

Criteo and Brandcrush partner with Phuzion Media to make offline Retail Media shoppable

Image recognition technology enables shoppability of catalogues, magazine, direct mail, and POS.

LONDON – July 27, 2023 – [Criteo](#) (Nasdaq: CRTO), the commerce media company, together with Brandcrush, a Criteo company, today announced a new partnership with UK-based Phuzion Media to give retailers deeper levels of access to commerce data gathered from traditional offline media.

Following Criteo's acquisition of Brandcrush, the partnership with Phuzion Media will further enable retailer clients to connect customers directly to the exact product they want to explore or purchase by using the lens on their mobile phone camera. The technology eliminates the need for QR codes, watermarking, or any changes to the creative.

Image recognition opens up valuable and accurate first-party shopper data from retailers' in-store and at-home retail media; a step-change for the industry which has previously relied on inferred metrics, panel groups, lift studies and qualitative research to measure impact.

"The Phuzion platform is the natural downstream extension to our media inventory management solution," said Matt Hurlle, Co-founder and Sales Director, Brandcrush. "Together with Criteo, we handle the buying and selling of omnichannel retail media and Phuzion makes it shoppable and plugs the data gap. It's a win for the retailer, brand, and consumer alike."

Transforming retailer visibility of offline channels

Phuzion already works with the UK's largest retailers including Sainsbury's/Argos, Very and Marks & Spencer, integrating into the retailer's app while also enabling access to non-app users via the mobile web.

Michelle Heelas, Product Owner, New Customer Growth, Very said, "We introduced Scannable Media on our AW22 Direct Mail Campaign targeting prospects, taking our traditional direct mail into the world of 'phygital' - removing barriers to shop, facilitating a frictionless journey to our Very site, increasing traffic and therefore conversion. We also liked the increased accessibility of the onboarding journey this functionality provided as well as a greater understanding on what interaction happens in between the mailing landing on the doorstep to conversion, historically we have never had this insight with our offline channels."

Realising a multibillion dollar revenue market

Customer magazines, catalogues and printed direct mail have always been popular with consumers, but they have historically been one-step removed from the direct access to purchase offered by the digital world, making impact on sales harder to measure.

By combining Criteo's first-class digital retail media solutions, Brandcrush's platform, and Phuzion's off-line media sales data, retailers can now see the true end-to-end impact of every marketing touchpoint in the shopper path to purchase, with true full-funnel reporting across both their on and offline media estate.

"This partnership creates a full end-to-end data solution and is the next big unlock for retailers and brands. Print display advertising and branded advertorial content in at-home media like customer magazines and catalogues is an incredibly important part of the mix. This new partnership makes retail media a full-funnel opportunity," said Stefano Biondi, Co-founder and Director, Phuzion Media.

ABOUT PHUZION MEDIA

In a world where digital is everything, we make everything digital. Phuzion Media is the leading retail media technology company that uses mobile image recognition to make off-line physical media shoppable, allowing emerging media owners like retailers and traditional media owners such as print publishers to activate their content and seamlessly connect off-line media and audiences with a personalised onward digital journey. Phuzion Media makes every touchpoint in the shopper path to purchase, including those offline, a shoppable moment. For more info visit www.phuzion.media

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 thousands of marketers and 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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