

Seasonal Package: Election Season

Reach online users actively engaging in politics to drive campaign outcomes with this seasonal package that combines premium supply with audience and contextual insights!

This package allows you to reach individuals who are engaged with politics online and actively reading news and political updates from across party lines, and have a high likelihood of participating in the 2024 election 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.

66%



Percentage of Americans who turned-out to vote in 2020, setting a record

Proprietary data signals to reach voters with a high-likelihood to vote.

COMMERCE AFFINITY AUDIENCES

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



Personal Finance



Credit Card



Real Estate

SEARCH INTENT AUDIENCES

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



Political podcasts

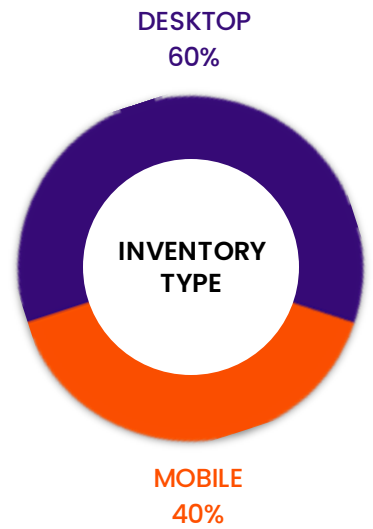
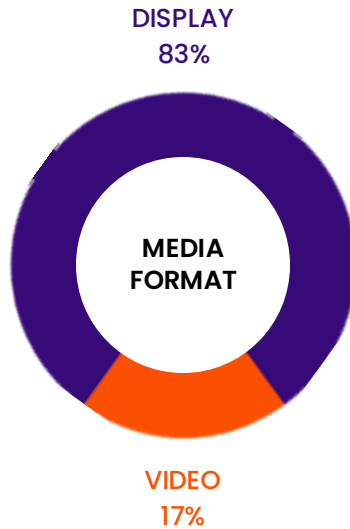


How to vote by mail



Election news

6 billion
daily
Impression
opportunities



TOP PUBLISHERS

The Washington Post

pluto tv

CBS NEWS

POLITICO

VIZIO

newsy

PLEX

xumo

FOX NEWS
channel

SAMSUNG
Ads

TOP SEARCH TERMS

2024 senate races	latest political news
latest voting results	political race results
voting registration	2024 politics
candidates 2024	key senate races
political news	politico headlines today
2024 senate races	latest political news

TOP DOMAINS

vox.com	foxnews.com
slate.com	huffpost.com
statesman.com	usatoday.com
washingtonpost.com	politico.com
theguardian.com	latimes.com
chicagotribune.com	thehill.com

Let's get connected.

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