

captify.

Trending Audience Recommender: The Holidays

Dynamic audiences powered by
Cookieless Search Intelligence

Holiday 2023

Audience

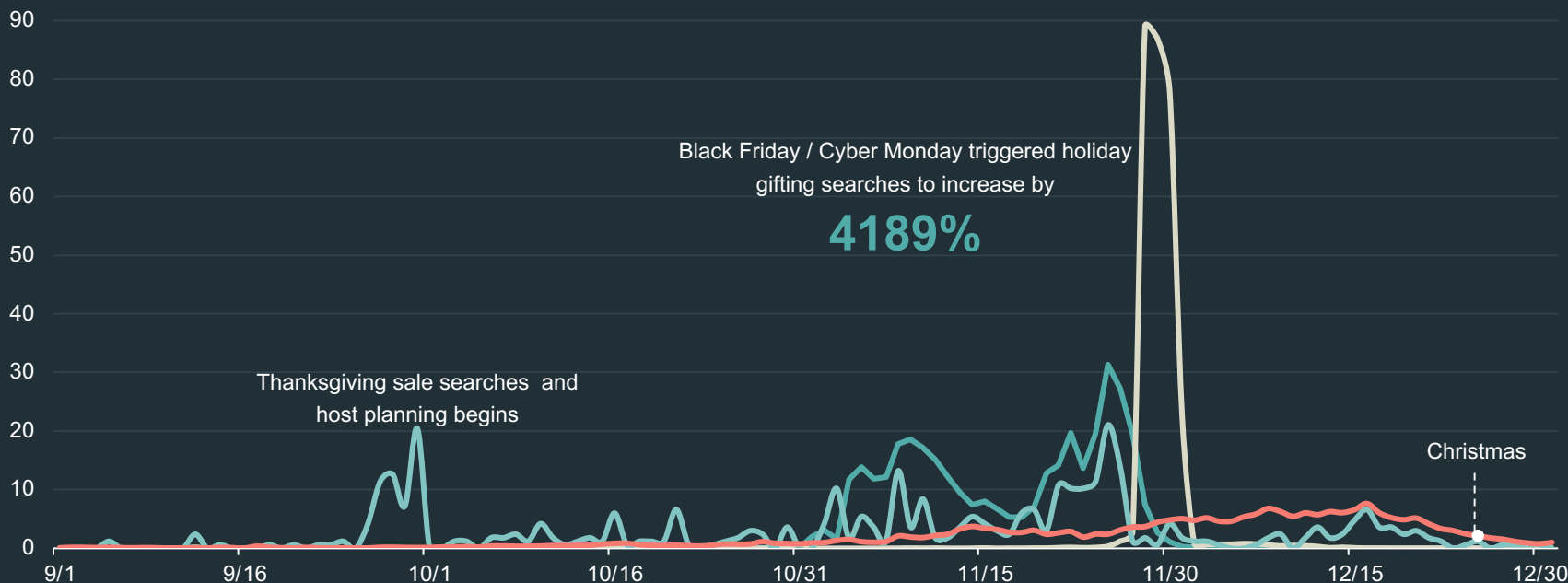
Holiday Gifting
84,453,114



Holiday sales and planning intent starts 86 days before Dec 25

All holiday searches are overlaid with "sale", "coupon", "offer", "deal" or "promo"

Black Friday Cyber Monday Thanksgiving Holiday Shopping



Captify analyzed consumer search behavior from September through December to better understand how Holiday 2022 trended in our data network, revealing steadily surges from November with Black Friday and Cyber Monday driving the peak uplift followed by steadily increasing interest in Christmas shopping—peaking 9 days before and slowly tapering off after 12/25.

Drive marketing outcomes by reaching these key audiences with the right message at critical moments in their consumer journey



Deal Seekers

Bargain hunters searching for discounts, promotions, and sales.



Self-gifters

Shoppers searching for and buying items for themselves.



Early Planners

Gifters searching for presents before the holiday rush begins.



Last-minute Gifters

Shoppers in a time crunch searching for quick and convenient gifts.



Holiday Hosters

Celebratory folk searching for party ideas, and food & drink recipes and supplies.



Holiday Travelers

Travelers searching to take that holiday vacation or reunite with loved ones.



Financial Empowerment Seekers

Consumers searching for new credit cards and increased spend.



Family Shopper

Parents and grandparents searching for presents for their loved ones.

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Learn more about Captify search-powered audiences: sales@captify.us

Search-powered audiences for Holiday 2023



5 min.
audience
refresh

Deal Seekers

78.6M+

Audience size right now*

551%

Deal Seekers were 5.5x more interested in **travel** than other product categories in Q4 '22

**Data sourced from Captify US network 10/01/22 – 12/31/22



5 min.
audience
refresh

Self-gifters

60M+

Audience size right now*

540%

Captify's data indicates self-gifting searches may rise 540% heading into Q4 '23

**Data sourced from Captify US network 10/01/22 - 5/30/23



5 min.
audience
refresh

Early Planners

68.5M+

Audience size right now*

91%

Search intent for personal finance overall is up 91% in the last six months, indicating an opportunity for banking and finance verticals

**Data sourced from Captify US network 12/01/22 - 5/30/23



5 min.
audience
refresh

Last-minute Gifters

83M+

Audience size right now*

174%

Increase in search intent for hobbies & leisure among last minute gifters—indicating gifting will dominate Holiday '23

**Data sourced from Captify US network 12/01/22 - 5/30/23

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Search-powered audiences for Holiday 2023



5 min.
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Holiday Hosters

49.8M+

Audience size right now*

1605%

DIY Enthusiast are 16.0x more likely to search for hosting plans and ideas when comparing the last six months to Q4 '22

**Data sourced from Captify US network 10/01/22 - 5/30/23



5 min.
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Holiday Travelers

46.1M+

Audience size right now*

390%

Increase in credit card search interest in the last six months

**Data sourced from Captify US network 12/01/22 - 5/30/23



5 min.
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Financial Empowerment Seekers

96.1M+

Audience size right now*

366%

Increase in intro offers among credit card searches in the last three months compared to Q4 '22—especially balance transfers

**Data sourced from Captify US network 10/01/22 - 5/30/23



5 min.
audience
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Family Gifters

105M+

Audience size right now*

1400%

Increase in sustainability over the last six months among family gifting searchers

**Data sourced from Captify US network 10/01/22 - 5/30/23

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Activate audiences your way from categorized to custom

01

Categorized

Off-the-shelf, pre-built audiences for mass reach. Categorized by Captify's semantic technology and defined by data analysts.



'Deal seekers'

02

Custom

Tailored audiences per campaign for clever engagement, efficiency, and to gain competitive advantage.



'Financial Empowerment Seekers'

03

Competitive

Dominate a category or vertical by intercepting competitor intent.



'Tiffanys'

04

Combinations

Build highly complex audiences for unique 'white space' by combining categorized, custom and competitive audiences.



'Deal seekers that love Tiffanys'

Audience builder tip: Include top indexing audiences, such as unexpected hidden audiences, to scale without sacrificing relevance and performance

All audiences can be built and activated within 48 hours
[Learn more about Captify search-powered audiences sales@captify.us](mailto:sales@captify.us)

Search-powered gifting moment: 'Deal Seekers'

Whether it be frugality or the thrill of a bargain, consumers are on the hunt for discounted goods. Marketers can reach this audience of in-market consumers with sales, promotions, BOGOF or clearance campaigns to build brand awareness, drive consideration, and capture share of wallet.



5 min.
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Deal Seekers

78.6M+

Audience size right now*

551%

Deal Seekers were 5.5x more interested in **travel** than other product categories

**Data sourced from Captify US network 10/1/22 – 12/31/22

Connected audiences

Add high-indexing audience profiles for scale without sacrificing performance.



Life profiles

- + Deal Hunter **19.8x**
- + Empty Nester **5.9x**
- + Beauty Enthusiast **4.4x**



Life moments

- + Promotion **9.0x**
- + New Home **2.3x**
- + New Car **1.7x**



Interests

- + Shopping **14.5x**
- + Photography **8.5x**
- + Design **6.6x**

Intent index**

Deal Seekers are waiting for the right moment and price to purchase big ticket items such as travel and gaming products.

- + Travel **5.1x**
- + Gaming **4.7x**
- + Tech & Computers **3.0x**
- + Beauty & Fitness **2.9x**
- + Shopping **2.4x**

Prediction for Holidays 2023

Marketers in travel and tech and gaming verticals should upweight their Q4 '23 campaigns. Comparing Q4 '22 to all of 2022, an increase in search intent indicates continued growth throughout 2023.

- + Travel **+400%**
- + Tech & Gaming **+1200%**

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Search-powered gifting moments: 'Self-gifters'

Everyone deserves a bit of self-indulgence, regardless of the occasion—and the holidays are no exception. Reach in-market consumers searching to treat themselves, grow brand awareness and consideration during the biggest gifting season of the year.



Self-gifters

60.0M+

Audience size right now*

540%

Captify's data indicates self-gifting searches may rise 540% heading into Q4 '23

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Connected audiences

Add high-indexing audience profiles for scale without sacrificing performance.



Life profiles

- + Beauty Enthusiast **24.7x**
- + Fashionista **8.2x**
- + Empty Nester **5.7x**



Life moments

- + Engagement **3.8x**
- + Black Friday **2.6x**
- + Wedding Season **2.1x**



Interests

- + Beauty & Cosmetics **26.0x**
- + Fashion **3.6x**
- + Design **6.9x**

Self-gifters intent index**

Self-gifting searchers are intrigued by fashion and apparel, prioritizing stylish indulgence, and demonstrate a keen interest in fitness equipment to support their active lifestyle.

- + Fashion & Apparel **10.9X**
- + Fitness & Equipment **2.0x**
- + Tech & Gaming **1.9X**

Prediction for Holiday 2023

Self gifters are looking to both improve and treat themselves. Our data shows double to triple digit growth in luxury and designer items as well as fitness equipment in the last six months.

- + Luxury Items **+400%**
- + Home Fitness **+75%**

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Search-powered gifting moment: 'Early Planners'

Early Planners are thinking about how they can get a new job, save money for retirement, and help their children start college. Reach in-market consumers with pre-holiday campaigns to help them learn new skills, land a new job, and take care of their finances.



5 min.
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Early Planners

68.5M+

Audience size right now*

91%

Search intent for personal finance overall is up 91% in the last six months, indicating an opportunity for banking and finance verticals

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Connected audiences

Add high-indexing audience profiles for scale without sacrificing performance.



Life profiles

- + Parents **7.8x**
- + Beauty Enthusiast **7.4x**
- + New Parent **6.6x**



Life moments

- + Promotion **7.2x**
- + Newborn **5.0x**
- + New Home **3.1x**



Interests

- + Childcare **9.6x**
- + Shopping **9.5x**
- + Beauty/Cosmetics **8.3x**

Intent index**

Search Intelligence revealed consumers intent for an active 2023, searching for both professional and personal development to gift to their friends and family.

- + Finance **9.1X**
- + Health **4.5x**
- + Jobs & Education **2.8X**

Prediction for Holiday 2023

High inflation periods coupled with widespread layoffs have driven people to brush up on financial management and explore new career opportunities. Marketers in finance and self-help/education verticals should upweight their Q4 '23 campaigns.

- + Personal Finance **+91%**
- + Jobs & Education **+28%**

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Search-powered gifting moment: 'Last-minute Gifters'

Whether it be from procrastination, a slip of the mind, or an unexpected invite, consumers find themselves in a pinch and wind up searching for quick and easy presents needed fast; marketers can reach this audience to raise awareness of speedy delivery or ads that show in-store stock.



5 min.
audience
refresh

Last-minute Gifters

83M+

Audience size right now*

174%

Increase in search intent for hobbies & leisure among last minute gifters—indicating gifting will dominate Holiday '23

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Connected audiences

Add high-indexing audience profiles for scale without sacrificing performance.



Life profiles

- + Family Shopper **18.7x**
- + Foodie **3.4x**
- + Deal Hunter **3.0x**



Life moments

- + Promotion **7.6x**
- + New Home **3.8x**
- + Newborn **1.6x**



Interests

- + Shopping **5.3x**
- + Home Improvement **4.8x**
- + Design **3.2x**

Intent index for last-minute gifting types**

Last-minute gifting activities indicate consumers searching for more in-person experiences in 2022, in addition to the staple presents associated to holiday giving.

- + Hobbies & Leisure **23.1X**
- + Games **9.8X**
- + Food and Drinks **6.4X**

Holiday 2023 Prediction

Retailers should prioritize and enhance their Q4 '23 campaigns, as a comparison between Q4 '22 and Q1 '23 suggests that shopping, particularly for hobbies and leisure interests, will dominate the upcoming holiday season, with a remarkable increase of 174% in this category.

- + Hobbies & Leisure **+174%**

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Search-powered celebration moments: 'Holiday Hosters'

With increased home ownership rates, more families and individuals are eager to host their loved ones for the first time this holiday season. Reach in-market hosters searching for all things celebratory by raising brand awareness and drive consideration to get on their invite list this holiday season.



5 min.
audience
refresh

Holiday Hosters

49.8M+

Audience size right now*

1605%

DIY Enthusiast are 16.0x more likely to search for hosting plans and ideas when comparing the last six months to Q4 '22

**Data sourced from Captify US network 10/1/22 – 5/31/23

Connected audiences

Add high-indexing audience profiles for scale without sacrificing performance.



Life profiles

- + DIY Enthusiast **86.3x**
- + Empty Nester **52.0x**
- + Foodie **11.2x**



Life moments

- + New Home **25.6x**
- + Moving **6.5x**
- + Promotion **5.1x**



Interests

- + Home Improvement **49.2x**
- + Design **38.7x**
- + Shopping **6.8x**

Attributes of Holiday Hosters**

Search Intelligence reveals hosting search intent heavily revolves around home & gardening and refreshments.

- + Home & Gardening **13.0X**
- + Food & Drink **5.3X**

Prediction for Holiday 2023

Increasing home sales and return to college campuses has new homeowners and empty nesters looking to renovate and furnish their homes for the holidays this year. Marketers in all-things home and décor should upweight their Q4 '23 campaigns.

- + DIY Enthusiast **+1605%**
- + Empty Nester **+1514%**

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Search-powered travel moment: 'Holiday Travelers'

As airlines address technology concerns, staff shortages and consumer sentiment, we expect airline search interest to soar throughout 2023! Marketers can reach relevant consumers to raise brand awareness for travel-related products and increase consideration for bookings.



5 min.
audience
refresh

Holiday Travelers

46.1M+

Audience size right now*

390%

Increase in credit card search
interest in the last six months

**Data sourced from Captify US
network 12/01/22 – 5/30/22

Connected audiences

Add high-indexing audience profiles for
scale without sacrificing performance.



Life profiles

- + Deal Hunter **6.3x**
- + High Net Worth **6.0x**
- + City Dweller **4.8x**



Life moments

- + New Home **3.7x**
- + New Credit Card **3.4x**
- + Divorce **3.2x**



Interests

- + Charity **9.5x**
- + Luxury Lifestyle **7.2x**
- + Eating/Dining Out **6.9x**

Search Intent for Travelers**

Search Intelligence reveals travellers are looking to treat
themselves with a last-minute getaway.

- + Last Minute Trip **6.8x**
- + Treat Yourself **2.4x**
- + Business Trip **1.8x**

Prediction for Holiday 2023

Airlines and credit providers alike should upweight their 2023
2H campaigns. High inflation drove consumers to credit cards
for increased purchase power and perks on spending—leading
them to pile up points and cash them in for trips.

- + Credit Card **+390%**
- + Rewards & Loyalty Programs **+73%**

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Search-powered gifting moments: 'Financial Empowerment Seekers'

The holidays alter consumer behavior in terms of increased purchase frequency and spend—and gifters who use credit cards and BNPL apps want to take full advantage of rewards—marketers can reach relevant, in-market consumers searching to expand their credit card use this upcoming holiday season.



5 min.
audience
refresh

Financial
Empowerment Seekers
96.1M+

Audience size right now*

366%

Increase in intro offers among credit card searches in the last three months compared to Q4 '22—especially balance transfers

**Data sourced from Captify US network 10/01/22 – 5/31/23

Connected audiences

Add high-indexing audience profiles for scale without sacrificing performance.



Life profiles

+ High Net Worth **8.6x**
+ Beauty Enthusiast **4.4x**
+ Outdoor Enthusiast **2.9x**



Life moments

+ New Home **5.8x**
+ New Credit Card **14.5x**
+ New Job **5.8x**



Interests

+ Rewards Programs **15.0x**
+ Finance **12.2x**
+ Luxury Lifestyle **12.1x**

Intent index**

High inflation in 2023 drove consumers to credit cards and buy now pay later (BNPL) apps to increase their purchasing power. But this did not deter consumers from spending—rather it increased demand for incentives on shopping like points and cashback.

+ Personal Finance **78.3x**

Prediction for Holiday 2023

Consumers are searching for credit cards 9.0x more in the last three months than in Q4 '22. Attribute interest in credit cards has greatly shifted from rewards and perks to interest rates and fees. Competitive conquering and messaging is more important than ever among credit card providers.

Rewards: **-61%** Intro Offers : **+366%**

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Search-powered gifting moment: 'Family Gifters'

Grandparents and parents want to keep the holiday joy flowing and are searching for presents across multiple verticals. Marketers can reach this in-market audience this holiday with relevant messaging to grow brand awareness and drive engagement and consideration



5 min.
audience
refresh

Family Gifters

105M+

Audience size right now*

1400%

Increase in sustainability over the last six months among family gifting searchers

**Data sourced from Captify US network 12/01/22 – 5/31/2023

Connected audiences

Add high-indexing audience profiles for scale without sacrificing performance.



Life profiles

- + DIY Enthusiast **19.4x**
- + Empty Nester **10.0x**
- + Parent **4.6x**



Life moments

- + Promotion **52.8x**
- + New Home **5.8x**
- + Newborn **3.6x**



Interests

- + Design **16.3x**
- + Sustainability **12.2x**
- + Home Improvement **10.1x**

Intent Index**

Search Intelligence reveals that gift buyers are seeking items aligned with their family members' hobbies, while the increased home sales of the past year have led to family members supporting each other in furnishing their homes.

- + Hobbies & Leisure **4.8x**
- + Home & Garden **3.3x**
- + Books & Literature **1.8x**

Prediction for Holiday 2023

When comparing family gifting searches in Q4 '22 to the last six months, there has been a staggering **1400% increase in sustainability/eco-conscious** characteristics in the products they're looking for their loved ones.

- + Sustainability **+1400%**

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About Captify

Captify is the leading Search Intelligence Platform for the open web and the largest independent holder of first-party search data outside of Google, connecting the real-time searches from over 2 billion devices globally. Its Search Intelligence technology powers omnichannel programmatic advertising and real-time insights for the world's biggest brands, such as Disney, Unilever, eBay, Mercedes-Benz, Microsoft, Nestle, GSK, Uber, Mars, P&G, Sony and Toyota—without reliance on third-party cookies. Captify brings brands more customers, publishers greater yield and consumers the most relevant digital experiences.

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