

Seasonal Package: Halloween

Connecting with shoppers on their shopping journey is always the goal for brands, but it can be hard to cut through the noise during holidays, even for Halloween.

This package allows you to reach individuals who are seasonal holiday shoppers, candy consumers, and all the consumers dressed as ghosts and goblins.



Reach out to your Account Manager to activate any of these packages.

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.

\$8 Billion



**Total Consumer Halloween
Spending according to NRF.**

National Retail Federation, 2023

Proprietary data signals to reach Halloween .

COMMERCE AFFINITY AUDIENCES

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



Food &
Beverages



Event
Tickets



Party
Supplies

SEARCH INTENT AUDIENCES

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



Halloween
Costumes



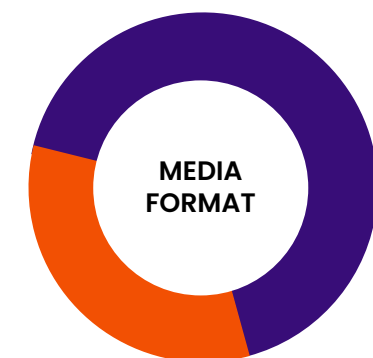
Scary
movies



Halloween
decor

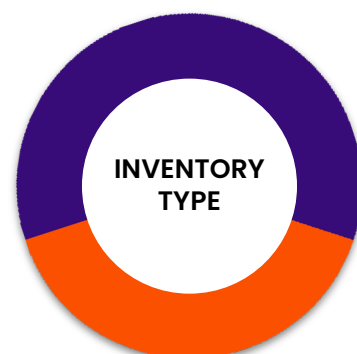
11 billion
monthly
impression
opportunities

DISPLAY
70%



VIDEO
30%

DESKTOP
60%



MOBILE
40%

TOP PUBLISHERS

BOREDOM THERAPY

Parents

Better Homes
& Gardens



mumsnet
by parents for parents

allrecipes

REAL SIMPLE

Good Housekeeping

Simply
RECIPES



TOP SEARCH TERMS

Halloween costumes	Halloween makeup
Pumpkin carving ideas	Trick or treat ideas
Halloween store	Halloween kids
Costumes	Halloween bargains
halloween decorations	Haunted houses
halloween Sales	Holiday bargains

TOP DOMAINS

pumpkinandaprincess.com	parents.com
artycraftykids.com	parents.fr
childhood101.com	thebestideasforkids.com
diycandy.com	bestfamilymag.com
kidsactivitiesblog.com	thepinterestedparent.com
parenthoodtimes.com	womansday.com

Let's get connected.

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