

The background of the slide is a photograph of the Statue of Liberty in New York City at night. The statue is illuminated with a green light, and the sky is filled with a vibrant display of fireworks in shades of yellow, orange, and red. The fireworks are exploding in various patterns, creating a festive and celebratory atmosphere.

captify

# Trending Audience Recommender: New Year 2024 (US)

Powered by Search Intelligence

New Year, 2024

# Captify's Trending Audience Recommender

## Guiding media strategies for ever-changing consumer trends



### Vertical-Specific Audiences

Captify semantic technology makes sense of real-time search behaviour and intent to build and recommend scalable, high-performing audience segments.



### Insights Explained

Uncover insights derived from real-time dynamic search data and how your brand can make the most relevant impact.



### Strategic Recommendations

Drive performance and campaign effectiveness by activating these audiences in stride with real-world events & calendar moments.



### 2024 Predictions

Growing search interest in topics across: entertainment, shopping, design and travel. With unique profiles expected to trend in the New Year, there is a great opportunity to tap into the growing audiences.

# Real-time categorized and customized audiences

01

## Categorized

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.



'Credit swipers'

03

## Competitive

Dominate a category or vertical by intercepting competitor intent.



'Tiffany's'

04

## Combinations

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



'Deal seekers that love Tiffany's'

**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)

# Drive marketing outcomes by reaching these key audiences at critical moments in their consumer journey



**Millennial**

Searching for terms related to trends in the technology industry, new product releases and progressive thinking.



**Parent**

Searching for terms that align with their lifestyle of being a parent to their daughter/son.



**Young Professional**

Browsing the web to keep up with latest trends for workwear outfits, professional career advice and networking events.



**Silver Surfer**

Searching for methods of retirement options and new benefits for senior citizens as they get closer to their retirement goals.



**Homeowner**

Browsing the web for products to compliment the home, professional services and news regarding the housing market.



**Cord Cutters**

Searching for new content on streaming platforms and ways to live a frugal lifestyle.

Audience methodology: Captify collects and categorizes billions of real-time search behaviors to create robust audiences that are constantly refreshed, building out from initial seed terms defined by data analysts, auto-optimized and scaled by Captify's Semantic technology.

Learn more about Captify search-powered audiences: [sales@captify.us](mailto:sales@captify.us)

# Search-powered audiences, activated via any DSP



5 min.  
audience  
refresh

Millennials

**52.4M+**

Predicted search size\*

**27%**

MoM increase\*\* in search intent for Technology & Computing means that Millennials are heavily immersed in the technological space and keeping up with trending tech products.

\*\*Data sourced from Captify US network 12/01/22 - 01/31/23



5 min.  
audience  
refresh

Parent

**61.9M+**

Predicted search size\*

**57%**

MoM increase\*\* in search intent for Shopping, indicating these Parents are browsing the web to purchase new products related to their children (i.e. toys, games, clothing, etc).

\*\*Data sourced from Captify UK network 12/01/22 - 01/31/23



5 min.  
audience  
refresh

Young Professional

**16.8M+**

Predicted search size\*

**11%**

MoM increase\*\* in search intent in Beauty & Fitness, indicating that these Young Professionals are interested in the latest beauty trends and fitness products.

\*\*Data sourced from Captify US network 12/01/22 - 01/31/23

Audience methodology: Captify connects and categorises billions of real-time search behaviours to create robust audiences that are constantly refreshed, building out from initial seed terms defined by data analysts and scaled by Captify's Search-Powered Contextual technology.

\*Audience size in Captify's Sense platform 10/23/23. Find out the real-time size of this audience and go live by contacting: [sales@captify.us](mailto:sales@captify.us)

# Search-powered audiences activated via any DSP



5 min.  
audience  
refresh

## Silver Surfer

### 76.3M+

Predicted search size\*

### 40%

MoM increase\*\* in search intent for Home & Garden, highlighting that this audience is interested in pursuing a new hobby as part of their New Year's Resolution.

\*\*Data sourced from Captify US network 12/01/22 - 01/31/23



5 min.  
audience  
refresh

## Homeowner

### 80.4M+

Predicted search size\*

### 116%

MoM increase\*\* in search intent for Pets & Animals, highlights these new home owners are interested in expanding their family with the addition of a new pet.

\*\*Data sourced from Captify US network 12/01/22 - 01/31/23



5 min.  
audience  
refresh

## Cord Cutter

### 11.2M+

Predicted search size\*

### 104%

MoM increase\*\* in search intent in Travelling, indicates that this audience will be focusing on travelling to new cities, countries and sites within the New Year.

\*\*Data sourced from Captify US network 12/01/22 - 01/31/23

See what's **Captifying** the world right now

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\*Audience size in Captify's Sense platform 10/23/22. Find out the real-time size of this audience and go live by contacting: [sales@captify.us](mailto:sales@captify.us)

# Search-powered off-the-shelf audience: 'Cord Cutters'

**Cord Cutters** are interested in minimizing their screen time with technology and looking for alternative ways to spend their disposable income. Their search behavior includes interests in financial planning, sports, replacing technology and travelling.



5 min.  
audience  
refresh

Cord Cutters

**11.2M+**

Predicted audience size\*

Request a deal ID and  
go live within 48 hours  
sales@captify.us

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



#### Life profiles

- + Millennial **14.56X**
- + Social Media Savvy **1.25X**
- + High Net Worth **1.15X**



#### Sporadic moments

- + Treat Yourself **12.82X**
- + Payday **6.18X**
- + Replacing Tech **2.64X**



#### Intent

- + Online Communities **22.04X**
- + Sports **1.69X**
- + Internet & Telecom **1.04X**

## Prediction for 2024

Cord Cutters are observed to show a interest in alternative ways to spend their money outside of technology. This audience is trending for the following year as Captify predicts a growing search interest in the travel, sports and financial planning sectors.

We see the following categories as growing in interest for cord cutters in the coming year:

- + Travel **+104%**
- + Online Communities **+80%**
- + Sports **+9%**

\*\*Data sourced from Captify US network 12/01/22 – 01/31/23

Audience methodology: Captify connects and categorizes billions of real-time search behaviors to create robust audiences that are constantly refreshed, building out from initial seed terms defined by data analysts, auto-optimized and scaled by Captify's Semantic technology.

\*Audience size in Captify's Sense platform 12/01/22 - 01/31/23.

# Search-powered off-the-shelf audience: 'Young Professional'

**Young Professionals** are passionate about their career growth or may have even launched their own business. Their search behavior reveals an interest in improving their health, networking, new tech, and business news.



5 min.  
audience  
refresh

Young Professional

**16.8M+**

Predicted audience size\*

Request a deal ID and  
go live within **48 hours**  
sales@captify.us

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



#### Life profiles

- + Business Owner **8.20X**
- + Business Decision Maker **5.96X**
- + Entrepreneur **3.41X**



#### Sporadic moments

- + Business Trip **7.69X**
- + Treat Yourself **2.52X**
- + Live Show Entertainment **2.32X**



#### Intent

- + Business & Industrial **17.35X**
- + Beauty & Fitness **5.08X**
- + People & Society **4.05X**

## Prediction for 2024

Young Professionals have a growing interest in Travelling, Beauty & Fitness and Shopping in the New Year. With the growing population of Millennials and Gen-Z in the professional workforce, Captify expects this to be a trending audience for advertisers to target.

We expect Young Professionals to see a growing interest in the following categories as part of the New Year:

- + Brand Loyalty **+381%**
- + Health **30%**
- + Business **+26%**

\*\*Data sourced from Captify US network 12/01/22 – 01/31/23

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\*Audience size in Captify's Sense platform 12/01/22 - 01/31/23.



# Search-powered off-the-shelf audience: 'Homeowner'

**Homeowners** are particularly interested in financial planning, gardening, pets and DIY home renovations.



5 min.  
audience  
refresh

Homeowner

**40.2M+**

Predicted audience size\*

Request a deal ID and  
go live within 48 hours  
sales@captify.us

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



### Life profiles

- + Empty Nester **5.72X**
- + DIY Enthusiast **2.66X**
- + Business Decision Maker **1.93X**



### Sporadic moments

- + Renovating **5.15X**
- + Financial Planning **3.34X**
- + Outdoor Party **2.85X**



### Intent

- + Real Estate **12.58X**
- + Pets & Animals **1.53X**
- + Home & Garden **1.00X**

## Prediction for 2024

With the total audience of Homeowners expected to grow in the New Year, we expect this profile to be most interested in topics related to DIY home renovation, parenting, financial planning.

The Captify Search intelligence shows that these categories are the trending interests to look out for in the New Year:

- + Real Estate **+18%**
- + Home Improvement **+10%**
- + Parenting **+8%**

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\*Audience size in Captify's Sense platform 12/01/22 - 01/31/23.

\*[Mortgage Rate Interest Forecast for 2024](#)

# Search-powered audience: 'Millennials'

**Millennials** are younger individuals whose daily lives are intertwined with the use of technology. Their search behavior include interests in technological trends, podcasts, social media and online shopping.



5 min.  
audience  
refresh

Millennials

**52.4M+**

Predicted audience size\*

*Request a deal ID and  
go live within 48 hours*  
sales@captify.us

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



#### Life profiles

+ Cord Cutter **3.77X**  
+ Sports Fans **1.33X**  
+ Techie **1.07X**



#### Sporadic moments

+ Business Trip **2.99X**  
+ Bargain Hunting **2.01X**  
+ Dinner Out **1.38X**



#### Intent

+ Sports **2.52X**  
+ Online Communities **1.00X**  
+ Arts & Entertainment **1.00X**

## Prediction for 2024

Captify expects Millennials to trend for the following year in response to the growing verticals across technology, social media and the digital space. In addition, trending moments for Millennials in the New Year, include travelling, shopping, sports and technology.

We expect to see Millennials interest grow next year in the following areas:

+ Entertainment **+37%**  
+ Social Media **+15%**  
+ TV **+14%**

\*\*Data sourced from Captify US network 12/01/22 – 01/31/23

Audience methodology: Captify connects and categorizes billions of real-time search behaviors to create robust audiences that are constantly refreshed, building out from initial seed terms defined by data analysts, auto-optimized and scaled by Captify's Semantic technology.

\*Audience size in Captify's Sense platform 12/01/22 - 01/31/23.

# Search-powered off-the-shelf audience: 'Parent'

Parents have varied interests including shopping, outdoor activities, travelling, cooking recipes, beauty & cosmetics, and connecting with other Parents.



5 min.  
audience  
refresh

Parent

**61.9M+**

Predicted audience size\*

Request a deal ID and  
go live within 48 hours  
sales@captify.us

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



## Life profiles

- + Stay At Home **2.60X**
- + Parents of Teenagers **2.60X**
- + Empty Nester **2.11X**



## Sporadic moments

- + Last Minute Trip **3.46X**
- + Spending Time Outdoors **2.42X**
- + Family Time **2.03X**



## Intent

- + People & Society **9.75X**
- + Shopping **1.04X**
- + Food & Drink **1.00X**

## Prediction for 2024

With an average number of 3.66 million newborns annually in the U.S., Parents are expected to be a growing target audience for 2024. We see a growing search interest in topics across travelling, outdoor activities and at-home activities with Parents for the upcoming New Year.

Additionally, when reaching parents we see trending categories in:

- + Design **+31%**
- + Beauty/Cosmetics **+11%**
- + Shopping **+5%**

\*\*Data sourced from Captify US network 12/01/22 – 01/31/23

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\*Audience size in Captify's Sense platform 12/01/22 - 01/31/23.

# Search-powered audience: 'Silver Surfer'

**Silver Surfers** can be best categorized as older individuals that are active users of the internet and working on their retirement planning. They're interested in financial planning, retirement planning, current events, and home improvement ideas.



5 min.  
audience  
refresh

Silver Surfer

**76.3M+**

Predicted audience size\*

Request a deal ID and  
go live within 48 hours  
sales@captify.us

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



### Life profiles

- + Suburban **5.82X**
- + DIY Enthusiast **2.91X**
- + Empty Nester **2.84X**



### Sporadic moments

- + Financial Planning **3.26X**
- + Dinner Out **2.71X**
- + Last Minute Trip **1.56X**



### Intent

- + Home & Garden **8.30X**
- + Pets & Animals **2.90X**
- + Online Communities **2.84X**

## Prediction for 2024

As Silver Surfers approach their retirement age, Captify expects this audience to have a growing search interest in financial planning, hobbies for post-retirement and products related to home renovations.

Captify expect Silver Surfers to see a growing interest in the following categories as part of the New Year:

- + Tech **+116%**
- + Dining Out **+93%**
- + Design **+22%**

\*\*Data sourced from Captify US network 12/01/22 – 01/31/23

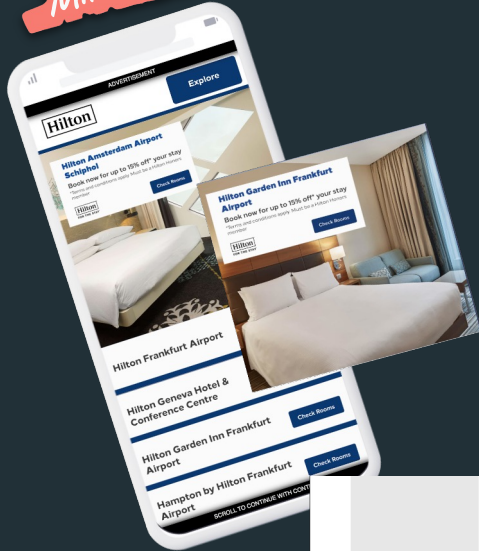
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\*Audience size in Captify's Sense platform 12/01/22 - 01/31/23.

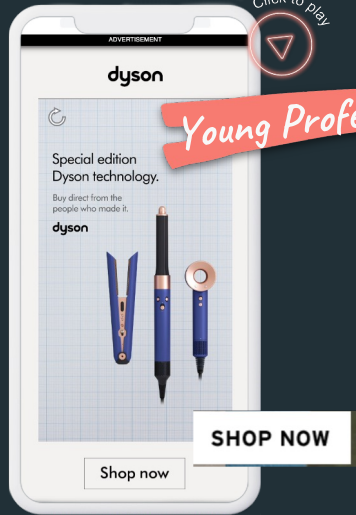
# Innovative and interactive features to achieve your campaign goals

Increase brand awareness, engagement, consideration, and conversion.

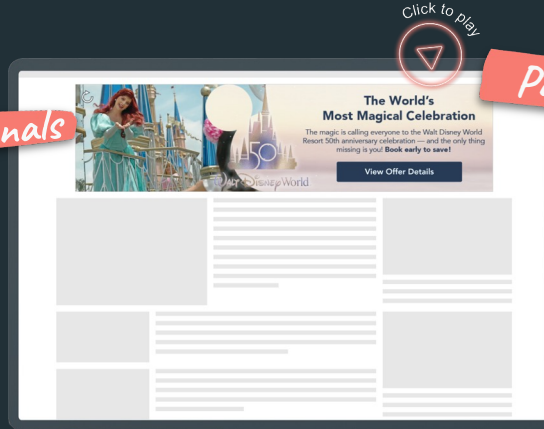
Millennials



Young Professionals

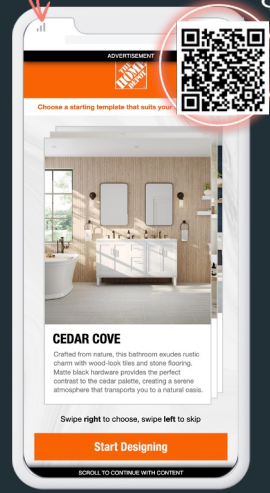


Parent

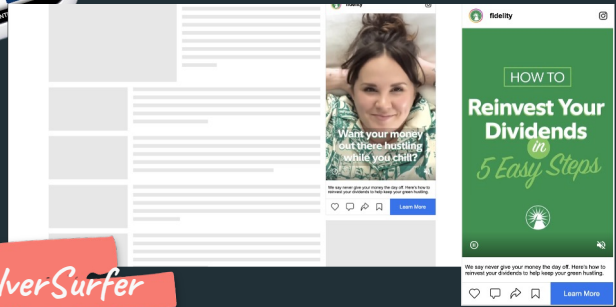


Homeowner

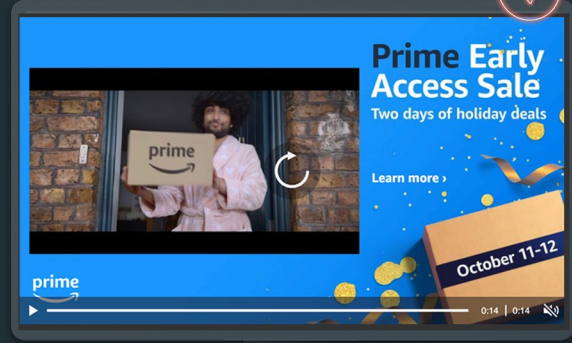
Scan me



Silver Surfer



Click to play



Cord Cutters



## About Captify

Captify is the leading Search Intelligence Platform for the open web and the largest independent holder of onsite search data outside of the walled gardens, 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, Nestlé, 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.

[www.captifytechnologies.co.uk](http://www.captifytechnologies.co.uk)