Halloween Segments

Segment Name	Segment Description
123Push > Consumer > Seasonal > Holidays and Celebrations > Halloween	Individuals who enjoy celebrating Halloween based on surveys, social media data, and online/purchase activity.
123Push > Consumer > Shopping > Halloween Buyers	Individuals who are Halloween Buyers based on surveys, online/purchase activity, and social media data.
123Push > Consumer > Seasonal > Holiday Motivators > Halloween Decorations	Individuals who are Halloween decorations. They love holiday entertaining, decorating, traveling, and celebrating.
123Push > Consumer > Seasonal > Holiday Motivators > High Spender Halloween Decorations	Individuals who are high spender Halloween decorations. They love holiday entertaining, decorating, traveling, and celebrating.
123Push > Consumer > Seasonal > Holiday Motivators > On A Budget Halloween Decorations	Individuals who are on a budget Halloween decorations. They love holiday entertaining, decorating, traveling, and celebrating.
123Push > Consumer > Seasonal > Holiday Motivators > Halloween Party Hosts	Individuals who are Halloween party hosts. They love holiday entertaining, decorating, traveling, and celebrating.
123Push > Consumer > Seasonal > Holiday Motivators > Halloween Costume Enthusiast	Individuals who are Halloween costume enthusiasts. They love holiday entertaining, decorating, traveling, and celebrating.
123Push > Consumer > Seasonal > Holiday Motivators > Halloween Candy Buyers	Individuals who are Halloween candy buyers. They love holiday entertaining, decorating, traveling, and celebrating.
123Push > Consumer > Seasonal > Holiday Motivators > Halloween Party Attenders	Individuals who are Halloween party attenders. They love holiday entertaining, decorating, traveling, and celebrating.
123Push > Consumer > Discretionary Spenders > High Income Halloween Spenders	Individuals who are high income Halloween spenders. Based on surveys, online/purchase activity, and social media data.
123Push > Consumer > Discretionary Spenders > Low Income Halloween Spenders	Individuals who are low income Halloween spenders. Based on surveys, online/purchase activity.
123Push > Consumer > Lifestyle > Parents and Family > Parents Who Are Crazy For Halloween	Individuals who are parents who are crazy for Halloween. Based on self-reported surveys, public records, online activity, and transactional data.
123Push > Optimized for CTV > Consumer > Seasonal > Holidays and Celebrations > Halloween	Individuals who enjoy celebrating Halloween based on surveys, social media data, and online/purchase activity.
123Push > Optimized for CTV > Consumer > Shopping > Halloween Buyers	Individuals who are Halloween Buyers based on surveys, online/purchase activity, and social media data.

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123Push > Consumer > Social Media Followers > Brand Affinity > Candy > Hershey's	Individuals following Hershey's on social media. (FLA Friendly)
123Push > Consumer > Social Media Followers > Brand Affinity > CPG > Nestle	Individuals following Nestle on social media. (FLA Friendly)
123Push > Consumer > Social Media Followers > Brand Affinity > Candy > Butterfinger	Individuals following Butterfinger on social media. (FLA Friendly)
123Push > Consumer > Social Media Followers > Brand Affinity > Candy > Skittles	Individuals following Skittles on social media. (FLA Friendly)
123Push > Consumer > Social Media Followers > Brand Affinity > Candy > Starburst	Individuals following Starburst on social media. (FLA Friendly)
123Push > Consumer > Social Media Followers > Brand Affinity > Candy > KitKat	Individuals following KitKat on social media. (FLA Friendly)
123Push > Consumer > Social Media Followers > Brand Affinity > Candy > Snickers	Individuals following Snickers on social media. (FLA Friendly)
123Push > Consumer > Social Media Followers > Brand Affinity > Candy > Reeses	Individuals following Reeses on social media. (FLA Friendly)
123Push > Optimized for CTV > Consumer > Interest > Food and Drink > Snacks and Candy	Individuals interested in Snacks and Candy based on surveys, online/purchase data, and social media data.
123Push > Consumer > Intent > DIY > Costumes	Individuals who are DIY enthusiasts and who love to make their own costumes. Sourced from surveys, sweepstakes, online activity, and public records.
Stirista > Interest > Holiday and Seasonal Travel	Individuals who enjoy traveling, especially during seasonal holidays. Including Halloween, Thanksgiving, Christmas, and New Years.
Stirista > Custom > Halloween Buyers	Individuals who are Halloween Buyers. Includes individuals highly likely to purchase candy, halloween costumes, and halloween decorations.
LBDigital > Media Source Solutions > CPG Shoppers > Candy & Gum > Non-Chocolate	This audience shops for CPG products at brick and mortar retail stores for Non-Chocolate using their credit cards to purchase in the Candy & Gum category.
LBDigital > Media Source Solutions > CPG Shoppers > Candy & Gum > Hard Candy & Lollipops	This audience shops for CPG products at brick and mortar retail stores for Hard Candy & Lollipops using their credit cards to purchase in the Candy & Gum category.

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LBDigital > Media Source Solutions > CPG Shoppers > Candy & Gum > Licorice Box/Bag	This audience shops for CPG products at brick and mortar retail stores for Licorice Box/Bag using their credit cards to purchase in the Candy & Gum category.
LBDigital > Media Source Solutions > CPG Shoppers > Candy & Gum > Halloween Non-Chocolate Candy	This audience shops for CPG products at brick and mortar retail stores for Halloween Non-Chocolate Candy using their credit cards to purchase in the Candy & Gum category.
LBDigital > Media Source Solutions > CPG Shoppers > Candy & Gum > Specialty Nut/Coconut Candy	This audience shops for CPG products at brick and mortar retail stores for Specialty Nut/Coconut Candy using their credit cards to purchase in the Candy & Gum category.
LBDigital > Media Source Solutions > CPG Shoppers > Candy & Gum > Regular Gum	This audience shops for CPG products at brick and mortar retail stores for Regular Gum using their credit cards to purchase in the Candy & Gum category.
LBDigital > Media Source Solutions > CPG Shoppers > Candy & Gum > Sugarless Gum	This audience shops for CPG products at brick and mortar retail stores for Sugarless Gum using their credit cards to purchase in the Candy & Gum category.
LBDigital > Media Source Solutions > CPG Shoppers > Candy & Gum > Gummy & Chewy	This audience shops for CPG products at brick and mortar retail stores for Gummy & Chewy using their credit cards to purchase in the Candy & Gum category.
LBDigital > Media Source Solutions > CPG Shoppers > Candy & Gum > Caramel/Taffy Apples/Kits/Dips	This audience shops for CPG products at brick and mortar retail stores for Caramel/Taffy Apples/Kits/Dips using their credit cards to purchase in the Candy & Gum category.
LBDigital > Media Source Solutions > CPG Shoppers > Candy & Gum > Chocolate	This audience shops for CPG products at brick and mortar retail stores for Chocolate using their credit cards to purchase in the Candy & Gum category
LBDigital > Media Source Solutions > CPG Shoppers > Candy & Gum > Chocolate > Candy Box/Bag/Bar > 3.5Oz	This audience shops for CPG products at brick and mortar retail stores for Chocolate Candy Box/Bag/Bar > 3.5Oz using their credit cards to purchase in the Candy & Gum category.
LBDigital > Media Source Solutions > CPG Shoppers > Candy & Gum > Chocolate Candy Box/Bag/Bar > 3.5Oz	This audience shops for CPG products at brick and mortar retail stores for the brand Snickers using their credit cards to purchase in the Candy & Gum category.
LBDigital > Media Source Solutions > CPG Shoppers > Candy & Gum > Chocolate Candy Box/Bag/Bar < 3.5Oz	This audience shops for CPG products at brick and mortar retail stores for Chocolate Candy Box/Bag/Bar < 3.5Oz using their credit cards to purchase in the Candy & Gum category.

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LBDigital > Media Source Solutions > CPG Shoppers > Candy & Gum > Chocolate Candy Snack Size	This audience shops for CPG products at brick and mortar retail stores for Chocolate Candy Snack Size using their credit cards to purchase in the Candy & Gum category.
LBDigital > Media Source Solutions > CPG Shoppers > Candy & Gum > Gift Box Chocolates	This audience shops for CPG products at brick and mortar retail stores for Gift Box Chocolates using their credit cards to purchase in the Candy & Gum category.
LBDigital > Media Source Solutions > CPG Shoppers > Candy & Gum > Halloween Chocolate	This audience shops for CPG products at brick and mortar retail stores for Halloween Chocolate using their credit cards to purchase in the Candy & Gum category.
LBDigital > Media Source Solutions > Mobile App Users > Seasonal Resolutions, Events & Shoppers with Buyer Intent > Halloween	This audience is made up of individuals with Seasonal Resolutions, Events & Shoppers with Buyer Intent for Halloween.
LBDigital > Media Source Solutions > Mobile App Users > Seasonal Resolutions, Events & Shoppers with Buyer Intent > Halloween > Candy	This audience is made up of individuals with Seasonal Resolutions, Events & Shoppers with Buyer Intent for Halloween and Candy.
LBDigital > Media Source Solutions > Mobile App Users > Seasonal Resolutions, Events & Shoppers with Buyer Intent > Halloween > Cooks	This audience is made up of individuals with Seasonal Resolutions, Events & Shoppers with Buyer Intent for Halloween and Cooks.
LBDigital > Media Source Solutions > Mobile App Users > Seasonal Resolutions, Events & Shoppers with Buyer Intent > Halloween > Costumes	This audience is made up of individuals with Seasonal Resolutions, Events & Shoppers with Buyer Intent for Halloween and Costumes.
LBDigital > Media Source Solutions > Mobile App Users > Seasonal Resolutions, Events & Shoppers with Buyer Intent > Halloween > Decorators	This audience is made up of individuals with Seasonal Resolutions, Events & Shoppers with Buyer Intent for Halloween and Decorators.
LBDigital > Media Source Solutions > Mobile App Users > Seasonal Resolutions, Events & Shoppers with Buyer Intent > Halloween > Kids Costumes	This audience is made up of individuals with Seasonal Resolutions, Events & Shoppers with Buyer Intent for Halloween and Kids Costumes.
LBDigital > Media Source Solutions > Mobile App Users > Seasonal Resolutions, Events & Shoppers with Buyer Intent > Halloween > Pet Costumes	This audience is made up of individuals with Seasonal Resolutions, Events & Shoppers with Buyer Intent for Halloween and Pet Costumes.
LBDigital > Browser Activity > Holiday and Seasonal > Costumes	This category contains consumers who enjoy dressing up in costumes. They enjoy celebrating Halloween and Christmas where dressing up in costumes are encouraged.
Ameribase Digital > Holiday Shoppers > Halloween	This audience contains individuals shopping online for Halloween products and other related items such as halloween costumes, halloween party, haunted house, children halloween costumes, halloween candy.

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Ameribase Digital > Mobile Location-Based > Way of Life > Halloween Shopping Enthusiasts	Audiences include individuals who are Halloween shopping enthusiasts.
Ameribase Digital > CTV Enabled > CPG > Consumer Commerce > Household Essentials > Candy & Gum	These consumers have purchased Candy & Gum in the Consumer Commerce category while visiting a brick and mortar store, which has an average price of $2.65
Ameribase Digital > CTV Enabled > CPG > Consumer Commerce > Household Essentials > Candy & Gum > Non-Chocolate	These consumers have purchased Non-Chocolate in the Candy & Gum category while visiting a brick and mortar store, which has an average price of $2.65
Ameribase Digital > CTV Enabled > CPG > Consumer Commerce > Household Essentials > Candy & Gum > Non-Chocolate > Hard Candy & Lollipops	These consumers have purchased Hard Candy & Lollipops in the Non-Chocolate category while visiting a brick and mortar store, which has an average price of $2.65
Ameribase Digital > CTV Enabled > CPG > Consumer Commerce > Household Essentials > Candy & Gum > Non-Chocolate > Mints	These consumers have purchased Mints in the Non-Chocolate category while visiting a brick and mortar store, which has an average price of $2.65
Ameribase Digital > CTV Enabled > CPG > Consumer Commerce > Household Essentials > Candy & Gum > Non-Chocolate > Gum	These consumers have purchased Gum in the Non-Chocolate category while visiting a brick and mortar store, which has an average price of $2.65
Ameribase Digital > CTV Enabled > CPG > Consumer Commerce > Household Essentials > Candy & Gum > Non-Chocolate > Gummy & Chewy	These consumers have purchased Gummy & Chewy in the Non-Chocolate category while visiting a brick and mortar store, which has an average price of $2.65
Ameribase Digital > CTV Enabled > CPG > Consumer Commerce > Household Essentials > Candy & Gum > Non-Chocolate > Caramel/Taffy Apples/Kits/Dips	These consumers have purchased Caramel/Taffy Apples/Kits/Dips in the Non-Chocolate category while visiting a brick and mortar store, which has an average price of $2.65
Ameribase Digital > CTV Enabled > CPG > Consumer Commerce > Household Essentials > Candy & Gum > Non-Chocolate > Licorice Box/Bag	These consumers have purchased Licorice Box/Bag in the Non-Chocolate category while visiting a brick and mortar store, which has an average price of $2.65
Ameribase Digital > CTV Enabled > CPG > Consumer Commerce > Household Essentials > Candy & Gum > Non-Chocolate > Christmas Non-Chocolate Candy	These consumers have purchased Christmas Non-Chocolate Candy in the Non-Chocolate category while visiting a brick and mortar store, which has an average price of $2.65
Ameribase Digital > CTV Enabled > CPG > Consumer Commerce > Household Essentials > Candy & Gum > Non-Chocolate > Specialty Nut/Coconut Candy	These consumers have purchased Specialty Nut/Coconut Candy in the Non-Chocolate category while visiting a brick and mortar store, which has an average price of $2.65
Ameribase Digital > CTV Enabled > CPG > Consumer Commerce > Household Essentials > Candy & Gum > Chocolate	These consumers have purchased Chocolate in the Candy & Gum category while visiting a brick and mortar store, which has an average price of $2.65

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Ameribase Digital > CTV Enabled > CPG > Consumer Commerce > Household Essentials > Candy & Gum > Chocolate > Chocolate Candy Box/Bag/Bar > 3.5Oz	These consumers have purchased Chocolate Candy Box/Bag/Bar > 3.5Oz in the Chocolate category while visiting a brick and mortar store, which has an average price of $2.65
Ameribase Digital > CTV Enabled > CPG > Consumer Commerce > Household Essentials > Candy & Gum > Chocolate > Gift Box Chocolates	These consumers have purchased Gift Box Chocolates in the Chocolate category while visiting a brick and mortar store, which has an average price of $2.65
Ameribase Digital > CTV Enabled > CPG > Consumer Commerce > Household Essentials > Candy & Gum > Chocolate > Halloween Chocolate	These consumers have purchased Halloween Chocolate in the Chocolate category while visiting a brick and mortar store, which has an average price of $2.65

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