



SHOPPERS



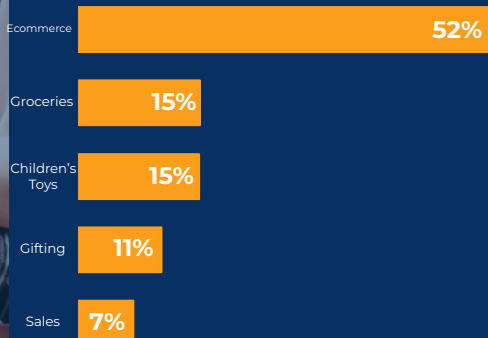
Reach
8 in 10
Shoppers

GET TO KNOW
OUR **SHOPPING**
USA AUDIENCE

Audience overview

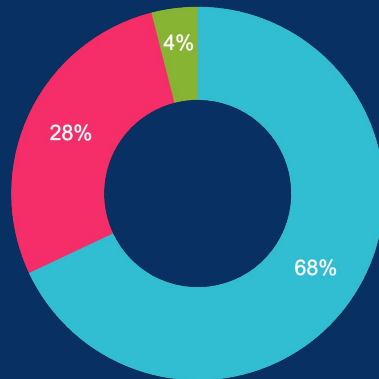
From everyday essentials to considered big-ticket purchases and sales season splurges, our **Shoppers** audience is actively in market – browsing, comparing, and researching products to buy across retail, ecommerce, and everything in between.

Shopping topics most engaged with



Device usage

● Phone ● Desktop ● Tablet



Categories more likely to be engaged with



Shopping trends

Our **Shopping** audience doubles during peak windows, like Amazon's Big Spring Sale.

Within the category, one-shot events, such as Valentine's Day and Mother's Day boost high-intent audiences like **Flowers Shopping** and **Gifting** to explosive growth.

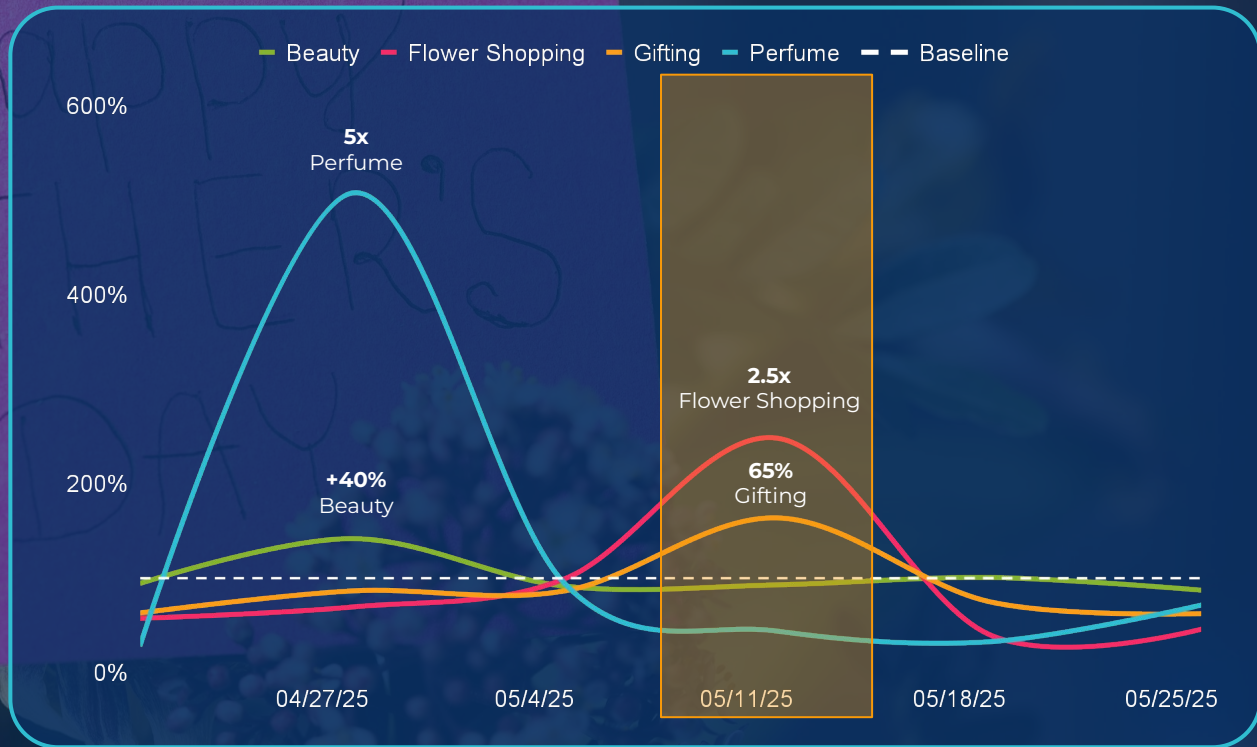
Shoppers surge during key retail and gifting moments



Celebrate Mom: Gifting peaks before Mother's Day

Audiences for **Perfume** lifts in the two weeks before the holiday, surging 5x and fueling a +40% overall rise in the **Beauty** category.

As the big day approaches, audiences pivot to shorter-window gifts, driving **Gifting** up 65% and sending **Flower Shopping** 2.5x higher during Mother's Day week.



Style and spirits lead Father's Day trends

The weeks around Father's Day see a significant style upgrade, with **Men's Fashion** audiences – including **Clothing**, **Accessories**, and **Footwear** – growing by up to 30%.

Alcoholic Beverages emerge as a premier gift choice, consistently over-indexing as audiences toast to American Dads.

