

Seasonal Package: 2024 Olympics

Drive campaign outcomes with this seasonal package that combines premium supply with shopper insights!

This package allows you to target online shoppers who are enthusiastic about the Olympics, across a range of categories from sporting goods and apparel to electronics and home entertainment to fuel their Olympic viewing experience.



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.

50%+



The percentage of 2020 Olympics viewers who watched the games on more than one device, a number expected to increase with the 2024 games.

Proprietary data signals to reach Olympics purchasers.

COMMERCE AFFINITY AUDIENCES

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



Accessories and Apparel



Travel



Sporting Equipment

SEARCH INTENT AUDIENCES

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



Official Olympics merchandise

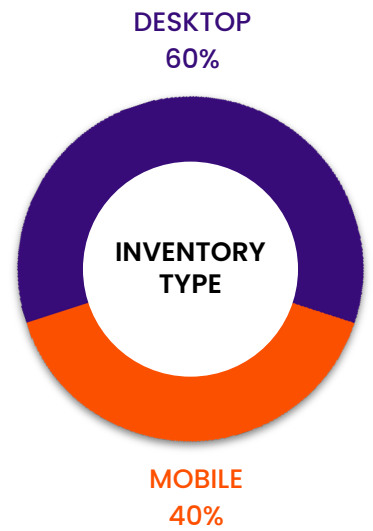
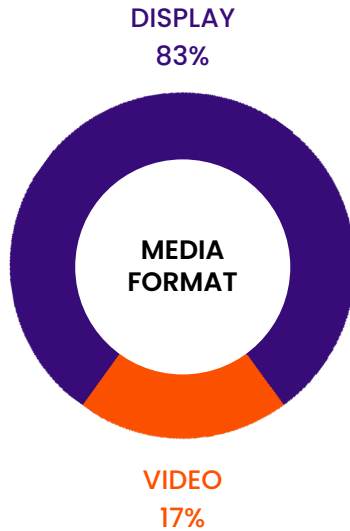


Customized gifts for olympics



Olympics party food

2 billion
daily
Impression
opportunities



TOP PUBLISHERS



TOP SEARCH TERMS

- 2024 Olympics merchandise
- 2024 Olympic tickets
- Paris + Olympics + travel
- 2024 Olympic TV deals
- Streaming for olympics
- VR Headset for olympics
- Fitness trackers for olympics
- Healthy snacks for olympics
- Party supplies for olympics
- [Sport] equipment
- Olympics 2024 video games
- Apps for the Olympics

TOP DOMAINS

- Nbcsports.com
- People.com
- Si.com
- Menshealth.com
- Foxsports.com
- allrecipes.com
- Sports.usatoday.com
- Espn.com
- Womenshealth.com
- Buzzfeed.com
- Yahoo.com
- Washingtonpost.com

Let's get connected.

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