Speedeon

THE HOLIDAY AUDIENCE PLAYBOOK

Sleigh your campaigns this 2025 holiday season with data so good, even Santa uses it to make his list

‘TIS THE SEASON TO GET IT RIGHT

Holiday Household Snapshot

- Crib to Playroom: aged 0-5
- Prime toy years: aged 6–10
- Tween/teen households: aged 11-17
- Celebrating Hanukkah
- Moms, dads and grandparents
- Gifting pet parents

New Traditions

- Baby's first Christmas
- Christmas wedding planning
- First Christmas in new home
- First season of “us”

Holiday Credit Behavior

- Upscale retail cardholders
- Specialty apparel card users
- Sporting goods cardholders
- Buy now, pay later users
- Main street brand shoppers
- Low & mid-tier retail cards

Seasonal Shopping Styles

- Black Friday & Cyber Monday Shoppers
- Informed & intentional shoppers
- Luxury to last-minute Shoppers
- Price-sensitive shoppers
- Returns-prone apparel buyers
- One-stop convenience seekers

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AUDIENCES THAT MAKE THE NICE LIST

Checkout Channel Insights

- Amazon gift buyers
- Omnichannel purchase behaviors
- Online & mobile shoppers
- In-store retail shoppers
- Social commerce shoppers
- Mail order shoppers by category

Festive Home & Hosting

- Holiday décor buyers
- Holiday spirits segments
- Wine & beer preferences
- Homemade holiday hosting
- Catered celebration hosts
- Scent-driven buying behavior

Seasonal Gift List

- Gift card purchasing behaviors
- Tech-savvy gift getters
- Apparel by category
- Fragrance buyers by channel
- Beauty buyers by channel

Ready-to-Give Audiences

- Giving by donation level
- Donors by cause category
- Faith and belief-based givers
- Civic & political supporters
- Crowdfunded & social media donors
- Corporate giving participants

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DIGITAL AUDIENCES

JINGLE ALL THE WAY TO A SUCCESSFUL CAMPAIGN.

Winning the holiday season hinges on smart audience picks. We've got yours wrapped and ready. The audiences listed in this guide are already waiting for you in the LiveRamp Data Marketplace.

HEAD TO LIVERAMP →

Need something tailored? Let us build a seasonal audience just for you using behavioral signals, purchase history or modeled intent. Contact our Audience Desk today at **audiencedesk@speedeondata.com**.

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