

Seasonal Package: Back To School Shoppers

Kick your back-to-school campaigns into high gear with this seasonal package that combines premium supply with shopper insights!

This US-based package allows you to reach parents in-market for clothing, technology and school supplies designed for kids aged 5-18, leading up to the start of school season.



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.

\$800



the average

each US household will spend on
back-to-school shopping

Proprietary data signals to reach back-to-school purchasers.

COMMERCE AFFINITY AUDIENCES

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



Apparel



Technology



Baby &
Toddler

SEARCH INTENT AUDIENCES

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



Kids & teen
fashion

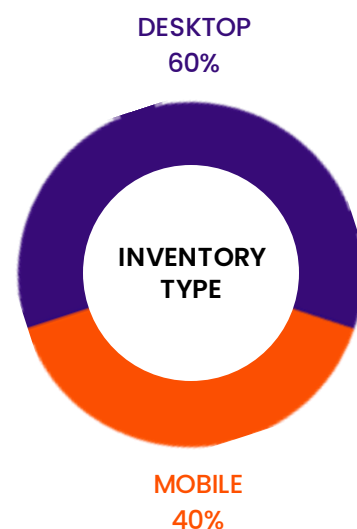
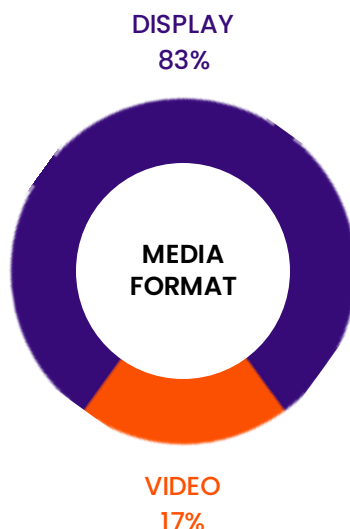


Back-to-school
sale



Tech & school
supply

6 billion
monthly
Impression
opportunities



TOP PUBLISHERS

allrecipes **verywell**

**Better Homes
& Gardens**

ebay™

BuzzFeed **yahoo!**

**Simply
RECIPES**

Parents

TOP SEARCH TERMS

Back to school sale	Popular kids clothes
Boys backpacks	Calculators
Girls backpacks	iPhones
New kids sneakers	School laptops
Sale kids sneakers	Acer
School uniforms	Lunchboxes

TOP DOMAINS

accuweather.com	ebay.com
bhg.com	buzzfeed.com
parents.com	usatoday.com
simplyrecipes.com	verywellfamily.com
people.com	allrecipes.com
allrecipes.com	yahoo.com

Let's get connected.

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