

# SurveyMonkey boosts customer acquisition with Criteo Performance Display



The results.

# #1

Criteo emerged as SurveyMonkey's #1 Performance Display partner in a head-to-head test.

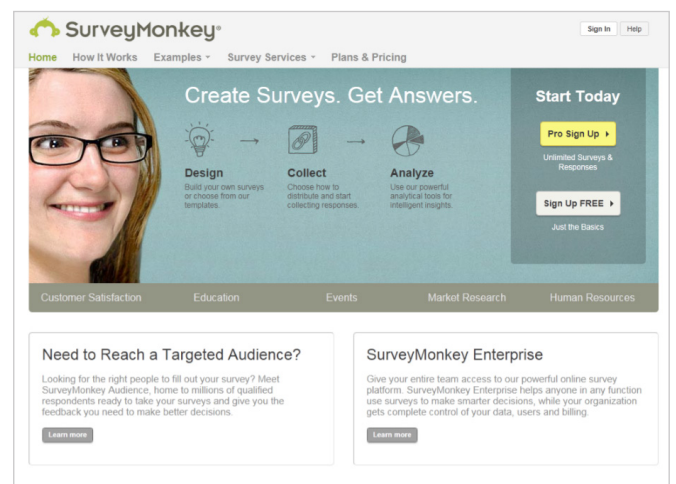
# 32%

Criteo delivered a 32% reduction in CPA vs. SurveyMonkey's current partners while continuing to scale new sign-ups.



*For most businesses, Performance Display should be a no-brainer to help improve the overall conversion of users who are in the consideration stage for purchasing your product."*

Gallant Chen, Director of Online Marketing, SurveyMonkey



## The challenge.

SurveyMonkey—the world’s leading online survey platform—knew that the best way of finding new paying customers was to convert visitors who already used its free online tools. The SurveyMonkey team believed in the potential of performance display to capitalize on this opportunity. They hoped to identify the right partner, with the technology and reach to deliver truly incremental conversions at meaningful scale.

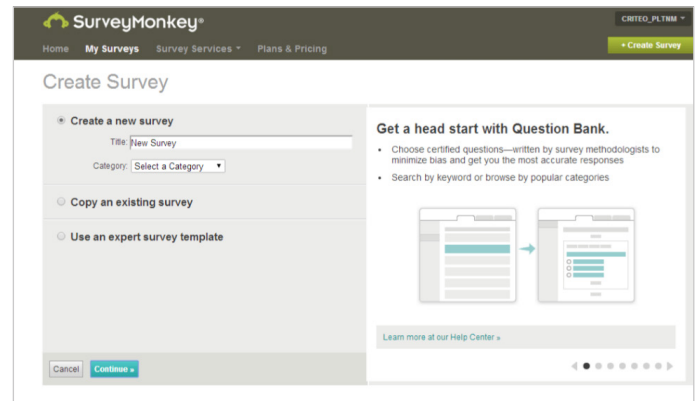
## The solution.

Criteo began its relationship with SurveyMonkey by offering to put itself to the test in a 60-day trial versus the company’s existing display targeting partners. Criteo’s advertising platform automatically identified SurveyMonkey’s most valuable site visitors and began bidding intelligently to show relevant offers to these prospects across the web. By leveraging Criteo’s advanced optimization engine and global scale, SurveyMonkey was able to quickly reach and convert new customers at the right time and at the right price.

The SurveyMonkey team also implemented a rigorous test to understand the impact of Criteo’s solution versus their incumbent display partners. The results of the test immediately spoke for themselves.

## See what works.

See more proof that performance works at [Criteo.com](https://www.criteo.com)



## The Difference?

Dynamic, real-time segmentation predicts if a user is in-market

Advanced bidding algorithms determine the right price for every impression

Direct access to premium publishers and integration with leading real-time ad exchanges and Facebook Exchange delivers massive, high-quality reach for every campaign

