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Myths about CPC to **FORGET**

criteo

nielsen

Debunking myths about the click.

Data from Nielsen and Criteo shows just how valuable clicks generated by personalized performance display and machine learning are in the path to purchase.

myth #1

THE MYTH: Clickers are not your targets



BUSTED

Users who click on personalized display ads are far more likely to be actively researching your products.

Performance display clickers do:

+140%
more paid searches

+158%
more organic searches
Versus non-clickers



Among 100 Criteo clickers:

80% also web search within the same industry

72% also click on organic search results

54% also click on paid search results

myth #2

THE MYTH: Post-click conversion rates are low



BUSTED

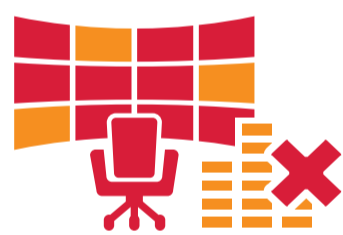
Advertisers should look at the conversion rate per clicker. Clickers are also clients.

1 in 6 clickers in the U.S. converts

Criteo banner conversion rates
+172% vs. non-clickers
+37% vs. control group

myth #3

THE MYTH: Performance Display brings no incremental value



BUSTED

Criteo banner clicks come on top of SEM link clicks, adding a significant number of incremental shoppers.

Retail **33%**
Travel **43%**

Incremental shoppers ... U.S. banner ad clickers who didn't click a related SEM link

myth #4

THE MYTH: Mobile clicks are just accidental screen taps



BUSTED

Statistics show that clicking on mobile ads is more than a coincidence.

29% of eCommerce transactions come from mobile devices



Advertisers must use cross-device solutions in order to generate intent on all devices.



Criteo Data, Q1 2015, U.S.

myth #5

THE MYTH: Clicks are a legacy metric and aren't a reliable indicator of performance



BUSTED

The click is still the simplest and most direct indicator of intent and, ultimately, conversions and sales.



Criteo Data, Q1 2015, U.S.

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*Methodology: Nielsen and Mediametrie - Custom Research - All Locations - Internet Applications Excluded - Online users 2+ - United States

nielsen

Period: March 17th to April 30th, 2014.

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