



## **Criteo Extends Mobile Capabilities with Launch of Facebook's Dynamic Product Ads Solution**

*Criteo unveils impressive results for advertisers from Facebook pilot program*

**New York – February 17, 2015** – [Criteo](#) (NASDAQ: [CRO](#)), the performance marketing technology company, today announced its extended mobile capabilities as a result of Facebook's new dynamic product ads. As users shift from desktops to mobile devices, Criteo's advertisers are now able to complement their Facebook Exchange marketing efforts by reaching consumers using Facebook on their phones.

With dynamic product ads, Criteo is now able to leverage its powerful Criteo Engine to deliver recommendations and smart bidding campaigns across every device that consumers use to access Facebook, which includes smartphone, tablet, and desktop.

"As a strategic partner for Criteo, Menlook was one of the few advertisers invited to test dynamic product ads on Facebook," said David Nedzela, e-commerce and marketing director for MenInvest (Menlook.com). "We are delighted to be part of a solution that gives us access to a new source of performing and mobile inventory optimized by Criteo's technology, across devices."

Results from a pilot program conducted with select Criteo advertisers, including e-retailers Menlook and Promod, revealed that average sales attributed to dynamic product ads accounted for 6.2 percent of all sales. Compared to all other mobile campaigns combined, the Facebook app newsfeed delivered 24.5 percent of sales. The conversion rate was in line with other mobile campaigns.

"People spend more time on Facebook's mobile app than on any other single app, so it is a critical place for retailers to reach their customers," said Jonathan Wolf, chief product officer, Criteo. "With dynamic product ads, Criteo delivers relevant and timely messages to these users, and so generates post click sales and strong return on ad spend for our clients."

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