

# HOLIDAY SHOPPERS

REACH GIFT GIVERS IN KEY CATEGORIES

Our data is comprised of **purchase and browsing data directly ingested from retailers, brands and e-commerce websites**, allowing us to understand what products shoppers have purchased down to the SKU level.

## HOLIDAY PURCHASE SEGMENT DETAILS:

Holiday Purchase Segments were built using a seed audience of shoppers who have **purchased top products and brands** in key holiday categories and expanded using proprietary audience modeling technology.



Segment Name:

ownerIQ > Holiday > Purchasers > Fashion Accessory

Estimated Segment Scale: 601MM Unique Device IDs\*

### PRODUCTS

WOMEN'S SHIRTS & TOPS

BAGS & HANDBAGS

JEWELRY

### BRANDS

CALVIN KLEIN

TOMMY HILFINGER

DKNY



Segment Name:

ownerIQ > Holiday > Purchasers > Health Enthusiast

Estimated Segment Scale: 170MM Unique Device IDs\*

### PRODUCTS

SNEAKERS

FITNESS ELECTRONICS

SMART WATCHES

### BRANDS



Segment Name:

ownerIQ > Holiday > Purchasers > Tech

Estimated Segment Scale: 280MM Unique Device IDs\*

### PRODUCTS

DIGITAL TVS

LAPTOP

SMARTPHONES

### BRANDS

SAMSUNG

Nikon

LG




**Segment Name:**  
ownerIQ > Holiday > Purchasers > Beauty  
**Estimated Segment Scale:** 143MM Unique Device IDs\*

PRODUCTS	BRANDS
FRAGRANCES & PERFUMES	MAC
SKIN CARE PRODUCT	LANCÔME PARIS
COSMETICS BRUSHES	ESTÉE LAUDER




**Segment Name:**  
ownerIQ > Holiday > Purchasers > Kids Products  
**Estimated Segment Scale:** 283MM Unique Device IDs\*

PRODUCTS	BRANDS
CHILDREN'S CLOTHING	carter's
LEARNING & EDUCATIONAL TOYS	LEGO
CHILDREN'S COATS	Crayola®




**Segment Name:**  
ownerIQ > Holiday > Purchasers > Entertainer & Host  
**Estimated Segment Scale:** 149MM Unique Device IDs\*

PRODUCTS	BRANDS
GOURMET FOOD GIFT BASKETS	KitchenAid®
CHRISTMAS DECOR	Calphalon®
FOOD WARMER	Cuisinart®




**Segment Name:**  
ownerIQ > Holiday > Purchasers > Luxury  
**Estimated Segment Scale:** 587MM Unique Device IDs\*

PRODUCTS	BRANDS
SNEAKERS	GUCCI
FITNESS ELECTRONICS	DIOR
SMART WATCHES	PRADA

Interested in one of these segments? These segments and many others built by ownerIQ are available in all major DSPs.

Want to learn more about our data or request custom segments? [Send an email to opd@ownerIQ.com](mailto:opd@ownerIQ.com).

\*Segment size subject to data loss dependent on match rates