



Criteo Ranked Number One in AdTech Worldwide Market Share According to Leading Analyst Firm Report

First-ever advertising software industry report analyzes market fragmentation and growth projections

NEW YORK—September 18, 2018—[Criteo](#) S.A. (NASDAQ: CRTO), the advertising platform for the open Internet, has been ranked #1 in 2017 market share for adtech worldwide in a new market share report from IDC. The report, IDC, [Worldwide Digital Advertising Software Market Shares, 2017: Despite Intense M&A Activity, Still a Fragmented Market \(September 2018\)](#)¹, quantifies for the first time the advertising software market at \$12.7 billion, growing 38% year on year. Criteo is ranked #1 globally with a 7.4% market share.

The overall market for advertising software grew at 38% year on year, from \$9.2 billion in 2016 to \$12.7 billion in 2017. IDC forecasts adtech sales to grow to 7.8% by 2022, driven by strong ad spend growth. Automation is also a factor for positive industry growth, particularly as marketers continue to transition from traditional TV advertising to digital video and connected TV advertising strategies.

"Criteo's aggressive approach to innovation allows us to provide brands and retailers with the data and technology they need," said Mollie Spilman, Chief Operating Officer, Criteo. "We are focused on our leadership role and guiding our customers through the new era of commerce marketing."

"Criteo came out as a market leader in our first-ever analysis of advertising technology vendors," said [Karsten Weide](#), Program Vice President, Digital Media and Entertainment, IDC. This is mostly due to the strong position they have built in retargeting over the past 13 years, and they have become an end-to-end player by offering other solutions as well for both brands and publishers. "

Criteo's roadmap and significant investment in technology, including AI innovation, positions the company to shape the future of advertising. Criteo understands that retailers and brands of all sizes need access to data to create value during every touchpoint of the shopper journey. Criteo is committed to ensuring that the digital advertising ecosystem can thrive through better customer insights, the best technology and healthy competition.

Learn more and download the IDC report [here](#).

About Criteo

Criteo (NASDAQ: CRTO) is the advertising platform for the open Internet, an ecosystem that favors neutrality, transparency and inclusiveness. 2,700 Criteo team members partner with close to 19,000 customers and thousands of publishers around the globe to deliver effective advertising across all channels, by applying advanced machine learning to unparalleled data sets. Criteo empowers companies of all sizes with the technology they need to better know and serve their customers. For more information, please visit www.criteo.com.

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¹ Doc #US44240218