



Criteo's Mother's Day Report Provides Key Insights to Help Retailers Win Greater Spring Sales

Mother's Day Shopping Drives Increases in Other Purchases, with Jewelry Sales up 44% and Food Basket Sales Up 102%

NEW YORK – April 27, 2017 – Criteo S.A. (NASDAQ: CRTO), the performance marketing technology company, today released a Mother's Day 2017 report with key insights to help retailers prepare for the spring shopping season. Each year, children and spouses husbands increasingly turn to online shopping to shower moms with food, flowers, small appliances or even a bit of bling. Criteo's report highlights the hot categories and products to pay attention to – jewelry sales increase 44%, while food basket sales rise an impressive 102% – and provides useful tips on how to maximize your advertising budget.

"According to the National Retail Federation, an average of \$172.22 was spent on every mother for Mother's Day in 2016, and one-third of that was in online sales," said John Roswech, Executive Vice President, Brand Solutions, Criteo. "Retailers and brands that are armed with Criteo's knowledge and expertise will be best prepared to capitalize on our love for the most important person in our lives and win Mother's Day sales."

Key takeaways from the report include:

- **Fine-tune product descriptions:** For this occasion, shoppers may be buying products they are not familiar with that are in crowded categories.
- **Be smart about your placements:** Buy placements that cover primary categories and complementary ones — chocolates with flowers — as well as product-specific keywords.
- **Start early with Sponsored Products:** Make sure you are reaching the "planners" who research and lock in gifts early in key gifting categories.
- **Make sure you have enough spend to cover those last-minute shoppers:** The increasing expectation of two-day and same-day delivery are fueling spend up right up to Mother's Day.

To learn more about how brands and retailers can win Mother's Day sales, please visit

<http://www.criteo.com/resources/mothers-day-2017>.

About Criteo

Criteo (NASDAQ: CRTO) 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 2,500 employees in more than 30 offices across the Americas, EMEA and Asia-Pacific, serving over 14,000 advertisers worldwide and with direct relationships with thousands of publishers. For more information, please visit www.criteo.com.

Media Contact:

Kenya Hayes

k.hayes@criteo.com

(703) 589-7595