



Last year, shoppers spent **\$6.2 billion on Black Friday** and **\$7.9 billion on Cyber Monday.***

Reach this season's shoppers, from those who barely digest their pumpkin pie before hitting up Best Buy to casual shoppers scanning deals at 7PM on Cyber Monday with a glass of wine.

Alliant is a leading provider of audiences powered by data and analytics with rich demographic, psychographic and transactional insights on virtually every US adult consumer.

alliantinsight.com

*Source: TechRadar

Target with Alliant's highly specific audiences crafted from brand-specific e-commerce and multichannel purchase transactions, demographic elements and lifestyle data.

Retailer Buyer Propensities[†]

High likelihood to buy from the retailer.

- Amazon
- Bed Bath & Beyond
- Bergdorf Goodman
- Best Buy
- Bloomingdale's
- Costco
- Gamestop
- Google Play
- Foot Locker
- Home Depot
- JCPenney
- Jet.com
- Lord & Taylor
- Macy's
- Neiman Marcus
- Nordstrom
- Overstock.com
- Payless
- Saks Fifth Avenue
- Sephora
- T.J. Maxx
- & more

Consumer Payment

Alliant's level prediction of the likelihood a household will pay for an order or service.

Payment Performance:

- Top 5%
- Top 10%
- Top 25%
- Top 50%

Brand Buyer Propensities[†]

High likelihood to buy the brand.

- Adobe
- Apple
- Dell
- Brooks Brothers
- Coach
- Disney
- Express
- H&M
- J.Crew
- Kate Spade
- LEGO
- Old Navy
- Samsung
- T-Mobile
- Tiffany and Co.
- Verizon
- Victoria's Secret
- & more

Credit Card Types

Known credit card holders.

- American Express
- Discover
- Mastercard
- Visa
- & more

Known Shopper Behaviors

Based on known shopping behaviors.

- Club and Continuity Buyers
- CPG – Household Good Buyers
- Box / Product Subscribers
- Children's Products Buyers
- Jewelry and Accessories Buyers
- Holiday Products Buyers
- Shopaholics
- Big Spenders
- & more

Suggested Digital Audiences

Pre-Thanksgiving Buyer Propensity

Consumers with a high likelihood of being Pre-Thanksgiving Shopper

Black Friday Buyer Propensity

Consumers with a high likelihood of purchasing on Black Friday

Cyber Monday Buyer Propensity

Consumers with a high likelihood of purchasing on Cyber Monday

To view all 1800+ segments, visit:
alliantinsight.com/audiences

Need something special? Custom Audiences available,
contact: datahelp@alliantdata.com

Readily available for targeting in your preferred digital platform – or across all channels on-request.

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