

NIQ Seasonal Audiences: Methodology

NIQ Seasonal Audiences are designed to help advertisers capitalize on predictable, time-bound consumer demand. These audiences enable more efficient and timely marketing by aligning media activation with demonstrated seasonal purchasing behaviors.

What are Seasonal Audiences?

Seasonal Audiences consist of individuals who exhibit a higher-than-baseline propensity to purchase a specific category or brand during defined periods of the year. At NIQ, these propensities are identified through a five-year historical time-series analysis of transaction data, allowing us to isolate consistent and recurring seasonal purchase patterns rather than one-off or short-term behaviors.

These audiences are especially well-suited for:

- **Seasonal promotions**
- **Event-based or holiday marketing**
- **Time-limited incentives and offers**

Real-world examples

Seasonal Audiences capture consumers whose purchasing behavior reliably aligns with calendar-driven needs, such as:

Families or students preparing for spring break travel



Shoppers purchasing swimwear, patio furniture, or grilling products ahead of the summer season



Holiday buyers engaging during Black Friday or Cyber Monday



NIQ identifies these shoppers before and during peak demand windows, enabling advertisers to connect with them using relevant, time-sensitive messaging.

Why time-series analysis matters

Traditional propensity audiences often focus on recency or frequency of past purchases, which are effective for always-on or evergreen marketing strategies. NIQ offers thousands of these types of segments.

Seasonal Audiences go a step further. By applying time-series modeling across multiple years, NIQ identifies consumers who:

- Consistently purchase within the same seasonal window, and
- Demonstrate clear alignment between purchasing behavior and the calendar year, rather than sporadic or opportunistic buying

This approach allows NIQ to distinguish true seasonal buyers from general category shoppers, resulting in audiences that are statistically grounded, repeatable year over year, and highly relevant for time-bound campaign activation.

The result for marketers

With Seasonal Audiences, marketers can:

- Anticipate consumer demand before peak moments
- Activate media with greater precision and relevance
- Improve efficiency by aligning spend with proven seasonal purchase intent

NIQ's depth of transaction data and rigorous statistical analysis enables marketers to meet consumers at the moments when they are most likely to buy.

NIQ Seasonal Audiences

Spring: Covers buying patterns for the months of March and April.

Summer: Covers buying patterns for the months of May – August.

Back to School: Covers school-specific buying patterns for the months of July, August, and September.

Fall: Covers buying patterns for the months of September and October.

Holiday Season: Covers buying patterns for the months of November and December.