Introducing

CRITEO // COMMERCE-GRID

The Only SSP Built for the Future of Commerce Media
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
# 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**
Commerce Grid is a Differentiated SSP

Our SSP differentiation for publishers

- Preferred access to **commerce demand**
  - Criteo // Commerce-Max
  - Criteo // Commerce-Growth

- **Commerce audiences** to enrich inventory and drive more revenue for publishers

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

Our SSP differentiation for agencies

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

Maximize yield

Maximize performance

Exclusive launch partner
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