Seasonal Package:
Christmas Food Shoppers

Reach Christmas shoppers and drive campaign outcomes with this seasonal package that combines premium supply with shopper insights!

This US-based package allows you to reach families and individuals who are in-market for Christmas food and packaged goods, home decor, holiday clothing and more.

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.

28%
the number of
Americans actively seeking holiday food deals in 2023.

Proprietary data signals to reach Christmas purchasers.

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

Food & Beverage   Home & Garden   Apparel

SEARCH INTENT AUDIENCES
Target users who have recently demonstrated purchase intent by searching specific terms across the web.
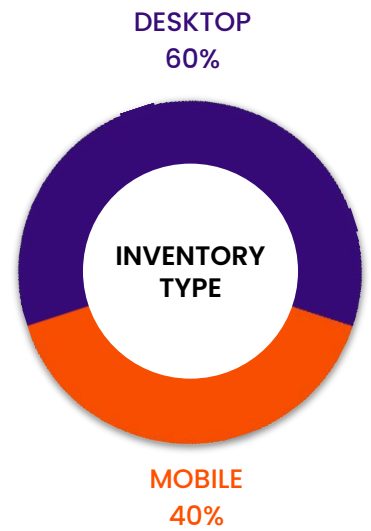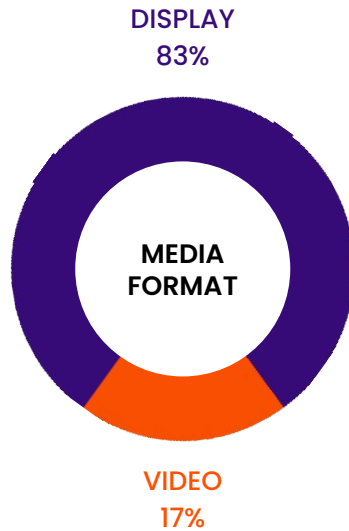
Christmas groceries   Holiday decorations   Appliances sale

2.1 billion
daily Impression opportunities

DISPLAY
83%

MEDIA FORMAT

VIDEO
17%

DESKTOP
60%

INVENTORY TYPE

MOBILE
40%

TOP PUBLISHERS

FOOD & WINE

ELLE DECOR

People

food network

marie claire

delish

Simply RECIPES

Parents

TOP SEARCH TERMS

Outdoor christmas decor	Family christmas
Holiday recipe guide	Recipes for christmas
Christmas meal ideas	Christmas decor
Family holiday meals	Christmas eve meals
Christmas cooking sale	Entertaining ideas
Holiday decor ideas	Holiday party on a budget

TOP DOMAINS

delish.com	parenthood.com
marieclaire.com	southernliving.com
allrecipes.com	natashaskitchen.com
eatingwell.com	minimalistbaker.com
countryliving.com	halfbakedharvest.com
allrecipes.com	hungryhappenings.com

Let's get connected.

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

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