

CAPTURING HOLIDAY SHOPPER ATTENTION

During peak promotional periods, shopper attention is fragmented across devices while brands compete with multiple competitive offers along the path to purchase.

HOW TO CAPTURE Q4 HOLIDAY SHOPPERS

A successful programmatic strategy should focus on quickly and efficiently reaching and influencing prospects throughout the purchase process:

1. Leverage fresh, quality data:

Targeting in-market shopper segments is a great way to maximize the efficiency of your campaign; however, fresh, quality data is key to ensure relevance.

2. Think cross-platform:

Since many shoppers are on the go, boosting mobile reach can ensure you stay in front of prospects throughout the purchase process.

3. Find quality at scale:

Optimize for shopper attention with highly viewable placements and quality inventory to cut through the clutter.

PARTNERING WITH 33ACROSS

Our platform drives attention at programmatic scale to deliver positive ROAS for your holiday promotions.

Innovative Attention Formats

- Ad formats designed to maximize viewability, time-in-view, and overall performance across devices
- Our technology transforms standard ad units into high impact placements without additional creative lift

Proprietary Shopper Data

- Shopper segments are built using 30 billion intent signals such as search, browsing, and social sharing from our more than 1 million partner websites and 200 million U.S. device IDs

Q4 Holiday Shopping Curated Audience Segments

Gadget geeks, fashion, general
retail, automotive

Quality Inventory

- More than 1,500 quality direct publisher relationships, all pre-vetted for fraud and viewability
- Mobile and tablet targeted impressions to reach shoppers on the go

ACTIVATE NOW

Ready to activate? Here's how you can get started.

Pre-Packaged PMP Opportunities

- **33Across Real Impact OpenX**
(Q4 Holidays)
[Multiple Demand Partners]
Deal ID: OX-33a-6tCww
- **AppNexus**
Simply target our seller seat **1001** or create a PMP using 33Across packages visible in your console
- **Curated PMPs**
Contact your account manager to discuss custom opportunities or email sales@33across.com