



## **Criteo collaborates with Rakuten to support Japanese advertisers with highly effective full funnel marketing solutions**

**Tokyo – January 17, 2023** – [Criteo](#) S.A. (NASDAQ: CRTO), the commerce media company, today announced it has collaborated with [Rakuten Group, Inc.](#), by connecting Criteo’s AI engine with Rakuten’s operational ad-serving platform “RMP – Display Ads” to support advertisers in Japan with effective full funnel marketing solutions.

Shunsuke Konno, Rakuten Group, Inc. Executive Officer and Vice President of Commerce & Marketing Company, commented, “We are accumulating both online and offline behaviour analysis data via a single ID throughout our services, including ecommerce. Our platform, RMP – Display Ads uses this these behaviour analysis data, which is now connected to highly sophisticated recommendation engine provided by Criteo who has compelling inventories will enable more outcomes of acquiring user awareness and generating interest via optimised logic, centring “purchase” at the core. I hope advertisers who wish to improve new user acquisition while maintaining an adequate acquisition rate will greatly benefit from our platform.”

“Criteo has been continuing our investment in technology and activating our cutting-edge AI into our products and solutions. We believe this collaboration was driven by our highly appreciated technology and its promising future,” said Seiichi Minowa, Director, Account Strategy, LC, APAC, Criteo. “Criteo is committed to continuing our efforts to offer expected outcomes for advertisers via our targeting solutions.”

Criteo and Rakuten will work together to support advertisers with more efficient full funnel marketing campaigns by offering their solutions and platforms. Through leveraging this collaboration, Criteo will be able to provide marketers with Criteo’s solutions by analysing Rakuten’s consumer behaviour analysis data<sup>1</sup> based on IDs– which draws from a membership base of more than 100 million<sup>2</sup> members via Criteo’s AI Engine. Rakuten will leverage Criteo’s AI engine, based on machine-learning technology that has been proven for more than 16 years, by connecting with RMP – Display Ads to offer more optimised full funnel ad-serving for Rakuten’s advertisers.

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### **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](http://www.criteo.com).

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<sup>1</sup> Disclose those analysed data processed into a format from which users cannot be personally identified

<sup>2</sup> As of September 2022