



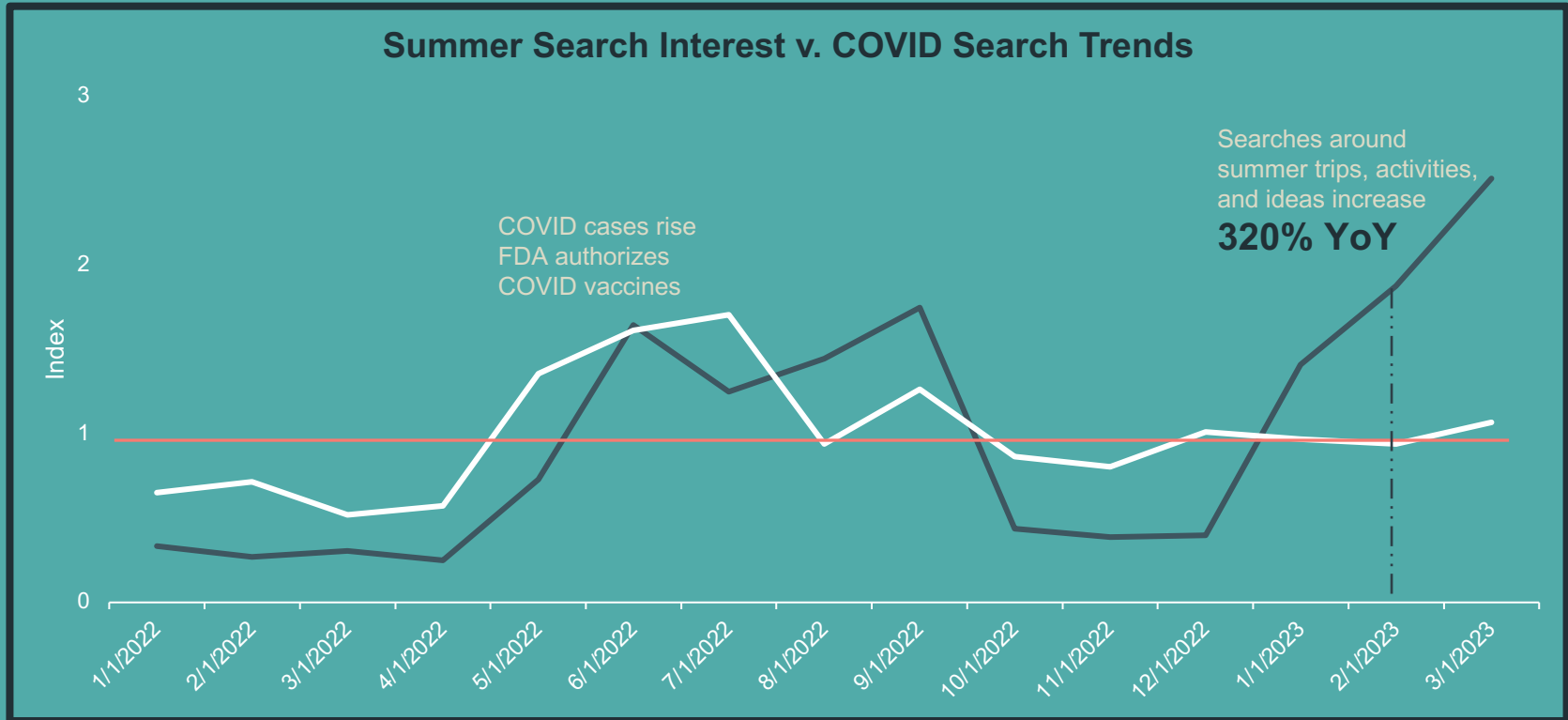
captify®

Trending Audience Recommender: Summer 2023

Dynamic PMPs powered by
Cookieless Search Intelligence

Planning for Summer 2023 has commenced

Searchers have taken on a head start in planning their summer as holiday season and COVID restrictions remain in 2022. Marketers in retail, tourism, and travel industries can capitalize off early planners.



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



Tech Upgraders

Tech enthusiasts fascinated by the latest and greatest in tech to keep up with their active lifestyles this summer.



Summertime Socializers

'Summertime Socializers' are eager to enjoy Summer 2023 with friends and family and search to reunite over outdoor BBQs and quintessential summer fun



New Hobby Starters

'New Hobby Starters' have picked up new pastimes to start the year and are looking to further expand their hobbies in 2023.



Staycationers

'Staycationers' need their yearly travel fix but plan to stay local and take advantage of everything domestic U.S. has to offer.



Summer Travelers

'Summer Travelers' are already searching around holiday deals for weekend getaways and opportunities to unplug abroad.



Online Shoppers

'Online Shoppers' exemplify those who love the instant gratification and convenience of ordering online and may never go back to in-store browsing.

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—our Cookieless Search Intelligence Engine.

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

Search-powered audiences for Summer 2023



5 min.
audience
refresh

Tech Upgraders

748M+

Predicted search size *

126%

Tech Upgraders are more interested in upgrading their camera and photo equipment in order to capture their best summer moments

**Data sourced from Captify US network 09/26/22 – 3/26/23



5 min.
audience
refresh

Summertime Socializers

4.9B+

Predicted search size*

116%

QoQ - Summertime Socializers are considering non-alcoholic party games to include everyone in on the fun

**Data sourced from Captify US network 09/26/22 – 3/26/23



5 min.
audience
refresh

New Hobby Starters

548M+

Predicted search size*

186%

QoQ** increase of search intent for housing and development, indicating an opportunity for home improvement and kitchenware retailers

**Data sourced from Captify US network 09/26/22 – 3/26/23

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Search-powered audiences for Summer 2023



5 min.
audience
refresh

Staycationers

2.8B+

Predicted search size*

1729%

QoQ** increase in search intent for Mountain & Ski Resorts, indicating domestic resorts will dominate Summer '23

**Data sourced from Captify US network 09/26/22 – 3/26/23



5 min.
audience
refresh

Summer Travelers

90M+

Predicted search size*

273%

QoQ** increase of search intent searching to travel away this summer

**Data sourced from Captify US network 09/26/22 – 3/26/23



5 min.
audience
refresh

Online Shoppers

2.2B+

Predicted search size*

1972%

QoQ** increase of search interest in parenting products, indicating a priority for convenience and ease of shopping.

**Data sourced from Captify US network 09/26/22 – 3/26/23

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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.



'Tech Upgraders'

02

Custom

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



'Enthusiast'

03

Competitive

Dominate a category or vertical by intercepting competitor intent.



'Microsoft'

04

Combinations

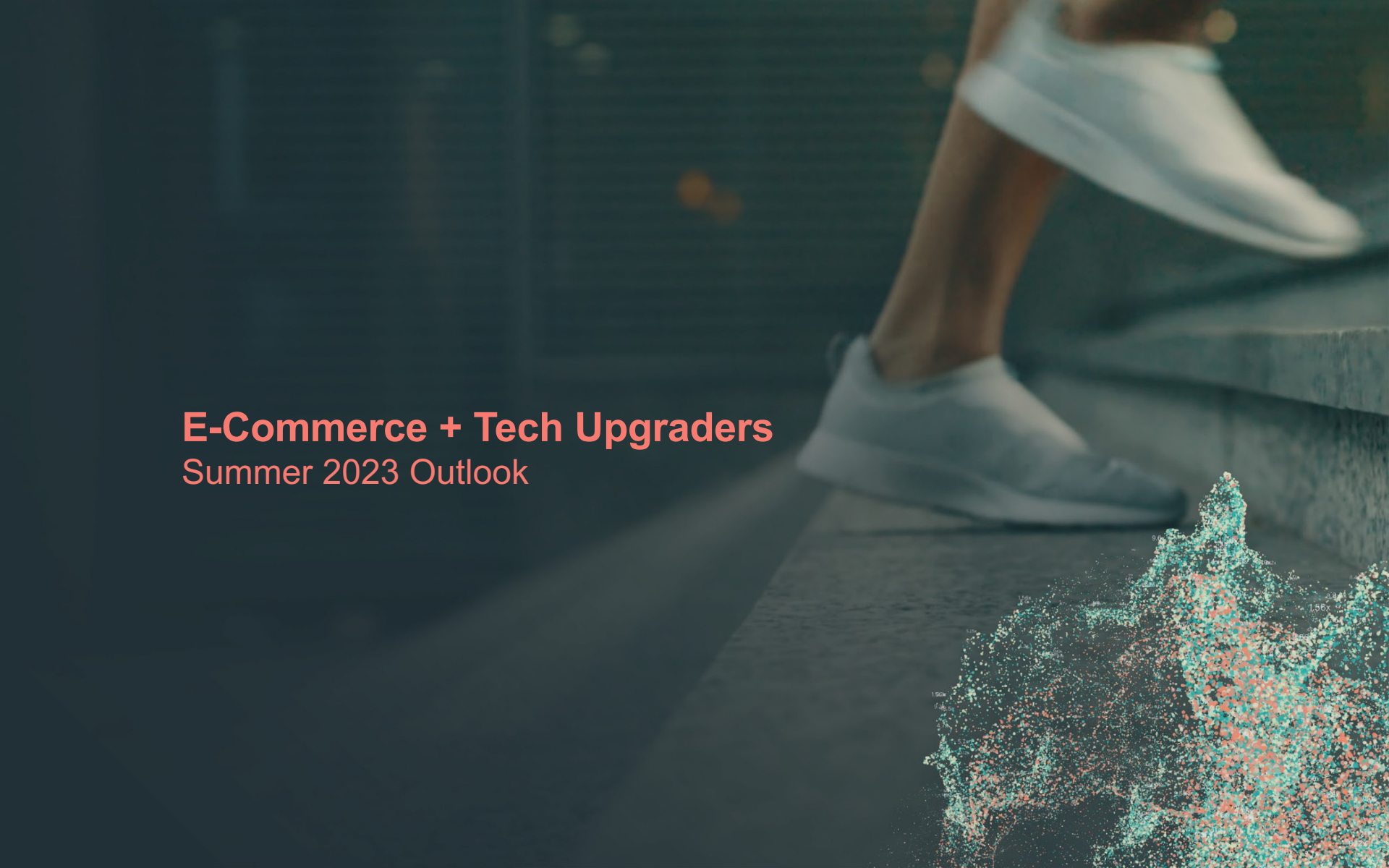
Build highly complex audiences for unique 'white space' by combining categorized, custom and competitive audiences.



'Tech Upgraders that prefer Microsoft'

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)

A person's legs in white sneakers walking on a dark surface, with a colorful digital particle trail in the foreground.

E-Commerce + Tech Upgraders

Summer 2023 Outlook

Search-powered moment: 'Online Shoppers'

Many consumers turned to delivery services during the pandemic, and the habits never left for some. 'Online Shoppers' exemplify those who love the instant gratification and convenience of ordering online and may never go back to in-store browsing.



5 min.
audience
refresh

Online Shoppers

2.2B+

Predicted search size*

1972%

QoQ** increase of search interest in parenting products

**Data sourced from Captify US network 09/26/22 - 3/26/23

Connected audiences

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



Life Profiles

- + Business Decision Maker **5.6X**
- + Blogger **4.5X**
- + Empty Nester **2.2X**



Life Moments

- + Debt **5.2X**
- + Dating **4.8X**
- + Mortgage **4.3X**



Interests

- + Finance **16.1X**
- + Self Help **6.5X**
- + Blogs **2.3X**

Search trends for Online Shoppers**

Search Intelligence revealed that online shoppers are mainly influenced by online communities/blogs and finances

- + Online Communities **6.9X**
- + Finance **4.3X**
- + Shopping **3.2X**

Prediction for Summer 2023

A Q4 '21 to Q1 '22 comparison revealed that online shoppers' search interests focus on their parenting products, a great opportunity for online marketplaces to cater to these particular needs.

- + Parenting Products **+1982%**
- + Mass Merchants & Department Stores **+293%**
- + Accounting & Financial Software **+252%**

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Search-powered moment: 'Tech Upgraders'

Reach in-market consumers who want the latest and greatest in tech to keep up with their active lifestyles this summer. 'Tech Upgraders' are also bloggers and gamers searching for options to best capture their adventures and wins.



5 min.
audience
refresh

Tech Upgrader

748M+

Predicted search size*

126%

Tech Upgraders are more interested in upgrading their camera and photo equipment in order to capture their best summer moments

**Data sourced from Captify US network 09/26/2022 - 3/26/22

Connected audiences

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



Life Profiles

- + Blogger **9.4X**
- + Techie **6.6X**
- + Gamer **3.2X**



Life Moments

- + Starting College/University **2.5X**
- + Debt **1.9X**
- + Wedding Planning **1.4X**



Interests

- + Computers **19.5X**
- + Business **1.5X**
- + Photography **1.2X**

Intent Index**

Tech Upgraders' are increasingly searching for a way to stay connected with the newest updates in technology.

- + Internet & Telecom **7.9X**
- + Technology & Computing **4.9X**

Prediction for Summer 2023

Marketers in retail and technology verticals should upweight their Q4 '22 campaigns. Comparing Q4 '22 to Q1 '23, an increase in search intent indicates continued growth throughout 2023.

- + Book Retailers **+218%**
- + Camera & Photo Equipment **+126%**
- + TV & Video Equipment **+17%**

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A person's legs in white sneakers walking on a dark surface, with a colorful particle trail in the foreground.

Socialites + Hobbyists

Summer 2023 Outlook

Search-powered moment: 'New Hobby Starters'

With interests around Art, Fitness, and Gardening, these 'New Hobby Starters' have picked up new pastimes and are looking to expand it this summer. Likely to be creative and thrill seekers, this audience is keen on sharpening their skills.



5 min.
audience
refresh

New Hobby Starters

548M+

Predicted search size*

186%

QoQ** increase of search intent for housing and development, indicating an opportunity for home improvement and kitchenware retailers.

**Data sourced from Captify US network
09/26/22 - 3/26/23

Connected audiences

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



Life Profiles

- + Creative **8.7X**
- + DIY Enthusiast **3.6X**
- + Thrill Seeker **1.9X**



Life Moments

- + Promotion **2.6X**
- + New Pet **1.5X**
- + Wedding Planning **1.0X**



Interests

- + Art **10.3X**
- + Weight Loss **1.9X**
- + Gaming / Gamer **1.9X**

Intent Index**

Search Intelligence revealed consumers intent for an active 2023, shopping for things to enhance their home and to supplement their fitness activities.

- + Shopping **3.8X**
- + Beauty & Fitness **1.5X**
- + Home & Garden **1.3X**

Prediction for Summer 2023

Comparing Q4 '22 to Q1 '23, an increase of search intent for the categories below indicates continued growth throughout 2023.

- + Housing & Development **+2905%**
- + Cooking & Recipes **+186%**
- + Running & Walking **+90%**

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Search-powered moments: 'Summertime Socializer'

'Summertime Socializers' encapsulate consumers ranging from family shoppers to fashionistas, eager to enjoy Summer 2023 with summer fun and meaningful celebratory get togethers. Retail, Alcohol, Food & Beverage marketers can target this audience by focusing on these top categories.



5 min.
audience
refresh

Summertime Socializer

4.9B+

Predicted search size*

116%

QoQ - Summertime Socializers are considering non-alcoholic party games to include everyone in on the fun

**Data sourced from Captify US network 09/26/22 - 3/26/23

Connected audiences

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



Life Profiles

+ Family Shopper **5.7X**
+ Millennial **1.4X**
+ Fashionista **1.3X**



Life Moments

+ Promotion **4.2X**
+ Wedding Planning **3.6X**
+ Engagement **1.9X**



Interests

+ Partying **19.6X**
+ Parenting **15.0X**
+ Culture **1.8X**

Summertime Socializer Intent Index**

Search intelligence reveals that Socializers and Entertainers are looking to shift their hobbies into bonding experiences.

+ Hobbies & Leisure **7.9X**
+ Food & Drink **7.9X**
+ People & Society **3.5X**

Prediction for Summer 2023

When comparing Q4 '22 to Q1 '23, Socializers/Entertainers are looking to host with a core focus around dining guides to stay up to date with trends, seasonal events, and non drinking party games to include everyone in the fun.

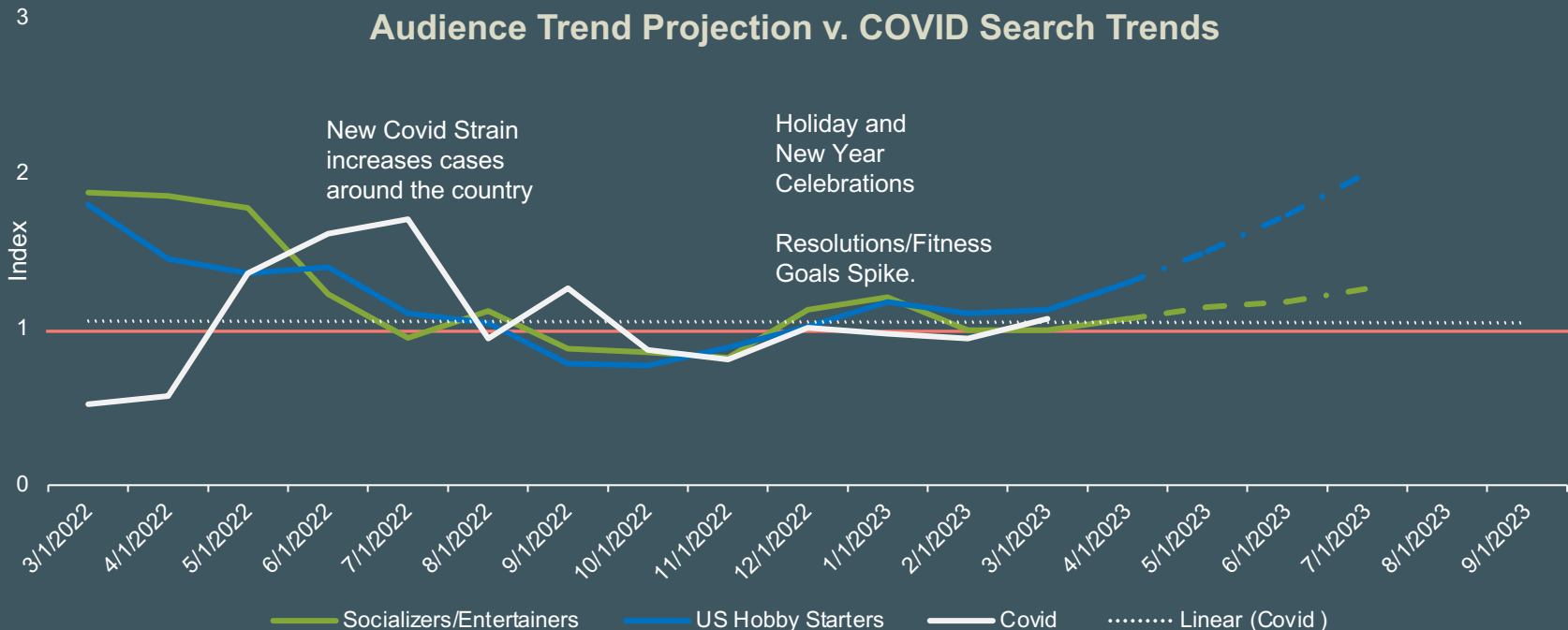
+ Holidays & Seasonal Events **+191%**
+ Dining Guides **+121%**
+ Non Drinking Party Games **+116%**

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New Hobbies on an upward swing this summer with a 10% expected increase, as COVID no longer remains top of mind.



Social gatherings were on a rise in 2022 as the summer months approached. As COVID cases rose and put a damper on group activities and gatherings last year, we expect to see thrill seekers and DIY Enthusiasts bounce back and take on the summer with 10% increase in new hobby interest. Similarly, as summer festivities are underway, we expect Socializers/Entertainers to see a hopeful 5% increase this summer.



Travelers
Summer 2023 Outlook

Search-powered moments: 'Summer Traveler'

After a year of living in COVID's shadow, 'Summer Travelers' are searching for the best deals for weekend getaways and opportunities to unplug and seek adventure in scenic destinations. Marketers can reach this travel-ready audience by considering this audience's top preferences.



5 min.
audience
refresh

Summer Traveler

90M+

Predicted search size*

273%

QoQ** increase of search intent
searching to travel away this
summer

**Data sourced from Captify US
network 09/26/22 - 3/26/23

Connected audiences

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



Life Profiles

- + Empty Nester **5.9X**
- + Fashionista **4.4X**
- + Outdoor Enthusiast **2.7X**



Life Moments

- + New Parent **2.9X**
- + Planning for Retirement **1.8X**
- + Graduation **1.6X**



Interests

- + Travel **13.4X**
- + Partying **2.2X**
- + Self Help **2.0X**

Attributes of Summer Travelers**

Search Intelligence reveals summer travelers search intent heavily revolves around sports and leisure activities.

- + Travel **19.4X**
- + Sports **5.6X**
- + Hobbies & Leisure **2.2X**

Prediction for Summer 2023

A Q4 '22 to Q1 '23 comparison showed increased search intent for travelers' below, indicating they will be most receptive to package deals around theme parks and beaches in a 2023 campaign.

- + Theme Parks **+824%**
- + Vacation Offers **+273%**
- + Beaches & Islands **+201%**

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Search-powered moment: 'Staycationers'

As other consumers turn overseas to get their travel fix, 'Staycationers' plan to stay local and take advantage of everything domestic U.S. has to offer. As 'Staycationers' are searching for the best in summer entertainment, local tourism industries should consider targeting their top characteristics.



5 min.
audience
refresh

Staycationers

2.8B+

Predicted search size*

1729%

QoQ** increase in search intent for Mountain & Ski Resorts, indicating domestic resorts will dominate Summer '23

**Data sourced from Captify US network 09/26/22 – 03/26/23

Connected audiences

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



Life profiles

- + Blogger **6.7X**
- + Outdoor Enthusiast **5.1X**
- + Parents of Kids **4.4X**



Life moments

- + New Job **5.1X**
- + Mortgage **2.8X**
- + Graduate School **2.5X**



Interests

- + Travel **11.5X**
- + Fitness **5.0X**
- + Adventure **3.4X**

Intent Index for local vacationers**

Leisurely experiences with a focus around jobs and further education indicate consumers are searching for local zen zones to decompress from financial stressors this summer.

- + Hobbies & Leisure **19.7X**
- + Travel **7.5X**
- + Jobs and Education **3.7X**

Summer 2023 Prediction

Retailers should upweight their Q4 '22 campaigns. A Q4 '22 to Q1 '23 comparison indicates DIY activities related to holidays and seasonal events will dominate this summer's activities.

- + Mountain & Ski Resorts **+1729%**
- + How-To, DIY & Expert Content **+398%**
- + Holidays & Seasonal Events **+230%**

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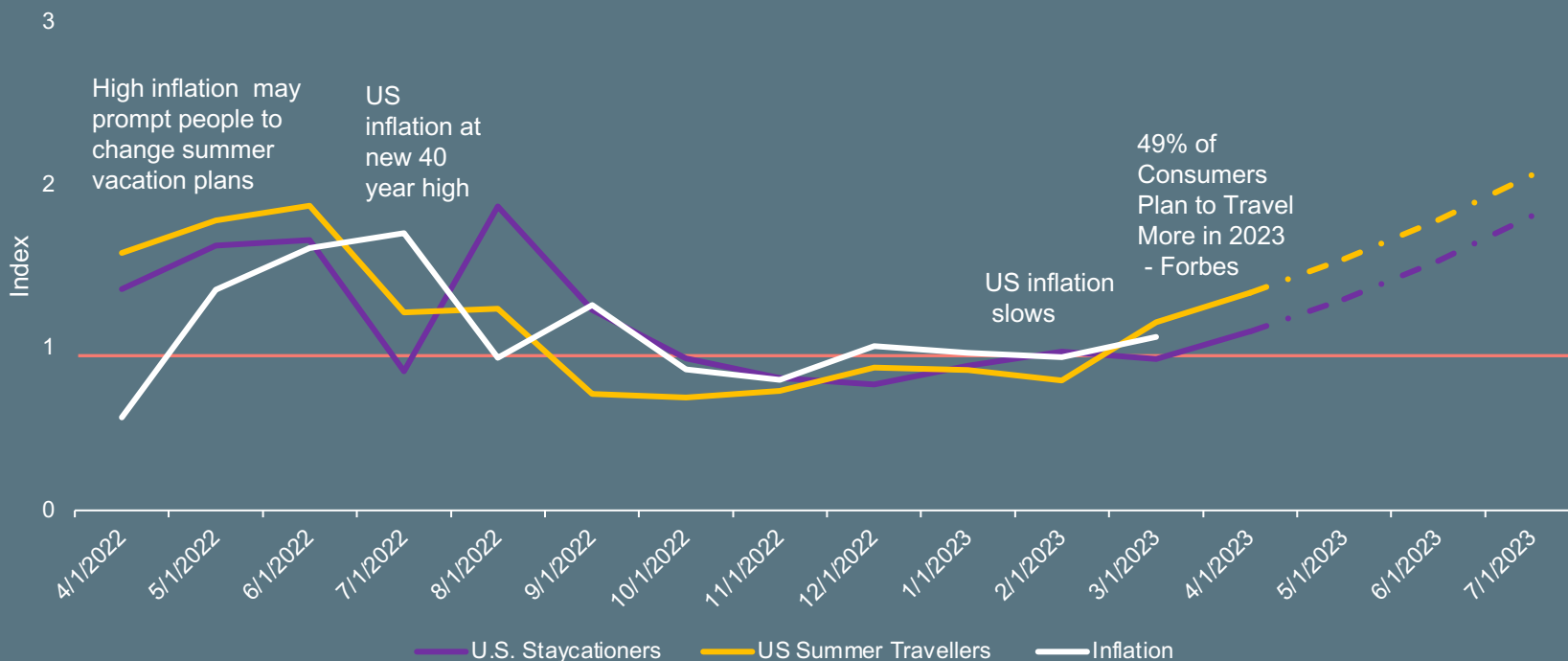
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US Summer Travelers are expected to surge 1.4x this summer despite inflation concerns

Neither COVID, nor inflation, are keeping eager travelers at bay. ‘Staycationers’, interested in exploring local spots, are uniquely expected to follow overall summer travelers’ trend at an expected 1.0x increase.

Audiences Trend Projection v. Inflation Search Trends



A woman with long dark hair, wearing a dark blue zip-up jacket and grey leggings, is running on a balcony. She is wearing large white headphones. The background is a modern building with a grid of windows. In the foreground, a vibrant, multi-colored digital particle trail (cyan, magenta, and white) follows her path, suggesting digital data or search activity.

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.

www.captifytechnologies.com