

The solution

Driving Criteo's unmatched performance is a sophisticated prediction and recommendation engine. The engine assesses each ad impression based on the likelihood that a user will both click on an ad and then purchase on the Sklep Presto site, delivering outstanding reach without increasing CPO.

In addition to superior technology, Criteo brought unrivaled reach to this match up. Via 6,000 direct publisher relationships and integrations with all the top real-time exchanges, Criteo display ads reach 924 million global Internet users every month, according to Comscore. That reach puts Criteo second only to the Google Display Network.

Results*

- ▶ Criteo generated 3x more revenue for Sklep Presto than the best competitor
- ▶ Criteo generated more conversions during an average month than all competitors combined
- ▶ Criteo's Cost of Sales was comparable to competition

Drive up your performance, not your cost per sale
Learn more about the benchmark-shattering Criteo prediction engine at Criteo.com.

