

Here's to Dad

.....

A Guide to Help More Shoppers Honor Pops This Father's Day

Father's Day is just around the bend, on Sunday, June 17.

From shirts, socks, and ties to tech gadgets and sports gear, dads are on deck to receive many types of gifts this Father's Day. 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.

criteo.





May 20

One Month Out

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

These native product ads reach the highest intent shoppers on the sites and apps of the world's largest retailers in real time, converting interest into more sales. Increase your ROI by keeping Criteo Sponsored Products on at all times. You never know when shoppers will be ready to grab that perfect gift.



May 27

Three Weeks Out

Drive consideration with Criteo Sponsored Products.

Use Criteo Sponsored Products to maximize product visibility on search results and cart pages on your retail partners' sites, and maintain high CPCs to win more revenue. Whether Dad's an aspiring gardener, golfer, or barbecue grill master, make sure the people who care about him can find all the items he'll need and love.



June 3

Two Weeks Out

Stay top of mind with Criteo Dynamic Retargeting.

Keep your CPCs competitive to take advantage of growing Father's Day 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.



June 10

One Week Out

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

As Father's Day 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.



June 17

Make it a great Father's Day

Optimize your mobile strategy.

Take advantage of spontaneous, on-the-go buys through a comprehensive mobile strategy. As shoppers remember to celebrate all the fathers in their lives, look for last-minute gift cards, cufflinks, books, mugs, and more to jump from smartphone search to shopping cart faster than you can laugh at his latest cheesy dad joke.



June 17

Make it a great Father's Day

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.



To learn more about how the Criteo Commerce Marketing Ecosystem drives sales and profits for thousands of brands, retailers, and publishers worldwide, visit criteo.com/about.

