

# Seasonal Package: Summer Travel Shoppers

Reach Summer Travel 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 travel including airfare, hotels, cruise tickets and road trip related purchases, as well as apparel, luggage and personal care items to accompany them on the road.



## 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.

**\$5,300**



**Travel budget for the average American in 2024** according to to IPX 2024 Travel Spending [report](#).

## Proprietary data signals to reach Summer Travel purchasers.

### COMMERCE AFFINITY AUDIENCES

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



Air Travel



Cruises



Luggage and Bags

### SEARCH INTENT AUDIENCES

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



All-inclusive hotel Sales

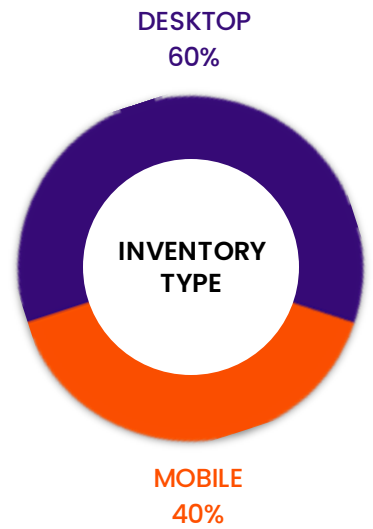
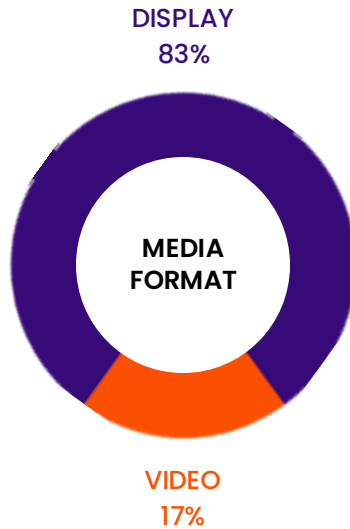


Plug adapters



Comfortable walking shoes

**6 billion**  
daily  
Impression  
opportunities



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	Usatoday.com
People.com	Accuweather.com
Bhg.com	Insidethemagic.net
Travelandleisure.com	Timeout.com
Flightaware.com	Worldtravelling.com
Espn.com	Bigglobaltravel.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)