

# Seasonal Package: Black Friday/Cyber Monday

Use this seasonal package to reach holiday shoppers this Black Friday and maximize your campaign outcomes.

This US-based package allows you to reach shoppers across a range of in-market segments, from electronics to apparel, using Criteo's unrivaled shopper insights.



## 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.

**63%**



**of Black Friday**

shoppers begin the purchase consideration process online

## Proprietary data signals to reach Black Friday & Holiday purchasers.

### COMMERCE AFFINITY AUDIENCES

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



Electronics



Fashion & Accessories



Toys & Games



Baby & Toddler

### SEARCH INTENT AUDIENCES

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



Black Friday Deals

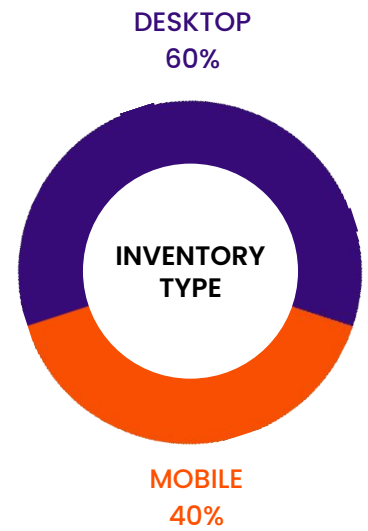
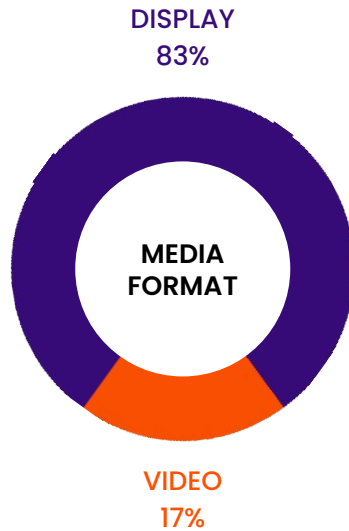


Holiday gift sales



Designer sales

**2 billion**  
daily  
Impression  
opportunities



TOP PUBLISHERS

**allrecipes** **verywell**

**Better Homes  
& Gardens**

**ebay**<sup>™</sup>

**BuzzFeed** **yahoo!**

**Simply**  
RECIPES

**Parents**

TOP SEARCH TERMS

Black Friday deals	Apple Black Friday
Black Friday electronics	Best online sales 2023
iPhone 15 sale	Christmas toys
TV sales Black Friday	Best gifts for kids 2023
Black Friday fashion deals	Biggest fashion sales
School uniforms	Nike sale

TOP DOMAINS

ebay.com	cosmopolitan.com
bhg.com	townandcountrymag.com
bradsdeals.com	usatoday.com
thekrazycouponlady.com	vogue.com
buzzfeed.com	wwd.com
fashionista.com	goodhousekeeping.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)