



Alike Audience



Think Alike Playbook

Festive

Audience Targeting

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Connect with Audiences Based on Different Festive Shopping Tendencies

Welcome to your ultimate guide to festive shopping audiences in the US. We have included **122 segments** to reach over **1 billion audiences** curated by data scientists and advanced lookalike modeling, combining insights from past shopping behaviors, shopper interests, and location data. We invite you to explore and leverage our top-selling segments to amplify your data strategies and achieve outstanding success during festive seasons.

Halloween

Total Halloween spending reached a record \$12.2 billion in 2023, exceeding 2022’s record of \$10.6 billion. A record number of 73% of people are expected to participate in Halloween-related activities in 2024 alone, making the expected spending to reach another record amount in 2024.

United States > Festive Seasons, Special Events & Holiday Shopping > Halloween

Holiday Entertainment Lovers

Holiday Shoppers

Trick or Treat shoppers

Grocery Shopping Mums

United States > Reach/Scale/Awareness > Entertainment > Halloween Holiday Entertainment Lovers

Holiday Entertainment Lovers

Trick or Treat shoppers

Grocery Shopping

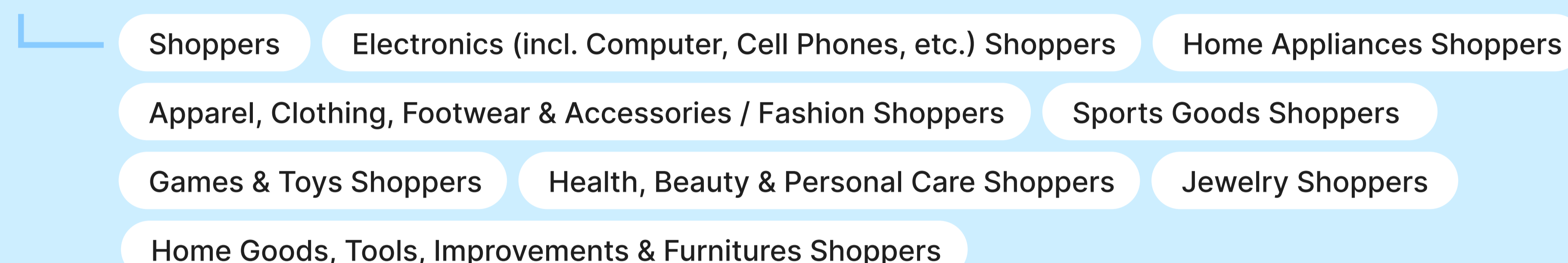
United States > Reach/Scale/Awareness > Seasonal/Festive/Holiday > Halloween



Black Friday / Cyber Monday

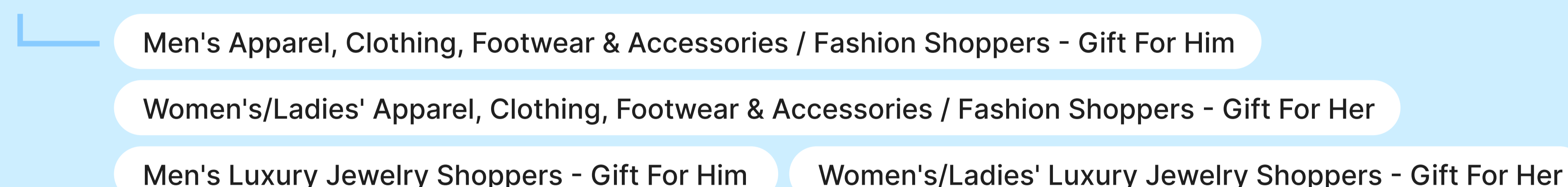
Shoppers spent an average of \$321 during the period between Thanksgiving and Cyber Monday. In total, the Cyber Five sales market is projected to reach approximately \$278 billion in 2024.

United States > Festive Seasons, Special Events & Holiday Shopping > Black Friday and Cyber Monday



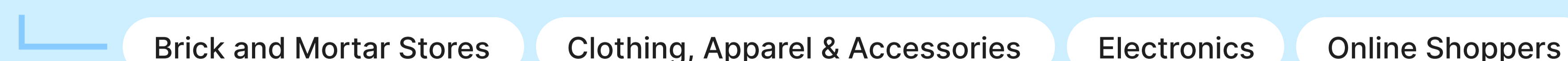
United States > Festive Seasons, Special Events & Holiday Shopping > Cyber Monday Shoppers

United States > Festive Seasons, Special Events & Holiday Shopping > Black Friday / Cyber Monday



United States > Reach/Scale/Awareness > Seasonal/Festive/Holiday > Black Friday Shoppers

United States > Reach/Scale/Awareness > Seasonal/Festive/Holiday > Purchasing Habit > Black Friday/Cyber Monday



United States > Reach/Scale/Awareness > Seasonal/Festive/Holiday > Cyber Monday Shoppers

United States > Reach/Scale/Awareness > Seasonal/Festive/Holiday > Black Friday / Cyber Monday

Electronics (incl. Computer, Cell Phones, etc.) Shoppers

Home Appliances Shoppers

Apparel, Clothing, Footwear & Accessories / Fashion Shoppers

Sports Goods and Equipments Shoppers

Games & Toys Shoppers

Health, Beauty & Personal Care Shoppers

Jewelry Shoppers

Home Goods, Tools, Improvements & Furnitures Shoppers

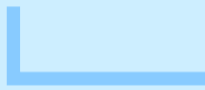




Christmas

The US holiday retail sales number in 2024 is estimated to grow by 4.8% YoY to reach \$1.3 trillion for the holiday season alone.

United States > Festive Seasons, Special Events & Holiday Shopping > Christmas



Holiday Cooks

Holiday Travelers

Gift Buyers Shoppers

Toys and Games Shoppers

Electronics Shoppers

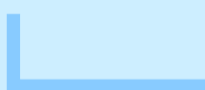
Jewelry Shoppers

Grocery Shopping Mums

United States > Reach/Scale/Awareness > CPG/FMCG > Christmas Holiday Cooks

United States > Reach/Scale/Awareness > Travel > Christmas Holiday Travelers

United States > Reach/Scale/Awareness > Seasonal/Festive/Holiday > Christmas



Gift Shoppers

Grocery Shoppers

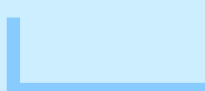
Holiday Cooks

Holiday Travelers

Men's Gift Shoppers - Gift For Him

Women's/Ladies' Gift Shoppers - Gift For Her

United States > Reach/Scale/Awareness > Seasonal/Festive/Holiday > Christmas / Boxing Day



Toys and Games Shoppers

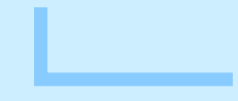
Electronics Shoppers

Jewelry Shoppers

New Year

United States > Reach/Scale/Awareness > CPG/FMCG > New Year's Holiday Cooks

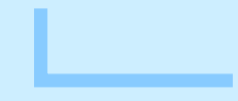
United States > Reach/Scale/Awareness > Seasonal/Festive/Holiday > New Year's



Holiday Cooks

Sale Shoppers

United States > Festive Seasons, Special Events & Holiday Shopping > New Year's



Resolution Takers

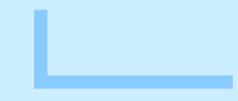
Holiday Cooks

Sale Shoppers

Chinese New Year

In 2024, data shows that the average daily active use scale during the Chinese New Year holiday broke the 900 million mark for the first time in history.

United States > Festive Seasons, Special Events & Holiday Shopping > Chinese New Year

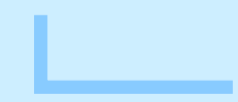


Food Shoppers

Gift Buyers Shoppers

Travelers

United States > Reach/Scale/Awareness > Seasonal/Festive/Holiday > Chinese New Year



Food Shoppers

Gift Buyers

Travelers



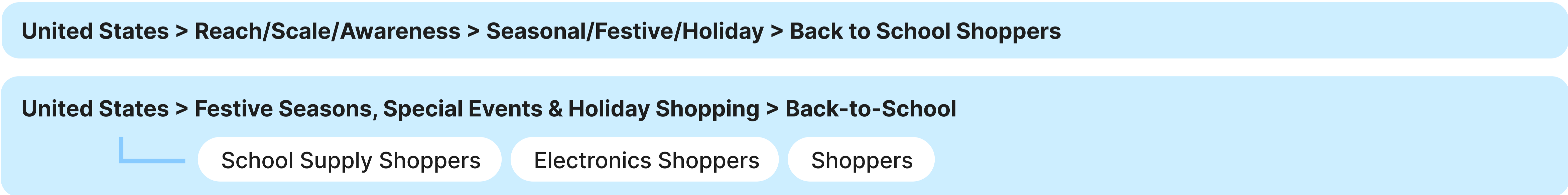
Easter

81% of Americans celebrated Easter in 2024. They plan to spend an average of \$177.06 per person distributed in three major categories, food, clothing, and gifts.



Back to School

The total US back-to-school sales will reach \$81.16 billion in 2024, a 3.2% YoY increase.

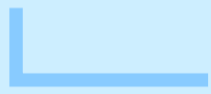




For Your Loved Ones

United States > Festive Seasons, Special Events & Holiday Shopping > Weddings & Marriages

United States > Festive Seasons, Special Events & Holiday Shopping > Valentine's Day



Men's Gift Buyers - Gift For Him

Gift Buyers - Gift For Her

Men's Jewelry Shoppers - Gift For Him

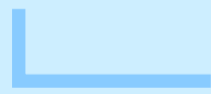
Women's/Ladies' Jewelry Shoppers - Gift For Her

Gift Buyers

Jewelry Shoppers

For Your Parents

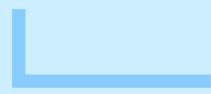
United States > Festive Seasons, Special Events & Holiday Shopping > Mother's Day



Women Fashion Shoppers

Gift & Jewelry Shoppers

United States > Festive Seasons, Special Events & Holiday Shopping > Father's Day



Gift Shoppers

Tools, Grills, Gardening Shoppers

Menswear Shoppers

Sporting Events

United States > Festive Seasons, Special Events & Holiday Shopping

Champions League Fans

NBA Fans

FIFA World Cup

Superbowl Fans

Premier League Fans

Others

United States > Reach/Scale/Awareness > Seasonal/Festive/Holiday > Oktoberfest

United States > Festive Seasons, Special Events & Holiday Shopping

Super Saturday Gift Shoppers

Oktoberfest

Music Festivals

Memorial Day Shoppers

Fourth of July Independence Day Sales Shoppers

Labor Day Sales Shoppers

Labor Day Tools, Grills, Gardening Shoppers

Labor Day Home Appliances Shoppers



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