TL1

Reach Holiday Shoppers Before They Hit “Buy”

Audience segments built for the biggest shopping season of the year

The holiday season brings the year’s highest purchase intent. Consumers research gifts, compare offers and wait for the best deals. Reach them at the right moment with TL1 audience data, from the first Black Friday teasers to the last-minute Christmas gift.



Black Friday: Friday, November 27, 2026
Cyber Monday: Monday, November 30, 2026
Christmas: Friday, December 25, 2026

Holiday shopping starts weeks before Black Friday.



Find the Audiences Relevant to Your Campaign

TL1 provides ready-to-activate audience segments that help marketers and media buyers reach consumers by holiday shopping intent, product category interest and deal-seeking behavior.

CHOOSE YOUR TARGET AUDIENCES FROM CHRISTMAS & BLACK FRIDAY SEGMENTS

CHRISTMAS & HOLIDAY SHOPPING

- Interests > Premium Categories > **Christmas Shoppers**
- Interests > Premium Categories > Black Friday > **Early Holiday Shoppers**
- Interests > Premium Categories > USA > Black Friday > **Early Holiday Shoppers**
- Interests > Premium Categories > USA > Black Friday > **Bargain Hunters**

BLACK FRIDAY: HOME, FAMILY & LIFESTYLE

- Interests > Premium Categories > Black Friday > **Home Décor and Furniture**
- Interests > Premium Categories > Black Friday > **Home Appliance Promotions**
- Interests > Premium Categories > Black Friday > **Toys and Kids Gifts**
- Interests > Premium Categories > Black Friday > **Sports and Fitness Equipment Sales**
- Interests > Premium Categories > Black Friday > **Jewelry and Watch Holiday Offers**

BLACK FRIDAY: FASHION

- Interests > Premium Categories > Black Friday > **Clothing and Fashion Promotions**
- Interests > Premium Categories > USA > Black Friday > **Clothing and Fashion Promotions**

BLACK FRIDAY: ELECTRONICS & MOBILE

- Interests > Premium Categories > Black Friday > **Smartphone and Mobile Promotions**
- Interests > Premium Categories > USA > Black Friday > **Smartphone and Mobile Promotions**
- Interests > Premium Categories > Black Friday > **Headphones, Earbuds and Wearables Promotions**

BLACK FRIDAY: TRAVEL

- Interests > Premium Categories > Black Friday > **Travel and Holiday Booking Promotions**
- Interests > Premium Categories > USA > Black Friday > **Travel and Holiday Booking Promotions**

CYBER MONDAY

- Interests > Premium Categories > **Cyber Monday Promotions**
- Interests > Premium Categories > USA > **Cyber Monday Promotions**

CHRISTMAS & BLACK FRIDAY SEGMENTS ARE AVAILABLE ON TOP GLOBAL PLATFORMS

theTradeDesk /LiveRamp yahoo!dsp

Turn Holiday Shopping Intent Into Sales

Use TL1 audience data to support your media planning and programmatic activation. Reach shoppers who are already looking for gifts, deals and seasonal offers, and stay in front of them from Black Friday through Christmas.





CAN'T FIND THE AUDIENCE YOU NEED?

Send us your campaign brief at hello@tl1mkt.com. If the right segment is not already in our taxonomy, we will create a custom audience segment tailored to your campaign requirements.

TELL US WHO YOU WANT TO REACH.
WE'LL HELP YOU FIND THE RIGHT AUDIENCE.