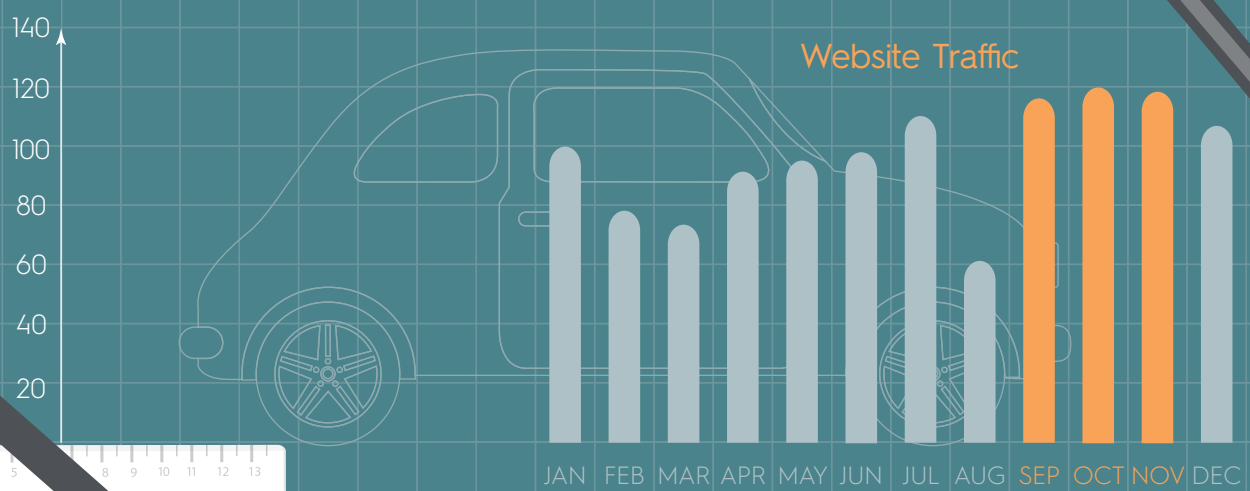
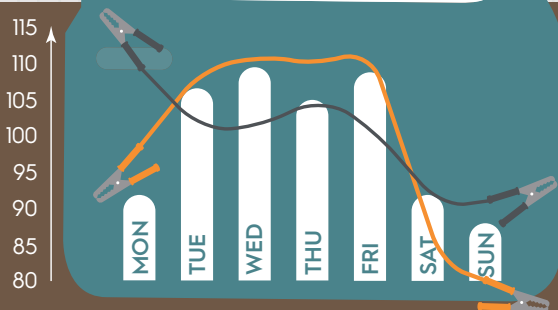


## Back to school season brings a lot of page views\*



\*Yearly average normalized to 100



On Monday people check websites but convert during the rest of the working week\*

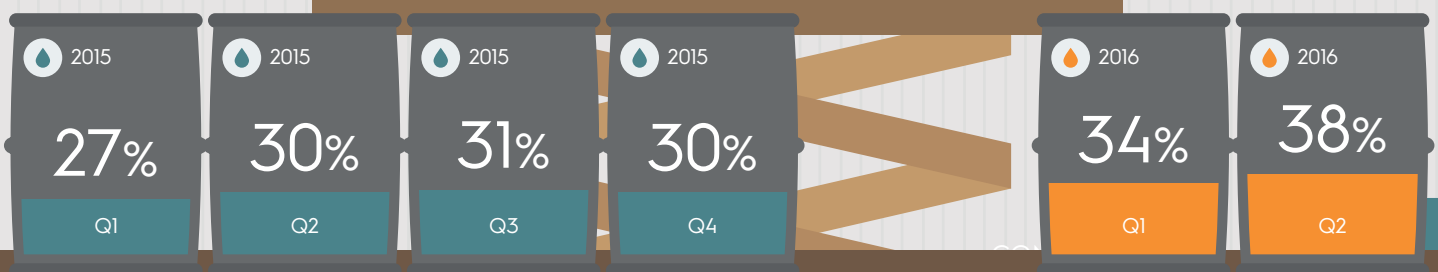
Leads Events Conversion Rate

\*Averages normalized to 100. Criteo Internal data, 2015 and 2016 (up to end of May)

## Growth of Mobile traffic\*

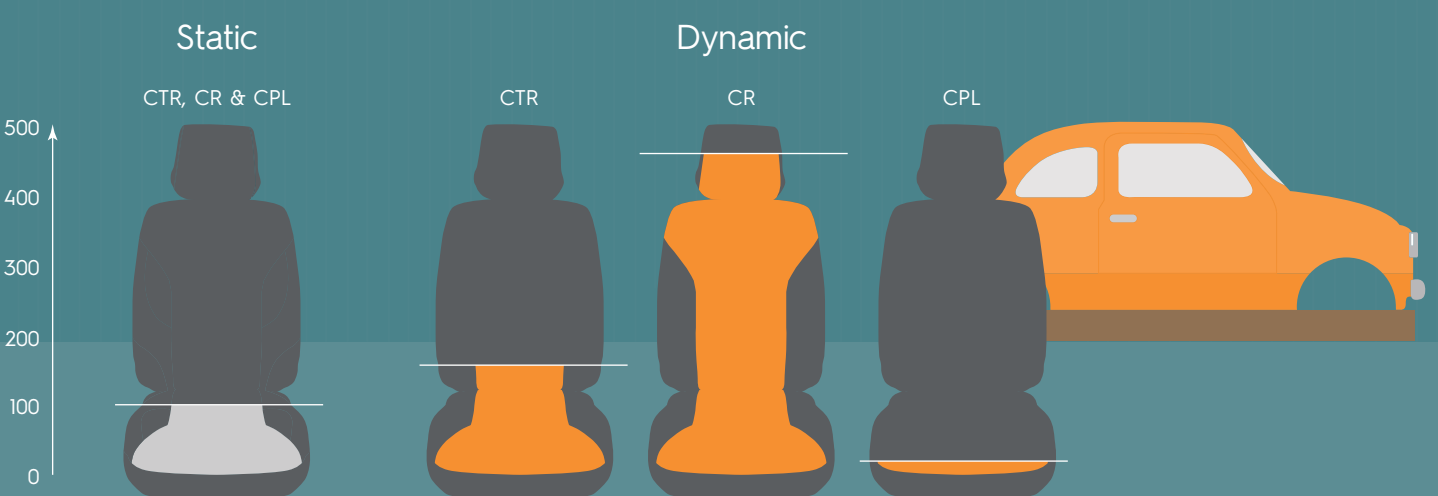


Mobile on site events (compared to desktop)

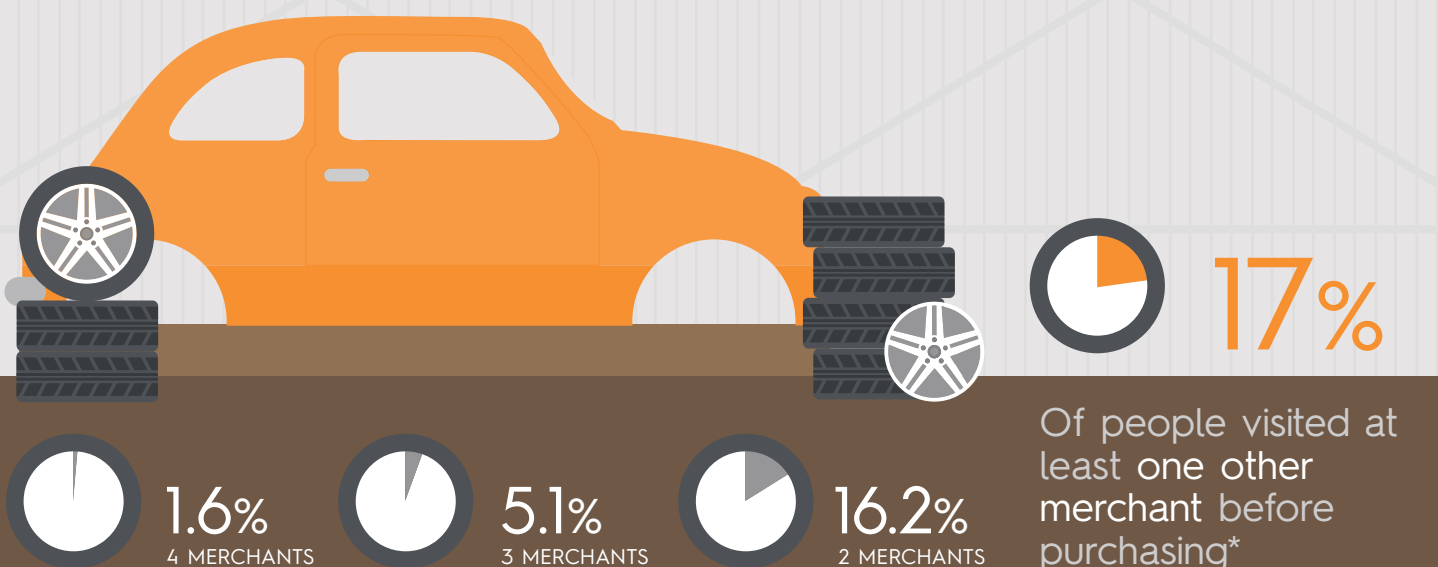


\*Criteo Internal data, 2015 and 2016 (up to end of May)

## Static vs. dynamic banners\*



\*Metrics of static banners normalized to 100. Criteo Internal data, 2015 and 2016 (up to end of May)



\*During the 30 previous days. Criteo Internal data, 2015 and 2016 (up to end of May)

### Methodology:

Criteo internal data from 1st January 2015 to 31st May 2016, analyzing more than 250 million events in over 60 campaigns.

For more information, please visit [www.criteo.com/it](http://www.criteo.com/it)