



# Three TRICKS to boost HALLOWEEN sales

Our analysis of data scared up three key strategies for retailers to maximize ROI.

Halloween isn't just good for the candy industry. Party goers and hosts also shop for costumes, decorations and much more.

Here's how to maximize Halloween Sales.

## 1 Mind the GAPS

Boost impressions for maximum sales by watching sales vs. CPC gaps.



## 2 Know your sales PEAKS

Evaluate last year's sales timing trends by industry category to guide your CPC strategy.



## 3 WRAP UP the weekend with mobile sales

Take advantage of mobile CPCs on weekends, when mobile sales increase.

### Monster MOBILE trends



\*Criteo's Q3 Mobile Commerce Report \*\*AdAge and Criteo survey data

Methodology: Criteo analyzed 15.6 million digital transactions attribute 45 retailers in the US during October 2014. Criteo indexed the daily totals against the first week of October to compare the lead up to Halloween to a normal sales period.