

# Let's Connect More Shoppers to the Things They Need and Love.

Welcome to the Vibrant Future of Commerce Marketing.

## Today's shoppers are changing fast.

New habits, higher expectations, and a desire for exciting, personalized shopping experiences are making shoppers harder to know, reach, and inspire. To win in today's always-on world, marketers need the ability to meaningfully connect with shoppers across channels and devices online and off. Critical factors such as a lack of data and an incomplete view of the shopper, combined with massive competition, are forcing a major disruption in retail.

**We're primed to be at the forefront of change.**

## By working together, everyone wins.

At Criteo, we're building a powerful and open Commerce Marketing Ecosystem (CME) where retailers, brands, and publishers thrive. By connecting more shoppers to the things they need and love, we're able to deliver the highest performance and maximum profits and sales for all participants.

Our open ecosystem levels the playing field for everyone, opening new doors to generate omnichannel sales profitability, and offering big data, massive scale, and unparalleled machine-learning technology.

## Criteo Shopper Graph: The Heart of CME

Criteo Shopper Graph is the foundation of the Commerce Marketing Ecosystem and one of the world's largest sets of shopper data, built from over 700 million active online shoppers and 10,000+ websites across the globe that continuously share their data with us. With Criteo Shopper Graph you'll:

### Know

Know more about your shoppers with product interest data gathered from 23B interactions across 16,000 ecommerce sites, and insights from the \$550B in online sales we see per year, plus a growing amount of offline transaction data.

### Reach

Reach more shoppers when and where it counts with cross-device, same-device, and online/offline ID matching (2B+ unique IDs have been mapped across devices so far), an unrivaled publisher footprint, and the 17,000+ retailers and brands contributing to a powerful network effect that benefits all.

### Inspire

Inspire more purchases with a purpose-built technology stack that uses best-in-class machine learning, fueled by the 600TB of shopper data we see per day and 1.2B shoppers we see each month, to optimize against real-time shopping outcomes.

**The Criteo Commerce Marketing Ecosystem enables you to leverage a suite of solutions across the entire shopping journey.**

#### • Acquire

##### Criteo Customer Acquisition<sup>BETA</sup>

Drive new customer conversions and maximize your acquisition campaign ROI.

#### • Convert

##### Criteo Dynamic Retargeting

Connect with shoppers across web, mobile, social, and video with relevant, customized ads.

##### Criteo Sponsored Products

Monetize web and app traffic via native ads from brands that sell on your site.

#### • Re-engage

##### Criteo Audience Match<sup>BETA</sup>

Identify your audience and target them with specific marketing objectives, like cross-sell/upsell opportunities, or a special promotion.