



## **Criteo's AD-X Tracking Updates Optimization Tools to Support Twitter's Ad Products**

*Companies Collaborating to Develop Custom Measurement Solution for Tracking Mobile App Installs*

**PALO ALTO – June 30, 2014** – [Criteo](#) (NASDAQ: [CRTO](#)), a leading global technology company that specializes in digital performance advertising, today announced its in-app measurement solution, AD-X Tracking, is working with Twitter as part of the Mobile App Promotion program. Working in collaboration with Twitter, Criteo is developing a custom measurement solution for tracking mobile app install campaigns. Initial results during the beta period have been very strong for mobile performance advertisers, one of the more competitive marketing environments today.

“We are confident that Twitter’s targeting capabilities and global scale will provide an effective channel for us to continue to increase the number of mobile users for Hotels.com,” said Michael DeHart, Senior Marketing Manager, Mobile at Hotels.com. “With the release of Twitter’s new ad formats, we are very excited to run a mobile campaign with them whilst using Criteo’s AD-X Tracking to measure the lifetime value of the downloads that they generate.”

AD-X Tracking offers a comprehensive attribution and user Life-Time-Value solution that monitors clicks, installs and in-app events to provide up-to-the-minute metrics regarding mobile app usage and engagement. The technology lets you monitor and report your mobile app or website’s success while offering global insight into your app campaign’s results from various advertising sources.

“The opportunity to partner with one of the world’s best known social networks and offer clients a lens into their new Twitter App Promotion campaigns is very exciting for everyone,” said David Philippon, Managing Director of Ad-X Tracking, Criteo. “Having grown from measuring a few dozen mobile ad networks in 2010 to supporting more than 450 ad networks, social networks, DSPs, exchanges, PPC platforms and direct publishers, we see this partnership with Twitter as a massive opportunity for scale with our clients.”

Since its acquisition by Criteo in late 2013, AD-X Tracking has seen exponential growth by helping take the guesswork out of mobile advertising through analyzing and optimizing mobile advertising spend. App developers continue to rely on AD-X Tracking to increase the number of in-app events and gain detailed user insights at no additional cost.

For more information about Criteo’s AD-X Tracking, please visit [www.adxtracking.com](http://www.adxtracking.com) or contact [sales@adxtracking.com](mailto:sales@adxtracking.com).

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### **About Criteo**

Criteo is a global leader in digital performance advertising, working with over 5,000 companies around the world. Criteo has over 800 employees in offices across the U.S., Europe and Asia serving more than 40 countries.

For more information, please visit <http://www.criteo.com>.

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