



## Criteo positioned as a Challenger in the 2020 Gartner Magic Quadrant for Ad Tech

**New York – 29<sup>th</sup> September, 2020** – [Criteo](#) S.A. (NASDAQ: CRTO), the global technology company powering the world’s marketers with trusted and impactful advertising, today announced it was recognized as a Challenger in the September 2020 Gartner Magic Quadrant for Ad Tech, a research report authored by Andrew Frank, Lizzy Foo Kune and Eric Schmitt.

The Gartner Magic Quadrant for Ad Tech evaluates technology vendors for managing digital advertising across channels, including display, video, over-the-top/connected TV (OTT/CTV), mobile, social and search. According to the report, “Challengers in this Magic Quadrant perform as well as (or better than) Leaders but tend to focus more narrowly on certain channels, strategies or nonenterprise buyer profiles. Challengers are positioned close to the Leaders Quadrant and, in many cases, their specialization is an advantage to some buyers.”

*“We’re pleased to be recognized by Gartner in this report. Earlier this year, we were [recognized by IDC as the leading independent AdTech company.](#)”*  
said [Todd Parsons](#), Chief Product Officer, Criteo.

According to the report “Gartner defines the Ad Tech market as technology for managing digital advertising across channels, including display, video, over-the-top/connected TV (OTT/CTV), mobile, social and search with functions for: targeting, campaign design, media buying, analysis, optimization and automation.”

### What Criteo clients say on [Gartner Peer Insights](#)

Criteo has an overall rating of 4.7 out of 5 by users in the Ad Tech market as of 28 September 2020, based on 32 reviews in the last 12 months.

- [“Easy to Setup, Easy to Use, Easy to Getting Back Our Customers”](#) - Senior Assistant Software Specialist in the Retail Industry - Company Size: Gov’t/PS/ED 5,000 - 50,000 Employees
- [“Super flexible products which can cater every aspect in our business needs”](#) – Internet Marketing Lead in the Retail Industry - Company Size <50M USD
- [“Might be the best advertising platform ever”](#) — Software Developer in the Retail Industry – Company Size: Gov’t/PS/ED 5,000 - 50,000 Employees

The Gartner Magic Quadrant for Ad Tech report was published on the 21<sup>st</sup> September 2020. Gartner subscribers can access it [here](#) (paywall, reference G00451404).

See our take on this report in [this blog post](#).

### **Disclaimer**

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*Gartner Peer Insights reviews constitute the subjective opinions of individual end users based on their own experiences and do not represent the views of Gartner or its affiliates.*



## **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](http://www.criteo.com) or follow us on [@criteo](#).

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