



Optimise your campaigns this golden quarter with Experian audiences

Summer may be just behind us but marketers are gearing up for the Golden Quarter, the biggest retail period of the year combining Black Friday, Cyber Monday and Christmas.

Use Experian Audiences to fuel your campaigns across programmatic, CTV, social, digital OOH and more. Our audiences segments blend scale and precision, powered by real-world data and signal-agnostic ID resolution - so you can reach the shoppers most likely to click, convert, and click again.

Transactional Spend Audiences

200+ audience segments which uses real-world transactional spend data to target high or frequent spenders.

Examples include:

- Purchase - Tech - Samsung
- Purchase - Tech - Tech Lover
- Purchase - Entertainment - Gaming
- Purchase - Health & Beauty - Cosmetics
- Purchase - Retail - Parents
- Purchase - Retail - Jewellery & watches
- Purchase - Retail - Amazon
- Purchase - Retail - Tesco

Interest-based Audiences

Audiences segments to reach consumers who have displayed similar characteristics and interests.

Examples include:

- Interest - Shoppers - Seasonal - Black Friday and Cyber Monday
- Interest - Shoppers - Shopper Type - Luxury Shoppers - Indulgent and impulsive shoppers
- Interest - CPG - Health and Beauty - Fragrance - Male buyers purchasing fragrance
- Interest - CPG - Health and Beauty - Electrical - Electrical hair products
- Interest - Technology - Like new technology and often buy latest gadgets
- Interest - Interests and hobbies - Gaming - Have a games console



How to activate Experian Audiences

Activate off-the-shelf across destinations such as:

DSPs: AdSquare, Amazon, The Trade Desk

SSPs: Audigent, PubMatic

Data Marketplaces: Evorra, Eyeota, Peer39

Data Cleanrooms: LiveRamp, InfoSum

CTV: Freewheel, ITV, LG Ads, Lightbox TV, Samsung, Sky, Vevo

Social: Meta

Search for Experian Audiences in your destination of choice or contact ukaudiences@experian.com.



Golden quarter audience recommendations

Mosaic Shopper

Derived from Mosaic, Experian's proprietary segmentation tool, Experian Mosaic Shopper segments groups consumers by shopping characteristics and behaviours.

Examples include:

- Mosaic Shopper - What we spend our money on - Always on the lookout for special offers
- Mosaic Shopper - What we spend our money on - Usually looking for the lowest prices

Demographic Profiles

Foundational for targeting, with Experian Demographic segments you can be confident you're accessing accurate demographic data verified by our own Credit Bureau.

Examples include:

- Demographic - Age Range - 45-49
- Demographic - Household data - Children age 5-11
- Demographic - Personal Finance - Affluence - Mid Affluent Households with children

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Looking for bespoke or Global audiences?

Experian Data Scientists are on hand to build custom segments based on your existing first-party data or unique campaign needs.

Plus, global brands can leverage our global taxonomy of 270+ audience segments available for activation across 36 international markets.

Contact us at ukaudiences@experian.com to get started.

Contact our dedicated data desk, ukaudiences@experian.com.

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