

## 5 Festive Season Audiences To Drive Sales Now

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The festive season is a whirlwind of opportunity and competition, with high-intent shoppers ready to spend. So how can brands and advertisers ensure they make it to the top of the holiday shopping list?

"With so much advertising noise this time of year, only a highly strategic approach – like one that taps into first-party data – will produce measurable results, without wasting media budget," says Flow Co-Founder and Co-CEO, Daniel Levy.

To stand out in the sea of festive ads, brands must cut through the noise and deliver campaigns that truly resonate. Flow's hyper-targeted first-party data audiences (https://content.flowliving.com/calculator/) are the key to driving high-impact campaigns to an ideal audience at the precise buying opportunity.

Here are 5 festive customer audiences specifically tailored to drive sales during the cut-throat shopping season.

## 5 Festive Season Audience Segments To Drive Sales Now

### 1. Flow's Deal-Hunters: Black Friday Shoppers

These savvy shoppers are glued to their devices, scanning for the best bargains on must-have items. Black Friday, Cyber Monday, and festive sales are their playgrounds. They're all about finding value without compromising on quality.

#### Why They Matter:

Flow's Deal Hunters may be price-sensitive, but they're ready to convert quickly when the right offer lands.

#### Suggested campaigns:

- Exclusive discounts or flash deals.
- Retargeting campaigns featuring price drops on their wishlist items.

### 2. Flow's Luxury Seekers: Festive Season Spenders

Flow's Festive Season Spenders are less sensitive to economic shifts and prioritise quality, exclusivity, and premium experiences. This affluent audience shops big-ticket items that elevate their lifestyle or make perfect high-end gifts.

#### Why They Matter:

Flow's Festive Season Spenders prioritise relevant shopping experiences aligned with their tastes. First-party data provides direct access to this audience for bigger wins for your brand.

#### Suggested campaigns:

- Bespoke holiday collections.
- Value-added services like gift wrapping or personalised shopping experiences.

### 3. Flow's Gifting Enthusiasts: Household Buyers

For these shoppers, the holiday season is all about gifts and experiences for their family and loved ones. They represent significant purchasing power as they are searching for both value and volume shopping from bulk groceries to holiday essentials, and gifts.

#### Why They Matter:

Flow's Household Buyers are potential high lifetime-value customers with consistent and lengthy shopping lists ideal for upselling and cross-selling opportunities.

#### Suggested campaigns:

- Highlight gift guides or curated product bundles.
- Offer incentives like free shipping for purchases above a certain amount.

### 4. Flow's Proactive Parents: Back-To-School Shoppers

These shoppers are staunch planners for back-to-school essentials such as stationery, school snacks, and laptops. They want to beat the rush of January and stretch their budgets further with targeted deals and promotions.

#### Why They Matter:

Flow's Proactive Parents audience is decisive and drives significant purchasing demand. They are a valuable target audience as they favour both quality and affordable products.

#### Suggested campaigns:

- Early-bird promotions and exclusive pre-season sales.
- Campaigns emphasising guaranteed delivery dates.

### 5. Flow's Savvy Students: Digital-First Deals

Students' spending spikes around the holidays across categories like tech, fashion, food, and fitness. They are budget-conscious with specific wants and needs including entertainment, retail, and affordable tech products.

#### Why They Matter:

Flow's Savvy Students are digital-first, cost-sensitive, yet brand-conscious. Flow's partnership with DigsConnect (https://flowplatform.com/wp-content/uploads/2024/08/DigsConnect-Audiences.pdf?\_gl=1\*m0Jewu\*\_gcl\_aw\*\_R0NMLjE3MjkwODQzNzguQ2owS0NRand5TDI0QmhDdEFSSXNBtG8wZINBZHd4ZmZTTBtBWWhSaHRUN21QUIE0LTIBU0VKQXJBdXZFOw0MmRJZkt1QXdjSjZk enables brands to connect with verified student audiences, enhancing campaign precision and relevance.

#### Suggested campaigns:

- Quick delivery options or in-store pickup.
- Promotions on popular, ready-to-ship items.

## Own The Shopping Season With First-Party Data

Ready to turn these high-intent shoppers into loyal customers? Build your ideal first-party data audience now (https://content.flowliving.com/calculator/) and elevate your festive season campaigns for maximum impact. For more information, fill out the form below, and we'll be in touch!

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