

Hunting for Extra Holiday Sales

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A Field Guide for Filling Shopper's Baskets This Easter



Easter is just around the corner on Sunday, April 1st.

From chocolate bunnies and Cadbury Crème Eggs to marshmallow Peeps, jelly beans and gummy bears, shoppers look forward to celebrating a sweet Easter every spring. For retailers and brands, the month before offers an opportunity to capture additional intent and revenue. Start marketing early to drive the most sales this season.



Mar. 11

Three Weeks Out

Stay top of mind with Criteo Dynamic Retargeting.

Keep your CPCs competitive to take advantage of growing Easter interest while driving traffic to your website to build cookie pools. Criteo Dynamic Retargeting, which delivers personalized offers at just the right time and in the right format, will help bring shoppers back.



Mar. 18

Two Weeks Out

Gain the broadest reach with Criteo Audience Match^{BETA}.

As Easter approaches and shoppers become more active, consider ways to achieve more visibility. Thanks to our direct relationships with thousands of publishers worldwide, Criteo Audience Match^{BETA} enables you to accurately target and re-engage your customer base with dynamic paid display ads across the web, mobile browsers, and apps.



Mar. 25

One Week Out

Drive consideration with Criteo Sponsored Products.

Enhance visibility through Criteo Sponsored Products on search results and cart pages, and maintain high CPCs to win more revenue. Year after year, Easter chocolates, candies, greeting cards, clothing, and decor are popular items that hop off store shelves and into shoppers' baskets.



Mar. 28-31

Days leading up to Easter

Optimize your mobile strategy.

Take advantage of spontaneous, on-the-go buys through a comprehensive mobile strategy. As shoppers remember to ring in Easter Sunday with family and friends, be ready for last-minute foods, flowers, and gifts to go from smartphone search to shopping cart faster than a speeding jackrabbit.



Apr. 1

Make it a great Easter

Start marketing early and stay active.

Actively managing your CPCs across categories throughout the month before will help you capture last-minute mobile shoppers and maximize holiday sales. To learn more, contact your Criteo Account Strategist.