

# Seasonal Package: Summer Fashion Shoppers

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

This package allows you to reach online shoppers who are in-market for apparel, shoes and accessories including sunglasses, swimwear, resort wear, luggage and bags, and other warm-weather favorites.



## 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.

## Vacation Mode



**Fashion Shoppers are gearing up for the largest vacation year since 2019,** According to McKinsey's 2024 State-of-Fashion [report](#).

## Proprietary data signals to reach Summer Fashion purchasers.

### COMMERCE AFFINITY AUDIENCES

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



Accessories and Apparel



Personal Care



Cosmetics

### SEARCH INTENT AUDIENCES

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



Summer fashion trends for men

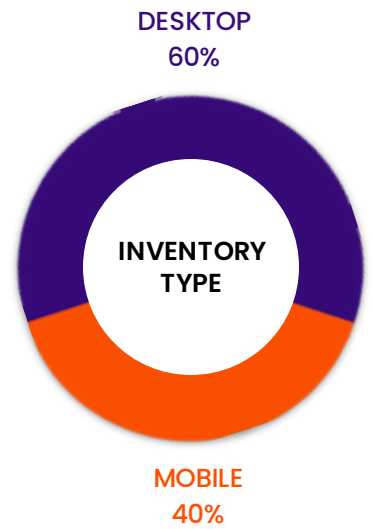
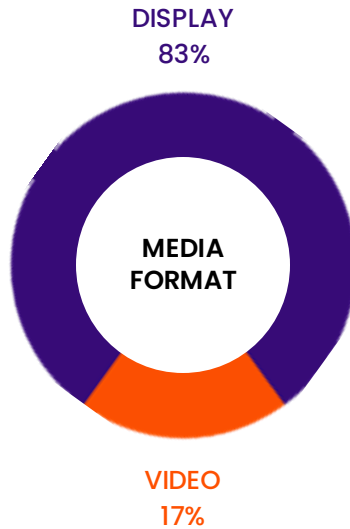


Flowy dresses



Big summer sales

**6 billion**  
daily  
Impression  
opportunities



TOP PUBLISHERS



TOP SEARCH TERMS

|                         |                       |
|-------------------------|-----------------------|
| Boat shoes              | Chinos                |
| Sneaker sale            | Summer 2024 trends    |
| Men's Sunglasses        | Polo shirts           |
| Summer wardrobe ideas   | Summer hiking clothes |
| Summer festival fashion | Camping clothes       |
| Linen shirt             | Poolside fashion      |

TOP DOMAINS

|                      |                  |
|----------------------|------------------|
| Buzzfeed.com         | Parents.com      |
| People.com           | Elle.com         |
| Bhg.com              | Womenshealth.com |
| Travelandleisure.com | Seventeen.com    |
| Byrdie.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)