

# Seasonal Package: Summer Entertainment Shoppers

Reach Summer Entertainment Shoppers and drive campaign outcomes with this seasonal package that combines premium supply with shopper insights!

This US-based package allows you to reach online shoppers who are in-market for gifts for outdoor activities, grilling and cooking, beach and pool clothing and accessories, electronics and home & garden goods.



## Combining context and intent.

Commerce Grid supply packages marry premium inventory with audiences based on past shopping data, recent search queries, and content consumption.

Powered by trillions of observed online commerce events, Criteo's proprietary Commerce Affinity Audiences index users most likely to make a purchase in a specific category, ensuring you can reach the right user in the right place.

Criteo Search Intent Audiences add an additional layer of purchase intent by finding users who have recently searched specific terms, making them targetable across the open web.

## Summer Splurging



**In 2024, summer shoppers are most likely splurge on travel, dining-out and apparel** according to McKinsey's latest consumer sentiment [report](#).

## Proprietary data signals to reach Summer Entertainment purchasers.

### COMMERCE AFFINITY AUDIENCES

Built from trillions of online commerce events observed directly by Criteo, and isolated by propensity to purchase.



Accessories  
and Apparel



Sporting  
Goods



Personal  
Care

### SEARCH INTENT AUDIENCES

Target users who have recently demonstrated purchase intent by searching specific terms across the web.



Grilling  
equipment  
sale



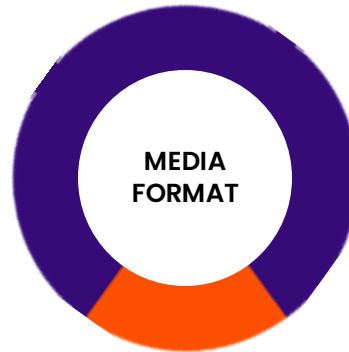
Beach  
cover-up



Sunglasses with  
UV protection

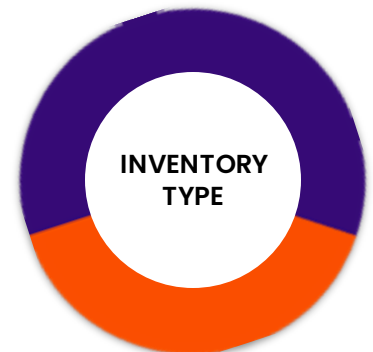
**4 billion**  
daily  
Impression  
opportunities

DISPLAY  
83%



VIDEO  
17%

DESKTOP  
60%



MOBILE  
40%

## TOP PUBLISHERS



## TOP SEARCH TERMS

Inflatable pool backyard	Pool chemicals
Portable hammocks	Life-jackets
Backyard fire pits sale	Beach Umbrellas
String lights for Patio	Portable beach canopy
Outdoor games adults kids	Men's summer shoes
Pool floats	Women's summer dresses

## TOP DOMAINS

Buzzfeed.com	Weather.com
People.com	Accuweather.com
Bhg.com	Womenshealth.com
Countryliving.com	Southernliving.com
Stylecaster.com	Menshealth.com
Espn.com	Jcpenney.com

**Let's get connected.**

To learn more about Commerce Grid supply packages or to activate a deal, email us at [curationteam@criteo.com](mailto:curationteam@criteo.com)