

In a head-to-head trial, Criteo outperforms the nearest competitor by 3X for Sklep Presto.



The display results

more conversions than best competitor

revenue generated than best competitor

From camping gear to running shoes, if it's sports and outdoors equipment you want, you'll find it at Sklep Presto, the leading online sporting goods retailer in Poland. The company has been operating online since 2004 and is known for providing an exceptional customer experience.

We are very happy with Criteo. They were able to generate far more sales than we expected at our set CPO targets."

Łukasz Kozłowski Vice President, e-commerce, Sklep Presto

The challenge

In true sporting tradition, when Sklep Presto wanted to boost sales on its website, it held a competition. It put four [performance marketing] vendors head-to-head to determine which technology partner could deliver the most sales in a given period of time and with a fixed cost-per-order. Sklep Presto selected two international firms, one local firm and Criteo for the competive trial.

It wasn't even close. Criteo was able to deliver more conversions than all three competitors combined at equivalent cost per sale..

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.



