

## GroupM and Criteo Partner to Drive Commerce Media Innovation in APAC

First in APAC partnership to unify product sales data with proximity-based insights and enable omnichannel commerce through in-store and retail media integration

**SINGAPORE – [October 17]** — [Criteo](#) (Nasdaq: CRTO), the commerce media company, and [GroupM](#), WPP's media investment group, today announced the first partnership in Asia Pacific (APAC) to strengthen omnichannel commerce media capabilities for GroupM clients in the region.

The partnership brings together product sales data and the proprietary media solutions of GroupM, with privacy-safe commerce audiences and proximity-based insights provided by Criteo. Criteo's insights technology will further enhance media planning, budget allocation and best-in-class activation, enabling new levels of relevance, optimization and conversion for GroupM clients across all channels.

"The innovation in commerce that will be made possible through this collaboration with Criteo is a significant and hugely exciting development for advertisers in APAC, and for our industry as a whole," said Anita Munro, Chief Investment Officer, GroupM APAC. "Combining Criteo's commerce media capabilities with our own not only strengthens our commerce offering in the region, but also allows us to set a new standard for what's possible in advertising by bringing products, media, clients and consumers closer than ever before."

The partnership between Criteo and GroupM will also expand access for GroupM's clients to Criteo's holistic omnichannel monetization solution. This solution allows retailers to manage their entire media inventory across both ecommerce and physical retail while enabling brands and agencies to seamlessly discover and purchase omnichannel media from leading retailers. Tools available to GroupM clients include 360° media asset activation, ranging from in-store activations such as point-of-sale displays, to out-of-store activations like inbox sampling, and online activations such as email and social.

"Together with GroupM, we are honored to usher in the next era of omnichannel marketing in the region," said Taranjeet Singh, Managing Director, Enterprise, APAC at Criteo. "This partnership represents a union of industry leadership, and we are optimistic that it will drive greater integration across omnichannel campaigns and elevate success for brands and advertisers."

As commerce media continues to accelerate, Criteo and GroupM plan to evolve the partnership by looking at strategic opportunities across media-buying capabilities and insights to drive predictive decision-making. Further collaborative efforts to develop best practices in the area aim to unlock many exciting possibilities.

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

## **About GroupM**

GroupM is WPP's media investment group and the world's leading media investment company with a mission to shape the next era of media where advertising works better for people. The company is responsible for more than \$60 billion in annual media investment, as measured by the independent research bureau COMvergence. Through its global agencies Mindshare, Wavemaker, EssenceMediacom, and mSix&Partners, and cross-channel performance (GroupM Nexus), data (Choreograph), entertainment (GroupM Motion Entertainment) and investment solutions, GroupM leverages a unique combination of global scale, expertise, and innovation to generate sustained value for clients wherever they do business.

Discover more about GroupM at [www.groupm.com](http://www.groupm.com).

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