

Seasonal Package: Black Friday/Cyber Monday

Use this seasonal package to reach holiday shoppers this Black Friday and maximize your campaign outcomes.

This US-based package allows you to reach shoppers across a range of in-market segments, from electronics to apparel, using Criteo's unrivaled shopper insights.



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.

63%



of Black Friday

shoppers begin the purchase consideration process online

Proprietary data signals to reach Black Friday & Holiday purchasers.

COMMERCE AFFINITY AUDIENCES

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



Electronics



Fashion & Accessories



Toys & Games



Baby & Toddler

SEARCH INTENT AUDIENCES

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



Black Friday Deals



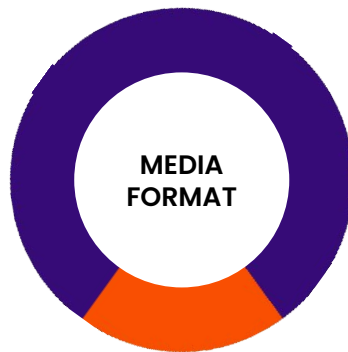
Holiday gift sales



Designer sales

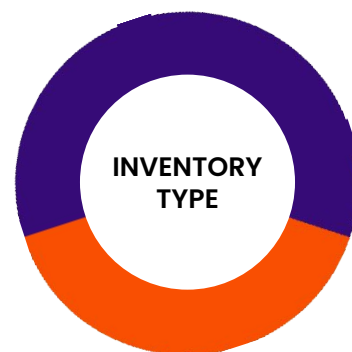
2 billion
daily
Impression
opportunities

DISPLAY
83%



VIDEO
17%

DESKTOP
60%



MOBILE
40%

TOP PUBLISHERS

allrecipes

verywell

**Better Homes
& Gardens**

ebay

BuzzFeed

yahoo!

**Simply
RECIPES**

Parents

TOP SEARCH TERMS

| | |
|----------------------------|--------------------------|
| Black Friday deals | Apple Black Friday |
| Black Friday electronics | Best online sales 2023 |
| iPhone 15 sale | Christmas toys |
| TV sales Black Friday | Best gifts for kids 2023 |
| Black Friday fashion deals | Biggest fashion sales |
| School uniforms | Nike sale |

TOP DOMAINS

| | |
|------------------------|-----------------------|
| ebay.com | cosmopolitan.com |
| bhg.com | townandcountrymag.com |
| bradsdeals.com | usatoday.com |
| thekrazycouponlady.com | vogue.com |
| buzzfeed.com | wwd.com |
| fashionista.com | goodhousekeeping.com |

Let's get connected.

To learn more about Commerce Grid supply packages or to activate a deal,
email us at curationteam@criteo.com