



Shopping The Smart Way

Where savvy and affluent online shoppers go.

Site Stats:

58% / 42%	Male / Female
85%	Attended college
\$100,000+	HHI: 35% more likely than average Internet user to have a high income

Online Shopping Experts:

3X more likely to give advice about online shopping

80% made a purchase in the last 30 days

MySimon shoppers are more likely than average Internet users to shop online for...

190%	Women's clothes/accessories/shoes
158%	Home electronics
130%	Sporting goods
4X	Houseware appliances
3X	Business/office supplies
2X	Cosmetics/beauty products

Empowered Shopping Experience

MySimon makes it easy for savvy online shoppers to find great deals, learn about trends and discover new products with its robust comparison shopping engine. They're task driven shoppers who seek deals for the thrill of it and actively research what they buy. They're accomplished, influential and meticulous when it comes to shopping. That's why they rely on the ease and convenience of mySimon to find exactly what they're looking for.

Advertiser Benefits

Influential and engaged shoppers

- Reach shoppers who are the "go-to" person in their social circles for buying advice.

Ready to buy

- Assert your brand in front of shoppers who are in buying mode.

Custom advertising opportunities

- Maximize share of voice among active shoppers with custom ad programs.