

Target relevant new customers with

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

As an online retailer, you're always looking for effective ways to unlock incremental new revenue and drive website traffic.

Criteo Customer Acquisition<sup>BETA</sup> helps you identify new customers, and targets them based on their interests and likelihood to convert on your website, generating significant new revenue from new customers.



## Reach new customers with personalized product recommendations

Criteo Customer Acquisition<sup>BETA</sup> engages new customers based on historic shopping and browsing events, their interests and likelihood to convert for your products. It helps you drive conversions from new customers through personalized product recommendations across devices and our immense publisher network, reaching up to 12x more shoppers.



**1.2B+**

Global active internet users



**12x**

Greater audience reach



**73%**

New customer rate

## Criteo's Unique Benefits



### Target the Right Shopper

Granularly identify and isolate new customers from existing ones, across more than 1.2B active online shoppers and our immense publisher network through the powerful Criteo Shopper Graph.



### Increased Shopper Conversions

Target highly relevant shoppers with a high propensity to convert for your products, through Criteo's granular analysis on aggregated shopping and browsing events.



### Personalized Product Recommendations

Drive up to 73% of new customer rate and bolster shopper engagement, through our user-centric, product recommendation and machine learning technology across your acquisition campaigns.



### Unique, Performance-Based Model

Drive maximum ROI, and benefit from a unique, performance-based acquisition solution, so you only pay when new shoppers engage with your campaign.

Start targeting new customers with personalized product recommendations, and drive significant new revenues from new conversions with Criteo Customer Acquisition<sup>BETA</sup>.

**For more information, please contact your Criteo Account Strategist.**

### About Criteo

Criteo (NASDAQ: CRTO), the leader in commerce marketing, is building the highest performing and open commerce marketing ecosystem to drive profits and sales for retailers and brands. 2,700 Criteo team members partner with 16,000 customers and thousands of publishers across the globe to deliver performance at scale by connecting shoppers to the things they need and love. Designed for commerce, Criteo Commerce Marketing Ecosystem sees over \$550 billion in annual commerce sales data.

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

