PEER39 SEASONAL TARGETING GUIDE

Holiday Retail 2026 Category Recommendations

The full contextual, audience, and safety category set for Holiday Retail, built by your Peer39 account team for activation across CTV, web, mobile, and third-party data.

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01 Category Overview

The Holiday Retail category is inclusive of seasonal shopping and gifting content: holiday deals, gift guides, Black Friday and Cyber Monday, Christmas shopping, toys, electronics, fashion, beauty, home décor, stocking stuffers, gift cards, holiday entertaining, seasonal promotions, online shopping, shipping, and last-minute gift ideas.

02 OTT-CTV Categories

Channel level and program level targeting

CHANNEL LEVEL — GENRE DEFINITIONS

CATEGORY	DEFINITION
Genre - Channel : Family & Children : Family	Channels that are focused on family shows meaning shows that are suitable for all ages and are very 'safe' for both kids and adults with their contents. They might contain kids shows in specific hours but it's not the channel's focus. Example: Hallmark.
Genre - Channel : Family & Children : Kids	Channels that are focused on kids content and throughout the day have kids shows and content. Example: Nickelodeon.
Genre - Channel : Family & Children : Teens	Content geared towards and/or about teens.
Genre - Channel : Lifestyle : Shopping	Shopping-related content.

CHANNEL LEVEL — CABLE TV CHANNELS

- Cable TV-Channel : Christmas Plus
- Cable TV-Channel : Cooking Channel
- Cable TV-Channel : Disney Channel
- Cable TV-Channel : Food Network
- Cable TV-Channel : Hallmark Channel
- Cable TV-Channel : Hallmark Movies
- Cable TV-Channel : Hallmark Movies Now
- Cable TV-Channel : Nickelodeon
- Cable TV-Channel : QVC+ and HSN+

PROGRAM LEVEL — PROGRAM GENRE

- Program Genre - Show/Movie : Family & Children : Holiday-Children
- Program Genre - Show/Movie : Shopping
- Program Genre - Show/Movie : Special Events : Christmas
- Program Genre - Show/Movie : Special Events : Holiday
- Program Genre - Show/Movie : Special Events : New Years Eve
- Program Genre - Show/Movie : Special Events : Thanksgiving

PROGRAM LEVEL — PROGRAM NETWORK

- Program Network : A+E Networks (Hearst-Disney JV) : Lifetime

Program Network : Paramount Global : Nickelodeon

Program Network : Qurate Retail Group : Home Shopping Network (HSN)

Program Network : The Walt Disney Company : Disney Channel

Program Network : Warner Bros Discovery : Food Network

Program Network : Warner Bros Discovery : HGTV

Program Network : Warner Bros Discovery : Magnolia

03 Web Contextual Categories

CATEGORY	DEFINITION
Seasonal : BlackFriday_CyberMonday	Content that is related to Black Friday and Cyber Monday. This includes promotional sales, events, and deals related to the shopping days following Thanksgiving.
Seasonal : Christmas	This category has content surrounding the Christmas holiday season including religious ceremonies, Christmas shopping, holiday recipes, traditions, decorating and entertaining tips.
Seasonal : Holiday Shopping	Content about holiday shopping, including holiday sales/deals (e.g. Memorial Day discounts) as well as holiday-specific gift giving. This category covers all major holidays.
Seasonal : Holiday Toys	Content about holiday-themed toys and toys as gifts. This category covers all major holidays.
Seasonal : Thanksgiving	General themes of Thanksgiving holiday; travel, travel deals, family travel, football/sports, weather reports, and recipes (Turkey, cranberry, pumpkin related, vegetarian). This also contains American history, Christmas shopping, Black Friday and Cyber Monday.
Shopping	Content about general shopping information or retail trends like coupons.
Shopping : Coupons	Sites that offer users coupons in any category or content that discusses consumer trends in using coupons.
Society : Holidays and Celebrations	Content that discusses holidays from any religion and celebrations, tips for entertaining for holidays, recipes, holiday greeting cards, and holiday gifts.

04 Social Predict

CATEGORY	DEFINITION
Social Predict : Seasonal - Fall Holidays	Fall Holidays: For people interested in fall holidays such as Halloween, Thanksgiving, Rosh Hashanah, Yom Kippur, and more.
Social Predict : Christmas	For individuals celebrating Christmas, focusing on traditions, events, and holiday activities.
Social Predict : Gift Giving	For individuals interested in gift-giving ideas and tips for various occasions.
Social Predict : Trending Toys	For individuals interested in the latest toy trends, including reviews, news, and buying guides.
Social Predict : Traveling for the Holidays	For individuals traveling during the holidays, including tips, destinations, and travel planning advice.
Social Predict : Black Friday & Cyber Monday	For shoppers interested in Black Friday and Cyber Monday deals, including tips, top deals, and shopping strategies.
Social Predict : New Years Eve	For those celebrating New Year's Eve, including event ideas, traditions, and party planning tips.
Social Predict : All Things New Year	For those interested in New Year celebrations, including events, traditions, and resolutions.
Social Predict : Retail	Retail: For trending topics within the retail industry.
Social Predict : Interest - Thrifty Shopping	Thrifty Shopping: For shoppers interested in saving money, couponing, and thrift shopping.

05 Additional Categories

CATEGORY	DEFINITION
Contextual Retail Media	Our Contextual Retail Media categories are designed to help advertisers reach consumers effectively by contextually aligning ads with specific shopping verticals.
In-Market	In-Market category reaches pages that demonstrate active research to purchase a product or service on content that offers comparative information on products, brands and/or services.

NOTE

Full In-Market segment details are available on request from your Peer39 account team.

06 Mobile App Categories

CATEGORY	DEFINITION
Mobile Apps : Mobile App Categories : Catalog Apps	Apps focused on promoting or selling products, such as product review apps, catalogs, ads, coupons, and more. iTunes only.
Mobile Apps : Mobile App Categories : Food & Drink Apps	Food, cooking, or dining related apps, such as cooking guides, recipe collections, restaurant reviews, nutrition apps, and more. iTunes only.
Mobile Apps : Mobile App Categories : House & Home Apps	Apps related to housing and maintenance of the household, such as real estate apps, home security apps, and apps related to home design (e.g. decorative idea and paint swatch apps)
Mobile Apps : Mobile App Categories : Lifestyle Apps	Apps about leisure activities, hobbies, and other interests, such as DIY apps, shopping, outdoor recreation, offline games, parenting, dating, and more.
Mobile Apps : Mobile App Categories : Shopping Apps	Shopping-related apps, such as product review, online shopping, coupon, price comparison, and shopping list apps. Google Play only.

07 Safety & Suitability

OTT-CTV, Web, and Mobile In-App controls

OTT-CTV

CATEGORY	DEFINITION
OTT-CTV : Safety & Suitability : Safe from Fake Content (include)	CTV apps that are not fake content (e.g. NOT casting, media players, games, radio and podcast, remote control etc.) and are assigned one of our content categories and one of our app store categories
Safe from Adult Content (include)	Content does not contain any adult / mature content.
Safe from Divisive News (include)	Channels that present and promote divisive news and are not fact-checked, politically biased, or satirical.

CATEGORY	DEFINITION
Safe From Legal & Military Content (include)	Content does not contain any Legal or Military content
Safe from Political Content (include)	Safe for clients wanting to avoid all Political content
Safe from Unprofessional Content (include)	Content does not include Prosumer and User Generated content

WEB

CATEGORY	DEFINITION
Negative : Accidents (exclude)	Content about accidents by vehicle, physical accidents, and accidents at work or during leisure. Accidents could happen to a person, a property or nature.
Negative : Adult & Explicit Sexual Content (exclude)	Illegal sale, distribution, and consumption of child pornography Explicit or gratuitous depiction of sexual acts, and/or display of genitals, real or animated category also includes men's cheap entertainment, sexual crime, nudity/semi-nudity, sex life, sex advice, medical sex and educational sex
Negative : Alcohol (exclude)	Content about the negative aspects of alcohol and drinking--any related diseases, news about DUI's, stories of people getting drunk, associated violence, birth defects, etc.
Negative : Arms & Ammunition (exclude)	Promotion, and advocacy of Sales of illegal arms, rifles, and handguns. Instructive content on how to obtain, make, distribute, or use illegal arms. Glamorization of illegal arms for the purpose of harm to others. Use of illegal arms in unregulated environments. Category also includes any content related to firearms, ammunition, shooting, mass shooting, NRA (national rifle association), sales of firearms and accessories and firearms related laws.
Negative : Controversial Subjects (exclude)	This category targets potentially controversial subjects. This includes taboo topics such as sex and death, as well as fringe behaviors and the paranormal.
Negative : Crime & Harmful acts (exclude)	Graphic promotion, advocacy, and depiction of willful harm and actual unlawful criminal activity – Explicit violations/demeaning offenses of Human Rights (e.g. human trafficking, slavery, self harm, animal cruelty etc.), Targeted harassment of individuals and groups
Negative : Death (exclude)	Category that will identify a story about death or suicide. Content about people (or groups of people) who have died or who are dying. Also includes funerals, wakes, memorials, philosophy about death, discussions about death, preparations for death, and life after death.

CATEGORY	DEFINITION
Negative : Death, Injury or Military Conflict (exclude)	Promotion or advocacy of Death or Injury. Murder or Willful bodily harm to others Graphic depictions of willful harm to others Incendiary content provoking, enticing, or evoking military aggression Live action footage/photos of military actions & genocide or other war crimes
Negative : Debated Sensitive Social Issues (exclude)	Insensitive, irresponsible and harmful treatment of debated social issues and related acts intended to demean a particular group or incite greater conflict
Negative : Disasters (exclude)	Content about naturally occurring disasters and/or forces of nature that cause damage and/or pain, usually involving casualties, has been expanded to include situations that have arisen due to coronavirus.
Negative : Drugs (exclude)	Content about narcotics, including drug culture, drug busts, drug effects on people, drug rehab, and stories about people who take drugs. This includes addictions of any kind (i.e. pain killers).
Negative : Fake News (exclude)	This category finds URLs from sites that are known to provide fake news (i.e. have statements that are false or have not been fact checked) or disinformation sites that focus on conspiracy theories. These sites do not operate under any journalistic standards and lead to the spread of misinformation.
Negative : Gambling (exclude)	Content that includes reference to gambling games of any kind — specifically those cases that involve actual gambling where money is staked. It does not include free-to-enter prize contests such as lotteries.
Negative : Hate Speech (exclude)	Unlawful acts of aggression based on race, nationality, ethnicity, religious affiliation, gender, or sexual image or preference Behavior or commentary that incites such hateful acts, including bullying
Negative : High Risk CSAM (exclude)	Sites and URLs based on research from the Internet Watch Foundation
Negative : Illegal Drugs_Tobacco_e-cigarettes_Vaping_Alcohol (exclude)	Promotion or sale of illegal drug use – including abuse of prescription drugs. Federal jurisdiction applies, but allowable where legal local jurisdiction can be effectively managed Promotion and advocacy of Tobacco and e-cigarette (Vaping) & Alcohol use to minors
Negative : Negative News (exclude)	Content about Crime, Accidents, Death, Police, Military, Disasters, Terror or War.
Negative : Obscenity and Profanity (exclude)	Excessive use of profane language or gestures and other repulsive actions with the intent to shock, offend, or insult.
Negative : Terrorism (exclude)	Promotion and advocacy of graphic terrorist activity involving defamation, physical and/or emotional harm of individuals, communities, and society. category also includes content about war and mass killing
Negative : Tobacco (exclude)	Content about Tobacco or Vaping, the Tobacco industry or, Tobacco's negative impact such as diseases.

CATEGORY	DEFINITION
Safe From High Risk Made for Advertising Fraud Pages (include)	Safe from Made-For-Advertising websites that were created solely for the purpose of ad arbitrage.
Safe from Negative Clothing Industry Content (include)	This category includes content that is free from negative news related to the consumer goods clothing industry that reflects negatively on the industry, or any negative impacts the industry and clothing products may have on the environment or society. This includes content on clothing product recalls, bans and boycotts, environmentally unfriendly clothing goods, poor production facility conditions and sweatshops, child labor, hazardous products, poor quarterly financial performance, conflicts with labor, controversial regulatory or legislative issues, product marketing scandals, animal testing, Product Safety Commission investigations, fashion industry scandals, associations with models and eating disorders, the fight against counterfeit items, and more.

MOBILE IN-APP

CATEGORY	DEFINITION
Mobile Apps : Negative Apps (exclude)	Represents content that was identified as any of the granular Negative categories below. May be targeted as an Exclude.
Mobile Apps : Negative Apps : Alcohol (exclude)	This category includes apps that reference alcoholic consumption.
Mobile Apps : Negative Apps : Copyright Infringement (exclude)	Apps that impersonate other successful apps, according to copyright protocols of companies such as YouTube, Facebook, Snapchat and Minecraft. The impersonation techniques include using resembling logos, names etc.
Mobile Apps : Negative Apps : Divisive News (exclude)	Apps that present and promote divisive news and are not fact-checked, politically biased, or satirical
Mobile Apps : Negative Apps : Drugs (exclude)	This category includes apps that reference illegal drugs.
Mobile Apps : Negative Apps : Gambling (exclude)	This category includes apps that reference gambling or games related to gambling (e.g. poker).
Mobile Apps : Negative Apps : Mature (exclude)	This category includes apps that reference mature themes, i.e. sexually explicit content that is unsuitable for children
Mobile Apps : Negative Apps : Mobile Torrent (exclude)	This category includes torrent or illegal media downloading apps. The category aims to distinguish between legal and illegal downloads (e.g. legal music players/streamers like Pandora and SoundCloud, etc.).
Mobile Apps : Negative Apps : Profanity and Hate Speech (exclude)	This category includes apps that may contain any offensive language such as profanity or hate speech.

CATEGORY	DEFINITION
Mobile Apps : Negative Apps : Violence (exclude)	This category includes apps that reference violence.

08 Third-Party Data Partners

Omni Channel — GoldfishAds

- GoldfishAds US : Purchase Intent : CPG Behavior : D2C Holiday Shoppers
- GoldfishAds US : Purchase Intent : CPG Behavior : Holiday Value Shoppers
- GoldfishAds US : Purchase Intent : CPG Behavior : Subscription Box Gifters and Subscribers
- GoldfishAds US : Purchase Intent : CPG Intent : Holiday Hosting and Entertaining
- GoldfishAds US : Purchase Intent : Retail Behavior : Holiday Quick-Trip Shoppers
- GoldfishAds US : Purchase Intent : Seasonal Retail : AI-Powered Gift Finders
- GoldfishAds US : Social Interest : Shopping and Fashion - Shopping - Coupons
- GoldfishAds US : Social Interest : Shopping and Fashion - Shopping - Online Shopping

09 Keyword List

Web — 141 holiday-specific keywords

affordable gifts	black friday store sales	christmas retail deals
beauty gifts	budget gifts	christmas retail sales
black friday	christmas beauty gifts	christmas sales
black friday deals	christmas deals	christmas shopping
black friday discounts	christmas decor	christmas shopping deals
black friday offers	christmas discounts	christmas store sales
black friday retail deals	christmas fashion gifts	christmas tech gifts
black friday retail sales	christmas gift guide	christmas toys
black friday sales	christmas gift ideas	christmas wish list
black friday shopping	christmas gifts	cyber monday
black friday shopping deals	christmas presents	cyber monday deals

cyber monday discounts
cyber monday offers
cyber monday retail deals
cyber monday retail sales
cyber monday sales
cyber monday shopping
cyber monday shopping deals
cyber week retail deals
cyber week retail sales
electronics deals
electronics gifts
fashion gifts
food gifts
gift baskets
gift boxes
gift bundles
gift cards
gift guide
gift ideas
gift inspiration
gift recommendations
gift sets
gift shopping
gift vouchers
gifts for dad
gifts for her
gifts for him
gifts for kids
gifts for mom
gifts for parents
gifts for teens
holiday accessories
holiday beauty
holiday bundles
holiday clearance sales
holiday cookware
holiday coupon codes
holiday deals
holiday decor
holiday delivery
holiday discounts
holiday doorbuster deals
holiday ecommerce deals
holiday ecommerce sales
holiday electronics
holiday entertaining
holiday fashion
holiday flash sales
holiday gift guide
holiday gift ideas
holiday gift sets
holiday gifts
holiday homeware
holiday hosting
holiday markdowns
holiday online deals
holiday online sales
holiday online shopping
holiday order deadlines
holiday party supplies
holiday promo codes
holiday promotions
holiday retail deals
holiday retail discounts
holiday retail promotions
holiday retail sales
holiday returns
holiday sales
holiday savings
holiday shipping
holiday shoppers
holiday shopping
holiday shopping deals
holiday shopping discounts
holiday shopping promotions
holiday shopping sales
holiday store deals
holiday store discounts
holiday store promotions
holiday store sales
holiday toys
holiday weekend sales
holiday wish list
home gifts
kids gifts
kitchen gifts
last minute gifts
last minute holiday deals
last minute holiday shopping
luxury gifts
online gift shopping
personalized gifts
post christmas sales
pre black friday deals
seasonal holiday deals
seasonal holiday sales
secret santa
secret santa gifts
stocking filler ideas
stocking stuffers
tech gifts
toy deals
toy gifts
trending toys
unique gifts
white elephant gifts
year end holiday deals
year end holiday sales

Want to Learn More About Our Seasonal Categories?

Reach out to your Peer39 account team to activate these categories, or explore the full platform.

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