

V12 DATA INTRODUCES PURCHASE INTENDER HOLIDAY AUDIENCES POWERED BY V12 SIGNALS™

Maximize your holiday campaign performance with
V12 Data's high-performing purchase-intender audiences.

Using these in-market holiday segments, retail marketers can now target audiences who have indicated high purchase intent based on off-line shopping indicators integrated with on-line (mobile and desktop) content consumption, web visit and keyword searches.



HOLIDAY

- Halloween
- Halloween Costume Buyers
- Halloween Candy Buyers
- Thanksgiving
- Black Friday
- Cyber Monday
- Christmas
- New Years
- Healthy Resolutions
- Mardi Gras
- Valentine's Day
- St. Patrick's Day Activity
- Easter
- Earth Day
- Cinco de Mayo
- Mother's Day
- Father's Day
- July 4th
- The Grammys
- The Oscars



SEASON

- Graduation Gift Buyers
- Back to School
- Big Grillers
- Outdoor Entertainers
- Tax Preparation
- Spring Break Planners
- Wedding Season
- Winter Activity Enthusiasts
- Domestic Holiday Traveler
- Holiday Travelers



SHOPPERS

- Holiday Shoppers- Toys
- Holiday Shoppers - Retail
- Luxury Holiday Shoppers
- Comparison Shoppers
- Early Holiday Shoppers
- Fall Fashion Shoppers
- Late Holiday Shoppers
- Post-Holiday Bargain Shoppers
- Gift Givers - Children
- Gift Givers
- Holiday Entertainers
- Holiday Cooks
- Seasonal/Holiday Spanish Speakers
- Spring Cleaning
- Spring Gardening
- Spring Apparel Shoppers
- Summer Apparel Shopping



SPORTS

- NFL Football Fan
- Football Fans
- SuperBowl
- Golf Lovers
- March Madness
- Summer Olympics Followers
- Winter Olympics Followers