

Criteo and Mirakl Ads Launch Global Integration to Accelerate Marketplace Revenue Growth

Collaboration leverages ad serving technology, unified workflows, integrated billing and reporting to unlock mid-to-long-tail activation within Retail Media Networks

NEW YORK, NY – JULY 17, 2025 – [Criteo](#) (NASDAQ: CRTO), the global platform connecting the commerce ecosystem, and [Mirakl Ads](#), the retail media solution from the global leader in eCommerce solutions, today announced a global integration to unlock untapped opportunity of retailers' mid-to-long-tail advertisers, driving unprecedented efficiency and scale in the \$204B* retail media industry projected for 2027.

The strategic alliance between Criteo and Mirakl Ads is built to serve an increasingly valuable but hard-to-reach segment of retail media: third-party sellers and mid-to-long-tail advertisers who are eager to invest in retail media but sit outside the usual sales and media management channels. By combining Mirakl's extensive ecosystem of brands and third-party sellers with Criteo's retail media supply and ad-serving technology, this collaboration empowers retailers to unlock new revenue streams at scale through AI-automated and efficient campaign execution.

Mid-to-long-tail advertisers and third-party sellers consist of thousands of smaller brands and marketplace vendors who, while modest in scale individually, collectively represent a significant portion of advertising investment. According to SmartScout, these sellers spend 127% more than first-party brands on Amazon—highlighting a major opportunity for other retailers to tap into the high-value marketplace opportunity. The Criteo and Mirakl integration supports these advertisers with self-service tools and automated campaign management to efficiently scale their retail media efforts across multiple marketplace platforms.

Melanie Zimmermann, General Manager of Global Retail Media at Criteo, added:

“As retail media evolves, retailers are seeking streamlined solutions to grow demand and connect with diverse brand partners. Together we enable third-party advertisers to easily launch campaigns, boosting product variety without adding operational complexity to retailers. This integration empowers retailers to monetize their marketplaces more efficiently while enhancing the shopping experience for consumers.”

Octavie Gosselin, Global Vice President of Mirakl Ads, concluded: *“We're thrilled to offer this integrated capability to retailers who want to unlock the untapped power of mid-long-tail advertisers through automation and self-service. We are helping advertisers and sellers to seamlessly participate in all retail programs, and this partnership shows the growing importance of marketplaces in all the commerce ecosystem.”*

For more information on the integration, you can contact Criteo [here](#), reach out to sales@mirakl.com, or visit <https://www.mirakl.com/lets-talk>.

(\$204B by 2027 - source: Activate, eMarketer, GroupM, Madison & Wall*)

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About Criteo

Criteo (NASDAQ: CRYPTO) is the global platform connecting the commerce ecosystem for brands, agencies, retailers, and media owners. Its AI-powered advertising platform has unique access to more than \$1 trillion in annual commerce sales—powering connections with shoppers, inspiring discovery, and enabling highly personalized experiences. With thousands of clients and partnerships spanning global retail to digital commerce, Criteo delivers the technology, tools, and insights businesses need to drive performance and growth. For more information, please visit criteo.com.

About Mirakl Ads

Mirakl is the leading provider of eCommerce software solutions. Mirakl's suite of solutions provides enterprises with a transformative way to drive significant growth and efficiency in their online business.

Since 2012, Mirakl has been pioneering the platform economy, empowering retail and b2b enterprises with the most advanced, secure and scalable technology to digitize and

expand product assortment through marketplace and dropship, improve efficiency in supplier catalog management and payments, personalize shopping experiences, and boost profits through retail media.

Mirakl is trusted by 450+ industry-leading businesses worldwide. For more information: www.mirakl.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 our ability to access a consistent supply of internet display advertising inventory and expand access to such inventory, investments in new business opportunities and the timing of these investments, whether the projected benefits of acquisitions or strategic transactions materialize as expected, uncertainty regarding international operations and expansion, including related to changes in a specific country's or region's political or economic conditions (such as changes in or new tariffs), the impact of competition or client in-housing, 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, client flexibility to increase or decrease spend, 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 28, 2025, and in subsequent Quarterly Reports on Form 10-Q as well as future filings and reports by the Company. Importantly, at this time, macro-economic conditions including inflation and fluctuating interest rates in the U.S. have impacted and may continue to impact Criteo's business, financial condition, cash flow and results of operations.

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.

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