

Seasonal Package: Thanksgiving Shoppers

Reach Thanksgiving 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 holiday food and packaged goods, holiday recipes 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.

\$150+



the amount spent
on Thanksgiving dinner by
more than 27% of Americans

Proprietary data signals to reach Thanksgiving 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.



Thanksgiving groceries

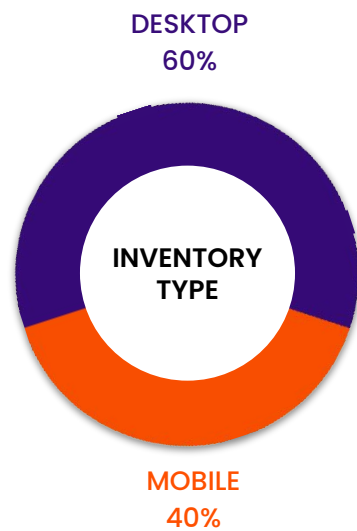
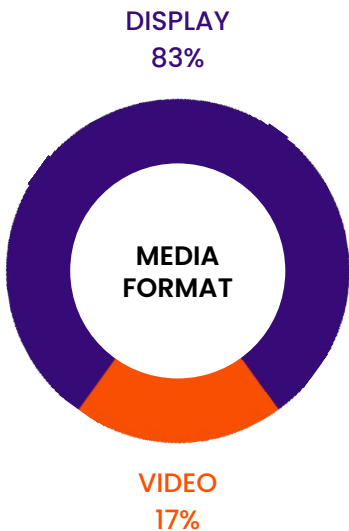


Holiday decorations



Family meal deals

2 billion
daily
Impression
opportunities



TOP PUBLISHERS

FOOD&WINE



Parents

delish

**Better Homes
& Gardens.**

allrecipes

CountryLiving

TOP SEARCH TERMS

| | |
|---------------------------|---------------------------|
| Traditional Thanksgiving | Thanksgiving turkey sale |
| Thanksgiving dinner ideas | Easy holiday entertaining |
| Thanksgiving groceries | Thanksgiving decor |
| Thanksgiving shopping | Easy family recipes |
| Thanksgiving sale | Holiday serving dishes |
| Healthy holiday recipes | Thanksgiving vegetarian |

TOP DOMAINS

| | |
|-------------------|----------------------|
| delish.com | parenthood.com |
| bhg.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