Introducing

CRITEO // COMMERCE-GRID

The Only SSP Built for the Future of Commerce Media

CRITEO

Connecting Commerce & Media to power the next wave of digital advertising

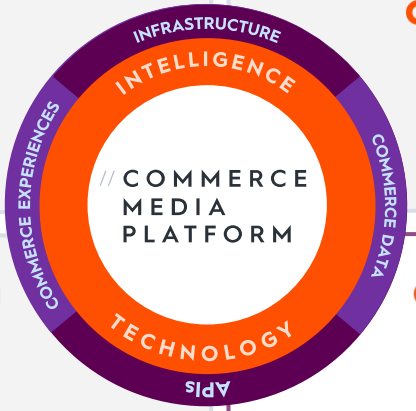
DEMAND – MEDIA ACTIVATION

CRITEO // COMMERCE-MAX

Commerce Media Demand Side Platform for enterprise brands, retailers and agencies

CRITEO // COMMERCE-GROWTH

Acquisition & retention outcomes for performance marketers and agencies



SUPPLY – MEDIA MONETIZATION

CRITEO // COMMERCE-YIELD

Commerce Media Monetization Platform for enterprise retailers and marketplaces

CRITEO // COMMERCE-GRID

Commerce Supply Side Platform for media owners & curators

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Commerce Grid is The Commerce Supply-Side Platform

What's new?

Combining **Criteo Direct Bidder** & access to **Criteo demand and commerce signals** with **The Mediagrid SSP functionalities** & access to **scaled demand from 60+ DSPs** into **one unified Supply Side Platform**

Why it matters

- ✓ Bring more value to publishers and expand access to their **first-party data**
- ✓ Attract more **agency spend**
- ✓ Increase **performance** for advertisers with better supply access and pricing efficiencies
- ✓ Bring greater **interoperability**

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Commerce Grid is a Differentiated SSP

Our SSP differentiation for publishers

Preferred access to **commerce demand**

CRITEO // COMMERCE-MAX
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Commerce audiences to enrich inventory and drive more revenue for publishers

Commerce formats to enhance performance for advertisers and drive more revenue for publishers

Maximize yield

Our SSP differentiation for agencies

Access **Criteo Commerce Audiences packaged with premium supply** through any DSP to drive superior commerce outcomes

OMG Omnicom MediaGroup

Exclusive launch partner

Maximize performance

CRITEO // COMMERCE-GRID

The Commerce Supply-Side Platform for media owners

COMMERCE DEMAND

Preferred access to commerce ad dollars

COMMERCE AUDIENCES

Enriched inventory with commerce signals built from real shopper data to drive higher CPMs

COMMERCE EXPERIENCES

Commerce Everywhere toolkit to maximize monetization across all inventory formats

Core SSP Functionality + Ecosystem Access

Cross-Channel Supply Monetization | Deals Packaging + Curation | Demand Controls | Yield & Reporting Tools | Audience Management | Addressability Solutions

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