

Criteo Expands Partnership with Omnicom Media Group Providing Advertisers with Next-Level Commerce Insights

First-mover partnership provides more transparency into the digital shelf, enabling brands to optimize their retail media strategies and drive online sales growth ahead of back-to-school and holiday season

NEW YORK– August 24, 2023 – [Criteo S.A.](#) (NASDAQ: CRTO), the commerce media company and global marketing and corporate communications company, [Omnicom](#) (NYSE: OMC), today announced that they are expanding their recently announced commerce data partnership to encompass digital shelf data and insights from Criteo’s widespread retailer network.

Omnicom is the first agency holding company partnering with Criteo in this area.

“With this partnership, our insights technology will empower Omnicom’s clients to better understand the impact of their advertising by gaining unprecedented visibility into their share of shelf, their share of category and more product-level insights than ever before,” said Brian Gleason, Chief Revenue Officer at Criteo. “As we head into the busy back-to-school and holiday season, advertisers are looking to prove the value of their investments and media budget, and Criteo is giving them the tools needed to succeed in the ever-complex retail media ecosystem.”

The National Retail Federation estimates \$41.5 billion spend in the US for back-to-school this year, kicking off another competitive holiday shopping season as consumers look for the best deals and advertisers look to capture their demand. With Commerce Insights, advertisers get visibility into sales rank, attributed sales, and other metrics to allow for data-driven decision making throughout the commerce media lifecycle, from media planning to campaign execution and optimization.

In a pilot conducted earlier this year, Omnicom teams leveraging the Criteo digital shelf data saw overall return on ad spending (ROAS) goals increase by 22 percent.

“This collaboration is another example of how Omnicom is co-creating with other marketplace leaders to develop unique utility and competitive advantages for our clients in this rapidly evolving space,” says Frank Kochenash, Global CEO of Omnicom’s connected commerce and e-retail consultancy Transact. “Operationalizing Criteo’s suite of insights and tools within our Omni marketing orchestration system, our teams will be able to better optimize our clients’ investments across retailers, improve their brands’ standing in their categories and help them exceed ROAS goals.”

Last month Omnicom [expanded its connected commerce footprint](#) with the acquisition of Outpromo and Global Shopper, two of Brazil’s leading connected commerce and retail media agencies. And in June, the holding company launched [Omni Commerce](#), the industry’s first connected commerce orchestration solution.

Criteo’s investment in Commerce Insights stems from its strategic acquisition of Gradient, an intelligent insights company, in 2021. Criteo is recognized as a pioneer in applying machine learning to digital retail shelf analytics and was granted a US patent on Systems and Methods for Digital Shelf Display earlier this year.

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.

Forward-Looking Statements Disclosure

This press release contains forward-looking statements, including our expectations regarding our market opportunity and future growth prospects and other statements that are not historical facts and involve risks and uncertainties that could cause actual results to differ materially. Factors that might cause or contribute to such differences include, but are not limited to: failure related to our technology and our ability to innovate and respond to changes in technology, uncertainty regarding the scope and impact of the COVID-19 pandemic on our employees, operations, revenue and cash flows, uncertainty regarding our ability to access a consistent supply of internet display advertising inventory and expand access to such inventory, including without limitation uncertainty regarding the timing and scope of proposed changes to and enhancements of the Chrome browser announced by Google, investments in new business opportunities and the timing of these investments, whether the projected benefits of acquisitions materialize as expected, including the successful integration of our acquisition of IPONWEB, uncertainty regarding international growth and expansion (including related to changes in a specific country's or region's political or economic conditions), the impact of the invasion of Ukraine by Russia, including resulting sanctions, the impact of competition, uncertainty regarding legislative, regulatory or self-regulatory developments regarding data privacy matters and the impact of efforts by other participants in our industry to comply therewith, the impact of consumer resistance to the collection and sharing of data, our ability to access data through third parties, failure to enhance our brand cost-effectively, recent growth rates not being indicative of future growth, our ability to manage growth, potential fluctuations in operating results, our ability to grow our base of clients, and the financial impact of maximizing Contribution ex-TAC, as well as risks related to future opportunities and plans, including the uncertainty of expected future financial performance and results and those risks detailed from time-to-time under the caption "Risk Factors" and elsewhere in the Company's SEC filings and reports, including the Company's Annual Report on Form 10-K filed with the SEC on February 24, 2023, and in subsequent Quarterly Reports on Form 10-Q as well as future filings and reports by the Company.

Except as required by law, the Company undertakes no duty or obligation to update any forward-looking statements contained in this release as a result of new information, future events, changes in expectations or otherwise.

Media contacts

Criteo Public Relations

Jessica Meyers, j.meyers@criteo.com

Criteo Investor Relations

Melanie Dambre, m.dambre@criteo.com