

# Seasonal Audiences

Get your message in front of valuable holiday shoppers and seasonal enthusiast audiences leading up to key retail holidays and events

## OVERVIEW

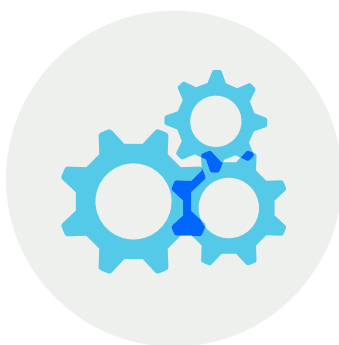
Comscore has unmatched expertise in unifying billions of pieces of proprietary data with the behavior of millions of consumers. Our unparalleled data sources, such as our massive 3-million-person global opt-in panel, extensive census network, passively collected measurement of 75 million TVs and our Total Home Panel™ are the foundation for our new holiday and events audiences. Now advertisers can leverage Comscore Audiences to reach in-market holiday shopper and seasonal enthusiasts audience targets – with or without the use of cookies.

## WHY COMSCORE?



### SUPERIOR PERFORMANCE

Better underlying data assets lead to better performance.



### FUTURE-PROOF TECHNOLOGY

Unique cookie-free methodology that combines media consumption behaviors and AI contextual engine to transform valuable audiences into contextual targets.



### TARGETED REACH AT SCALE

Advertisers can now achieve targeted reach across desktop, mobile, CTV, YouTube and podcasts without compromising scale.

## Seasonal Audiences

### Available Segments\*

<b>FEBRUARY</b>	<ul style="list-style-type: none"><li>• Holidays &amp; Events - Super Bowl</li><li>• Holidays &amp; Events - Black History Month</li><li>• Valentine's Day Gift Givers</li></ul>	<b>SEPTEMBER</b>	<ul style="list-style-type: none"><li>• Holidays &amp; Events - Rosh Hashana</li><li>• Labor Day Shoppers</li></ul>
<b>MARCH</b>	<ul style="list-style-type: none"><li>• Holidays &amp; Events - Mardi Gras</li><li>• Holidays &amp; Events - St. Patrick's Day</li></ul>	<b>OCTOBER</b>	<ul style="list-style-type: none"><li>• Holidays &amp; Events - Diwali</li><li>• Holidays &amp; Events - Halloween Shoppers</li><li>• Holidays &amp; Events - Sukkot</li></ul>
<b>APRIL</b>	<ul style="list-style-type: none"><li>• Holidays &amp; Events - Spring Break</li><li>• Easter Shoppers</li></ul>		
<b>MAY</b>	<ul style="list-style-type: none"><li>• Memorial Day Shoppers</li><li>• Mother's Day Gift Givers</li></ul>	<b>NOVEMBER</b>	<ul style="list-style-type: none"><li>• Holidays &amp; Events - FIFA World Cup</li><li>• Holidays &amp; Events - Singles Day</li><li>• Holidays &amp; Events - Veteran's Day</li><li>• Black Friday Shoppers</li><li>• Cyber Monday Shoppers</li><li>• Thanksgiving Shoppers</li></ul>
<b>JUNE</b>	<ul style="list-style-type: none"><li>• Holidays &amp; Events - Pride Month</li><li>• Father's Day Gift Givers</li></ul>		
<b>JULY</b>	<ul style="list-style-type: none"><li>• 4th of July Shoppers</li><li>• Amazon Prime Day Shoppers</li><li>• Holidays &amp; Events - Back-to-School Shoppers</li></ul>	<b>DECEMBER</b>	<ul style="list-style-type: none"><li>• Holiday Online Shopper</li><li>• Holiday Online Shopper - Dads</li><li>• Holiday Online Shopper - Moms</li><li>• Holiday Online Shopper - Household with Children</li><li>• Chanukah Shoppers</li><li>• Christmas Shoppers</li></ul>
<b>AUGUST</b>	<ul style="list-style-type: none"><li>• Holidays &amp; Events - Back-to-College</li></ul>		

\*Additional Seasonal Shopper Segments Available

### Ready to learn more?

To learn how Comscore can help you make business decisions with confidence, contact your Comscore representative or visit [comscore.com/contact](https://comscore.com/contact)