



## **Criteo Predictive Search Transforms Google Shopping for Retail Marketers**

**NEW YORK – July 13, 2017** – Criteo S.A. (NASDAQ: CRTO), the performance marketing technology company, today announced growing adoption of Criteo Predictive Search, which offers retail marketers an uplift in Google Shopping revenue. Since launching the product a year ago, Criteo has seen continual quarter-over-quarter growth – more than doubling its customers between Q1 and Q2 2017. Today, more than 150 U.S. retailers are using Criteo’s solution to precisely target shoppers and enable a more efficient ad bidding process for Google Shopping. Leading U.S. retailers taking advantage of Criteo Predictive Search include Monoprice, Sole Society, US-Mattress and Clarks, among many others.

“Innovation for this channel was long overdue,” said Dave Schwartz, Vice President, Search, Criteo. “Criteo Predictive Search is consistently delivering higher performance on Google Shopping campaigns for retailers than they saw prior to adopting the product – and this is across all major shopping verticals. Our customers are reaping the benefits of a fully machine-learned solution and seeing unparalleled performance gains.”

### **Customers Bullish on Criteo Predictive Search**

#### **Clarks**

“The top three benefits we value in Criteo’s Predictive Search capabilities are scale, service and, of course, performance,” said Gian Casimiro, Paid Search Marketing Manager, Clarks. “Criteo’s advanced bidding technology helps our customers see the right shoes at the time, when they are most likely to buy.”

#### **Monoprice**

“In Criteo we now have a comprehensive solution that incorporates machine learning throughout the process to optimize our entire Google Shopping program,” said Diana Toldoya, Director of Digital Marketing, Monoprice. “Criteo Predictive Search transformed our Google Shopping program with precision bidding for products and precision targeting of shoppers, helping us realize efficiencies and exceeding our revenue and ROI expectations.”

#### **US-Mattress**

“We are benefiting from spend efficiency by leveraging Criteo Predictive Search – and revenue has doubled,” said Bohan Huang, Marketing Manager, US-Mattress. “Criteo’s solution automates bidding at the SKU level and leverages machine learning to precisely target customers who will make purchases and to focus on shoppers with higher average order value.”



Initially launched last fall, Criteo Predictive Search brings performance marketing to Google Shopping to offer a complete, fully automated solution. Criteo Predictive Search is designed to enable more efficient bidding through precise, predictive optimization and targeting across every aspect of a campaign. The solution is underpinned by advanced machine learning technology that is a key driver of campaign performance.

Criteo Predictive Search is available now in the U.S., France and Brazil, with further global availability to be added throughout 2017. To learn more visit [www.criteo.com/products/criteo-predictive-search](http://www.criteo.com/products/criteo-predictive-search).

#### **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](http://www.criteo.com).

#### **Media Contact:**

Kenya Hayes

[k.hayes@criteo.com](mailto:k.hayes@criteo.com)

(703) 589-7595