Subscribing to **mindfulness & mental wellbeing** apps and starting daily
- Implementing **productivity systems & time management** tools and premium planners.
- Joining **volunteering & community projects** aligned with their New Year



Debt Paydown

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Who they are:

People focused on reducing debt, lowering interest, and improving credit, often overwhelmed and needing a clear path.

What campaigns and products/services will be perfect to target them with:

- Balance transfer offers or consolidation products (where applicable)
- Credit monitoring and credit score improvement tips
- Payoff planners and calculators
- Step-by-step repayment programs
- Coaching/education content that reduces anxiety and builds confidence
- Lower your interest / simplify payments messaging

Productivity Reset

Who they are:

People trying to get organized and feel less overwhelmed by work goals, personal routines, and time management all at once.

What campaigns and products/services will be perfect to target them with:

- Digital planners, calendars, and to-do/workflow tools,
- Habit trackers and routines
- Focus and deep-work apps (Pomodoro, blockers, time tracking)
- Home organization products (storage, labels, closet reset kits)
- Templates: weekly planning, goal-setting, meal planning, finance tracking



Healthy Eating Planners

⟨ OnAudience



Who they are:

People trying to eat better and reduce decision fatigue, often searching for structure, simplicity, and routines that fit work and life.

What campaigns and products/services will be perfect to target them with:

- Macro-friendly recipes, meal prep guides, shopping lists
- Meal-kit subscriptions
- “Quick healthy” products (high-protein snacks, breakfast solutions)
- Healthy grocery bundles and pantry
- Nutrition coaching or beginner-friendly
- Calorie/macro tracking apps

Fitness Starters

Who they are:

People beginning (or restarting) an exercise routine and looking for something realistic they can keep up. Many are deciding between gym vs home workouts vs classes.

What campaigns and products/services will be perfect to target them with:

- Beginner programs of gym membership & classes (yoga, pilates, boxing etc)
- Home Fitness Equipment
- Starter gear bundles (mat + bands)
- Progress tracking (wearables/apps)
- Free trial / first-month offer



Experience Seekers

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Who they are:

People who want more experiences in the new year—travel, weekends away, new hobbies, social activities, and “bucket list” plans. They’re often planning their first trip/event/activity of the year.



What campaigns and products/services will be perfect to target them with:

Travel deals

- City breaks, weekend getaways, short-haul flights, train travel

Vacation planning

- Early-bird summer packages, family trips, group travel

Experiences

- Concerts, festivals, sports events, theatre, exhibitions

Adventure/outdoor

- Skiing trips, hiking weekends, camping gear, outdoor classes

Local discovery

- “things to do this weekend,” restaurant experiences, spa days

Memberships & perks

- airline/hotel loyalty, travel clubs, museum passes

Planning tools

- itinerary builders, packing lists, “book in 3 steps” offers

Career Change & Upskilling



Who they are:

Users acting on career-focused New Year resolutions; motivated, in-market, and ready to commit.

Reach people who are:

- Pursuing a **career change & job search** – updating CVs, applying, and talking to recruiters.
- Enrolling in **upskilling & personal certificates** and micro-credentials.
- Investing in **language learning** apps and courses, often with exam goals in mind.

Our data lets you engage motivated consumers seamlessly across:

- Mobile
- Desktop/laptop
- CTV/OTT devices

OnAudience

Five Reasons to Choose OnAudience Data



Global coverage in 200+ markets

Paste



AI-driven custom segment creation in seconds from brief for any campaign



Own taxonomy and precise audiences ready for activation



Proprietary in-house technology for full data control



Privacy-safe, high-quality data capabilities

Turn resolution intent into measurable performance ↘

+25B

devices

+50B

profiles

+3,900

segments

Need a **Custom Audience** for Your New Year's Resolution Campaign?

Use our **AI Audiences** tool to build tailored segments – just paste your campaign brief and instantly get a custom audience that you can license at any DSP.

Create bespoke combinations (e.g. “*Gym memberships + nutrition plans + budgeting apps*”) in seconds and activate them directly in your preferred DSP.

Activate **New Year's Resolution Segments** on Your DSP

You can easily discover our New Year's Resolution segments directly in your DSP:

- **Once logged in, access the dashboard with three tabs:**
 - “New Year resolutions”
 - “Fit & healthy living”
 - “Gym memberships & classes”
 - “Budgeting & expense tracking”
 - “Career change & job search”
- **Select an OnAudience segment** that matches your campaign goals – from fitness and finance to coaching and language learning.
- **Target users who fit your ideal profile** – highly motivated consumers ready to act on their resolutions.
- **Boost the effectiveness of your Q1 campaigns** across display, video, CTV, and mobile with intent-rich audiences.

Reach high-intent New Year's Resolution shoppers with data-driven segments across devices and markets.

Contact our team at contact@onaudience.com

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