Criteo Accelerates ChatGPT Ads Integration with Europe Expansion

Criteo today announced the continued expansion of its integration with ChatGPT Ads, with advertising now also **available in 31 markets across Europe**. Building on Criteo's role as ChatGPT Ad's first advertising technology partner, the integration gives advertisers a new way to reach consumers in moments of discovery and high intent within conversational AI experiences, while connecting that activity to Criteo's broader cross-channel commerce platform.

The expansion into Europe marks an important step in bringing Criteo's AI-assisted commerce strategy to more advertisers across the region. As consumers increasingly turn to conversational AI to discover, research and evaluate products, the path from product discovery to purchase is evolving.

By bringing ChatGPT Ads into Criteo's broader platform, advertisers can tap into this new discovery channel through an environment and workflow they already know, reducing operational friction while gaining new insights into consumer intent and performance.

"With ChatGPT Ads now broadly available in Europe, brands can start exploring a new environment for product discovery through the Criteo platform they already know," said Marc Fischli, Executive Managing Director, International Markets, Criteo. "It opens up a compelling opportunity to reach consumers at moments of genuine intent, while using Criteo's commerce expertise in addition to our cross-channel capabilities that help us to understand what works and to scale with confidence."

The rollout now spans the majority of Europe, including France, Germany, Spain, Italy, Poland and the United Kingdom, as well as the United States, Australia, Canada, New Zealand, Mexico, Brazil, Japan, and South Korea, underscoring growing demand for AI-native advertising experiences. The expansion follows strong early momentum across markets and categories, with Criteo seeing growing advertiser adoption, improved engagement, and measurable performance signals from ChatGPT Ads traffic.

Key highlights:

- More than **2,000 brands** are already advertising on ChatGPT through Criteo.
- Criteo's **Prompt Smart Ads** capability has shown approximately **4x higher spend after activation** in early testing, helping advertisers improve delivery and scale investment more efficiently.
- **Conversion rates continue to outperform other referral channels**, while click-through rates are **two to three times higher** than comparable formats in other environments.

- **More than 80%** of ad-driven ChatGPT Ads traffic comes from new customers, underscoring its role as a discovery channel for brands.
- Criteo will now support **31 countries across the European market**:
    - Austria, Belgium, Bulgaria, Croatia, Cyprus, Czechia, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Ireland, Italy, Latvia, Lithuania, Luxembourg, Malta, the Netherlands, Poland, Portugal, Romania, Slovakia, Slovenia, Spain, Sweden, Iceland, Liechtenstein, Norway, and Switzerland.

Forward Looking Statements Disclosure

This press release contains forward-looking statements within the meaning of Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934, as amended, that are based on beliefs of management of the Company and assumptions and on information currently available to the Company's management. These forward-looking statements include, but are not limited to, statements regarding the succession of the Company's Chief Financial Officer. Forward-looking statements represent the Company's management's beliefs and assumptions only as of the date of this report, and nothing in this report should be regarded as a representation by any person that these beliefs or assumptions will take place or occur. You should read the Company's most recent Annual Report on Form 10-K for the fiscal year ended December 31, 2025, as amended, and subsequent Quarterly Reports on Form 10-Q, including the Risk Factors set forth therein and the exhibits thereto, as well as future filings and reports by the Company and its subsidiaries, completely and with the understanding that the Company's actual future results may be materially different from what the Company expects. Except as required by law, the Company assumes no obligation to update these forward-looking statements publicly, or to update the reasons actual results could differ materially from those anticipated in the forward-looking statements, even if new information becomes available in the future.