

Criteo tackles retail media siloes with API Partnership expansion in EMEA

London, UK – 14 June 2022 – Criteo S.A. (NASDAQ: CRTO), the commerce media company, today announces the expansion of its successful API programme to EMEA. Launching in the UK, France, Germany, Spain and the Netherlands, the API Partnership will give brands and agencies the choice to manage retail media campaigns via their preferred third-party platform.

British grocer Asda is among the leading names Criteo will work with across EMEA. Through the API Partnership, advertisers will now be able to centralise investments with these retailers, increase return on ad spend and save time on campaign management by automating certain campaign optimisation processes.

Launched one year ago in the United States, budget transiting via API platforms now represents more than 40% of all investments from advertisers in the market.

Global partners now able to access inventory from Criteo Retail Media partners in EMEA include CommercelQ, Flywheel, Intentwise, Marin Software, Pacvue, Perpetua, Skaï, Tinuiti and Tradeswell.

Streamlining for scale

According to a recent Forrester report commissioned by Criteo¹, media buying still takes place across a multitude of different technology platforms - over half of marketers globally (55%) currently use six or more platforms to buy media. As the retail media market continues to grow and offer new, lucrative opportunities, training on only one platform to manage campaigns instead of multiple will lend significant time savings.

Jessica Doulton, E-Commerce Director at Omnicom Media Group said: “Accessing Criteo’s inventory through API platforms is an exciting advancement within the eRetail space. According to Forrester, 81% of marketers and retailers say implementing a single platform to manage all commerce media spend and performance in the next 12 months is an investment priority. As margins tighten, streamlining will be critical in allowing our brands to scale their learnings and continue to grow.

“With API partners, we hope to unlock deeper insights, as well as automating time-intensive tasks like reporting. This will in turn allow our team to dedicate more time to developing best in class strategies and optimising campaigns.”

Greater returns for retailers

Being connected with API partners will also have a direct positive impact on retailer monetisation, accelerating the monetisation of inventory by increasing sources of demand.

Alex Crowe, Head of Media Partnerships at Asda, said: “By joining the Criteo API Partner Program, we want to accelerate the deployment of our Retail Media offer by fully aligning with the new needs of brands, advertisers and agencies by allowing them to use the tools they want to manage their investments, but also by being connected to all sources of demand.”

Each API Partner brings a client list composed of large to small brands that sit within many product categories, some of which are currently aligned to empty or partially empty inventory on retailer sites. The increased category coverage rate through the partnership drives a far greater saturation of inventory within native product categories, a win-win for both advertisers and media owners.

"Criteo continues to be a frontrunner in the retail media market", Jill Orr, Managing Director Retail Media for EMEA at Criteo comments. "The recent launch of our self-service Retail Media Platform responds to surging market demand for retail media inventory and provides tools capable of simplifying and improving how investments are managed. It's exciting to roll out the API programme in Europe, following its success in the US market, and offer tools that deliver control and transparency to European brands and agencies."

About Criteo

Criteo (NASDAQ: CRTO) is the global commerce media company that enables marketers and media owners to drive better commerce outcomes. Its industry leading Commerce Media Platform connects 22,000 marketers and thousands of media owners to deliver richer consumer experiences from product discovery to purchase. By powering trusted and impactful advertising, Criteo supports an open internet that encourages discovery, innovation, and choice.

For more information, please visit www.criteo.com.

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