



## **From Webrooming to Mobile Shopping: Criteo Releases Outlook for the eCommerce Industry in 2015**

*Report highlights the shift to mobile advertising, cross device solutions and native formats, resulting in improved return on ad spend for marketers*

**New York – January 22, 2015** – [Criteo](#) (NASDAQ: [CRTO](#)), the performance marketing technology company, today revealed its 2015 eCommerce Industry Outlook report, which highlights key trends that will have a significant impact on the industry over the course of the year. The report helps advertisers stay ahead of the curve and adjust their marketing strategies and investments to align with consumers' evolving online shopping behaviors.

Criteo's predictions, based on data insights from billions of online transactions, include:

- Enhancing cross-device capabilities will be a major focus as 58 percent of retail executives and ad agencies rank the technology as the most important of their 2015 mobile marketing efforts<sup>1</sup>
- Rapid growth in native advertising will be driven by programmatic buying
- Brick-and-mortar retailers will heavily focus on online strategies as webrooming and showrooming will have an increasing impact on sales
- Retailers will put a heavy emphasis on app re-engagement as 42 percent of retail executives and ad agencies rank consumer engagement as the primary goal of mobile app strategies<sup>2</sup>

"2015 will be a dynamic year for the eCommerce industry as consumer online shopping behavior continues to evolve at a rapid pace. The growth in time spent across multiple screens means marketers need to manage more complexity when targeting consumers," said Eric Eichmann, President and COO, Criteo. "Advertisers who stay ahead of the curve by making sound investments in solutions like cross-device targeting and mobile-optimized websites and apps will be best positioned to meet consumer demand and generate sales."

To download Criteo's complete 2015 eCommerce Industry Outlook report, please visit <http://www.criteo.com/resources/criteo-ecommerce-industry-outlook-2015/> and for more information about Criteo and its technology please visit [www.criteo.com](http://www.criteo.com).

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### **About Criteo**

Criteo delivers personalized performance marketing at an extensive scale. Measuring return on post-click sales, Criteo makes ROI transparent and easy to measure. Criteo has over 1,000 employees in 21 offices across the Americas, Europe and Asia-Pacific, serving over 6,000 advertisers worldwide with direct relationships with over 8,000 publishers.

For more information, please visit <http://www.criteo.com>.

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<sup>1</sup> Criteo and Digiday Survey, July 2014

<sup>2</sup> Criteo and Digiday Survey, July 2014

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