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*

<table>
<thead>
<tr>
<th>Month</th>
<th>Segments</th>
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| **FEBRUARY** | • Holidays & Events - Super Bowl  
• Holidays & Events - Black History Month  
• Valentine’s Day Gift Givers             |
| **MARCH** | • Holidays & Events - Mardi Gras  
• Holidays & Events - St. Patrick’s Day    |
| **APRIL** | • Holidays & Events - Spring Break  
• Easter Shoppers                           |
| **MAY**  | • Memorial Day Shoppers  
• Mother’s Day Gift Givers                  |
| **JUNE** | • Holidays & Events - Pride Month  
• Father’s Day Gift Givers                    |
| **JULY** | • 4th of July Shoppers  
• Amazon Prime Day Shoppers  
• Holidays & Events - Back-to-School Shoppers |
| **AUGUST** | • Holidays & Events - Back-to-College                                    |
| **SEPTEMBER** | • Holidays & Events - Rosh Hashana  
• Labor Day Shoppers                        |
| **OCTOBER** | • Holidays & Events - Diwali  
• Holidays & Events - Halloween Shoppers  
• Holidays & Events - Sukkot               |
| **OCTOBER** | • Holidays & Events - FIFA World Cup                                     |
| **NOVEMBER** | • Holidays & Events - Singles Day  
• Holidays & Events - Veteran’s Day  
• Black Friday Shoppers  
• Cyber Monday Shoppers  
• Thanksgiving Shoppers                     |
| **DECEMBER** | • Holiday Online Shopper  
• Holiday Online Shopper - Dads  
• Holiday Online Shopper - Moms  
• Holiday Online Shopper - Household with Children  
• Chanukah Shoppers  
• Christmas Shoppers                        |

*Additional Seasonal Shopper Segments Available*

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**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](http://comscore.com/contact)