

# Centauro increases cross-device conversions with Criteo.



## The results

+16%

Cross-device conversions following a click on a desktop

+47%

Cross-device conversions following a click on a mobile/tablet

+17%

Sales on devices other than where the Criteo banner was clicked

Centauro is Brazil’s leading sporting goods retailer, selling everything from running shoes and apparel to sporting equipment. Centauro is rapidly expanding its brick-and-mortar footprint in Brazil and is investing in e-commerce to accelerate online sales as well.



*The consumer market is increasingly present on mobile platforms and therefore the cross-device analysis become extremely important in evaluating the results.*

*Understanding the Centauro customers’ browsing behavior is a fundamental process to become the user experience better. In Centauro.com.br, more than 40% of purchases already are influenced by mobile, highlighting the importance of multiplatform impact on sales and online media buying”*

– Germano Batista  
Head of Marketing, Centauro.com.br

## The challenge

Centauro has been running Criteo campaigns since 2012 and is an early adopter of Criteo innovations. The retailer has already implemented advanced technologies such as the Criteo COS algorithm, Extended Browser Support, Engine-Optimized Segments, HTML banners and mid funnel targeting.

Like most retailers, Centauro’s online customers are increasingly using multiple devices on the path to purchase. Centauro wanted to better understand that multi-device behavior to improve the effectiveness and performance of its online marketing.

## The solution

Most recently, Centauro deployed Criteo's cross-device solution to get a clear picture of the role each device plays in the buying cycle and to increase cross-device performance.

Criteo's cross-device solution is based on exact match identification, enabling it to track users across devices with 100% accuracy. With this technology, Centauro was able to better understand their consumers' multi-device path to purchase, and clearly see the importance of being able to reach consumers at each step of their journey.

## The results

Criteo's cross-device tracking revealed:

- An estimated 16% cross-device conversions following a click on desktop
- An estimated 47% cross-device conversions following a click on a mobile/tablet
- An estimated 17% sales on devices other than where the Criteo banner was clicked
- Cross-device activation generated +3% incremental displays and +1.5% clicks



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