



# RETAIL

From fashion conscious consumers to eco sensitive shoppers, our Retail audiences have it all covered. Built using both actual and inferred data, Acxiom data provides accuracy, scale and greater ROI.

## P10: Fashion Buyers



- Store card & Credit Card Users
- Frequent Online Buyers
- Above Average Spend on Clothes & Accessories
- High Spend on Hair & Beauty
- Bargain Hunters

## P11: Health & Ethical Consumers



- High Spenders on Health & Toiletries
- Above Average Spend on Food
- Green/Ethical Consumers
- Healthy Eaters
- Health & Socially conscious

## P12: Gadget Buyers



- Gadget Lovers
- High Level of Tech in the Household
- High Spenders on the Tech
- Purchase and Research Channel
- Value for Money, Trendy or Brand-Led Buyers

More variables available by request via

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