



## Criteo Announces Implementation of Nielsen Digital Measurement Solutions

*New relationship will enable marketers to understand the brand lift benefits of their performance campaigns and measure the demographics of the consumers they reach*

**New York, NY – April 22, 2020** – [Criteo](#) S.A. (NASDAQ: CRTO), the global technology company powering the world's marketers with trusted and impactful advertising, today announced the planned implementation of Nielsen's [Digital Ad Ratings](#) (DAR), the industry standard for digital ad measurement, and [Digital Brand Effect](#), which helps advertisers better measure and optimize brand lift metrics, with Criteo solutions.

Combining the power of Criteo's [Shopper Graph](#) and [AI Engine](#) with audience demographic measurement from Nielsen will enable advertisers to validate consumers based on specific parameters, such as age or gender. Nielsen's Digital Ad Ratings provides a comprehensive, de-duplicated next-day view of an ad's audience across desktop, mobile and connected devices in a way that is comparable to Nielsen TV Ratings. As Criteo continues its evolution into a full-funnel advertising platform and aligns its technology to a broader array of marketing objectives and insights, including Connected TV, DAR measurement will help provide more transparency, flexibility and performance for brand advertisers.

Criteo has built its reputation on its unparalleled direct response advertising engine. As clients are looking for more transparency and outcomes measurement, measurement capabilities like Nielsen's Digital Brand Effect enables Criteo clients to now understand the additional brand uplift benefits they receive from their performance-oriented campaigns.

"We're thrilled to be working with a global leader like Nielsen as we diversify our marketing solutions," said Megan Clarcken, Chief Executive Officer at Criteo. "Having worked at Nielsen prior to joining Criteo, I know the tremendous value they bring as a trusted partner to the ecosystem. This relationship is another step in our full-funnel evolution, adding further value to the \$900B of intent and purchase insights contained in our Shopper Graph with independent measurement from Nielsen Digital Ad Ratings and Digital Brand Effect insights."

Peter Bradbury, Chief Commercial Officer at Nielsen added: "We're committed to improving digital advertising accountability by providing marketers with the insights they need to find the consumers that matter most for their brand. We're excited to work with Criteo and look forward to seeing how brands and retailers across their network can leverage our audience metrics."

### **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](http://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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#### **About Nielsen**

Nielsen Holdings plc (NYSE: NLSN) is a global measurement and data analytics company that provides the most complete and trusted view available of consumers and markets worldwide. Nielsen is divided into two business units. Nielsen Global Media, the arbiter of truth for media markets, provides media and advertising industries with unbiased and reliable metrics that create a shared understanding of the industry required for markets to function. Nielsen Global Connect provides consumer packaged goods manufacturers and retailers with accurate, actionable information and insights and a complete picture of the complex and changing marketplace that companies need to innovate and grow.

Our approach marries proprietary Nielsen data with other data sources to help clients around the world understand what's happening now, what's happening next, and how to best act on this knowledge.

An S&P 500 company, Nielsen has operations in over 100 countries, covering more than 90% of the world's population. For more information, visit [www.nielsen.com](http://www.nielsen.com).

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