

Proxima Audience Playbook

(WITH SAMPLE SEGMENT DESCRIPTIONS AND IDEAL ACTIVATIONS)

Health & Wellness

Proxima's wellness audience segments are built from verified purchase data tied to high-intent consumers of vitamins, supplements, fitness, and holistic health products. These segments reflect consumers with active lifestyles, values-based shopping behavior, and strong adoption of social commerce platforms, ideal for brands targeting loyalty, LTV, and mission alignment.

Segment Name	Description	Ideal Activation
Avid Health Shopper	Shoppers who have made 6+ purchases in the health products category	Loyalty and retention programs
Black Friday & Cyber Monday Health Shopper	Shoppers who made purchases during BFCM	Gift guides and gifting angles or bundle promotions
High LTV Health Shopper	Shoppers with high LTV within the health & wellness category	LTV campaigns for DTC wellness brands

Travel

Proxima's travel audience segments are built from verified commerce signals tied to travel product purchases, including luggage, travel accessories, packing organizers, and travel essentials. These consumers demonstrate active trip-planning behavior and travel intent across retail and DTC travel ecosystems, with strong overlap in experiential lifestyle and adventure-driven spending.

Segment Name	Description	Ideal Activation
Avid Travel Shopper	Shoppers who have made 6+ purchases in the travel products category	Loyalty and retention programs, travel gear subscription services, frequent traveler programs, premium product launches
Female Travel Shopper	Female shoppers who purchased within the travel products category	Women's travel collections, influencer collaborations, Mother's Day gifting, solo travel campaigns
High AOV Travel Shopper	Shoppers with high AOV within the travel products category	Premium luggage launches, luxury travel gear, exclusive collection previews, high-end partnerships

Pets

Proxima's pet audience segments are built from verified commerce signals tied to pet product purchases, including food, treats, toys, and health supplements. These consumers are highly engaged in both retail and DTC pet ecosystems, with a strong overlap in wellness and lifestyle alignment.

Segment Name	Description	Ideal Activation
Subscription Pets Shopper	Shoppers enrolled in pet product subscription services	Auto-replenishment programs, subscription upsells, loyalty rewards, new product sampling
Weekday Pets Shopper	Shoppers who like to buy pet products on weekdays	Reorder reminders, seasonal product launches, cross-category recommendations, retention campaigns
Pets Shopper with No Discount	Shoppers who buy pet products without using discounts	Premium product launches, brand storytelling campaigns, values-based messaging, loyalty tier marketing

Home

Proxima's home audience segments are built from verified commerce signals tied to home product purchases, including furniture, décor, kitchen & dining essentials, bedding & bath, organization solutions, and cleaning supplies. These consumers demonstrate active home improvement and nesting behavior across retail and DTC home ecosystems, with strong overlap in lifestyle-driven and property investment spending.

Segment Name	Description	Ideal Activation
Active Home Shopper	Shoppers who have made 4+ purchases in the home products category	Loyalty and retention programs, interior design services, room refresh campaigns, new collection launches
Mothers Day Home Shopper	Shoppers who made purchases during Mother's Day	Gift guides and registry angles, Mother's Day gifting campaigns, personalized home décor, seasonal hosting essentials
Weekend Home Shopper	Shoppers who like to make purchases within the home category on weekends	Weekend flash sales, project-based marketing, DIY home improvement campaigns, weekend delivery promotions

Hobbies

Proxima's hobby audience segments are built from verified commerce signals tied to hobby and leisure product purchases across creative pursuits, outdoor activities, gaming, and collectibles. These enthusiasts demonstrate high engagement and repeat purchase behavior in specialized retail and DTC channels, with strong alignment to passion-based communities and discretionary spending.

Segment Name	Description	Ideal Activation
Avid Hobby Shopper	Shoppers who have made 6+ purchases in the hobby & leisure category	Loyalty and retention programs, subscription boxes, new product launches, enthusiast-tier marketing
Discount Hobbies Shopper	Shoppers who like to utilize discounts when purchasing hobby related products	Flash sales, bundle promotions, clearance campaigns, BFCM targeting, seasonal discount events
High LTV Hobby Shopper	Shoppers with high LTV within the hobby & leisure category	LTV campaigns for DTC hobby brands, premium equipment launches, specialist community programs, advanced skill-level targeting

Food

Proxima's food audience segments are built from verified commerce signals tied to food product purchases, including specialty foods, organic & natural products, snacks & beverages, meal solutions, dietary-specific items, and gourmet essentials. These consumers demonstrate active food exploration and values-based purchasing across retail and DTC food ecosystems, with strong overlap in health-conscious and culinary lifestyle spending.

Segment Name	Description	Ideal Activation
Male Food Shopper	Male shoppers who purchased within the food category	Premium subscriptions, curated gift boxes, specialty ingredient launches, culinary interest targeting
Food Shopper - 90 Day Recency	Shoppers who made food related purchases in the last 90 days	Reorder reminders, seasonal flavor launches, cross-category recommendations, retention campaigns
High AOV Food Shopper	Shoppers with high LTV within the specialty food category	Premium product launches, chef collaborations, luxury gift sets, exclusive tasting experiences

Fashion

Proxima's fashion audience segments are built from verified purchase data tied to high-intent consumers of apparel, accessories, footwear, and style-driven products. These segments reflect consumers with trend-aware shopping behavior, brand affinity, and strong engagement across social commerce platforms, ideal for brands targeting loyalty, LTV, and style alignment.

Segment Name	Description	Ideal Activation
Female Fashion Shopper	Female shoppers who have made purchases in the fashion category	Seasonal collections, style guides, influencer collaborations, VIP early access campaigns
Fashion Shopper with Free Shipping	Shoppers in the fashion category who like to utilize free shipping offers	Free shipping threshold campaigns, cart-building promotions, bundle offers, first-time buyer conversion
High LTV Fashion Shopper	Shoppers with high LTV within the fashion & apparel category	Premium launches, personalized styling services, exclusive designer collaborations, loyalty tier programs

Children

Proxima's children item audience segments are built from verified commerce signals tied to children's product purchases, including apparel, toys, baby essentials, and developmental products. These consumers are highly engaged parents and caregivers active in both retail and DTC children's ecosystems, with strong overlap in family wellness and milestone-driven shopping behavior.

Segment Name	Description	Ideal Activation
Avid Children's Shopper	Shoppers who have made 6+ purchases in the children's products category	Loyalty and retention programs, growth stage marketing, seasonal wardrobe refresh campaigns
Black Friday & Cyber Monday Children's Shopper	Shoppers who made purchases during BFCM	Gift guides and gifting angles, holiday bundle promotions, back-to-school preparedness offers
High LTV Children's Shopper	Shoppers with high LTV within the children's products category	LTV campaigns for DTC children's brands, premium product launches, family milestone programs

Beauty

Proxima’s beauty audience segments are built from verified purchase data tied to skincare, cosmetics, haircare, and personal care shoppers. These segments capture high-intent, high-frequency buyers with a strong preference for specific brands, categories, and values-based products (e.g., clean beauty, cruelty-free, inclusive shades).

Segment Name	Description	Ideal Activation
Weekend Beauty Shopper	Shoppers who make beauty related purchases on the weekends	Weekend flash sales, self-care campaigns, weekend-exclusive promotions
Valentine’s Day Beauty Shopper	Shoppers who made purchases during Valentine’s day	Valentine's gifting campaigns, self-care promotions, limited-edition sets, romantic beauty collections
Female Beauty Shopper	Shoppers with high LTV within the beauty & personal care category	New product launches, skincare routines, seasonal beauty trends, subscription programs