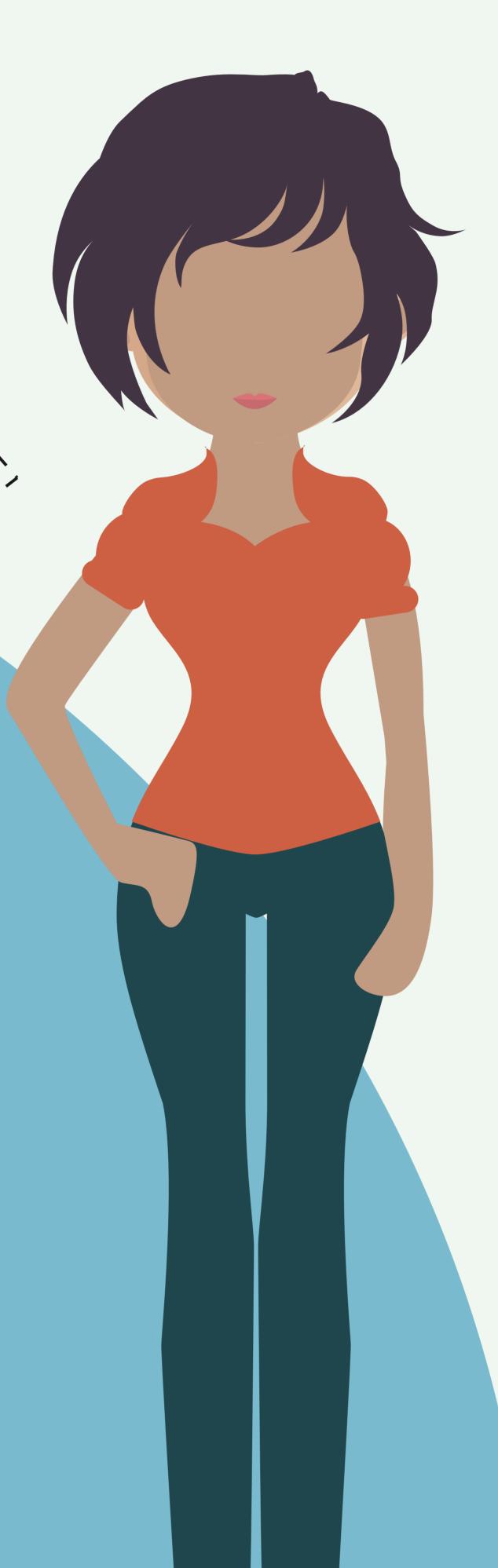
AN ADVERTISER'S GUIDE TO TARGET U.S. RETAIL HOLIDAY SHOPPERS

The formula to reach Black Friday and Cyber Monday shoppers with digital advertising seems simple enough: target consumers who are looking for a deal! However, a recent consumer data analysis done by **Digilant**, a global programmatic media company, reveals that there is a lot more for advertisers to know about these shoppers. In this infographic, Digilant details the shopping habits, interests, and preferences that motivate consumers to shop on Black Friday and/or Cyber Monday. This type of insight can help brands understand these shoppers and what drives their behavior, so they can deliver effective advertising that appeals to each audience.

BLACK FRIDAY SHOPPERS





CYBER MONDAY SHOPPERS





INTERESTED IN

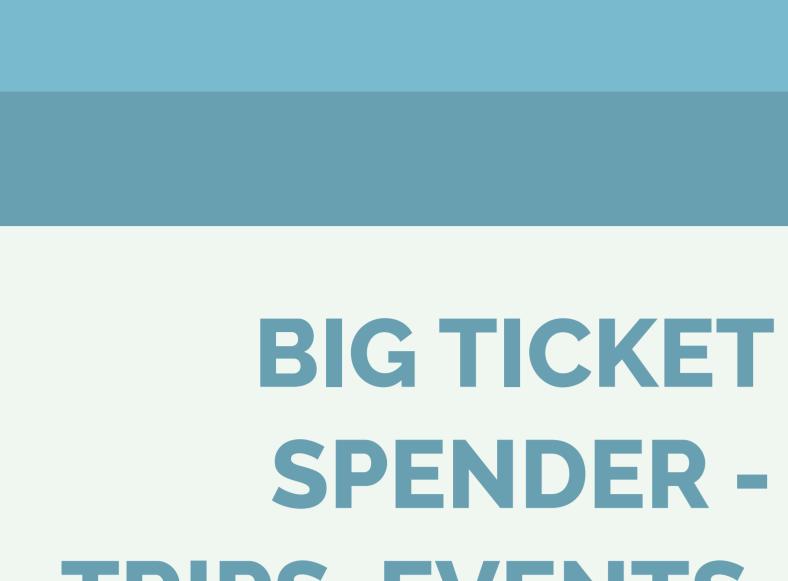
ENTERTAINMENT TV /



SEASONAL (HOLIDAY) INTERNATIONAL TRAVELER



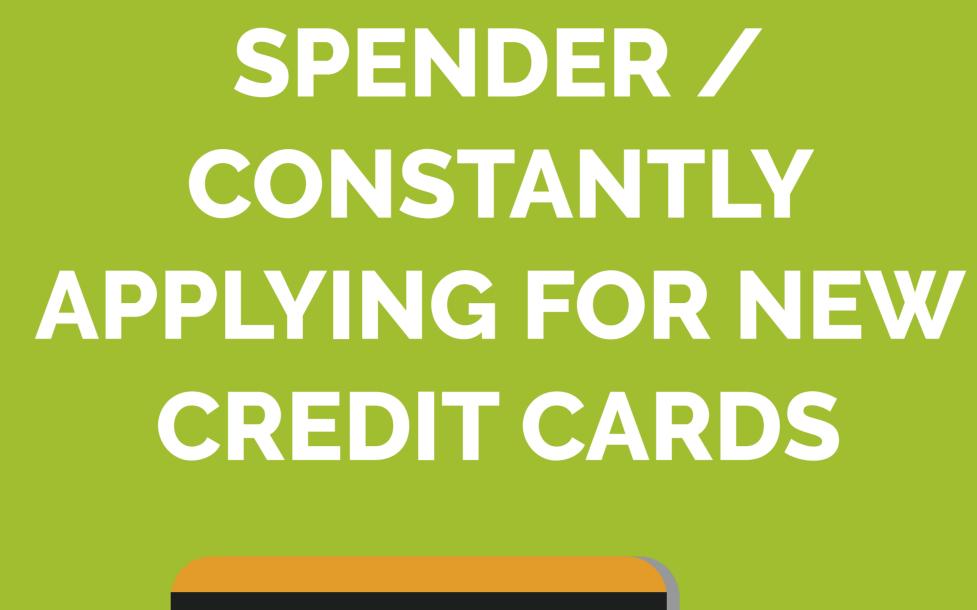
ROMANCE/ FICTION NOVEL READER











HIGH CREDIT CARD









WILL PURCHASE/ SPLURGE ON HIGHER QUALITY PRODUCTS

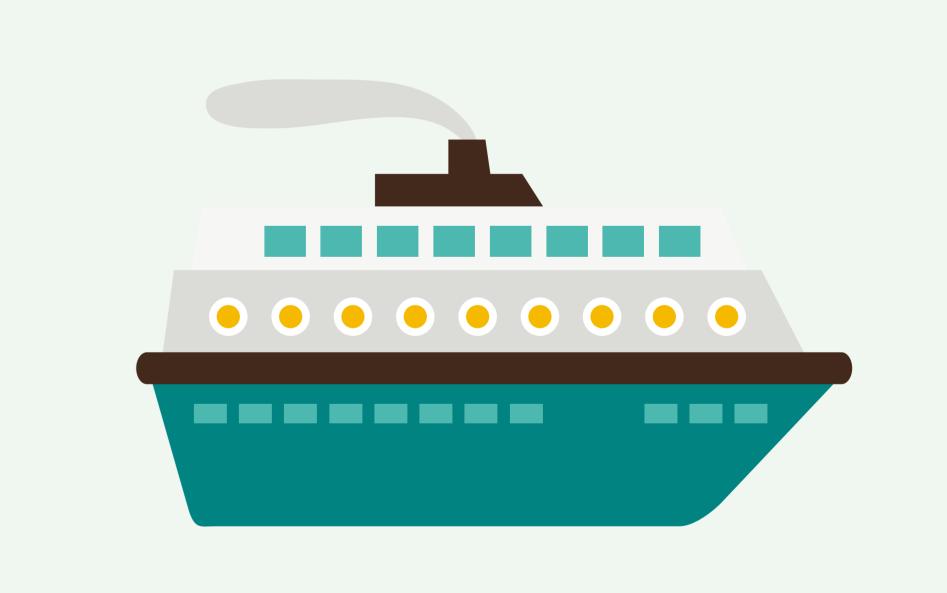


CARB FOOD / SNACK







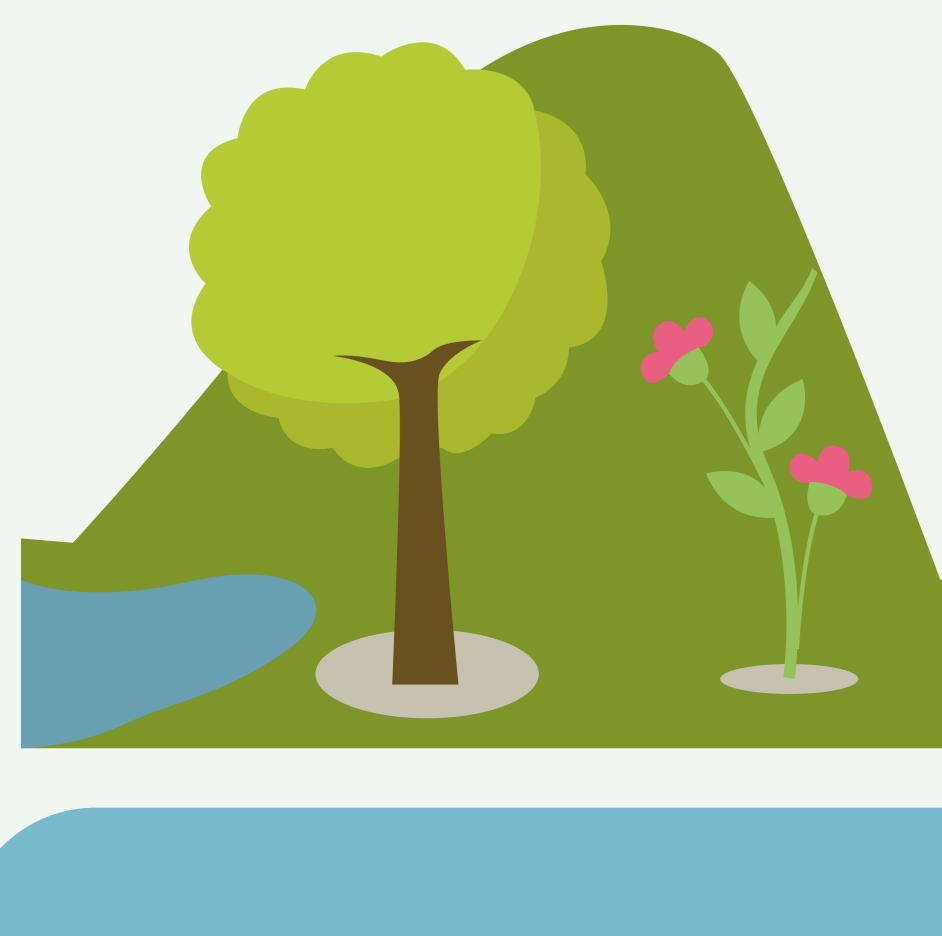


D.I.Y. OUTDOORS / GARDENER

TRAVELER

AFFLUENT







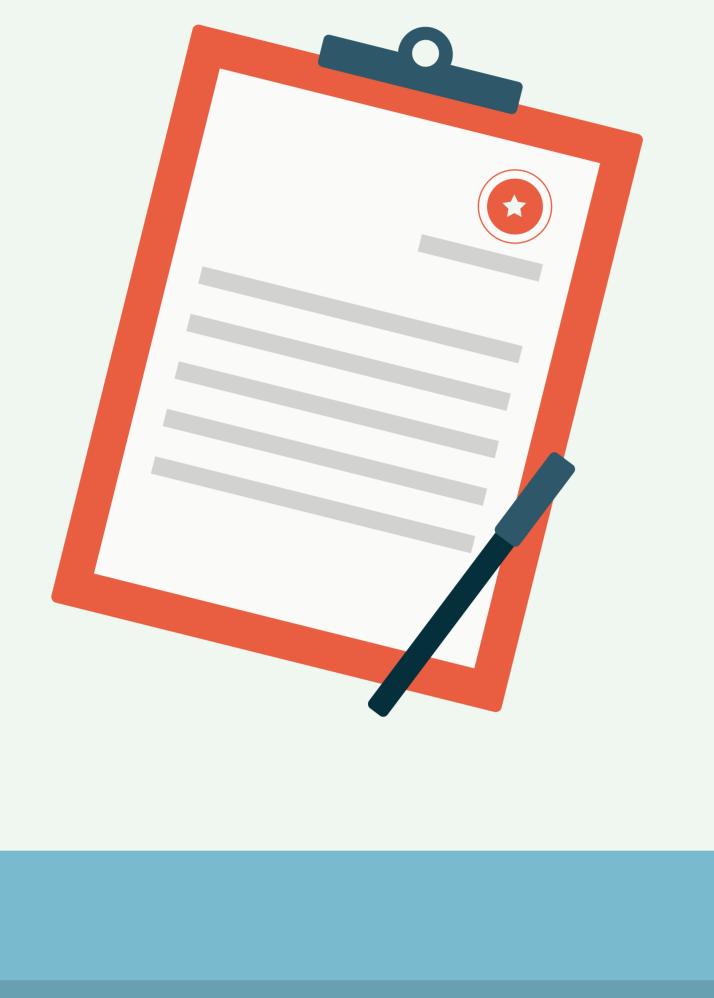


IN MARKET FOR INSURANCE

WITH CHILDREN, BACK TO SCHOOL / HOLIDAY SHOPPER

FAMILY ORIENTED









DEAL SEEKER



About the study:

This infographic study combines Consumer Persona, Digilant's proprietary insight and predictive modeling system, with third party consumer data to predict the likelihood of a user to take a particular action. In the case of this study, the action is shopping on Black Friday or Cyber Monday. Consumer Persona digested third party data segments based on affinity towards Black Friday or Cyber Monday to identify the unique preferences, interests and behaviors of consumers of each audience. Findings from this study yield valuable insight for retail marketers who are seeking to reach shoppers this holiday season.



attribution is given and includes the statement "Source: Digilant, Inc.".