



Black Friday & Cyber Weekend

Discover consumers during the biggest retail sale season



Black Friday and Cyber Weekend will be here before we know it. Retailers will soon be offering their products at dramatically reduced prices, reaching millions of consumers, globally.

\$9.8b

Consumers spent a whopping \$9.8 billion in online sales on Black Friday 2023₁

6.94%

eCommerce revenue increased 6.94% YoY on Black Friday 2023

Source: 1) [Salesfire Black Friday and Cyber Weekend Article](#) 2) [Influencer marketing hub research 2023](#)

Cyber Weekend accounted for 25% of total sales for November 2023, suggesting that among an economic crisis, shoppers are waiting for the Black Friday period to make use of big savings. Yet, despite looming concerns over inflation, millions of shoppers are still expected to shop this year if the record-breaking **196 million customers₂** who shopped last year are to be an indicator of consumer shopping behavior.

4D enables brands to reach consumers in the perfect mindset, targeting 'Black Friday' and 'Cyber Weekend' 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.

Prepare for the discount 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.



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.



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.



Driving efficiency, reducing wastage.

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



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.



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.

- Black Friday
- Cyber Weekend
- Online Retailer
- Gifts & Greeting Cards
- Electronics
- Holiday Shopping
- Men's Wear
- Women's Wear
- Children's Games
- Party Supplies & Decorations
- Theatre Venues
- Travel
- Sales & Promotions
- Smartphone
- Sports Video Games
- Home & Decor
- Coupons & Discounts
- Games & Puzzles



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 Black Friday
- Food & Drink Alcoholic Drinks
- Food & Drink Confectionary
- Food & Drink Home Cooking
- Shopping Discounts
- Shopping Shopping
- Shopping Gifts & Cards
- Shopping Online Retailers
- Travel Travel



Keywords

- Black Friday: Black Friday
- Black Friday Deals
- Black Friday Shopping
- Retailers Closing
- Cyber Monday
- Gift Guide
- Stocking Stuffer



Channels

- Programmatic Display
- Programmatic Video
- Programmatic Mobile
- YouTube
- OLV
- CTV
- OTT

Why 4D?

Don't waste time delivering an ad based on past digital footprints and old ways of working.

Connect with back-to-school audiences in the perfect 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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