Spooky Season

Unmask your consumers this Halloween

Fall is around the corner, and that means only one thing: Halloween!
Connect with consumers during the crucial moments of the Spooky Season with 4D.

$12.2b

Total U.S. Halloween spend was predicted to reach a record $12.2 billion last year, exceeding the previous record of $10.6 billion$_2$

2023 was a record year for consumer spending during the Halloween Season, and 2024 is expected to be no different.

Global Halloween spending soared last year, with sales of Halloween-related items spiking in late summer, as searches for "Halloween costumes" rose **by 180%**[1]

73%

of U.S. citizens took part in the spooky season last year, predicted to rise in 2024

4D enables brands to reach consumers in the perfect mindset, targeting 'Halloween' content, alongside many other categories within 4D's contextual library. Additionally, advertisers can leverage past purchase behaviors to find relevant shoppers when they are most engaged.

Source: 1) Retail Dive Halloween 2023
2) NRF Halloween Research 2023

Prepare for the Spooky Season with 4D

Privacy-safe advertising built for consumers

4D is a future-proofed, privacy-first solution that maximizes consumer attention by aligning brand messaging with the most impactful and relevant content.

Contextual targeting, evolved

4D uses NLP techniques including Topical Targeting and Semantic Search for display, and state-of-the-art Computer Vision models for video, to ensure greater accuracy.

Brand safe. Brand suitable

4D's advanced technology is critical when it comes to keeping your brands safe. Going one-step further, 4D Video adheres to GARM guidelines by providing three-levels of protection for even the most nuanced environments.

Optimization and insights

4D analyzes the context of where your impressions have been seen and engaged with, to optimize the campaign in real-time, all the while providing unique insights.

Driving efficiency, reducing wastage.

By aligning brand messaging with the most impactful and relevant content, 4D drives media efficiency by reducing wasted impressions.

One-stop contextual targeting and insights platform

As contextual continues to gain share of wallet, 4D is the only platform you need with advanced targeting and industry-leading insights.

Discover your most valuable customers and prospects.

IAB Contextual Categories.

Our syndicated taxonomy now incorporates curated categories based on IAB's content taxonomy 3.0! With over 400 more segments at your fingertips, you can easily target consumers on a granular level.
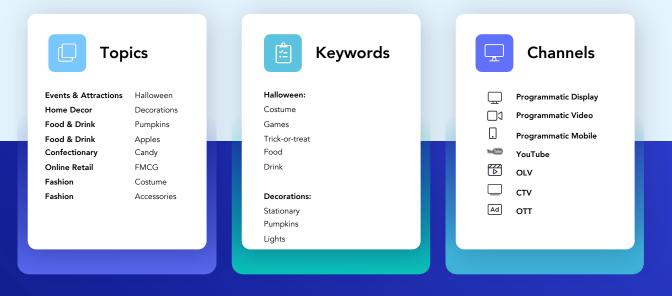
- Halloween
- Decorations
- Costumes
- Gifts & Greeting Cards
- Children's Clothing
- Food & Drink
- Confectionary

- Women's Wear
- Men's Wear
- Travel
- Homeware
- Coupons and Discount
- Home Furniture
- Online Retail

Custom contextual segments tailored to your brand.

Save time in campaign planning by talking to our 4D Managed Service team for insight-driven strategy recommendations. If off-the-shelf solutions don't meet your needs, our custom contextual segments and brand suitability segments will.

Connect with new consumers when and where it matters.

Topics

Events & Attractions	Halloween
Home Decor	Decorations
Food & Drink	Pumpkins
Food & Drink	Apples
Confectionary	Candy
Online Retail	FMCG
Fashion	Costume
Fashion	Accessories

Keywords

Halloween:
Costume
Games
Trick-or-treat
Food
Drink

Decorations:
Stationary
Pumpkins
Lights

Channels

Programmatic Display
Programmatic Video
Programmatic Mobile
YouTube
OLV
CTV
OTT

Why 4D?

Don't waste time delivering an ad based on ghostly digital footprints and old ways of working. **Connect with audiences in the spooky moments** by delivering the right ad, in the right environment, when they need it most.

100% Cookieless   100% GDPR Compliant   100% CCPA Compliant

Start today:
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