



## Criteo Unveils Cross-Device Personalized Marketing Solution

*Utilizing the Company's rich and actionable data asset across mobile and desktop devices improves ad relevancy and personalized recommendations – critical now that 60% of consumers use multiple devices<sup>1</sup>*

**New York – October 28, 2014** – [Criteo](#) (NASDAQ: [CRTO](#)), the performance advertising technology company, today announced the global availability of its cross-device advertising solution, which enables a single view of consumers' shopping behavior across all devices to deliver precise, personalized ads with accuracy and scale. With its new cross-device capability, Criteo is empowering advertisers to engage consumers with personalized ads across any screen and device.

With almost 60 percent of U.S. consumers reporting multi-device use, and more than a third owning one of each mobile device – laptop, smartphone and tablet – it is critical for retailers to reach their shoppers across screens. In order to capitalize on this opportunity, marketers must be able to seamlessly engage with their customers across devices and platforms. Marketers want their cross-device advertising to work everywhere, not only on individual publishers able to provide their own cross-device solution.

Criteo currently reaches nearly [one billion Internet users monthly](#) and is serving personalized ads across all popular internet-enabled devices, including almost 100 million Apple devices. Advertisers can now benefit from the company's cross-device solution, which relies on this extensive reach and Criteo's robust purchase intent data. Criteo's solution is based on an exact match identifier which aggregates unique, anonymous, client-provided identifiers across the Criteo network to accurately identify users across devices. With this approach, Criteo is able to leverage its purchase intent algorithms to re-engage with consumers across over 7,000 publishers globally.

"Our direct relationships with over 6,000 advertisers provide extensive data that they can now unlock to deliver personalized ads directly to any device," said Jason Morse, VP of Mobile Products, Criteo. "By combining our exact match capability with the power of the Criteo Engine, we can ensure that a customer who browses a product on their work laptop at lunch can seamlessly purchase it that evening on their smartphone and tablet. We do this with exactly the same optimization of post-click ROI that has generated \$12Bn of sales for our customers over the last year."

"We've entered an era where the multi-channel, multi-device consumer has become empowered to discover, explore, purchase, and engage on their own terms," said Brendan Witcher, Principal Analyst, Forrester Research. "It is now the burden of marketers and advertisers across all industries to align with their customers' behavior and find ways to deliver value and relevant content at every digitally enabled touchpoint."

Criteo's exact match capability was developed with privacy standards at the forefront, allowing advertisers to provide robust opt-out and privacy by design solutions. Dedicated to consumer privacy, Criteo provides industry-leading transparency and control to consumers. Criteo uses secure, browsing data for its precision targeting.

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<sup>1</sup> comScore Media Metrix Multiplatform & Mobile Metrix, U.S., March 2013 – June 2014

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**About Criteo**

Criteo delivers personalized performance advertising at an extensive scale. Measuring return on post-click sales, Criteo makes ROI transparent and easy to measure. Criteo has over 1,000 employees in 17 offices across the Americas, Europe and Asia Pacific, serving over 6,000 advertisers worldwide with direct relationships with over 7,000 publishers.

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

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