Cuebiq Seasonal Audiences
Late Spring 2022

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Audiences are on the move - do you know where to find them?

Seasonal shifts and holidays often result in changing shopping patterns. How will you find the right audiences to acquire new customers, conquest from competitors, and increase brand loyalty during these crucial buying periods?

Cuebiq's location-based audiences predict future spend based on last year's shopping and visitation behaviors. Easily activate our privacy-safe, accurate, scaled audiences across multiple channels from your preferred DSP's and DMP's - making seasonal media buying easier than ever.

MAY	JUNE	SPRING
Memorial Day	**Camping & BBQ Season**	**Spring & Home Renovations**
Memorial Day Shoppers	Camping Enthusiasts	**Spring Cleaning & Home DIY Shoppers**
Frequent Travelers	National & State Park Visitors	
Grocery Shoppers	Outdoor Gear Shoppers	**Festivals**
Costco Shoppers	Home Improvement & DIY Shoppers	Concert Goers
Sam's Club Shoppers	Target Shoppers	Music & Entertainment Shoppers
Target Shoppers	Walmart Shoppers	QSR Frequent Diners
Walmart Shoppers		Drugstore Shoppers
	Father's Day	
Mother's Day	**Father's Day Shoppers**	**Movers**
Mother's Day Shoppers	Consumer Electronic Shoppers	Movers
Luxury Fashion Shoppers		Real Estate Customers
Jewelry Shoppers	**Graduation**	Truck Renters
	Graduation Gift Givers	Houseware & Furniture Shoppers
		Home Improvement & DIY Shoppers
	Sports & Fitness	Self-Storage Consumers
	Golfers	
	Baseball Fans	
	Health Conscious Shoppers	
	Gym Goers	
	Dog Park Visitors	

Cuebiq Seasonal Audiences
Summer 2022

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JULY	AUGUST	SEPTEMBER
4th of July	**Back to School**	**Labor Day**
Fourth of July Shoppers	**Back to School Shoppers**	**Labor Day Shoppers**
Grocery Shoppers	University Students	Frequent Travelers
Home Improvement & DIY	Target Shoppers	Grocery Shoppers
Costco Shoppers	Walmart Shoppers	BJ's Club Shoppers
Sam's Club Shoppers		Costco Shoppers
Super Target Shoppers	**Summer Travel**	Sam's Club Shoppers
Walmart Supercenter Shoppers	**Summer Travelers**	Target Shoppers
	Vacationers	Walmart Shoppers
Movers	Vacation & Leisure Travelers	
Movers	Amusement Park Visitors	**Football Season**
Real Estate Customers	Airport Visitors	Football Fans
Truck Renters	Travel Agency Visitors	College Football Fans
Houseware & Furniture Shoppers		Casino/Betting Shop Visitors
Self-Storage Consumers		Sports Bar Frequenters
		Seasonal Cravings: Starbucks Pumpkin Spice Latte
		Coffee Lovers
		Starbucks Lovers
		Dunkin Lovers

Cuebiq Seasonal Audiences
Fall 2022

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OCTOBER	NOVEMBER	DECEMBER
Basketball Season	**Black Friday**	**Holiday Shopping**
Basketball Fans	**Black Friday Shoppers**	**December Shoppers**
College Basketball Fans	Consumer Electronics Shoppers	Toy Store Shoppers
Casino/Betting Shop Visitors	Mall/Shopping Center Shoppers	Consumer Electronics Shoppers
Sports Bar Frequenters	Outlet Shoppers	Mall/Shopping Center Shoppers
	Toy Store Shoppers	Accessories Shoppers
Halloween		Apparel Shoppers
Halloween Shoppers	**Thanksgiving**	Jewelry Shoppers
Candy Store Shoppers	**Thanksgiving Shoppers**	
Drugstore Shoppers	Grocery Shoppers	**New Year's**
Target Shoppers	Costco Shoppers	**New Year's Eve Travelers**
Walmart Shoppers	BJ's Club Shoppers	New Year's Resolution
	Sam's Club Shoppers	Gym-Goers
Hockey Season	Target Shoppers	
Hockey Fans	Walmart Shoppers	**Winter Holidays**
Hockey Enthusiasts	Meijer Shoppers	**Winter Holiday Travelers**
Hunting Season	**New Movie Releases**	
Outdoor Gear Shoppers	In-Theater Movie Goers	

Cuebiq Seasonal Audiences
Winter 2023

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JANUARY

New Year's Eve
New Year's Resolution Gym Goers
Gym Goers
Health Conscious Shoppers

Winter Sports
Ice Skating Enthusiast
Skiing Enthusiast

Australian Open
Tennis Enthusiast

FEBRUARY

Super Bowl
Super Bowl Celebrators
Casino/Betting Shop Visitors
Football Fans
Sporting Goods Shoppers
Sports Bar Frequenters

Puppy Bowl
Pet Owners

Valentine's Day
Valentine's Day Shoppers
Wine Lovers
Candy Store Shoppers
Jewelry Shoppers

MARCH

March Madness
Casino/Betting Shop Visitors
College Basketball Fans
Recent Grads
Sporting Goods Shoppers
Sports Bar Frequenters
University Students

St. Patrick's Day
St. Patrick's Day Shoppers
Bar Frequenters

Tax Season
Tax Season Consumers
Financial Service Customers

Spring Break
Spring Break Travelers