

# Seasonal Package: Football Championships

Today's football fans are a valuable audience that extends beyond match day into multiple screens.

This EMEA-based package allows This seasonal package that combines premium supply with shopper insights to reach a multitude of football fan audience segments

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



## The Opportunity

From June 14th to July 14th, Germany will play host to the UEFA European Championships, featuring 24 teams battling it out in 51 exhilarating matches.

International soccer matches have carried the highest price tags in U.K. advertising for a long time. During the 2020 semi-finals, the price of a 30-second spot rose to \$622,000.

While the action unfolds on the field, the real game lies in capturing the attention of millions of viewers and sports lovers as they get their news fix, ticket information, or discover the latest trends in sportswear and equipment.

**50%**



### **Boost in brand sympathy**

for advertising during football environments to elevate audience engagement. – Sky Football survey

## 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.



Fitness & Exercise



Football / Soccer



Sporting Equipment

### SEARCH INTENT AUDIENCES

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



Official team merchandise

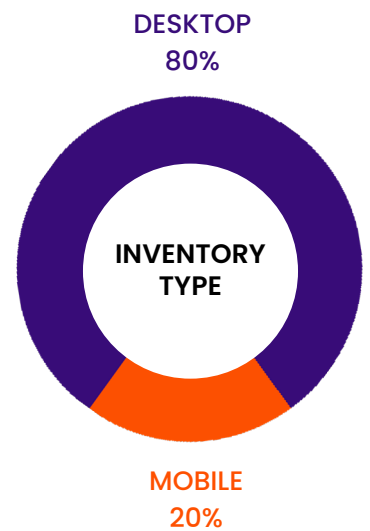
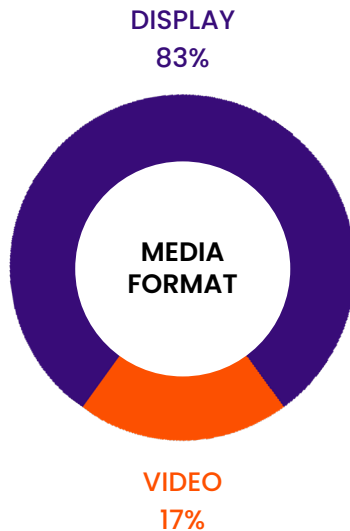


Game & tournament tickets



Watch party supplies

**1.5 billion**  
daily  
Impression  
opportunities



TOP PUBLISHERS



TOP DOMAINS

yoursportspot.com	NBCSports.com	bild.de	sportitalia.it
barstoolsports.com	sky.com	footballfancast.com	footballinsider247.com
247sports.com	cbssports.com	fandom.com	talksport.com
sport.es	sports.yahoo.com.com	givemesport.com	onefootball.com
skysports.com	sportstelly.com	sportbible.com	fussballtransfers.com
yoursportspot.com	NBCSports.com	sport1.de	playfootball.games

**Let's get connected.**

If you'd like to learn more about how Commerce Grid to activate a package, just drop us a line via [curatorteam@criteo.com](mailto:curatorteam@criteo.com)