alliant®

HOLIDATA headquarters

Alliant's Guide to Holiday Audience Magic







Because a little data makes holiday magic go a long way.

Welcome to Alliant's Holidata Headquarters!

Behind every gift, gathering, and holiday celebration are the shoppers driving seasonal joy—and spend.

After sales grew 4.1% in 2025 and surpassed $1 trillion, consumers are heading into 2026 with a new strategy: get a head start, shop smart, and stretch those holiday budgets. With 62% planning to shop earlier to spread out costs, finding value is high on the seasonal wish list.

For marketers, that creates an opportunity to reach the gift givers, festive hosts, holiday planners, and deal seekers with the right message at the right moment.

Alliant's Holidata Headquarters helps you do exactly that. Explore **Exclusive Holiday Audiences** and unwrap new opportunities to connect with the consumers making the season happen.





More Audiences Have Arrived at Holidata HQ!

The season of giving just got even better for marketers! With AnalyticsIQ now part of Alliant, we're bringing together rich transactional data and psychology-driven consumer intelligence to expand our portfolio of predictive, people-based audiences.

A little more data magic. A whole lot more holiday targeting potential.

Keep an eye out for the sparkling blue* **Exclusive Audiences, *available only through your AE.*

Flip through to discover audiences for



Holiday Décor & Product Shoppers

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Holiday Gift Giver Personas

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Popular Holiday Retailers

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Holiday CPG Essentials

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Holiday Host Personas

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Holiday Entertainment

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Holiday magic starts with the right audience. Let's find yours.

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Holiday Decor & Products

For holiday enthusiasts, it's never too early to start decorating! Shoppers are already on the hunt for festive finds and seasonal touches that bring the celebrations to life.

Connect with consumers who love shopping at popular holiday retailers or use purchase-based insights to identify shoppers with a history of buying holiday décor.





Holiday Décor Essentials

Prime retailers for tree buyers, lighting and ornaments.

- Christmas Tree Shops Buyer Propensity
- Costco Buyer/Shoppers
- In Market > Sam's Club Shoppers
- In Market > Big Box, Club and Superstores Spenders
- BJ's Wholesale Club Buyer Propensity
- The Home Depot Buyer Propensity

Repeat Buyers

Shoppers who have previously purchased holiday décor.

- Holiday Products Buyer Propensity
- **Holiday Décor Buyers**
- **Outdoor Seasonal Décor Buyers**

Looking for a detailed recommendation based on your campaign? **Reach out now.**

Holiday Crafters

For the crafters who like to make the holidays a little more handmade.

- Hobby Lobby Buyer Propensity
- Michaels Stores Buyer Propensity
- Interest > Arts & Crafts
- Past Purchases > Crafts & Hobbies Products

Décor Splurgers

Target buyers who spend a little more on high-end holiday décor.

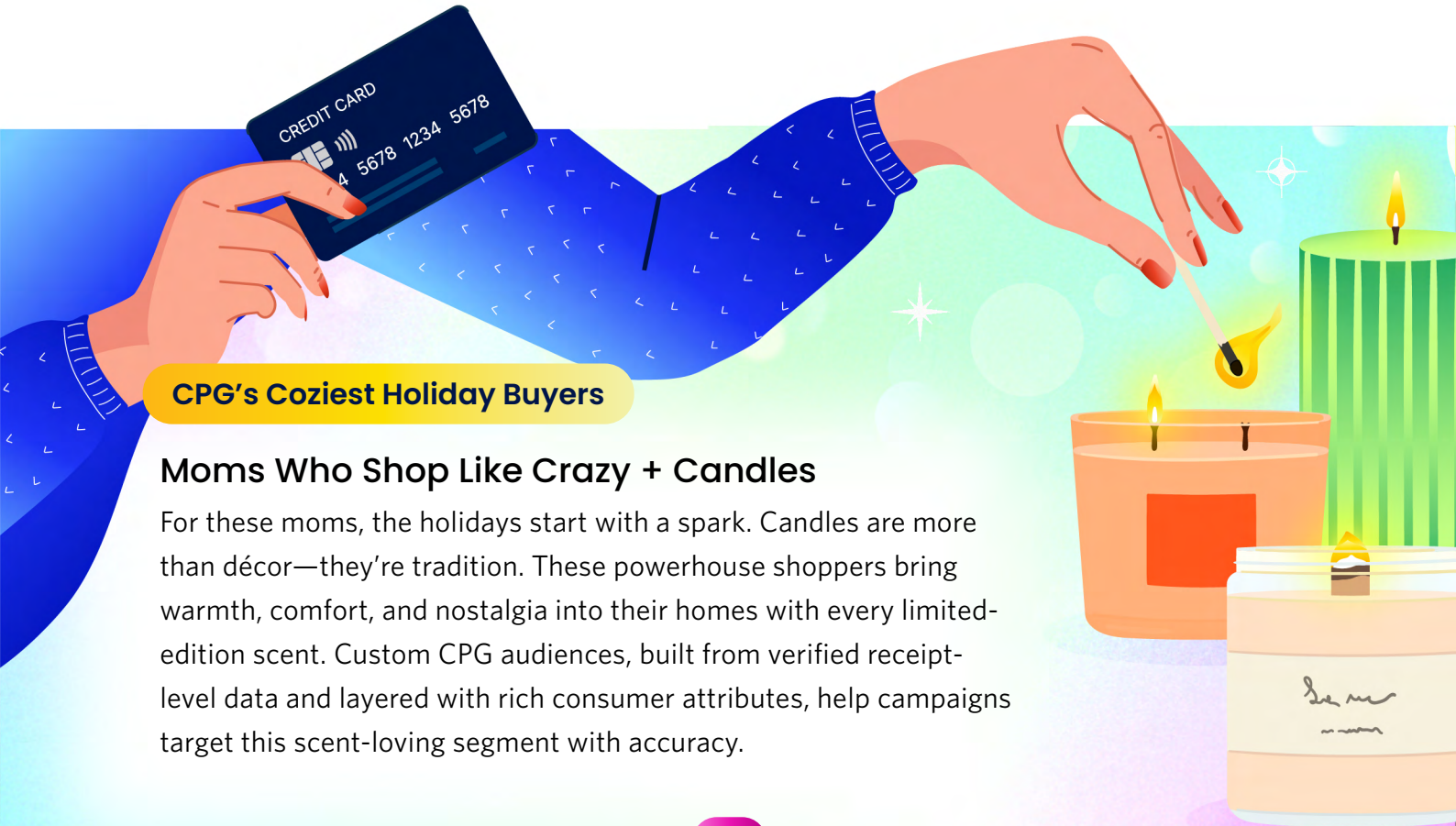
- Pottery Barn Buyer Propensity
- **Balsam Hill Buyer Propensity**
- **Frontgate Buyer Propensity**

Décor Deal Seekers

Shoppers looking for an on trend assortment plus amazing deals.

- HomeGoods Buyer Propensity
- T.J. Maxx Buyer Propensity
- World Market Buyer Propensity



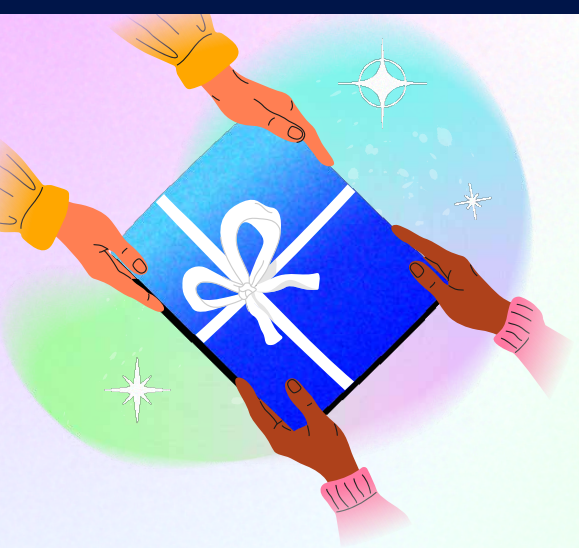


CPG's Coziest Holiday Buyers

Moms Who Shop Like Crazy + Candles

For these moms, the holidays start with a spark. Candles are more than décor—they're tradition. These powerhouse shoppers bring warmth, comfort, and nostalgia into their homes with every limited-edition scent. Custom CPG audiences, built from verified receipt-level data and layered with rich consumer attributes, help campaigns target this scent-loving segment with accuracy.

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Holiday Gift Givers

The spirit of the season is all about giving. Whether they're shopping early, last-minute, or for everyone on their list, Alliant's Exclusive Holiday Audiences put your message in front of gift givers on a mission to find that perfect present.

Know the Gifters

Mix and match product or category purchase affinities with demographic attributes like marital or relationship status and grandparent status to pinpoint who's shopping and who might be on their gift list. Here are a few ideas to inspire your targeting—the combinations are endless!

- **Holiday Shopper Grandparents of 5-10 Year Olds**
- **Holiday Shopper Moms of Tweens**
- **Partners/Spouses Shopping for a Fashion Lover**
- **Partners/Spouses Shopping for a Fitness & Wellness Enthusiast**
- **Partners/Spouses Shopping for a Sports Fan**
- **Plus! Additional audiences that capture who is shopping and who they're shopping for: Newly Married, Married, Wives, Husbands, Dating, Grandparents**
- **Holiday Gift Card Buyers**
- Seasonal > Holiday > Holiday Shoppers > Infant Gifts
- Seasonal > Holiday > Holiday Shoppers > Kid Gifts
- Seasonal > Holiday > Holiday Shoppers > Teen Gifts
- Seasonal > Holiday > Holiday Shoppers > Toddler Gifts
- Seasonal > Holiday > Holiday Shoppers > Tween Gifts
- Seasonal > Black Friday/Cyber Monday Shoppers > Gift Card Shoppers +FLA



Holiday MVP's

These audiences are holiday favorites year after year! Make them work even harder this season by layering in brand or interest affinities to reach more targeted shoppers.

- Last Minute Holiday Shoppers
- Moms Who Shop Like Crazy
- Occasion Gifts Big Spender Propensity
- Purchasing Parents
- Toys Buyer Propensity
- Black Friday Buyer Propensity
- Cyber Monday Buyer Propensity
- Black Friday/Cyber Monday Shoppers > Shops for Friends & Family +FLA
- In Market > Online Shoppers > Shops for Gifts Primarily Online

The Brands They Want

Reach shoppers who have purchased from popular gift-giving brands and are likely to buy from them again this holiday season.

- Beauty – Sephora, Clinique, e.l.f. Cosmetics
- Jewelry – Zales, Pandora, Timex
- Luxury – Canada Goose, Prada, Versace
- Retail & Apparel – Nike, Patagonia, Michael Kors
- Tech & Gaming – Apple, Nintendo, PlayStation
- Toys – LEGO, Fisher-Price, Toys 'R' Us



Retail Destination

Big retailers are holiday shopping hotspots, bringing gifts, seasonal essentials, and festive favorites together in one place.

- Amazon Buyer Propensity/Shoppers
- Best Buy Buyer Propensity
- Kohl's Buyer Propensity
- Macy's Buyer Propensity
- Nordstrom Buyer Propensity
- Target Buyer Propensity/Shoppers
- In Market > Walmart Shoppers



Put a Bow On It

Find shoppers who love to make the gift a litte more special with seasonal wrapping paper, ribbons and tags.

- **Gift Wrapping Buyer Propensity**



Sleigh the Holiday Shopping Game

Partners/Spouses Shopping for Luxury Fashion Lovers

Reach partners and spouses shopping for the trendsetter on their list with a custom audience that joins demographic insights and affinity for luxury fashion brands—all backed by billions of multichannel transactions. Each audience is crafted to connect your campaign with holiday shoppers ready to splurge on stylish gifts for the fashion lovers in their lives.

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Holiday Hosts

This season, the hosts are bringing their A-game. From the perfect centerpiece to the ultimate appetizer spread, holiday hosts are shopping with one goal: ***wow factor***. Make sure your brand is part of their plan.

Essential Ingredients

Holiday hosts count on grocery essentials and family-favorite brands to bring holiday traditions to life. Use Alliant's CPG data to target shoppers most likely to buy these holiday must-haves.



- Bakery & Bread
- Baking Chocolate or Cocoa
- Beer, Ale & Cider
- Cookies, Chips & Snacks
- Frosting, Toppings & Decorations
- Gravy & Sauces
- Pies & Cakes/Pie & Pastry Filling/Ready To Use Pie Crust
- In Market > Whole Foods Shoppers
- Interest > Cooking & Food > Organic Ingredient & Cooking Enthusiasts +FLA
- **CPG - Grocery Big Spenders**

CPG Brands:

- **Holiday Candy - Lindt, Ghirardelli, Ferrero Rocher**
- **Soups, Broths & Stocks - Campbell's Soup, Swanson**
- **Stuffing & Sides - Kraft Stovetop Stuffing, Pepperidge Farm**
- **Baking Essentials - King Arthur Baking, Libby's Pumpkin**
- **Desserts & Mixes - Betty Crocker, Pillsbury, Toll House**

Remember – Exclusive Audiences (blue) are available by request only. **Reach out today!**



Foodies

Foodies come in many flavors. Find those who love to cook and engage with cooking content. Whether it's a classic dish or something new, they love to contribute to the holiday spread.

- Cooking & Food Enthusiasts
- YouTube – Cooking Influencers
- Home Gourmets
- Channel > Online Shoppers > Advertisement Behaviors > Made Food Purchases Because of Online Ads + FLA

Chefs

Shoppers of these brands are likely to enjoy cooking and entertaining, making them ideal targets for holiday hosting campaigns.

- Crate & Barrel Buyer Propensity
- Williams-Sonoma Buyer Propensity

Libations

Every celebration deserves a toast.
Find consumers interested in:

- Alcoholic Beverages Product Propensity
- Total Wine & More Buyer Propensity
- Wine Buyer Propensity
- In Market > Subscription Boxes > Wine Subscription Box Lovers

The Occasion

Find hosts who celebrate a specific holiday!

- **Christmas Host**
- **Hanukkah Host**
- **Kwanzaa Host**
- Seasonal > Holiday > In Home Holiday Party Hosts



Inspired by Social. Delivered Anywhere.

Martha Stewart Host Wanna-be's

Culinary queen, décor diva, Martha Stewart is the holiday hostess of our dreams. Martha makes holiday magic look effortless with just the right amount of extra – and so do her followers. With the right mix of sparkle and strategy, you can extend that festive energy beyond social. Build custom, influencer-inspired audiences using real social engagement data to capture that same joy and connection at scale, across channels.

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Holiday Entertainment

Reach households enjoying seasonal entertainment and turn holiday viewing into brand-building opportunities.

Have a custom idea? Share your campaign details and we'll brainstorm!



TV Viewership & Entertainment

Sometimes a favorite film or song is all it takes to get in the holiday spirit. Target consumers by their likelihood to enjoy Holiday Movie & Entertainment categories.

- **Christmas Movies**
- **Classic Holiday Movies**
- **Hallmark Movie Lovers**
- **Vintage Holiday Movies**
- **Holiday Music Lovers**
- TV Viewership > Advertisement Behaviors > Purchase a Product They Saw in an Ad on TV +FLA
- TV Viewership > Programming and Content Preferences > Sports > Streaming Football Content
- TV Viewership > Programming and Content Preferences > Sports > Streaming Basketball Content

Seamless Activation & Distribution

Wherever your holiday campaigns go, Alliant has you covered with clean, validated, activation-ready audiences to help make the season a success.

Future-Proofed Delivery

Alliant people-based digital audiences are built on top of an extensive identity graph, guaranteeing flexible connection and distribution options across channels.



PROGRAMMATIC



SOCIAL



ADDRESSABLE TV



EMAIL



CDPS & ANALYTIC PLATFORMS



DIRECT MAIL

Available Everywhere

Activate 6,000+ Alliant and AnalyticsIQ Syndicated Audiences in your preferred platform:

/LiveRamp

theTradeDesk

TransUnion

Basis Technologies

LOTAME™

amazonadvertising

Cadent

Madhive

PLUS 400+ more destinations across channels

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Syndicated Audiences Get You Close. Custom Gets You Exact.

Every marketing objective is unique – your audiences should be too. Alliant bridges the gap between off-the-shelf segments and fully custom audience development so you can build, activate and scale audiences designed around the exact campaign goal.

We do the legwork, you get the credit.

AS EASY AS 1-2-3

1

Share Your Goals

Tell us your target audience and personas, upcoming campaigns and brands, and the platforms you run on.

2

We Recommend Audiences

Our team proposes quick-to-market custom audiences across every flavor for you to refine and approve within 24 hours.

3

Deploy to Seats

Share your platform Seat IDs and we push your custom audiences directly to your preferred destination, live in as few as 5 days.

Ready to activate high-performing audiences?

Alliant streamlines your path to activation–making it easy to test data, build custom audiences, and target prospects across channels.



Compliance by Design

Don't just take our word for it:

- Information security and respect for the consumer are foundational to data-driven marketing
- Adherence to all current and emerging state laws
- Robust data security and monitoring
- In-house compliance officer and data governance team