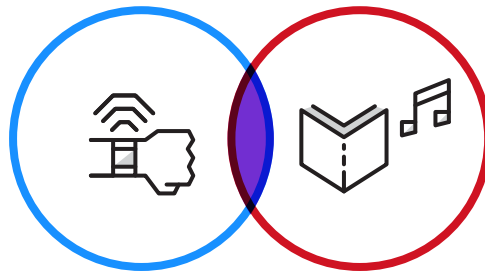


Cyber Monday Solutions

Deliver your message right to these tech-savvy shoppers as they're browsing online from the comfort of their home



Insights: an intersection of holiday audiences



Consumer Electronics Audiences

Overlap: 21.32%

Gadget-focused audiences are finding ways to entertain at home, from video games and movies to board-game nights.

Demographics

GENDER	HHI	EDUCATION
 53% MALE 47% FEMALE	 70% \$0-100K 30% \$100k+	 43% COLLEGE GRAD 16% GRAD SCHOOL

Home Entertainment Audiences

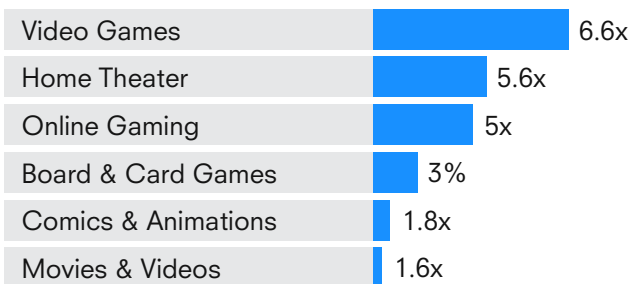
Overlap: 18.59%

Audiences interested in books, movies, and music are staying up to date on the latest pop culture, including comic entertainment, awards shows, and video games.

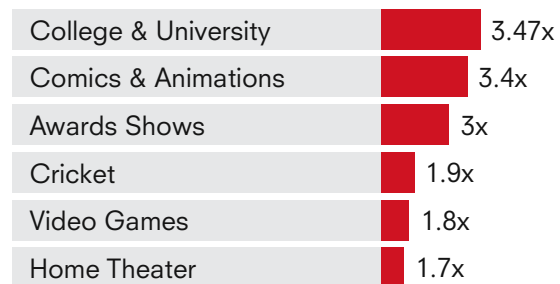
Demographics

GENDER	HHI	EDUCATION
 48% MALE 52% FEMALE	 70% \$0-100K 30% \$100k+	 44% COLLEGE GRAD 17% GRAD SCHOOL

Browsing Interests (index)



Browsing Interests (by affinity)



Connect with consumers in Q4 with Quantcast audience exclusives

Holiday Retail Endemic Audience Solutions

Blend the power of niche audience reach with curated site lists that have been vetted and validated, giving you the confidence that you are reaching your core audience on sites where they are most likely to consider your brand.

Placements:

- Retail Category Endemic Audience
- Display + Tablet / Mobile-Web
- Value Added Creative Services
- Connected TV (CTV)

Endemic Audience options:

- Consumer Electronics
- Home Entertainment
- Home Design
- Fashion & Beauty

Reach your shoppers this holiday season. **Connect with your Quantcast Rep today.**