



CAPTURING THE MEMORIAL DAY OPPORTUNITY

Deliver positive ROAS for your Memorial Day Promotions

THE OPPORTUNITY

Memorial Day weekend has become a **\$36 billion** retail event.

- The average customer spends about \$500 with special promotions driving the majority of purchase decisions
- Most shopping takes place in-store, across a breadth of verticals

THE CHALLENGE

Break through the noise to make the most of holiday promotions.

- Memorial Day shoppers are on-the-go and bombarded with competing offers
- The relatively short Memorial Day shopping window requires fresh intent data

**According to a study by Vistar Media & MFour*

THE 33ACROSS ADVANTAGE

Fully power your programmatic buy to drive shopper attention.



Breakthrough Formats

Maximize time-in-view and performance across devices with 33Across' innovative Impact Ad formats



Fresh Shopper Data

Our Attention-Powered Audiences are built from more than 30 billion intent signals from 1 million website partners



Quality Inventory at Scale

Direct connections to more than 1,500 publishers, continually vetted for fraud and viewability

GET
STARTED
TODAY
WITH OUR
MEMORIAL
DAY PMPS

High Performing Inventory

High Impact placements across both desktop and mobile to reach shoppers on the go

Relevant Data

Proven interest and intent segments including home improvement / DIYers, outdoor / fitness enthusiasts and leisure travelers

Easy to Activate

Contact us for a Deal ID for your preferred platform at sales@33across.com to get up and running ASAP.