



Seasonal Packages: Holiday Shopping

The holidays are right around the corner, and this year’s retail season is too important to not create a dedicated deal strategy. Criteo & The MediaGrid have curated a PMP package that combines publishers, search intent data, third-party data, and channels to help buyers influence the upcoming holiday push in big ways.

Reach out to your Account Manager to activate this deal.

Opportunity

40% of U.S. holiday shoppers say their holiday shopping experience has made them consider shopping much earlier for other milestones this year. Shoppers starting earlier are expected to spend 23% more than those who start on or after Thanksgiving.

56% of Black Friday shoppers (up from 41% the year prior) plan to shop in-store, with the share of online sales remaining steady at 18%.



Google, March 2022

31 billion
Imp opportunities
per month

NA.....19.9 B
EMEA.....7.8 B
APAC.....2.5 B
LAD.....622 M

DISPLAY.....80%
VIDEO/CTV.....20%

DESKTOP.....60%
MOBILE.....40%

TOP PUBLISHERS



TOP SEARCH TERMS

Black Friday deals	Black Friday online
Black Friday 2022	Cyber Monday shopping
Black Friday sales	Green Tuesday deals
Cyber Monday	Cyber Monday date
Green Tuesday	Green Tuesday shopping
Holiday Sales	Holiday bargains

TOP DOMAINS

msn.com	cosmopolitan.com
thekrazycouponlady.com	theverge.com
bgr.com	people.com
womanandhome.com	bestfamilymag.com
bhg.net	townandcountrymag.com
countryliving.com	womansday.com