



Your Guide to Resolution-Ready Audience Segments

As festive campaign planning wraps up, marketers are shifting focus to new year opportunities. Accurate, data-driven digital audiences will be key to reaching resolution-minded consumers eager to invest in health, wellness and lifestyle changes for the new year ahead.

Inside this guide, you'll find ready-to-activate audience recommendations for high-impact campaigns across the UK's top platforms, including The Trade Desk, Evorra, Eyeota, PubMatic, and more.

New Years Resolutions Audience Recommendations

Here are a few of our syndicated audiences that you can activate off-the-shelf across leading platforms.

Transactional Spend Audiences

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

Examples include:

- Purchase - Health & Beauty - New Years Resolutions - Healthy Living
- Purchase - Health & Beauty - Healthy Eating
- Purchase - Health & Beauty - Gyms & Health Clubs
- Purchase - Retail - Fashion - Sportswear
- Purchase - Retail - Home & Garden - DIY
- Purchase - Retail - Home & Garden - Cooking

Interest-based audiences

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

Examples include:

- Interest - Health and wellbeing - Lifestyle behaviours - Wearable devices to encourage healthy lifestyle
- Interest - Health and wellbeing - Lifestyle behaviours - Exercise once a week
- Interest - Health and wellbeing - Gym membership - Have an annual membership
- Interest - Health and wellbeing - Dietary behaviours - Take health supplements for training
- Interest - Health and wellbeing - Dietary behaviours - Eat vegan products daily
- Interest - Health and wellbeing - Dietary behaviours - Flexible vegetarian
- Interest - Health and wellbeing - Dietary behaviours - Consider organic labels



Looking for Bespoke or Global Audiences?

Experian's Data Desk is 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.



Mosaic Shopper

Experian's proprietary segmentation tool which segments UK consumers by shopping characteristics and behaviours.

Examples include:

- Mosaic Shopper – Fashionista - Fashion conscious social & healthy
- Mosaic Shopper – Fashionista - Affluent, healthy and fit
- Mosaic Shopper – Shopper Type- Bargain Hunter
- Mosaic Shopper - What we spend our money on - Usually looking for the lowest prices

Demographic Profiles

Demographics are foundational for targeting – by using Experian Demographic segments you can ensure you're accessing accurate data, verified by our own Credit Bureau.

Examples include:

- Demographic – Age Range – Gen Z
- Demographic – Age Range – 30-34
- Demographic – Personal Finance – Affluence – Mid Affluent Households with children
- Demographic – Household Data – Household Sharers
- Demographic – Household Data – Home Location – London

How to activate Experian audiences

Activate off-the-shelf across destinations such as:

adsquare

amazon

blis

evorra

eyeota
A Dun & Bradstreet Company

INFO SUM

/LiveRamp

Meta

PEER39

PubMatic

StackAdapt

theTradeDesk



To get started search for Experian Audiences in your destination of choice or contact our dedicated data desk, ukaudiences@experian.com.

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