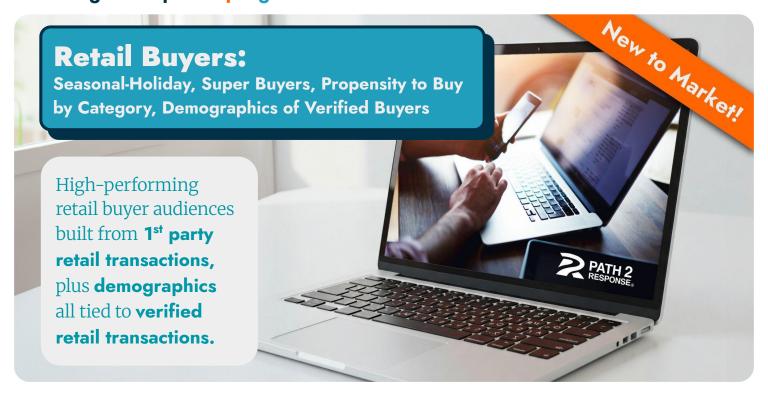
Path2DigitalResponse | Digital Audiences



Seasonal-Holiday Buyers

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

Propensity to Buy

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

Retail Super Spenders

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

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

Path2Response Digital Team digitalteam@path2response.com

