

YOUR TRICK OR TREAT TIMELINE

# A Sweet Guide to Scaring Up Extra Sales this Halloween



Halloween is just around the bend on Wednesday, October 31<sup>st</sup>.

From fruit-flavored candies and mini chocolate bars to cotton cobwebs and character costumes, Halloween is an annual fall holiday filled with spooky-sweet fun.

For retailers and brands, the month before offers an opportunity to capture even more impressions, conversions, and sales. Start marketing early to win the season from first search to the final moment of purchase.



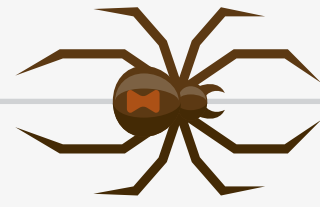


## October 3<sup>rd</sup>

One month out

### Ensure optimal performance from Criteo Sponsored Products with an always-on approach.

Keep your CPCs competitive to take advantage of growing Halloween 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.



## October 10<sup>th</sup>

Three Weeks 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. Costumes and candies, in addition to food and party supplies (e.g. ingredients for spider cupcakes), are popular items that Halloween shoppers look for year after year.



## October 17<sup>th</sup>

Two Weeks Out

### Stay top of mind with Criteo Dynamic Retargeting.

Keep your CPCs competitive to take advantage of growing Halloween 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.



## October 24<sup>th</sup>

One week out

### Gain the broadest reach with Criteo Audience Match.

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



## October 27-30<sup>th</sup>

Days leading up to Halloween

### Optimize your mobile strategy.

Take advantage of spontaneous, on-the-go buys through a comprehensive mobile strategy, and plan to run budgets uncapped in the final days before Halloween. As the big day draws near, look for last-minute sweets, greeting cards, costume accessories, décor and more to go from smartphone search to shopping cart faster than a flying superhero.



## October 31<sup>st</sup>

Make it a happy Halloween

### Start early and stay active to maximize revenue.

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.



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