

# Criteo Audience Match

## Capture Audiences That Matter The Most



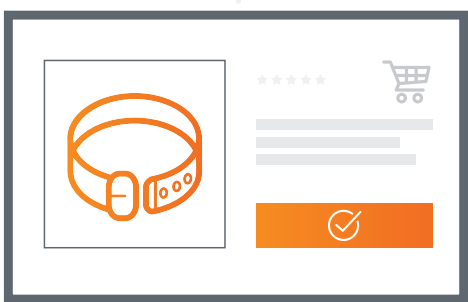
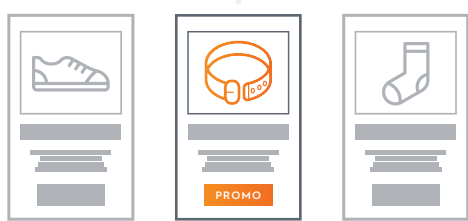
Meet Evan.

How do you constantly engage with your existing customers to create a loyal customer base?

When you use Criteo Audience Match, you can offer highly personalized and relevant ads to audiences that may not otherwise visit your site again. Re-engagement is critical to building loyalty and bringing in more revenue. Especially since, for many businesses, repeat customers offer far higher value.

But how can you ensure that you keep in touch across the shopper journey? Retailers have to think about how to bring offline audiences to online channels, how to show the right ads to the right people on each channel, and what kinds of offers work best.

Here's how Criteo Audience Match can help with re-engagement at each touchpoint:



### Store-to-Web Campaigns

- A few months ago, Evan bought a pair of shoes from your brick-and-mortar location, where he signed up for your loyalty card and provided his email address at the check-out. You've tried emailing him with a few promotions. But you know that inboxes get hundreds of promotions and most email open rates are 20% or less.
- Whatever the case, it's been six months and he hasn't been back since.
- With Criteo Audience Match, you can re-engage Evan by targeting him across channels with updated styles, offer him a special in-store promo code when he completes an online transaction, or promote a new store opening in his area.
- Evan uses a special on-line only promo code to buy a belt from your website. Another few months pass.



### Seasonal Campaigns

- It's Back to School shopping season!
- Based on Evan's other purchases and browsing history, you know he's buying clothes for his children, too. With a personalized ad, you can show Evan special deals on backpacks right as the back to school shopping season gets underway.
- He clicks and buys two backpacks so his kids can start the school season right now.



### Loyalty Campaigns

- Now, it's winter. Evan's a loyal customer. How can you show him you value his loyalty?
- With Criteo Audience Match, you can segment your customers based on the level of interaction they have with your brand. In addition to an email campaign, you can start to offer him personalized ads with loyalty rewards.

With Criteo Audience Match, the possibilities are endless.

And we can help you plan out the best campaigns to re-engage your most important audiences. Contact your Criteo representative today to learn more about Criteo Audience Match!

