

# Q 4 2025

# SHOPPER AUDIENCES

## GDR & ADFORM



*Chasing deals, not just discounts.*

### BLACK FRIDAY

**Black Friday shoppers** are typically younger to middle-aged adults, driven by big discounts on electronics, apparel, and home goods. They're deal-seeking, impulsive, social media-influenced, research-driven, and gift-focused.



*Tech-savvy and click-ready.*

### CYBER MONDAY

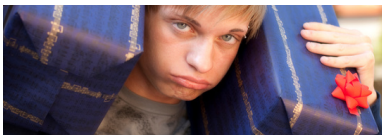
**Cyber Monday shoppers** are tech-savvy, online-focused consumers across age groups. They're deal-driven, convenience-oriented, and motivated by FOMO - especially for electronics, gadgets, and subscriptions.



*Thoughtful gifts, stress-free holidays.*

### ON-TIME FOR XMAS

**On-time Christmas shoppers** are thoughtful planners who value quality over quantity. They prioritize meaningful gifts, budget wisely, and seek a balanced, enjoyable holiday experience.



*Racing the clock, loving convenience.*

### LAST MIN. FOR XMAS

**Last-minute Christmas shoppers** are often time-pressed and overwhelmed, leaning on convenience - even if it costs more. They're impulsive, procrastinating buyers who prioritize speed and ease.



*Comfort, adventure, and everything in between.*

### WINTER TRAVELLERS

**Winter travel shoppers** span all ages, seeking unique experiences, comfort, and convenience. They're budget-conscious, influenced by social media, and driven by a mix of adventure and relaxation.



*Prioritizing self-care every step of the way.*

### HEALTH & WELLNESS

**Health & wellness shoppers** are adults prioritizing self-care in colder months. They're health-conscious, trend-aware, open-minded, and product-focused.



*Urban life, effortless shopping.*

### CITY SHOPPERS

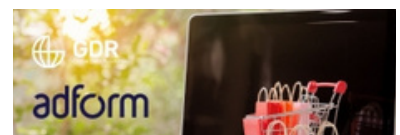
**Q4 city shoppers** are urban, time-pressed consumers seeking convenience, unique experiences, and eco-conscious options. They're social media-influenced and span a broad age and income range.



*Practical, local, and tradition-minded.*

### SMALL-TOWN SHOPPERS

**Q4 small-town shoppers** value practicality, affordability, and supporting local businesses. They focus on essentials, efficiency, and tradition over luxury.



### ADFORM AUDIENCE MARKETPLACE

**GDR and Adform** have crafted the eight distinctive shopper audiences tailored for the Q4 vibes. Find these exclusive audiences within the Adform Audience Marketplace.