5 targeting strategies
to reach your customers this holiday season

1

Geotargeting

Santa has Rudolph's red nose pointing him in the right direction, and so should you. Targeting consumers based on their physical location isn't new, of course. You don't promote an electric car the same way in Houston and in Anchorage. But with technology, geotargeting has become much more responsive and scalable. It's a great way to nudge potential customers near the point of purchase.

2

First-Party Data

Marketers with robust first-party data in their CRMs can use that data to seed audiences for future campaigns. Past customers are good prospects for repeat buying (if you nurture your relationship with them), and they can be excellent starting points for lookalike modeling too. But first-party data is a double-edged sword. It can be just as good as a letter to Santa to suggest fit, awareness, or buying intent, but if it's off, everything else falls apart - and if someone sent that letter to Santa anonymously, then all bets are off!

3

Syndicated Audiences

Some brands don't have a lot of first-party data to work with, or the data they have is a poor fit for the audiences they're trying to reach with a new campaign. That's where syndicated audiences come in. Santa works with two large audiences—nice and naughty—but today's top data providers can offer access to thousands of richly-defined and highly-relevant segments. Some are even infused with cannabis and CBD lifestyle data, so marketers can reach those progressive audiences most likely to try (and LIKE) new products.

4

Contextual

Just like Santa who sees you when you're sleeping and knows when you're awake, good marketing elves can use contextual targeting to reach consumers through the pages they consume, ensuring that ads end up in front of people who are part of the target audience and interested in the product or topic. Contextual targeting helps brands stay top-of-mind and leads to higher click-through rates, which ultimately increases receptivity and responsiveness without the need for PII.

5

Semantic Extension

The best way to put a big bow on top of holiday marketing is by using semantic extension. Starting with any audience - person-based or contextual - you can expand your target to include new people who are "lookalikes," or new places (websites) where desired consumers hang out that you didn't know about. Either one is like that gift that keeps on giving: broader reach or the potential to control costs by reaching the same consumers in less costly places in the bidstream.

[Learn More](#)