



AUDIENCE PROFILE

Cyber Monday Shoppers

Interest > Seasonal & Holiday >
Cyber Monday

Audience of shoppers looking for and engaging with Cyber Monday related content.

Who's In This Audience?

These shoppers are primarily desktop users that engage the most heavily during the workweek. They spend their lunch breaks browsing Amazon for the latest deals, planning their holiday gift strategy and reading content related to finance, apparel, home furnishings and technology.

Brands More Likely To Attract These Shoppers

kate spade
NEW YORK

nerdwallet

BRIT+CO.

lenovo

The Points Guy
MAXIMIZE YOUR TRAVEL

Best Geographical Locations to Target

Based on a combination of reach and index, consider targeting your campaigns in these states.

 Maryland

 Virginia

 Massachusetts

 Pennsylvania

 New York

 Texas

Top Utilized Sharing Services

 LinkedIn


 Twitter


 Email

 Pinterest

Categories More Likely To Be Of Interest


 Style & Fashion

 Holiday & Events

 Business

 Apparel

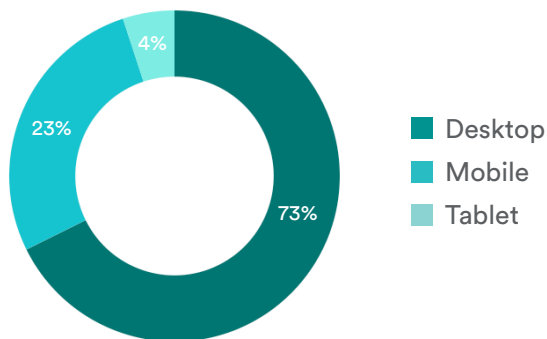
 Coffee & Tea

 Home & Kitchen

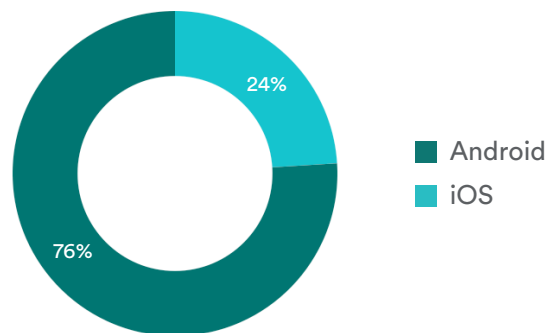
 Home Furnishing

 Technology

Desktop, Mobile or Tablet?



iOS or Android?



Other Audiences Into Which These Users May Fall

- Interest > Retail > Shopping
- Interest > Entertainment > Television
- Interest > Retail > Apparel
- Interest > Retail > Health and Beauty
- Action > Transactors > High Intent Audience

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Learn more about how you can utilize AddThis data for look-alike modeled audiences at learnmore@addthis.com.