123Push a Stirista solution | **Christmas Segment**

Segment Name	Segment Description
123Push > Consumer > Seasonal > Holidays and Celebrations	Individuals who enjoy Holidays and Celebrations based on surveys, social media data, and online/purchase activity.
123Push > Consumer > Seasonal > Holidays and Celebrations > Celebrations	Individuals who enjoy Celebrations based on surveys, social media data, and online/purchase activity.
123Push > Consumer > Seasonal > Holidays and Celebrations > Christmas Day	Individuals who enjoy celebrating Christmas Day based on surveys, social media data, and online/purchase activity.
123Push > Consumer > Shopping > Gift Shoppers > Jewelry Gift Buyers	Individuals who are Jewelry Gift Buyers based on social media data and online/purchase activity data. (FLA Friendly)
123Push > Consumer > Shopping > Gift Shoppers > Children's Gift Buyers	Individuals who are Children's Gift Buyers based on social media data and online/purchase activity data.
123Push > Consumer > Shopping > Gift Shoppers > Infant and Baby Gift Buyers	Individuals who are Infant and Baby Gift Buyers based on social media data and online/purchase activity data.
123Push > Consumer > Shopping > Gift Shoppers > Toddler Gift Buyers	Individuals who are Toddler Gift Buyers based on social media data and online/purchase activity data.
123Push > Consumer > Shopping > Gift Shoppers > Young Children Gift Buyers	Individuals who are Young Children Gift Buyers based on social media data and online/purchase activity data.
123Push > Consumer > Shopping > Gift Shoppers > Tween Gift Buyers	Individuals who are Tween Gift Buyers based on social media data and online/purchase activity data.
123Push > Consumer > Shopping > Gift Shoppers > Flowers and Gift Buyers	Individuals who are Flowers and Gift Buyers based on social media data and online/purchase activity data.
123Push > Consumer > Shopping > Gift Shoppers > Office Gift Buyers	Individuals who are Office Gift Buyers based on social media data and online/purchase activity data. (FLA Friendly)
123Push > Consumer > Shopping > Gift Shoppers > Corporate Gift Buyers	Individuals who are Corporate Gift Buyers based on social media data and online/purchase activity data. (FLA Friendly)
123Push > Consumer > Shopping > Online Gift Shoppers	Individuals who are Online Gift Shoppers based on social media data and online/purchase activity data. (FLA Friendly)
123Push > Consumer > Shopping > Department Store Shoppers	Individuals who are Department Store Shoppers based on social media data and online/purchase activity data. (FLA Friendly)
123Push > Consumer > Shopping > Gift Card Shoppers	Individuals who are Gift Card Shoppers based on social media data and online/purchase activity data. (FLA Friendly)
123Push > Consumer > Shopping > Christmas Gift Shoppers	Consumer > Shopping > Christmas Gift Shoppers Individuals who are Christmas Gift Shoppers based on social media data and online/purchase activity data.
123Push > Consumer > Shopping > Value Shoppers	Individuals who are Value Shoppers based on social media data and online/purchase activity data. (FLA Friendly)
123Push > Consumer > Shopping > Discount Store Shoppers	Individuals who are Discount Store Shoppers based on social media data and online/purchase activity data. (FLA Friendly)
123Push > Consumer > Shopping > Coupon Enthusiasts	Individuals who are Coupon Enthusiasts based on surveys, online/purchase activity, and social media data.
123Push > Consumer > Shopping > Comparison Shoppers	Individuals who are Comparison Shoppers based on surveys, online/purchase activity, and social media data.

Segment Name	Segment Description
123Push > Consumer > Shopping > Holiday Shoppers	Individuals who are Holiday Shoppers based on surveys, online/purchase activity, and social media data.
123Push > Consumer > Travel > Holiday Travelers	Individuals who are spring break planners based on social media data, online/ purchase activity, and surveys.
123Push > Consumer > Seasonal > Holiday Motivators > Early Christmas Gift Shoppers	Individuals who are early Christmas gift shoppers. They love holiday entertaining, decorating, traveling, and celebrating.
123Push > Consumer > Seasonal > Holiday Motivators > Late Christmas Gift Shoppers	Individuals who are late Christmas gift shoppers. They love holiday entertaining, decorating, traveling, and celebrating.
123Push > Consumer > Seasonal > Holiday Motivators > High Spender Christmas Gift Shoppers	Individuals who are high spender Christmas gift shoppers. They love holiday entertaining, decorating, traveling, and celebrating.
123Push > Consumer > Seasonal > Holiday Motivators > On A Budget Christmas Gift Shoppers	Individuals who are on a budget Christmas gift shoppers. They love holiday entertaining, decorating, traveling, and celebrating.
123Push > Consumer > Seasonal > Holiday Motivators > Christmas Decorations	Individuals who are Christmas decorations. They love holiday entertaining, decorating, traveling, and celebrating.
123Push > Consumer > Seasonal > Holiday Motivators > High Spender Christmas Decorations	Individuals who are high spender Christmas decorations. They love holiday entertaining, decorating, traveling, and celebrating.
123Push > Consumer > Seasonal > Holiday Motivators > On A Budget Christmas Decorations	Individuals who are on a budget Christmas decorations. They love holiday entertaining, decorating, traveling, and celebrating.
123Push > Consumer > Seasonal > Holiday Motivators > Christmas Shoppers	Individuals who are Christmas shoppers. They love holiday entertaining, decorating, traveling, and celebrating.
123Push > Consumer > Seasonal > Holiday Motivators > Christmas Party Hosts	Individuals who are Christmas party hosts. They love holiday entertaining, decorating, traveling, and celebrating.
123Push > Consumer > Seasonal > Holiday Motivators > Christmas Fashion And Apparel	Individuals who are Christmas fashion and apparel. They love holiday entertaining, decorating, traveling, and celebrating.
123Push > Consumer > Seasonal > Holiday Motivators > Christmas Cooking	Individuals who are Christmas cooking. They love holiday entertaining, decorating, traveling, and celebrating.
123Push > Consumer > Seasonal > Holiday Motivators > Christmas Party Attenders	Individuals who are Christmas party attenders. They love holiday entertaining, decorating, traveling, and celebrating.
123Push > Consumer > Seasonal > Holiday Motivators > Individuals Who Love Traveling For the Holidays	Individuals who are individuals who love traveling for the holidays. They love holiday entertaining, decorating, traveling, and celebrating.
123Push > Consumer > Seasonal > Holiday Motivators > Individuals Who Love Traveling During Christmas	Individuals who are individuals who love traveling during Christmas. They love holiday entertaining, decorating, traveling, and celebrating.
123Push > Consumer > Discretionary Spenders > Low Income Holiday Spenders	Individuals who are low income holiday spenders. Based on surveys, online/ purchase activity.
123Push > Consumer > Discretionary Spenders > Low Income Christmas Spenders	Individuals who are low income Christmas spenders. Based on surveys, online/ purchase activity.
123Push > Consumer > Lifestyle Changes > Newly Engaged For Christmas Or December	Individuals who are newly engaged multi-sourced from wedding purchases, wedding registries, sample wedding invitation lists, and other relevant online/ purchase activity. They are are highly likely to be in market for wedding related products and services such as invitiations, catering, and photography.
123Push > Consumer > Lifestyle Changes > Newly Engaged For Christmas Or December	Individuals who are parents who are crazy for Christmas. Based on self-reported surveys, public records, online activity, and transactional data.
123Push > Consumer > Intent > DIY > Christmas Gifts	Individuals who are DIY enthusiasts and who love to make their own Christmas gifts. Sourced from surveys, sweepstakes, online activity, and public records.

Segment Name	Segment Description
123Push > Consumer > Intent > DIY > Gifts	Individuals who are DIY enthusiasts and who love to make their own gifts. Sourced from surveys, sweepstakes, online activity, and public records.
123Push > Consumer > Intent > DIY > Presents	Individuals who are DIY enthusiasts and who love to make their own presents. Sourced from surveys, sweepstakes, online activity, and public records.
123Push > Optimized for CTV > Consumer > Seasonal > Holidays and Celebrations > Christmas Day	Individuals who enjoy celebrating Christmas Day based on surveys, social media data, and online/purchase activity.
123Push > Optimized for CTV > Consumer > Shopping > Online Gift Shoppers	Individuals who are Online Gift Shoppers based on social media data and online/purchase activity data. (FLA Friendly)
123Push > Optimized for CTV > Consumer > Shopping > Christmas Gift Shoppers	Individuals who are Christmas Gift Shoppers based on social media data and online/purchase activity data.
123Push > Optimized for CTV > Consumer > Shopping > Value Shoppers	Individuals who are Value Shoppers based on social media data and online/purchase activity data. (FLA Friendly)

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Segment Name	Segment Description
Stirista > Interest > Holiday and Seasonal Travel	Individuals who enjoy traveling, especially during seasonal holidays. Including Halloween, Thanksgiving, Christmas, and New Years.
Stirista > Consumer > Holiday Cooks	Individuals who are highly likely to enjoy holiday cooking. Most likely to host holiday parties frequently for Christmas, Thanksgiving, New Years, Diwali, Kwanzaa, Hanukkah, Chinese New Year, St. Lucia's Day, and Dia de los Muertos.
Stirista > Category > Holidays	Individuals who are interested in Holidays based on surveys, sweepstakes, online activity, and purchase data. (FLA Friendly)
Stirista > Category > Christmas Day	Individuals who are interested in Christmas Day based on surveys, sweepstakes, online activity, and purchase data.
Stirista > Custom > Black Friday and Cyber Monday Shoppers	Individuals who are Black Friday and Cyber Monday Shoppers. Individuals who get their christmas shopping done early. Also includes individuals who love good deals, coupons, and ultimate saving.
Stirista > Custom > Comparison Shoppers	Individuals who are Comparison Shoppers.
Stirista > Custom > Coupon Enthusiasts	Individuals who are Coupon Enthusiasts. Individuals who like saving, and looking for the best deals.
Stirista > Custom > Holiday Shoppers	Individuals who are Holiday Shoppers.
Stirista > Custom > Holiday Travelers	Individuals who are Holiday Travelers. Individuals who like to travel for Christmas, Thanksgiving, New Years, etc.
Stirista > Interest > Holiday and Seasonal Travel	Individuals who enjoy traveling, especially during seasonal holidays. Including Halloween, Thanksgiving, Christmas, and New Years.

Segment Name	Segment Description
Stirista > Consumer > Holiday Cooks	Individuals who are highly likely to enjoy holiday cooking. Most likely to host holiday parties frequently for Christmas, Thanksgiving, New Years, Diwali, Kwanzaa, Hanukkah, Chinese New Year, St. Lucia's Day, and Dia de los Muertos.
Stirista > Consumer > Gift Buyers	Individuals who are gift buyers. (FLA Friendly)
Stirista > Consumer > Gift Buyers > Fashion	Individuals who are gift buyers interested in fashion. (FLA Friendly)
Stirista > Consumer > Gift Buyers > Consumer Electronics	Individuals who are gift buyers interested in consumer electronics. (FLA Friendly)
Stirista > Consumer > Gift Buyers > Toys	Individuals who are gift buyers interested in toys.
Stirista > Category > Christmas Day	Individuals who are interested in Christmas Day based on surveys, sweepstakes, online activity, and purchase data.
Stirista > Category > Shopping	Individuals who are interested in Shopping based on surveys, sweepstakes, online activity, and purchase data. Includes high interest in all major shopping categories like clothes, shoes, jewelry, children products, pet supplies, home décor, and grocery shopping. (FLA Friendly)
Stirista > Category > Black Friday and Cyber Monday	Individuals who are interested in Black Friday and Cyber Monday based on surveys, sweepstakes, online activity, and purchase data. Individuals who get their christmas shopping done early. Also includes individuals who love good deals, coupons, and ultimate saving. (FLA Friendly)
Stirista > Category > Online Shopping	Individuals who are interested in Online Shopping based on surveys, sweepstakes, online activity, and purchase data. Individuals who are frequent shoppers and like shopping online. (FLA Friendly)
Stirista > Seasonal > Holiday Entertainers	Individuals who enjoy holiday entertaining. Individuals who like to host parties for Christmas, Thanksgiving, New Years, etc.

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