// cracking the performance marketing code (Q4.2016.Earnings):

< financial figures />
Revenue ex-TAC = $225M, +41%*;
Adjusted EBITDA = $83M, +55%*;

< talent />
Talent globally = >2,500 employees, +36% +51%

< performance drivers excl. CSP />
CROSS-DEVICE INITIATIVES
Mobile: 63% of Revenue ex-TAC
Cross-device user graph: 60% of RexT from matched users

IN-APP INVENTORY
25% of Revenue ex-TAC

RESULTS ()
+20% More Revenue ex-TAC excl. CSP from existing live clients*
90% Client Retention Rate

< clients />
Clients total = >14,400 ;
New clients in Q4 = +1,600 ;

< publishers />
Publishers live with Criteo native solution = 500 ;
Publishers live with Criteo ad-blocking solution = 400 ;

// Criteo 2016 Q4
learn more