PrestaShop and Criteo Join Forces to Help Merchants Generate Traffic and Sales

The new Criteo Product Ads module in PrestaShop allows the platform's merchants to effectively engage and re-engage their audiences

London – June 4, 2020 – PrestaShop, the leading e-commerce platform in Europe and Latin America, and Criteo, the global technology company powering the world's marketers with trusted and impactful advertising, are teaming up to bring the best e-commerce and advertising technologies to small and medium-sized businesses (SMBs). As a first step, both companies announce the launch of the Criteo Product Ads module in PrestaShop. With Criteo's scalable and AI-driven advertising technology, PrestaShop merchants can attract users to visit their online stores and buy from them.

Merchants cannot rely on organic site traffic alone and consequently need to spend a lot of time and resources to help drive new customers to their website. Even with these efforts, an average of 98% of site visitors abandon their shopping carts or leave the site without making a purchase.

The Criteo Product Ads module enhances customer experience through relevant product ads while helping merchants automate their efforts to attract new visitors for their site and to encourage them to complete their purchase.

Key benefits of the Criteo Product Ads module in PrestaShop include:

- **Generate quality traffic:** By analyzing billions of shopping transactions globally, Criteo Product Ads help to identify and address those visitors who are most valuable for each PrestaShop merchant
- **(Re-)engage users:** Merchants benefit from Criteo's access to millions of e-commerce transactions and vast publisher network to engage visitors with personalized ads that fit their interests, based on the merchants' PrestaShop product catalogues
- **Easy set-up:** By installing the Criteo Product Ads module on PrestaShop, Criteo automatically starts to design and build branded and ready-to-use display ads. This is a free-of-charge service that can be done in under 10 minutes
- **Maximize Return-on-Ad-Spend (ROAS):** Merchants define a daily budget and are only charged when a user clicks on an ad. As a result, they can stop spending money on ineffective advertising that doesn't bring high-quality visitors to their site

Quotes:

Alexandre Eruimy, CEO of PrestaShop said: "Our goal will always be to find the best way to help merchants to achieve their goals. This new strategic partnership with the world leader in AdTech reinforces our position as a growth accelerator for the most ambitious e-commerce projects. Thanks to this module, we offer our merchants the same advertising power as some of the biggest ecommerce players."

Thomas Jeanjean, Chief Transformation Officer at Criteo, said: "At Criteo, we are aiming to empower more companies to utilize our vast shopping data and insights to attract and retain customers. I'm very excited that our partnership with PrestaShop will now allow hundreds of thousands of merchants to benefit from our technology and data. This is following the launch of Criteo Partners, our global channel partner program, the next milestone in the transformation of our business."

Merchants quotes:

Miquel Joan Vidal Riutort, CMO of Materiales de Fabrica, said: "With this module, it was very easy to carry out the integration of the Criteo tag in PrestaShop and this has helped us to have better control over clicks, impressions, visits and sales. Both are very intuitive and allow you to customize a wide variety of aspects, which makes it easier for us to increase control over our KPIs."

Joshua Naden, Digital Market & Traffic Manager at Groupe CSP, said: "Thanks to the strong ROAS [from Criteo], we continue to show the value of Digital Marketing to our management."

Resources:

Demo video: https://fast.wistia.net/embed/iframe/7zistl86xz

Download module: https://addons.prestashop.com/en/merchandising-prestashop-modules/46852-criteo-product-ads.html?ab=1#overview

About PrestaShop

Founded in 2007, PrestaShop has moved from a French start-up to a scale-up in the past 10 years offering merchants to create and develop their online business thanks to performant technical solutions. Today more than 300,000 shops worldwide are using the PrestaShop software. Based on an open source model, PrestaShop gives anyone, in any country around the world, the ability to open up and run a successful online store.

About Criteo

Criteo (NASDAQ: CRTO) is the global technology company powering the world's marketers with trusted and impactful advertising. 2,700 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.

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