

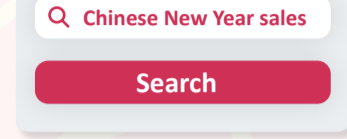
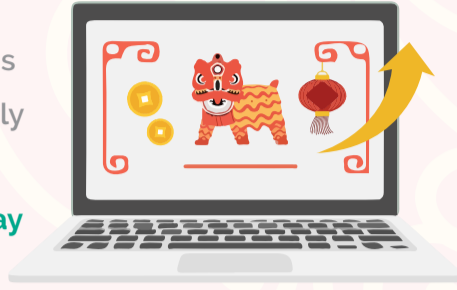
**Gear up for Chinese New Year with audience data trends**

Celebrated globally, Chinese (or Lunar) New Year is an increasingly popular retail event. Millions of consumers celebrate the holiday. Target these consumers by understanding their interests and behaviors.



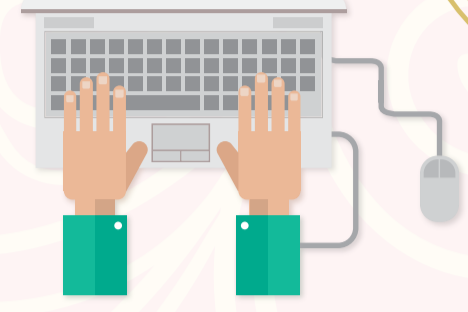
**Celebrations are on the rise, creating an opportunity for brands to reach high-spending consumers**

Brands begin their campaigns **in late Q4** to reach early planners, and **increase engagement closer to the day**



Consumers research gift ideas and product deals

**1 month** before Chinese New Year but shop the week leading up to the festival



Online sales go up by **40% two weeks** before Chinese New Year



**3 in 10** transactions are completed on **mobile devices**



Chinese New Year holiday retail sales in **China** **grew 11.4%** in 2017 over 2016



**Chinese New Year revelers are also devoted travelers**



**2.98 billion** trips will be made during Chinese New Year in 2018

**Most popular destinations**



**Travel brands** in **Asia** tripled demand

for audience data in 2017 to reach overseas travelers

**Consumer purchase habits**

**Top Chinese New Year gifts**



- Alcohol
- Tea
- Sweets
- Fruit
- Apparel



**CPG/FMCG brands**

comprise **1/3** of total Chinese New Year audience data demand



**Retail brands** continue to increase spend YoY, accounting for

**12% of total CNY** audience data demand in 2017

**Segments to Target**

**Demographic**

- Demographic - Declared Age - 25-34
- Demographic - Inferred Age - 25-34
- Demographic - Y Gen/Millennials
- Demographic - With Children/kids
- Demographic - Language - Chinese Speakers / Content Consumers
- Demographic - Lifestyle - Mothers
- Demographic - Lifestyle - Household Decision Makers

**Intent**

- Intent - Shopping - Fashion - Apparel / Clothing
- Intent - Shopping - CPG / FMCG - Grocery

**Interest**

- Interest - Entertainment
- Interest - Travel Enthusiasts
- Interest - Food Enthusiasts



Shoppers range from Millennials to Mothers to Entertainment, Food and Travel Enthusiasts

**Seasonal**

- Seasonal - Chinese New Year - Gift Buyers & Shoppers
- Seasonal - Chinese New Year - Travelers
- Seasonal - Chinese New Year - Food Shoppers

(Sources: Eyeota, Criteo, Ctrip, eMarketer, Google, National Development and Reform Commission)