

Black Friday Cyber Monday

Targetspot Audio Solutions can help boost your Black Friday sales

Benefit from specific, pre-populated Black Friday audio audiences or tell us your needs and we will build a segment specifically for you.

Engage with the power of multi-platform digital audio to give your sales a BOOST!

Targetspot's digital audio services enables you to:

Maximize your campaign KPI's and....

- Reach the right audience at the right moment with our digital audio distribution solutions and audience targeting
- Engage on multiple devices: desktop, mobile, smart speakers
- Advertise in a brand safe environment within premium publishers and varied audio environments - unified via Targetspot technology

Pick your audience mix

High buying power – Luxury/Fashion/Footwear Shoppers – Shopping mall visitors

Highlights:

- Podcasts and audio articles related to news, travel, the newest fashion and lifestyle trends + Digiseg audiences
- Prosperous households, where listeners have a higher household income and more savings than average – Digiseg audiences
- People interested in buying clothes and fashion or shoes and footwear – Digiseg audiences
- People in the market for Luxury Goods – Digiseg audiences

Children in the household, childrens gifting

Highlights:

- Podcasts and audio articles that focus on family lifestyle, parenting and kids' activities
- Digiseg audiences that focus on households with middle / higher incomes with children

Interested in buying new electronics for the home or garden

Highlights:

- Tech content within podcasts and early adopter segments
- Tech savvy, affluent households via Digiseg
- Listeners who are likely to be interested in household appliances, garden articles, audio electronics or computers via the Targetspot DMP

Need a custom audience created for Black Friday? [Contact us!](#)

We will create any audience that you need.