

Criteo Hosts First “Criteo Commerce Forum” in India; The Event Highlighted Recent Success Story with Flipkart

The campaign achieved a remarkable 4.86 ROAS (Return On Advertising Spend)

Mumbai, 29 August 2023 – Criteo (NASDAQ: CRTO), the commerce media company, today held its first flagship event "Criteo Commerce Forum", in India. The event revealed the importance of commerce media and brought some of the industry's top speakers and influencers on the stage including Flipkart, Dentsu International, and Omnicom Media Group.

The event showcased the full power of commerce media, and the company's cutting-edge digital solutions to help its partners to take full advantage of the opportunity. The day commenced with **Taranjeet Singh, Managing Director, Enterprise, APAC**, giving a warm welcome to the audience. During this session, Singh emphasized the significance and benefits of commerce media in the current digital environment in India. It was followed by a fireside chat with **Sherry Smith, General Manager, Global Enterprise**, who discussed the growth and evolution of retail media, a subset of commerce media, including what it can offer to advertisers and how it can improve the shopper experience.

Criteo also unveiled a success story with Flipkart, showcasing how Criteo and Flipkart worked together to drive new customer acquisitions and repeat purchases for Reckitt's home hygiene products through Flipkart Product Performance Ads (PPA). Fueled by Criteo's commerce media capabilities, PPA enables advertisers to deliver full-funnel marketing goals on the open internet by leveraging relevant audience signals. Reckitt was able to engage with high intent audience on the Flipkart website and achieved 3 times increase in product page views, doubled click through rate and 4.86 ROAS.

Sankalp Mehrotra, Vice President – Monetisation, Flipkart, commented, *“Our collaboration with Criteo helps advertisers to prospect, retarget and generate awareness amongst online shoppers. Campaigns across verticals have seen disproportionate gains through better targeting and full funnel measurement at scale.”*

Singh said, *"We're very excited to welcome our clients and partners to Criteo Commerce Forum for the first time in India. Interacting with various players in advertising, e-commerce, and marketing will further help us understand their key challenges and how we can bring powerful solutions backed by sophisticated AI technology to help them maximize their commerce outcome."* He further added, *"the success story with Flipkart showcases the effectiveness of Criteo's commerce media capabilities that can unlock value for all players in advertising."*

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.