

Q4 IS THE SHOPPING SEASON

NORDIC Q4 SEASON SHOPPING AUDIENCES



EMBRACE THE JOY OF Q4 THE PRIME SHOPPING SEASON!

At Nordic Data Resources (NDR), we take pride in being the go-to data hub for online audiences across the Nordics, always keeping our ears open to what our clients desire.

This season, in close collaboration with our trusted partner Adform, we've crafted four distinctive shopper audiences tailored for the Q4 vibes. These curated audiences span all four Nordic countries, making your Q4 campaigns more resonant.

Find these exclusive audiences within the Adform Audience Marketplace, right alongside the 2,000+ premium audiences you've come to expect from NDR.



BLACK FRIDAY SHOPPERS

Bargain hunters, typically younger to middle-aged adults, are interested in electronics, apparel, and home goods and seek major discounts.



CYBER MONDAY SHOPPERS

Tech-savvy consumers, a mix of ages, keen on electronics, gadgets, and online subscriptions, looking for digital deals.



ON-TIME CHRISTMAS SHOPPERS

Thoughtful purchasers, mostly middle-aged adults interested in toys, clothes, and sentimental items, they start early to find perfect gifts.



LAST MINUTE CHRISTMAS SHOPPERS

Procrastinators, wide age range, open to suggestions, easily swayed by discounts, often buying gift cards, electronics, and convenient online offers.