

TARGETING SHOPPERS ON BLACK FRIDAY AND CYBER MONDAY

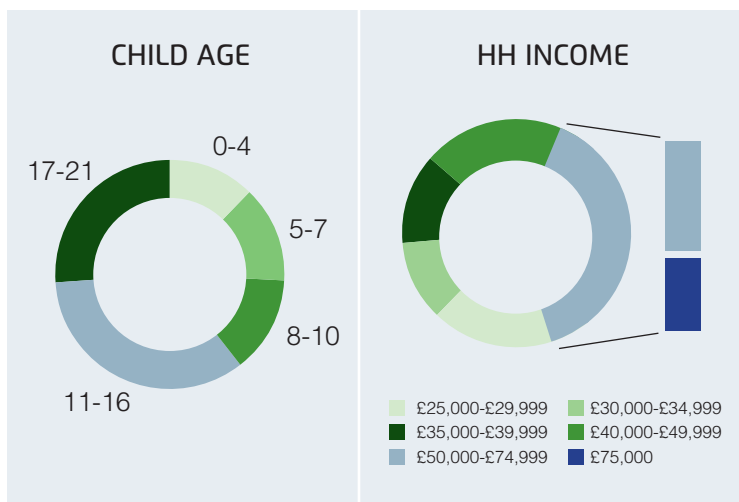
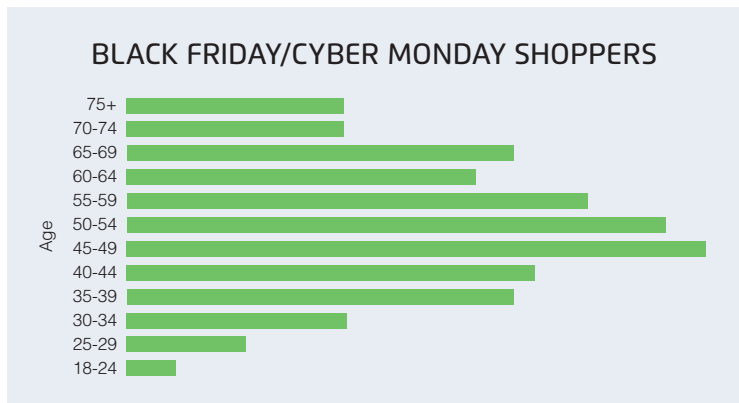


Black Friday and its trendy sibling Cyber Monday have become significant events in the UK, despite landing here less than a decade ago!

Using TGI and Yougov's purchase data combined with Acxiom's Consumer Electronic segmentation, marketers can target consumers who plan to save their expensive purchases for these dates in November. Take the opportunity to reach tech-enthusiasts, parents with children and splurging couples on the biggest shopping event of the year!

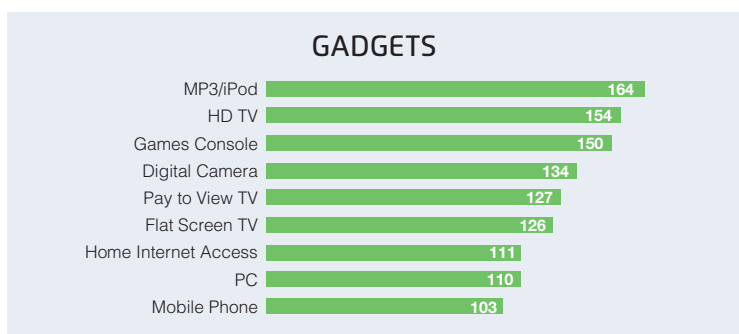
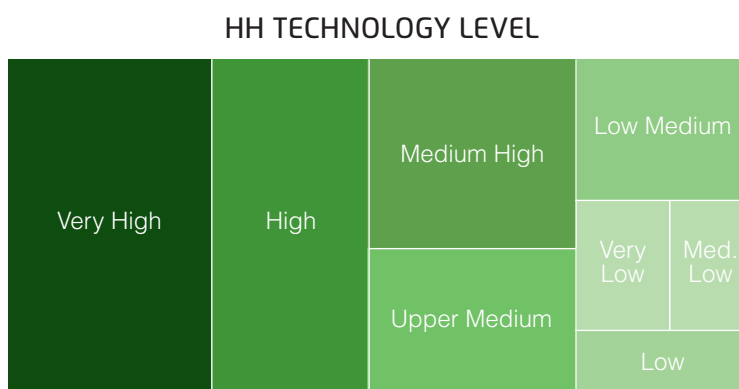
Black Friday/Cyber Monday shoppers are 45% more likely to be in the 45-49 age band and are almost 83% more likely to have a family of dependent children than no children.

Shoppers on Black Friday and Cyber Monday are more likely to be from Medium to Higher affluence households and more inclined to have high adoption of technology. See 'Gadgets' chart below depicting the gadgets they are likely to own and buy.



RECOMMENDED SEGMENTS

- Older comfortable families, other priorities suppressing spend
- Tech-savvy, financially comfortable, est. couples and families
- Comfortable empty nesters, high spend on practical tech
- Young, only just making ends meet, spend more if could
- Tendency to make indulgent purchases
- Gadget lovers
- High spenders on fashion
- High spenders on household appliances
- Frequent online buyers
- High spend on entertainment and leisure and
- Endless possibilities for custom segments with our panel integrations from TGI and YouGov



Contact Data Guru at dataguru_uk@acxiom.co.uk