

The Super Informed Consumer

Our readers dive into reviews and IndyBest because they want as much information as possible before making a purchase.

These are people who like to stay in the know. From mortgages to mattresses, from budget to sustainable, they enjoy informing themselves with opinions that they trust.

Who are they?*

- They are prepared to pay more for products that make life easier
- Product reviews have a major influence on their purchasing decisions
- They take positive steps to reduce the energy they use

Making change happen

- 38% have sought information on how responsibly a company behaves
- 34% are looking to switch to a green energy provider in the next 12 months
- 89% choose environmentally friendly options



Top overlapping audience[¶]



Music fans



Social media fans



TV and film streamers



Health and fitness enthusiasts



Traditional TV viewers



Top brands

M&S | IKEA | airbnb



The Consumer Pack

9 Million[‡]
Made up of

- Asset driven
- Gifting / seasonal
- Clever spenders
- Environmentally aware
- Income excess
- Trend followers



54%
Female



45
Mean age



65%
ABC1[§]



Getting it right with the Consumer Pack

Look for big brands they can trust alongside brands that offer them something a bit different from the norm.

Top categories: electronics, health and beauty, home furnishings

Contextual placements[†]



IndyBest



Lifestyle



Money



Climate



Voucher Codes



Reviews



Sarah Young



Eva Waite-Taylor

Scale up each audience pack to increase reach, or zoom in to increase efficiency – **flexible targeting** that's driven by our machine learning software using first party

Sources:

* TGI - Telmar - Top Indexing statements against Times, Telegraph and Guardian (pre-pandemic 2019).

†. Adobe Analytics - June 2021 - UK Users only.

‡. Permutive - 30 days. April 2021. UK Users only..

§. PamCo - 2021

¶. Permutive - 30 days. July 2021. UK Users only.