



# Seasonal Packages: Thanksgiving

Thanksgiving, packed with tradition and a signal to the start of the Holiday season, will be here before you know it.

To help you plan, target, and execute for this retail season, we've combined contextual targeting with premium publishers to effectively reach seasonal audiences.

## Opportunity

The average Thanksgiving spending budget per household in the US is expected to increase dramatically year-over-year to reach \$448 USD in 2022.

Many people are also shopping earlier, with 70% (up from 55% the year prior) of consumers surveyed in 2021 indicating they started before the end of October to avoid stockouts.



**51% of consumers' holiday budgets will be spent during the Thanksgiving period.**

Deloitte, July 2022

**200 million**  
Imp opportunities  
per month

NA.....100%  
EMEA.....N/A  
APAC.....N/A

DISPLAY.....85%  
VIDEO/CTV.....15%

DESKTOP.....68%  
MOBILE.....32%

### TOP PUBLISHERS



### TOP SEARCH TERMS

Thanksgiving meals	Traditional Thanksgiving
Thanksgiving recipes	Thanksgiving dinner ideas
Thanksgiving dinner plan	Thanksgiving turkey recipe
Thanksgiving desserts	Thanksgiving dinner plan
Thanksgiving turkey	Thanksgiving meal timing
Thanksgiving menu ideas	Thanksgiving side dishes
Thanksgiving cooking	Thanksgiving meal prep

### TOP DOMAINS

msn.com	delish.com
minimalistbaker.com	marieclaire.com
allrecipes.com	people.com
eatingwell.com	hungryhappenings.com
countryliving.net	southerlliving.com
natashaskitchen.com	yahoo.com
sixtyandme.com	umamigirl.com