

WINTER IS COMING

OWN THE HOLIDAY SEASON ON X

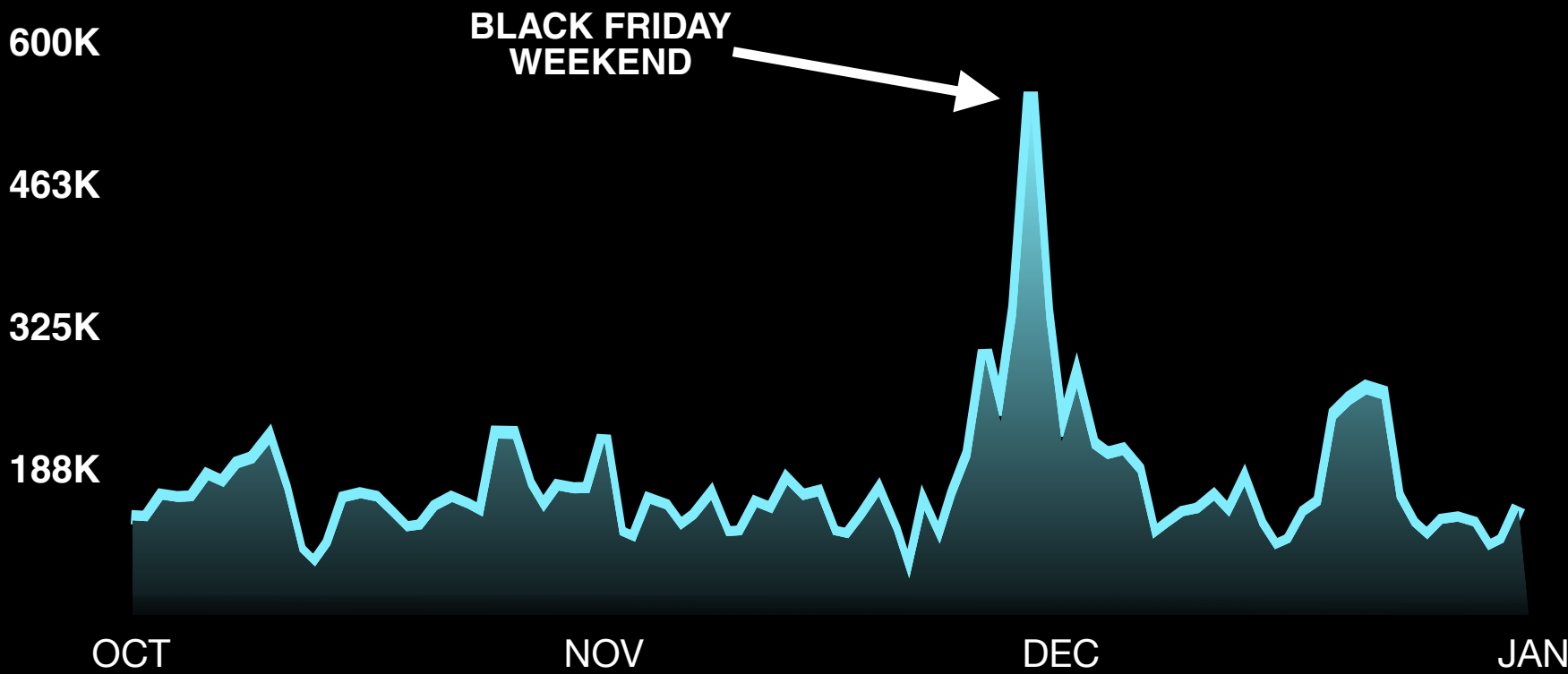
X empowers a motivated community of holiday shoppers who passionately seek out gift ideas, engage with brands, and purchase

The holiday shopping conversation thrives on X

The shopping conversation flourishes on X during the holiday season as shoppers exchange gift ideas and buy

522M

VIDEO VIEWS ON SHOPPING
RELATED X POSTS IN 2024 Q4 ¹



RETAIL SHOPPING RELATED X POSTS (Q4 2024) ¹

X holiday shoppers are ready for the moment

Holiday shoppers have been waiting for this, and X is a major part of the process

X Users

9 in 10

Will Exchange Gifts This
Holiday Season ²

1.4X

More Likely to Shop on Black
Friday or Cyber Monday ²

And they're ready to spend big

Holiday shoppers on X have the means to drive impact for brands

X Shoppers

+22%

Higher Average HHI Than Non-
X Shoppers ³

X Users vs Non-X Users

1.7X

More Likely To Spend More This
Holiday Season Than Last Season ²



1. Source: X Internal data, 4Q24, US
2. Source: YouGov Profiles, 2024-06-01, US
3. Source: GWI, US, 2024

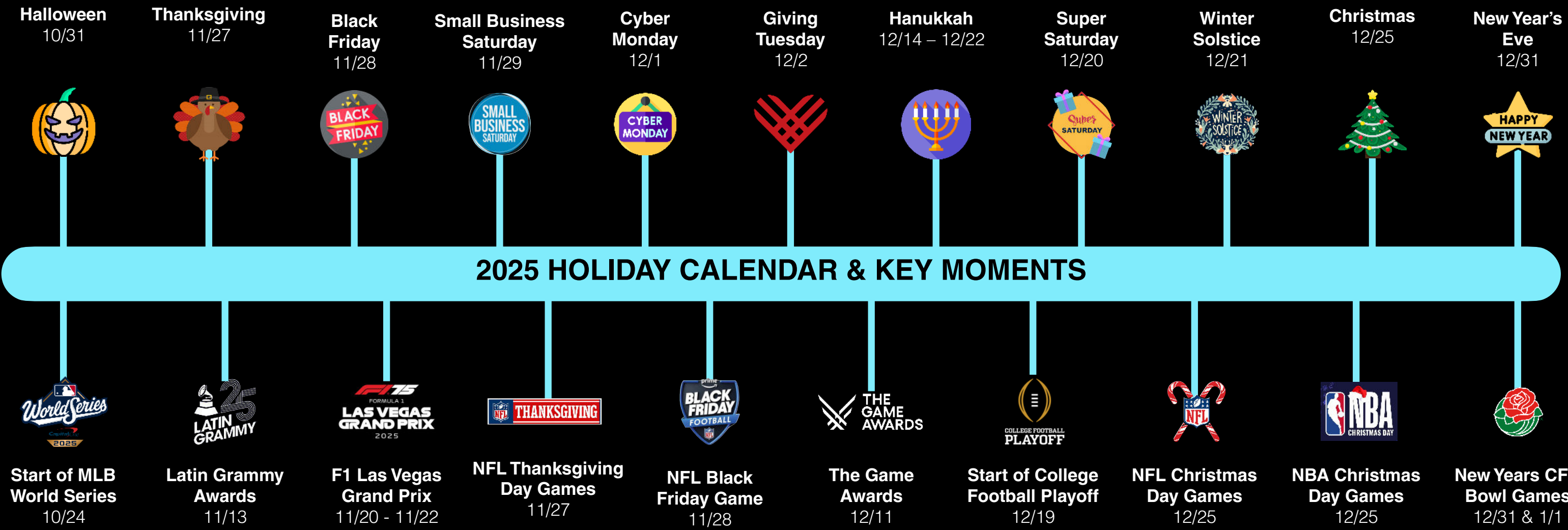
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X empowers a motivated community of holiday shoppers who passionately seek out gift ideas, engage with brands, and purchase

Boost your brand with premium holiday content

Inquire to see the many bundles we offer to bring your brand to the forefront of the holiday conversation



Connect with holiday shoppers throughout the funnel

Leverage X's full suite of ad solutions by bundling products to maximize impact for your brand

