

## Retail Buyers:

Seasonal-Holiday, Super Buyers, Propensity to Buy  
by Category, Demographics of Verified Buyers

High-performing  
retail buyer audiences  
built from **1<sup>st</sup> party**  
**retail transactions**,  
plus **demographics**  
all tied to **verified**  
**retail transactions**.

New to Market!

### Seasonal-Holiday Buyers

- Mothers' Day
- Father's Day
- Black Friday
- Christmas-Hanukkah

### Retail Super Spenders

- Super Spenders
- Super Shoppers across titles
- High-ticket Buyers
- Value Shoppers

### Propensity to Buy

- 40+ buyer categories
- Built from RFM transactions
- Maximize scale/reach
- No modeling

### Buyer-Verified Demographics

- Age bands, generation
- HH income, home value
- Children age ranges
- Dwelling type, marital status
- Education, net worth

**Custom audiences available upon request.**



### Contact

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