

SUMMER 2024



BARGAIN & DEAL HUNTERS

Audience Description

Broad consumer base, especially parents and college students, deal seekers for back-to-school season and various shopping holidays and needs. High responsiveness to discounts and promotions.

Tech-savvy and comfortable using online resources for shopping and deal discovery.

Ad Opportunities

Tailored ads for:

- Targeted ads for retail sales, exclusive offers, and holiday specials, maximizing reach during key shopping periods
- Emphasize special offers and savings opportunities in ad messages
- Anticipate them to compare prices before making purchases

