



Criteo Audience Match^{BETA}:

Re-engage your customers and
increase sales



Nikos Drakatos and Alexander Scheufler

Senior Product Marketing Manager and Global Advisor
Strategy Manager, Criteo



Nikos Drakatos

Senior Product Marketing Manager



Alex Scheufler

Global Advertiser Strategy Manager

Agenda



Challenges of re-engaging lapsed shoppers



What is Criteo Audience Match^{BETA}?



The Technology



Getting Started with Criteo Audience Match^{BETA}

Finding your audience ...again



The challenges of re-engaging lapsed shoppers...



Email response rates just over 20% & average CTR of 2%¹.



Low match rates



Walled gardens



Creative optimization



Manual campaign set-up



Limited inventory reach

Sources:

1. <https://mailchimp.com/resources/research/email-marketing-benchmarks/>
2. <http://www.adweek.com/digital/mediakix-time-spent-social-media-infographic/>

Introducing Criteo Audience Match^{BETA}



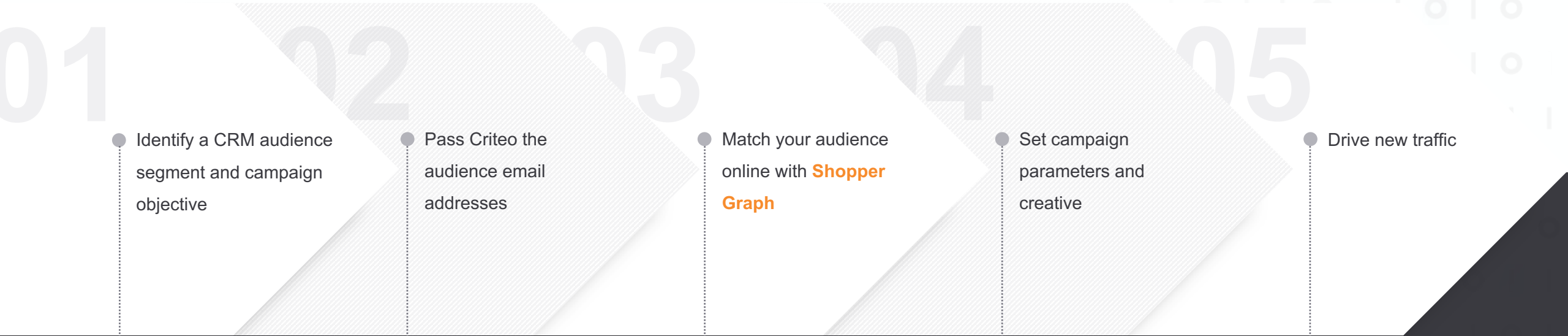
Re-engage audiences with dynamic paid display ads across web, mobile browsers and apps with market leading match rates and the broadest campaign reach



How it works



Criteo Audience Match^{BETA}



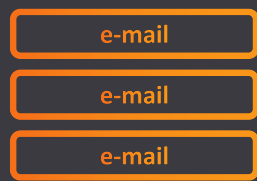
● Identify a CRM audience segment and campaign objective

● Pass Criteo the audience email addresses

● Match your audience online with **Shopper Graph**

● Set campaign parameters and creative

● Drive new traffic

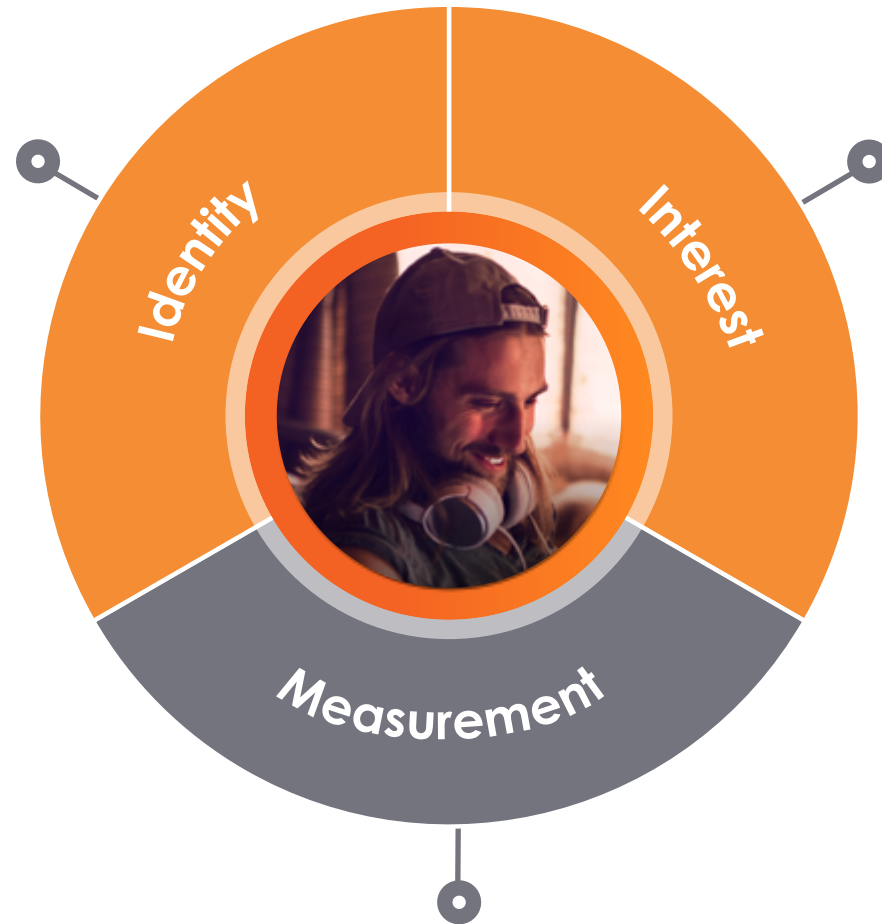


Find more lapsed shoppers with Criteo Shopper Graph

A unified understanding of a shopper's online journey and real-time intent data



- 1.2B+ cross-device profiles
- 3.7B+ device IDs
- 10,000+ participating clients



- 1.2B+ monthly active shoppers
- 120+ shopping intent signals evaluated per shopper
- 4B+ products
- 23B product interactions per month
- 600TB daily shopper data

- \$615B Annual ecommerce sales
- \$27B Annual post-click sales

The world's
largest open
shopper data set

Unique capabilities of Criteo Audience Match^{BETA}



**Leading match rates
of over 60%**



**Broadest reach with
premium inventory
access**

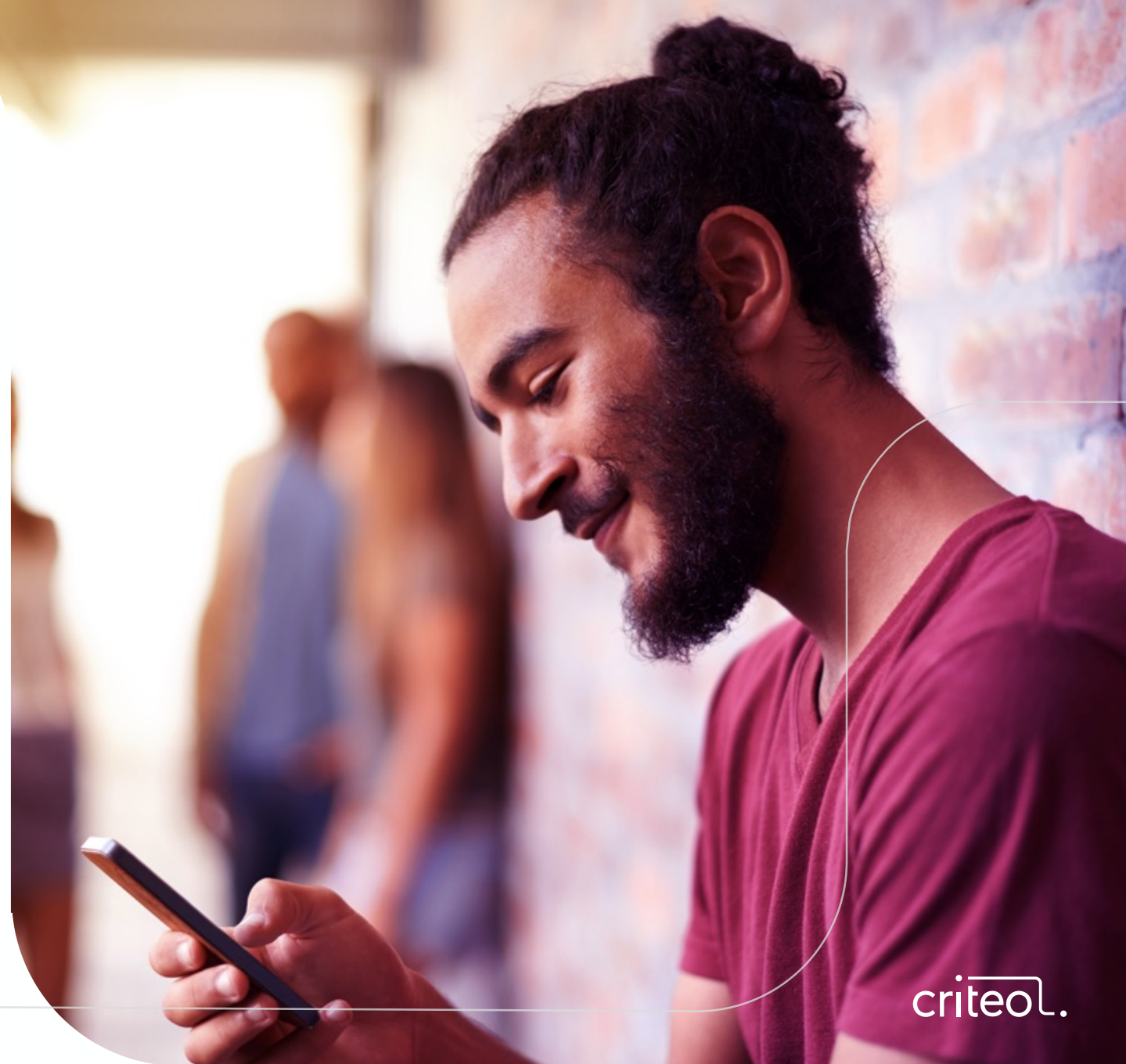


**Dynamic ads balance
brand and performance**



**Synchronize with Criteo
Dynamic Retargeting
campaigns**

Criteo Audience Match^{BETA} in Action



criteo.

Criteo Audience Match^{BETA} use cases



Top Sellers



Lapsed shoppers

Seasonal



Seasonal Buyers

Offline to Online



Offline Buyers



Loyalty Card Holders

Loyalty



Audiences that may soon churn

Upsell



Bundle Offer

New product offers



Best Candidates for Buying

Cross-Sell



Targeted Cross-Sell

Upgrade



Audiences likely to upgrade

La Redoute FR increases sales and expands retargeting audience



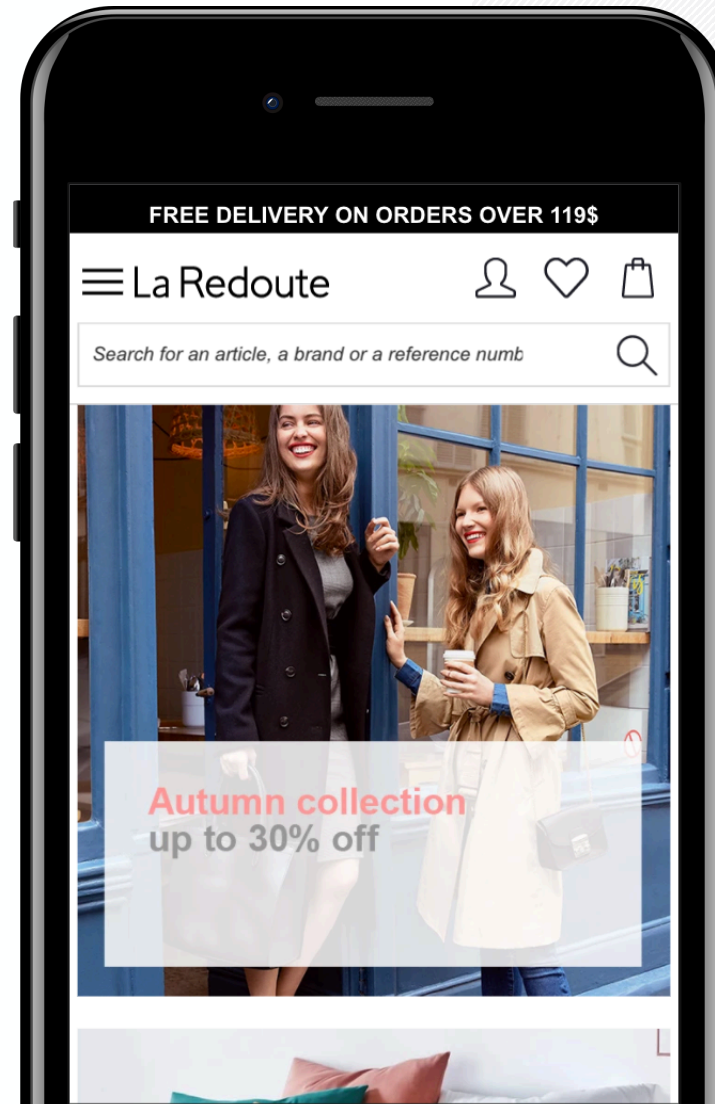
La Redoute

The Challenge

- Re-engage customers who have not bought for more than 2 years

The Solution

- On-board a list of inactive customers
- Target these users
- Served dynamic creative based on best sellers



The Results

70%
Match rate

+50%
Sales

Getting Started & Best Practices



Getting started with Criteo Audience Match^{BETA}



Pre-requisite

- Upload audience email list at audience.criteo.com
- Receive immediate match rate feedback

Agreement

- Agree campaign budget and KPIs.
- Define creative

Activation

- Criteo Technical Services launch campaign

Actions

Criteo
turnaround time

N/a

~ 3 days

~ 2 days

Total estimated time to go live: **~1 week**

Best Practices: What are your goals?



Things to consider:



N-date



Context



Scenario

Why Criteo?



Trusted partner

- Proven results and commerce-focused experience
- No competing business agendas
- We take accountability for results

Openness

- Access to 90%+ commerce activity
- Transparent data usage and reporting
- Enriched data shared back into your systems

Performance at scale

- Integrated, purpose-built technology
- Massive reach
- Machine learning on \$550B commerce sales



Connecting Shoppers
to the things they
need and love



Q&A





