



# The Advertising Platform for the Open Internet



September 2018



# Safe harbor statement



This presentation contains “forward-looking” statements that are based on our management’s beliefs and assumptions and on information currently available to management. Forward-looking statements include information concerning our possible or assumed future results of operations, business strategies, financing plans, projections, competitive position, industry environment, potential growth opportunities, potential market opportunities and the effects of competition.

Forward-looking statements include all statements that are not historical facts and can be identified by terms such as “anticipates,” “believes,” “could,” “seeks,” “estimates,” “intends,” “may,” “plans,” “potential,” “predicts,” “projects,” “should,” “will,” “would” or similar expressions and the negatives of those terms. Forward-looking statements involve known and unknown risks, uncertainties and other factors that may cause our actual results, performance or achievements to be materially different from any future results, performance or achievements expressed or implied by the forward-looking statements. Forward-looking statements represent our management’s beliefs and assumptions only as of the date of this presentation, and nothing in this presentation 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 filed on March 1, 2018, including the Risk Factors set forth therein and the exhibits thereto, and the Company’s Quarterly Report on Form 10-Q filed with the SEC on August 2, 2018, completely and with the understanding that our actual future results may be materially different from what we expect. Except as required by law, we assume 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.

# What has changed over the **past 3 years?**



Facebook, Amazon and Google have significantly increased their footprint in the Internet ecosystem and advertising value chain

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Apps are the new frontier  
for commerce



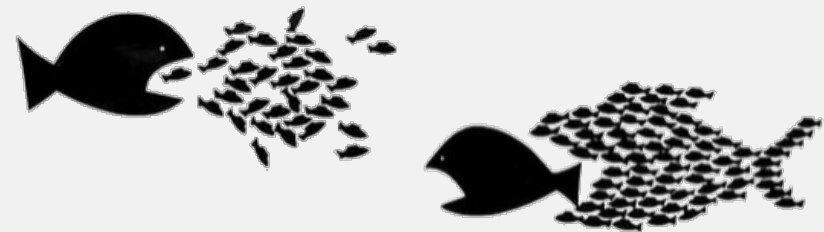
# What has changed over the past 3 years?



## Amazon has caused significant disruption across the retail landscape



Our data assets and products enable retailers to fight back collectively

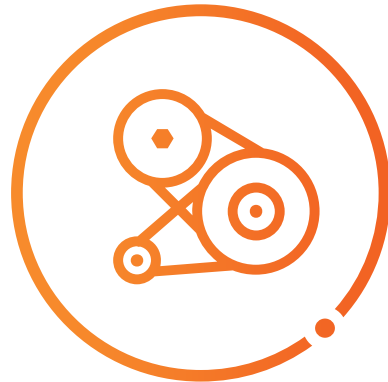


# Advertisers need a strategic partner

To navigate the fast-changing environment



Advertisers need:



Large-scale data and powerful **technology** to activate it



A reliable partner with no competing agenda

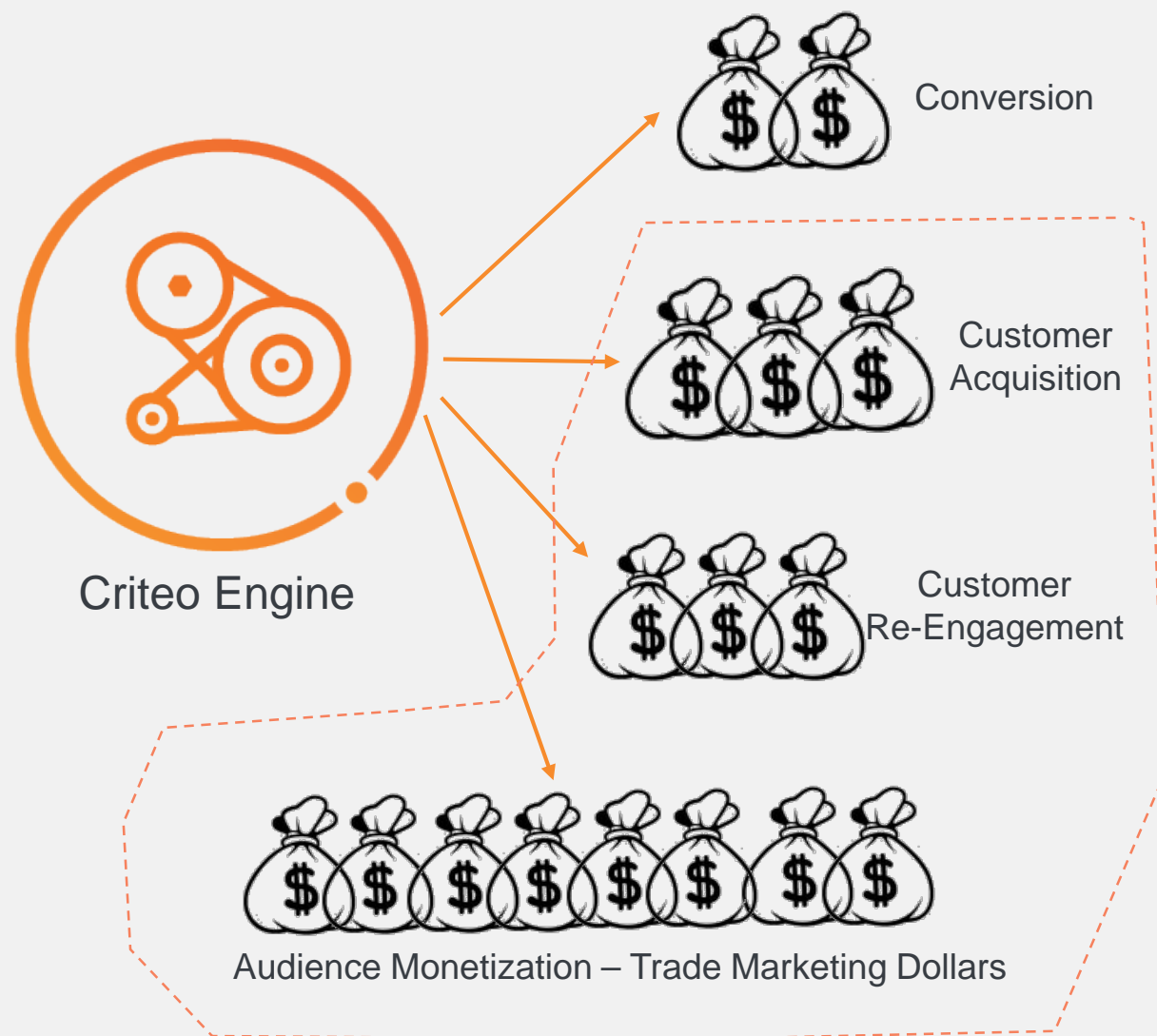
Our vision  
is to build  
**the advertising  
platform for the  
open Internet.**



## The open Internet

- Allows all players –big and small– to **directly interact with audiences and consumers**
- Provides **transparent access to data and measurement**
- **Ensures neutrality** with no conflicting agendas

We leverage our core machine-learning expertise **to deliver new products that tap into larger pools of client spend.**



# Criteo aims to be the third pillar of the retailer advertising playbook



SEARCH



SOCIAL

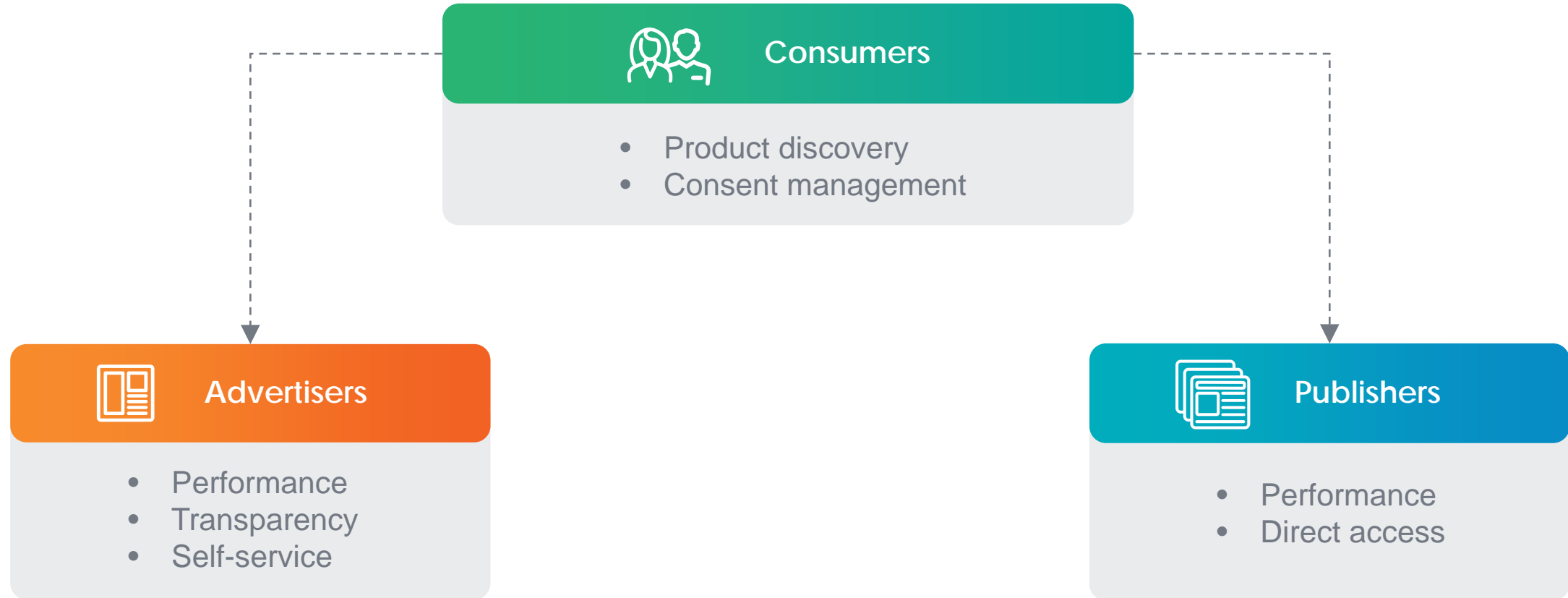


OPEN INTERNET





# We create value for all stakeholders



# We are a global strategic partner to advertisers



## TECHNOLOGY PLATFORM



Shopper Graph



Criteo Engine



Creative Services

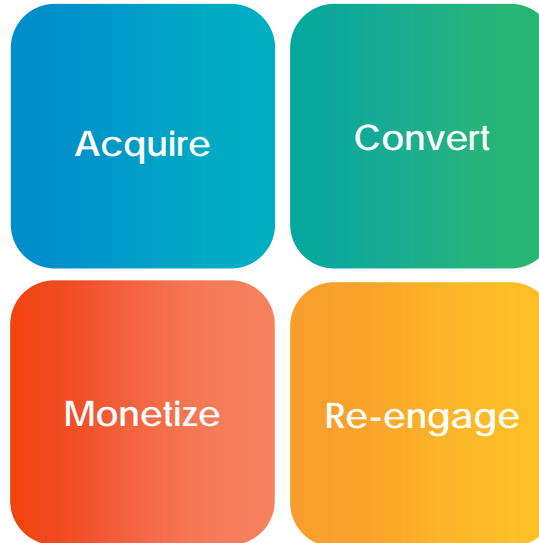


Universal Catalog



Consent Management

## PRODUCT SOLUTIONS



## GO-TO-MARKET & CLIENT SERVICE

Consultative sales

Telesales

Self-service platform

# Advertising solutions

Addressing each stage of the shopper journey & monetizing retailers' audiences



SOLUTIONS TO...	Acquire	Convert	Re-engage	Monetize

← Full shopper journey → Audience Monetization →

# Advertising solutions

Addressing each stage of the shopper journey & monetizing retailers' audiences



SOLUTIONS TO...	Acquire	Convert	Re-engage	Monetize
OBJECTIVES	Acquire qualified visitors			
PRODUCTS	<ul style="list-style-type: none"><li>• Customer Acquisition*</li><li>• App installs*</li></ul>			



# Advertising solutions

Addressing each stage of the shopper journey & monetizing retailers' audiences



SOLUTIONS TO...	Acquire	Convert	Re-engage	Monetize
OBJECTIVES		Convert visitors into customers		
PRODUCTS		<ul style="list-style-type: none"><li>• Dynamic Retargeting</li><li>• App retargeting</li><li>• Web-to-store*</li></ul>		



# Advertising solutions

Addressing each stage of the shopper journey & monetizing retailers' audiences



SOLUTIONS TO...	Acquire	Convert	Re-engage	Monetize
OBJECTIVES			Upsell existing customers	
PRODUCTS			<ul style="list-style-type: none"><li>• Audience Match*</li><li>• App re-engagement*</li><li>• Store-to-web*</li></ul>	



# Advertising solutions

Addressing each stage of the shopper journey & monetizing retailers' audiences



SOLUTIONS TO...	Acquire	Convert	Re-engage	Monetize
OBJECTIVES				Enable monetization with brands and resellers
PRODUCTS				<ul style="list-style-type: none"><li>• Sponsored Products</li><li>• Audiences for Brands*</li><li>• Reseller Program</li></ul>

← Full shopper journey → ← Audience Monetization →

# Advertising solutions

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# Go-to-market & client service

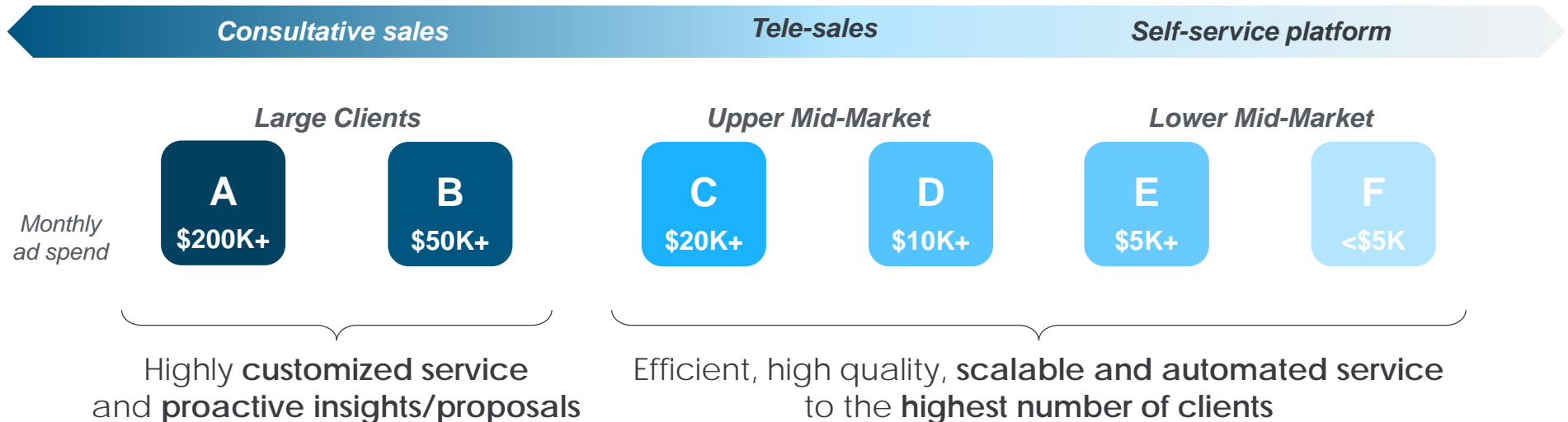
Transforming our go-to-market to best serve our clients across all solutions



## Objectives

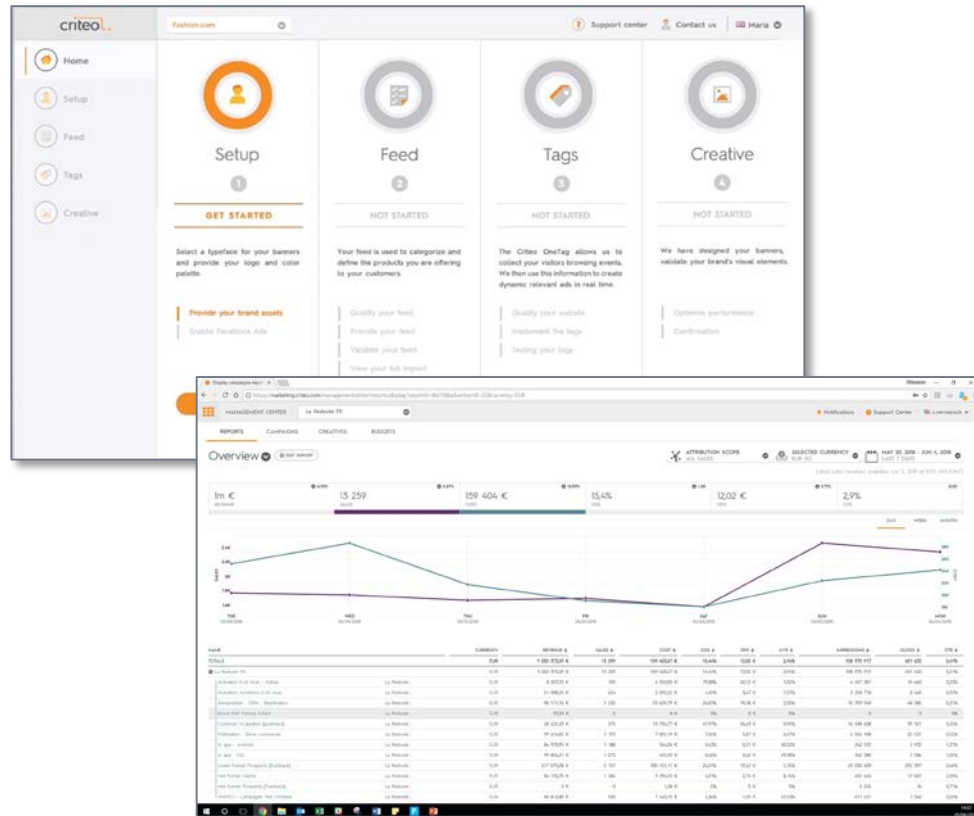
- 1 Adapt sales organization to a **multi-solution** offering
- 2 Provide the **right level of service** to each client segment
- 3 Scale **operations** and enhance **profitability**

## New tiering



# Self-service opens new markets

Enabling our clients to “tune the Engine” themselves opens new opportunities



## Self-serving

- **Sophisticated marketers** who want to adjust their campaign settings in real time and by themselves
- **Mid-market clients** who can on-board faster and more easily
- Thousands of **ad agencies worldwide** who want to add value for their clients

# Case study: Criteo is a strategic partner for La Redoute

Criteo supports all their marketing objectives



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User not buying for 30+days

Customer Acquisition\*

Cost per visit

OBJECTIVE

Target

Product

Measure

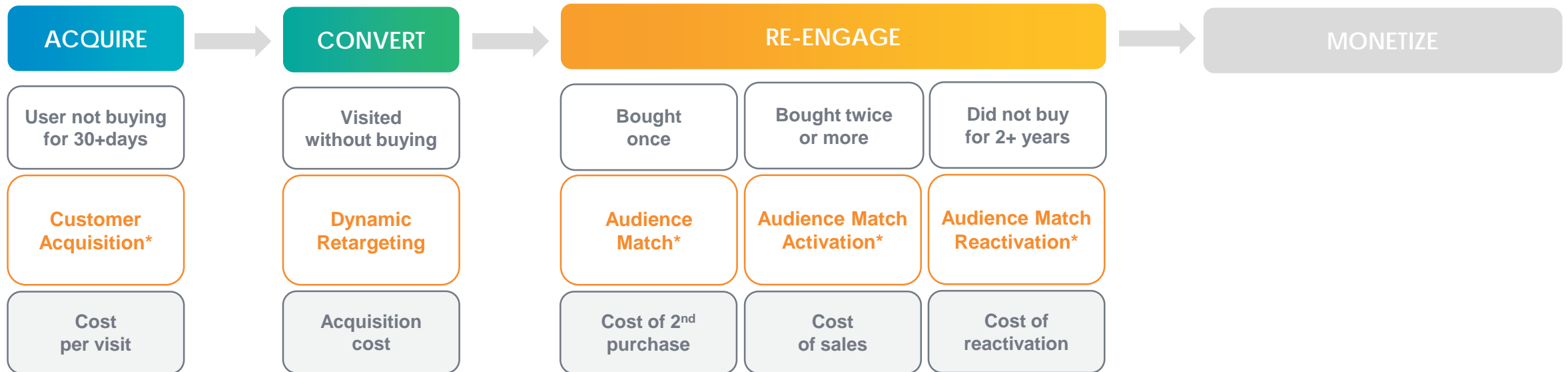
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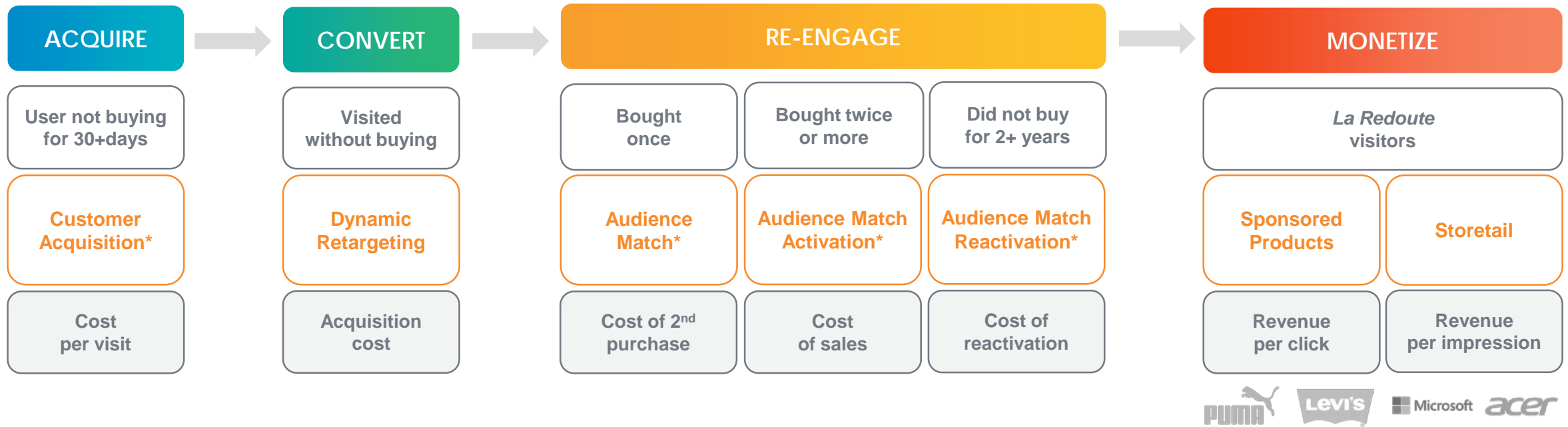
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**OBJECTIVE**

- Target
- Product
- Measure

# We are well positioned to win



Advertisers need a **global strategic partner**

We bring the **right assets and competencies**

## Technology

- ~700 R&D & Product engineers
- 13 years of Machine Learning
- 30,000+ tests/year on new variables

## Scale

- **Global** across 95 markets
- **\$700B+** annual ecommerce sales
- **1B+** users in Identity Graph

## Neutrality

- **Transparent** rules for data sharing
- ~80% of clients participate in ID Graph
- **No competing** business agenda





We are building  
the advertising platform for the open Internet.

criteo.