



Criteo Announces New Traffic Generation Solution to Increase Engagement in Clients' Upper-Funnel Campaigns

Marketers can now engage with over 300 in-market commerce audiences higher in the customer journey

New York, NY – March 11, 2020 – [Criteo](#) S.A. (NASDAQ: CRTO), the global technology company powering the world's marketers with trusted and impactful advertising, today announced global availability of its marketing solution for traffic generation, which helps advertisers connect with new audiences to drive engagement and increased website traffic. Previously in beta testing with over 750 clients, our Traffic Generation solution enables marketers to influence prospective users in high-intent moments as they research, compare and consider different brands. The launch expands Criteo's portfolio beyond lower-funnel retargeting and includes over 300 in-market audiences that retailers and brands can tap into.

According to [Criteo data](#), an average user will spend up to four weeks deciding on the right brand for their needs, and 73% of people are willing to consider a completely new brand during their decision-making process. Criteo now allows marketers to take advantage of this significant opportunity. With real-time, first-party data and Criteo's renowned [AI Engine](#), marketers can reach and engage with users at the precise moment that they are ready and willing to discover new brands.

[Karsten Weide](#), Program Vice President, Media & Entertainment at IDC ([@KarstenW](#)) added: "There is a huge opportunity for programmatic vendors, but especially for those that are big in retargeting, such as Criteo, to branch out from performance marketing to upper-funnel brand campaigns designed to drive consideration. IDC estimates almost half of all digital ad spend in the U.S. was brand-related in 2019, a \$70B potential of which large parts are untapped by vendors previously focused on direct-response advertising."

Criteo's Traffic Generation solution includes the following capabilities:

- **Multiple audience options:**
 - **Similar Audiences** allows marketers to find new lookalike audiences similar to those of prior campaigns.
 - **Commerce Audiences** allows marketers to select from 300+ in-market audiences aggregated from Criteo's first-party data.
 - **Custom Audiences** allows marketers to re-engage with lapsed users to help re-surface their brand.

Similar and Custom Audiences is available worldwide and Commerce Audience is available in 20 countries.

- **Self-serve user interface:** Using Criteo's Management Center, marketers can activate their consideration campaigns and gain insights into brand results.
- **Optimized bidding:** Using Criteo's AI Engine, optimized on driving more quality traffic, marketers can rely on technology that pushes display ads at the precise moment a user is ready and willing to engage with the brand.

- **Creative layouts:** Using Criteo's interactive display formats that blend branding images and videos with personalized recommendations, marketers can grab their audience's attention and drive more relevant interactions.

Clients are already starting to see strong results: "Since partnering with Criteo, we've generated 2x more traffic compared to any other vendor, and we've seen a 30% growth in business. Using Criteo's lookalike AI, we've targeted new audiences at the top of the funnel and brought them to our site," said Back Sung Ku, Manager of the Marketing Planning Division of Dholic Ladies, a fast-growing brand for women's fashion. "Driving upper-funnel campaigns has helped us grow our brand. We are very impressed with the results."

As Criteo continues to develop its solutions and align its technology to more marketing objectives, it intends to integrate new capabilities to provide more transparency, control and performance.

To learn more about how Criteo can help you achieve brand results, please visit:

<https://www.criteo.com/solutions/drive-traffic/>

About Criteo

Criteo (NASDAQ: CRTO) is the global technology company powering the world's marketers with trusted and impactful advertising. 2,800 Criteo team members partner with over 20,000 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.

Forward-Looking Statements Disclosure

This press release contains forward-looking statements, including statements regarding additional products and features that may be made available in the future, and other statements that are not historical facts and involve risks and uncertainties that could cause actual results to differ materially. Factors that might cause or contribute to such differences include, but are not limited to: failure related to our technology and our ability to respond to changes in technology, uncertainty regarding our ability to access a consistent supply of internet display advertising inventory and expand access to such inventory, investments in new business opportunities and the timing of these investments, whether the projected benefits of acquisitions materialize as expected, uncertainty regarding international growth and expansion, the impact of competition, uncertainty regarding legislative, regulatory or self-regulatory developments regarding data privacy matters and the impact of efforts by other participants in our industry to comply therewith, failure to enhance our brand cost-effectively, recent growth rates not being indicative of future growth, our ability to manage growth, potential fluctuations in operating results, our ability to grow our base of clients, and the financial impact of maximizing Revenue ex-TAC, as well as risks related to future opportunities and plans, including the uncertainty of expected future financial performance and results and those risks detailed from time-to-time under the caption "Risk Factors" and elsewhere in the Company's SEC filings and reports, including the Company's Annual Report on Form 10-K filed with the SEC on March 2, 2020, as well as future filings and reports by the Company. Except as required by law, the Company undertakes no duty or obligation to update any forward-looking statements contained in this release as a result of new information, future events, changes in expectations or otherwise.

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