

Criteo Named Winner in Solutions and Culture categories at the International Innovation Awards 2021

Awards recognize Criteo's First-Party Media Network solution and efforts to strengthen a culture of inclusion through and beyond the pandemic

Asia Pacific, 15 December 2021 – [Criteo](#) S.A. (NASDAQ: CRTO), the global technology company that provides the world's leading Commerce Media Platform, has won two awards at the 5th annual International Innovation Awards 2021 in the Service & Solution and Organisation & Culture categories respectively.

Amid the evolving COVID-19 situation, Criteo has helped marketers navigate the future of addressable media with non-cookie identifiers via their [First-Party Media Network](#), which has encouraged the use of data and insights for improved consumer engagement. At the same time, efforts were made to foster a culture of belonging for employees through creative and innovative engagement strategies.

Spearheading the Innovation Revolution, the [International Innovation Awards](#)® (IIA) is a prestigious recognition programme that recognizes outstanding innovations. The Awards announced 52 winners from 260 global entries in its 5th year. The winners were awarded across three categories: Product, Service & Solution and Organization & Culture.

Criteo took home the Service & Solution category for the First-Party Media Network, which was credited for performing identity resolutions across a vast network of over 22,000 marketers and thousands of media owners.

“With widespread business disruptions as a result of the ongoing pandemic and the evolving landscape of addressable media, we understand the pressures that marketers face to perform as they pivot to the responsible use of addressable media,” said Kenneth Pao, Executive Managing Director, Asia Pacific at Criteo.

“Bridging this gap, Criteo’s First-Party Media Network empowers marketers to continue engaging new customers on a global scale by activating first-party data using privacy-by-design measures – ultimately creating personalized engagement and driving business continuity,” Pao added.

Looking ahead, Criteo looks to drive continuous innovation that can support marketers in adjusting to the everchanging consumer demands. “We are heartened to receive recognition for our First-Party Media Network, and will continue to work with brands in the region to connect with their addressable audience through product innovations and our Commerce Media strategy, including Contextual and Video advertising solutions,” said Pao.

Criteo also clinched a second award in the Organization & Culture category with innovative engagement strategies that helped strengthen a culture of belonging and inclusion among employees through and beyond the pandemic.

“Here at Criteo, we believe that the future is wide open when it includes everyone. We are open to listening to our employees and exploring new ways of working that focus on improving and supporting well-being, engagement, collaboration and inclusion. We are constantly pushing the boundaries with new learning experiences, programs and activities that are centred around our employees and their needs,” explained Rachel Scheel, Senior Vice President of Global Diversity, Equity and Inclusion.

To create a culture of belonging during the pandemic, Criteo was quick to implement listening surveys, flexible work policies and Managers@Criteo Circle – a network for managers to share their learnings with each other to provide stronger team support. As efforts to measure and sustain employees’ sense of inclusion, Criteo has also introduced the Inclusion Index earlier in 2021 – a data driven approach to measure employees’ sense of belonging, authenticity, inclusive leadership, and psychological safety.

“As the pandemic continues to evolve, our focus will be on employee wellbeing, to support them as they continue to navigate a hybrid work arrangement. The last two years have been a trying time of challenges and uncertainties, but we will continue to prioritise our employees and build on the momentum by being open to new and creative ways of working together,” said Pao.

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About Criteo:

Criteo (NASDAQ: CRTO) is the global technology company that provides the world's leading Commerce Media Platform. 2,700 Criteo team members partner with over 22,000 marketers and thousands of media owners around the globe to activate the world's largest set of commerce data to drive better commerce outcomes. By powering trusted and impactful advertising, Criteo brings richer experiences to every consumer while supporting a fair and open internet that enables discovery, innovation and choice. For more information, please visit www.criteo.com.

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