

# Reach Engaged Shoppers with First-Party Commerce Affinity Audiences

Find and convert shoppers in key product categories with always-on Commerce Affinity deals from Criteo, the world's leader in Commerce Media.

These deals combine SKU-level transaction signals with user-level online browsing behaviors to help advertisers working in Google's DV360 to quickly activate high-affinity audiences across Criteo's network of 1200+ premium publishers.



## Powerful affinity audiences, fueled by actual shopper journeys.

Each year, Criteo runs more than 1.8 trillion ads, promoting 4 billion SKUs and generating \$1 trillion in online transactions – *resulting in commerce insights totally unmatched among digital platforms.*

Advertisers can now access Criteo's powerful commerce audience signals, packaged with direct publisher inventory, for campaign targeting in **Google's DV360 deal marketplace.**

Activate Commerce Affinity shopper packages on your DV360 campaigns today to find and convert high-affinity shoppers.

*The below segments are available for immediate activation in US, UK, DE, FR, IT, JP, ES, and KR, across display and video campaigns, via DV360's Deals Marketplace. Email [curatorteam@criteo.com](mailto:curatorteam@criteo.com) for details about creating deals based on custom affinity segments.*



### Commerce Affinity Audiences

Built from real online shopping events and web browsing behaviors, observed by Criteo and isolated for propensity to buy.



### Premium Publisher Inventory

Layered onto brand-safe, MFA-free inventory from Criteo's network of 1200+ direct and premium publisher partners.



### Always-On Deal ID

Find and activate Criteo Commerce Affinity packages in DV360's Deals Marketplace

## COMMERCE AFFINITY SHOPPER PACKAGES

Fashion Shoppers	Home & Garden Shoppers	Smartphone Shoppers	Hair Care Shoppers
Travel Shoppers	Personal Finance Shoppers	Television Shoppers	Skin Care Shoppers
Art & Entertainment Shoppers	Sporting Goods Shoppers	Video Game Shoppers	New Baby in Household
Healthcare Shoppers	Luggage & Bags Shoppers	Healthy Cooking Shoppers	New Homeowners
Baby & Toddler Shoppers	Pet Supplies Shoppers	Meal Planning Shoppers	Wedding Planners
Auto & Auto-parts Shoppers	Home Appliance Shoppers	Cosmetics Shoppers	
Toy & Game Shoppers	Laptop & Computer Shoppers	Fitness Shoppers	

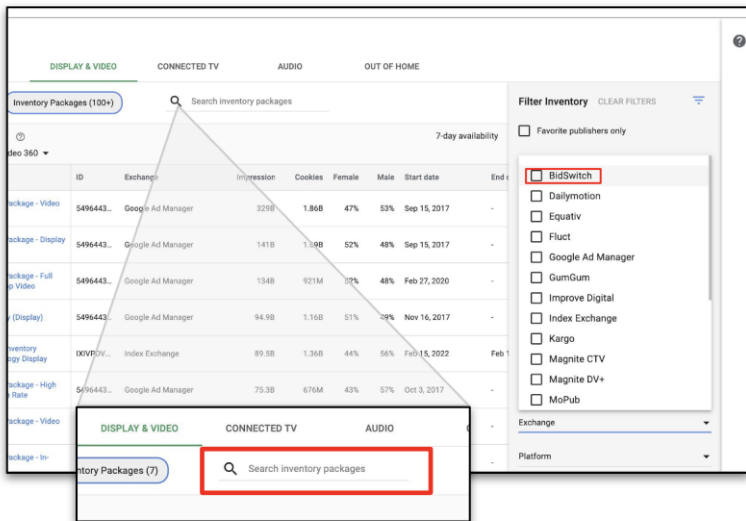
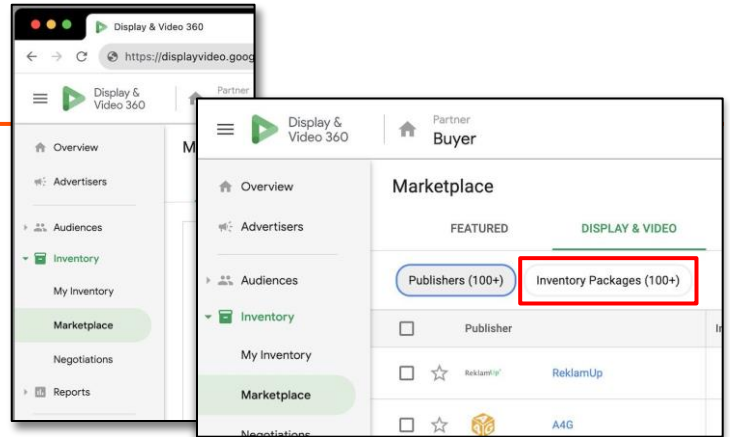
Find us in [DV360 Deal Marketplace](#) by searching "Commerce Grid" under Inventory Packages.

# Easy-to-activate via DV360 Deal Marketplace



## Navigate to the DV360 Deal Marketplace

1. Under Inventory, click on "Marketplace".
2. On the Marketplace page, select the "Display and Video" tab at the top.
3. Next, select the "Inventory Packages" button just below Display & Video tab.



## Filter Inventory Packages to "BidSwitch"

4. On the Inventory Packages page, select "BidSwitch" under Exchanges in the "Filter Inventory" box on the right.
5. Then use the search box to search for a specific deal (by deal name, deal ID, or affinity category).

*BidSwitch is a Criteo-owned company that acts as a connection point between Criteo and DV360. Buyers do not incur any additional costs related to BidSwitch when targeting these packages.*

## Assign a deal to your line item

6. Click through on the deal name, then click the "Assign to Line Item" button to add the deal to a new or existing line item within your campaign.

