



Criteo Powers Libas' Scalable Growth Beyond Walled Gardens, delivering 72% YoY ROAS Uplift

~Criteo GO Campaigns and Social Activation Help Libas Scale Acquisition and Performance ~

India – 16 March, 2026 – [Criteo](#) (NASDAQ: CRTO), the global platform connecting the commerce ecosystem, announced the success of its collaboration with Libas, India's leading ultra-fast fashion Indian wear brand, in driving scalable growth and improved marketing efficiency beyond walled gardens. By harnessing Criteo's full-funnel Commerce Growth platform, Libas achieved a 72% year-on-year (YoY) increase in Return on Ad Spend (ROAS), alongside a 133% YoY growth in conversion rate, while significantly expanding reach and acquisition.

Known for its ultra-fast fashion model, launching 150–200 new styles every two weeks, Libas required a performance marketing approach capable of keeping pace with rapid inventory churn and trend-driven demand. As investment scaled, the brand identified two key opportunities for improvement: expanding beyond traditional display retargeting to sustain continued growth and reducing reliance on closed platforms to reach new audiences and drive meaningful incremental results.

Criteo partnered with Libas to unlock scalable, high-quality demand across social and the open internet, while maintaining strong performance outcomes. Criteo designed and activated a full-funnel Commerce Growth strategy, focused on both acquisition and efficiency, and accelerating sustainable business growth.

Over the course of the campaign, Libas recorded a 133% year-on-year (YoY) increase in conversion rates, a 108% rise in click-through rates, and a 104% growth in ad spend, reflecting strong confidence in campaign effectiveness. By leveraging Criteo GO Campaigns - an AI-powered, cross-channel advertising solution within the Commerce Growth platform, Libas simplified its performance marketing approach. Combined with premium retargeting inventory and social activation, the brand reached highly relevant audiences across the open internet. Unified measurement and optimization across platforms ensured greater efficiency and consistent performance.

Sidhant Keshwani, Founder & CEO, Libas, said *“As a fast-growing Indian fashion brand, it is essential for us to scale in a way that balances reach, efficiency, and returns. Partnering with Criteo has helped Libas expand its presence across the open internet and connect with high-quality audiences while continuing to deliver strong performance. Criteo's full-funnel Commerce Growth approach has supported both customer acquisition and efficiency at scale, giving us the confidence to grow sustainably. We value this partnership and look forward to strengthening our collaboration with Criteo as we continue to build the brand.”*

Commenting on the success, **Medhavi Singh, India Country Head, Criteo** said, *“This collaboration with Libas reflects how Criteo's AI-powered Commerce Growth strategy helps brands connect with high-intent shoppers online and social environments, while delivering strong performance outcomes. Our unified platform focused on driving full-funnel, cross-channel outcomes, enables brands to grow efficiently and sustainably as India reshapes the future of commerce.”*

The Libas success story highlights the growing importance of commerce media in enabling brands to balance performance and growth. With its end-to-end Commerce Growth platform, Criteo empowers brands to connect with shoppers across every stage of the journey driving efficiency, scalability, and sustainable results in a competitive digital commerce landscape.



About Criteo

Criteo (NASDAQ: CRTO) 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.

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About Libas

Libas is an Indian ultra-fast fashion brand catering to modern-day women with a diverse range of contemporary and fusion wear, combining quality, affordability, and trend-driven designs.

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