

# Seasonal Package: Holiday Travel

Use this seasonal package to reach families and individuals who are looking to travel this holiday season.

This global package leverages the power of premium supply, search data, and Criteo's proprietary shopping signals to ensure your ads reach holiday travelers throughout their shopping and planning journey.



## 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.

**47%**



**of Americans**  
plan to travel this holiday season (roughly 159M people)

## Proprietary data signals to reach Holiday Travel purchasers.

### COMMERCE AFFINITY AUDIENCES

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



Travel



Luggage & Bags



Personal Finance



Vehicles & Parts

### SEARCH INTENT AUDIENCES

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



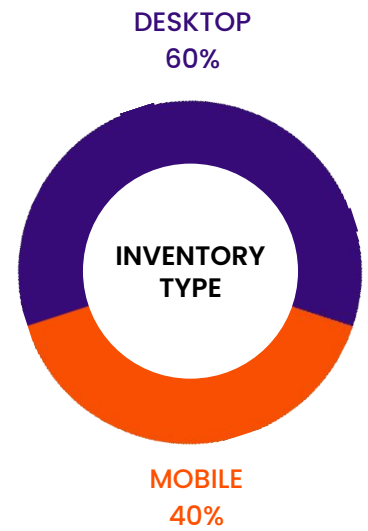
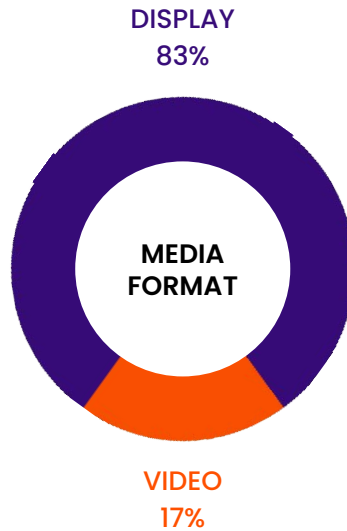
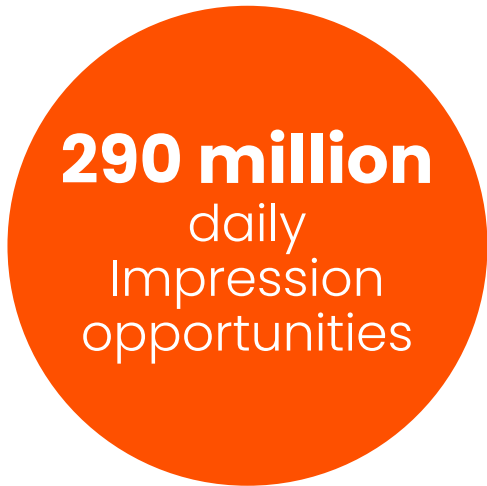
Cheap flights



Family luggage sale



Hotel deals



TOP PUBLISHERS



TOP SEARCH TERMS

Winter destinations	Family all inclusive
Holiday travel	Affordable beach vacations
Cheap flights	Flight and hotel deals
Best holiday destinations	Cheap caribbean vacations
Xmas vacations	Last minute flights
Ski vacations	New years travel ideas

TOP DOMAINS

accuweather.com	wunderground.com
drivepedia.com	bigglobaltravel.com
geekytravel.com	insidethemagic.net
travelandleisure.com	thetravel.com
timeout.com	flightrising.com
familydestinationguide.com	yahoo.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)