



Sales & Promos

July 2026

50%

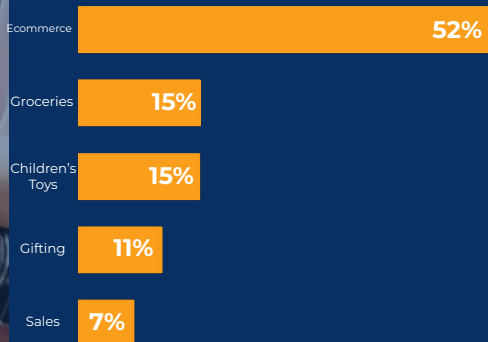
Reach
8 in 10
Shoppers

GET TO KNOW
OUR **SHOPPING**
USA AUDIENCE

Audience overview

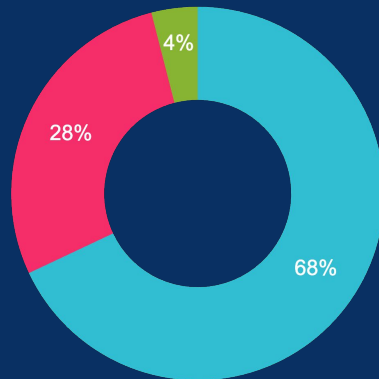
From everyday essentials to considered big-ticket purchases and sales season splurges, our **Shoppers** are actively in-market browsing, comparing, and researching products to buy across retail, ecommerce, and everything in between.

Shopping topics most engaged with



Device usage

● Phone ● Desktop ● Tablet

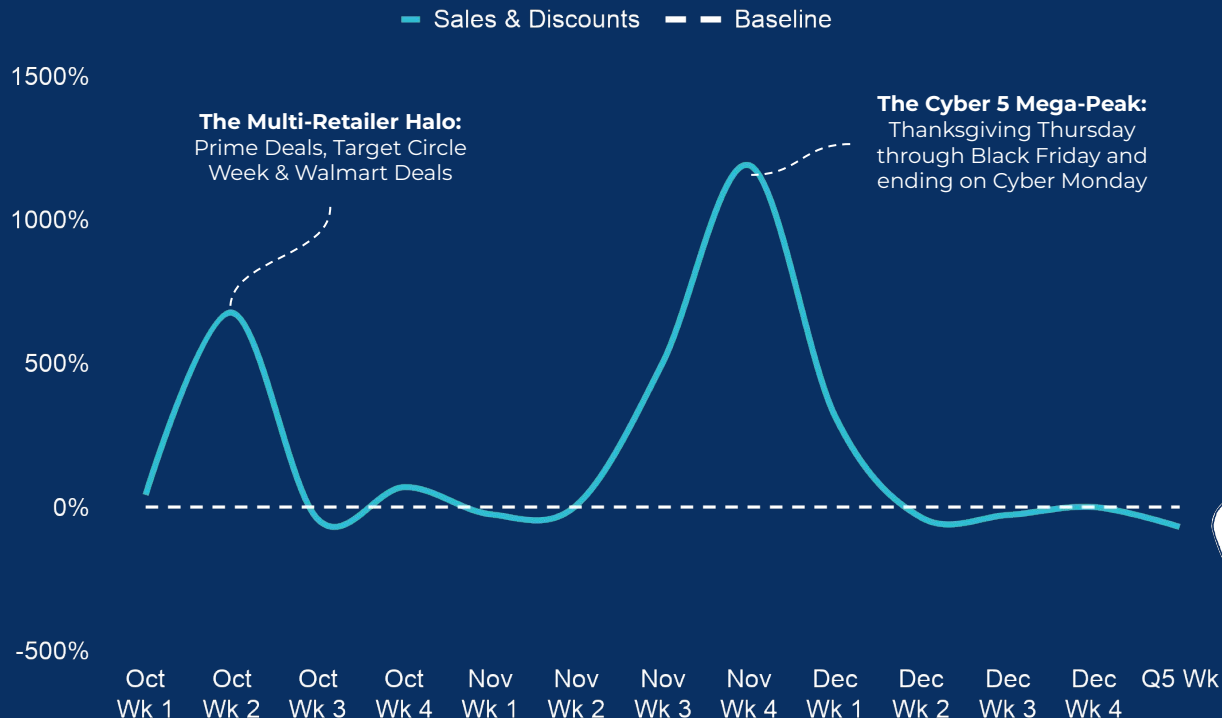


Categories more likely to be engaged with



Q4 sales delight deal-hunters

Deal-hunters activate earlier in Q4 – then peak again at Cyber 5



Reach **185M** Savvy Shoppers

Deal-hunters don't wait for Black Friday – they are active in **October**.

Sales & Discounts engagement surges over 6x the annual average in October, driven by Amazon Prime Day and the wave of competing retail events that now run alongside it – Target Circle Week, Walmart Deals and Best Buy Flash Sales all activate in the same window, turning October into a full-fledged deal season.

Engagement then pulls back as audiences pause and wait, before returning to growth at Cyber 5 – the five days from Thanksgiving Thursday through Cyber Monday – peaking at over 11x the annual average.

Shopping has two distinct moments, and brands should capitalize on this highly engaged, deal-primed audience early.

