

PlaceIQ's Holiday Audience Spotlight



Holiday Audiences Get Merrier with Location Intelligence

With location intelligence, marketers can fuel their holiday media strategies with offline data patterns, including where people shop, when they do their holiday shopping, and which stores they regularly drive by.

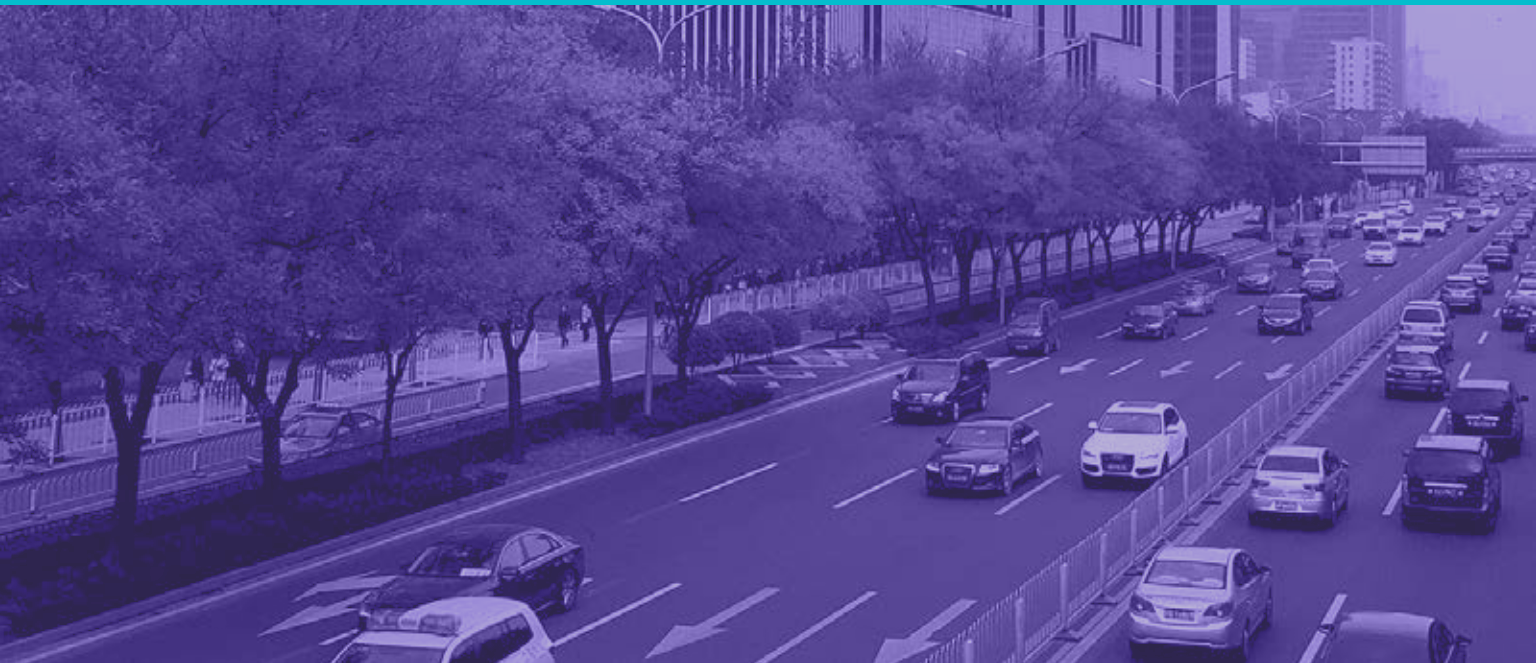
PlacelQ analyzes these offline data patterns to bring brands ***thousands of cutting edge location audiences.***

We're putting a few of the most popular Holiday audiences in the spotlight to help marketers bring home those holiday dollars for a happier new year.



Last Minute Holiday Shoppers

Last minute holiday dollars to spend? Increase your campaign's efficiency by reaching shoppers who are more likely to do their shopping at the last minute. Reach customers who visit key locations (i.e. Big Box stores) the week before Christmas Day.



Drive-By Audiences

The holiday season can be overwhelming — and some consumers are all about convenience. Message audiences who regularly commute by your location to keep your brand top of mind during the holiday rush.



Seasonal Audiences

Sometimes shopping patterns transcend the seasons. Cater your advertising to shoppers based on seasonal events, including Black Friday shoppers.



Loyal Customers

The holiday season is the perfect time to message your most loyal customers. Reach audiences who regularly visit your location with special holiday promotions or custom messaging.



Competitive Customers

Stealing is typically frowned upon during the holiday season — except when it comes to taking market-share from your competitors. Reach audiences who regularly visit your competitor's locations with targeted advertising.



Lapsed Loyalists

Find audiences who used to visit your location but haven't been back in a certain amount of time. A holiday coupon may be the perfect reason to get them back in your store.



Closed Stores

When a store goes out of business, its loyal shoppers are left to find new stomping grounds. This holiday season, reach frequent visitors of stores that are no longer in business to acquire new customers.



Commuter Audiences

Sometimes daily patterns make all the difference when it comes to holiday shopping. For example, a long-distance commuter will likely save up their shopping for the weekends, when they have more time. Cater your advertising based on their commute patterns — including short, medium and long-distance commuters.



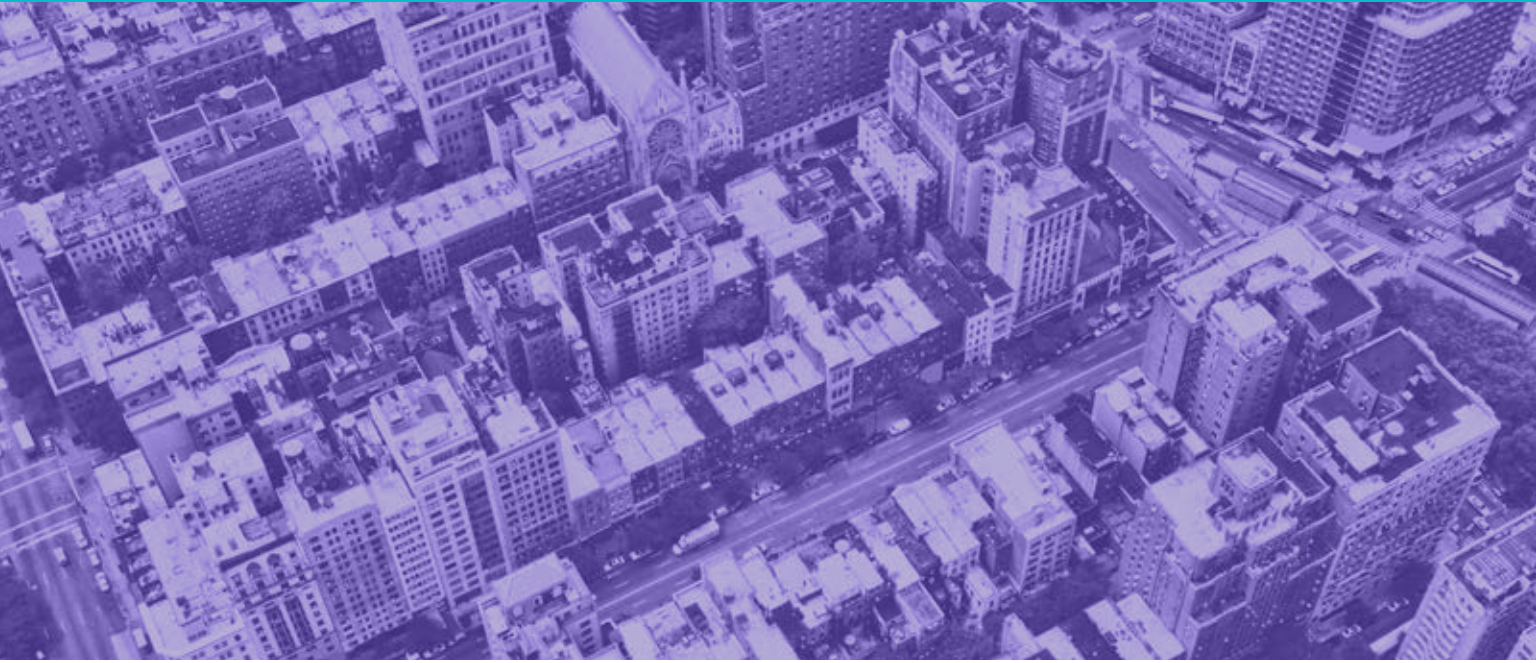
B2B Audiences

Looking to reach B2B shoppers this season? Leverage location data to define audiences based on their “dwell time” at various businesses — signifying their place of employment. Audiences can be segmented by industry, employee size, annual revenue, and more.



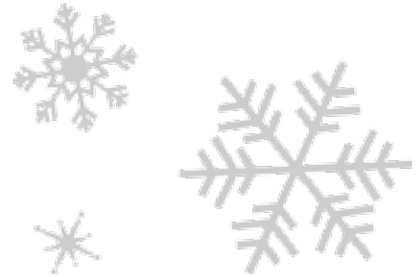
Shopper Homes

Household members will often influence the shopping behaviors of other family members or roommates. With shopper homes, marketers can reach all residents who dwell in households where at least one member has visited a specific location.



Convenience Zone Audiences

Reach audiences based on their typical proximity to a certain location. For example, which audiences work near your location?



Not what you're looking for?

PlacelQ has curated over 6,000 audiences, and works with advertisers everyday to find the perfect match to suit their needs. Reach out today to learn how location intelligence can power your holiday advertising!



For more information, visit
www.placeiq.com

As the leading location intelligence platform, PlaceIQ connects marketers to location-based audiences at scale, measures real-world visitation, and derives powerful insights about consumer behavior. To deliver an accurate, unified understanding of consumer movement patterns, PlaceIQ's technology maps high quality location data to a precise basemap. The company is headquartered in New York City and has offices in Palo Alto, Chicago and Los Angeles.

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