



# Three TRICKS to boost HALLOWEEN sales

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

Halloween is so much more than trick or treating. Costumes, decorations, and fireworks are all on the shopping list.

Here's how to maximise Halloween Sales.

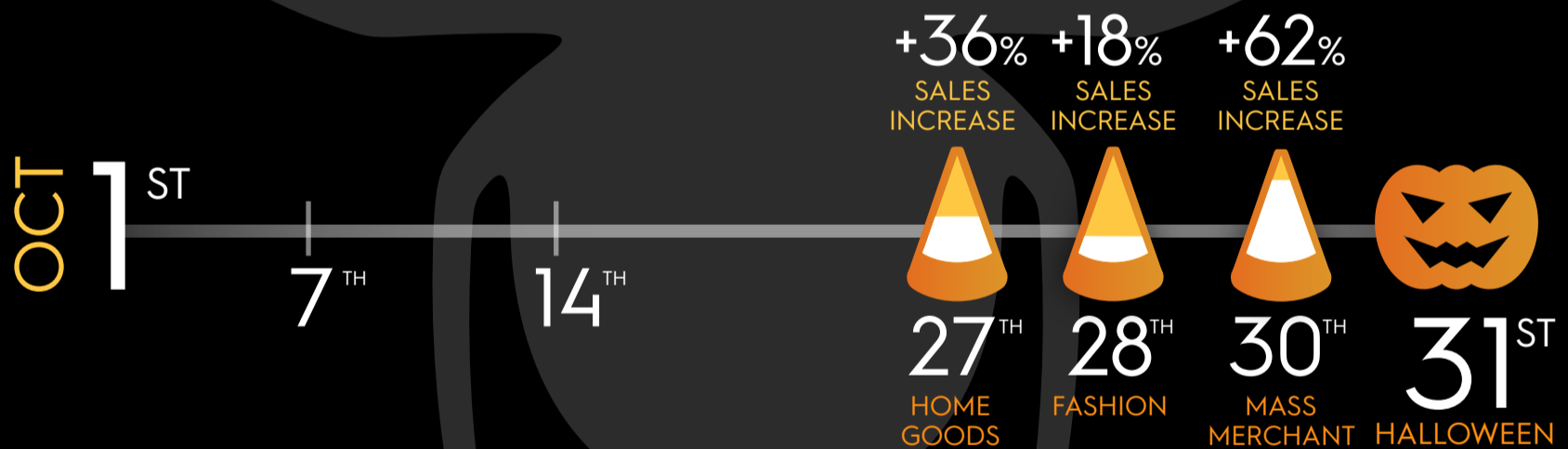
## 1 Mind the GAPS

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



## 2 Know your sales PEAKS

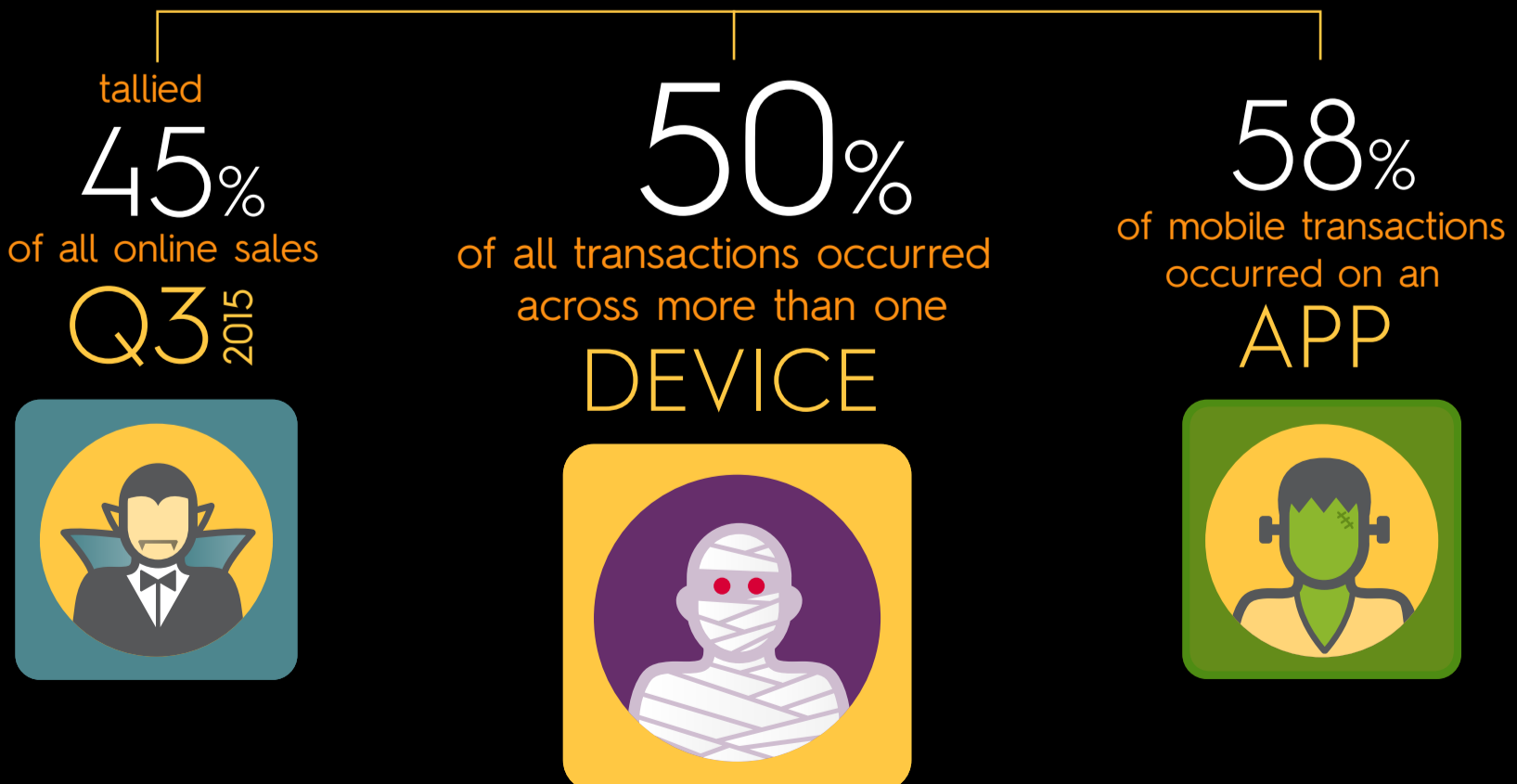
Evaluate last year's sales timing trends by industry category to guide your CPC strategy.



## 3 FINISH UP the weekend with mobile sales

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

### Monster UK MOBILE trends\*



\*Criteo's Q3 Mobile Commerce Report

Methodology: Criteo analysed 15.6 million digital transactions attribute 45 retailers in the UK 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.