

Performance Display

An ever expanding universe.

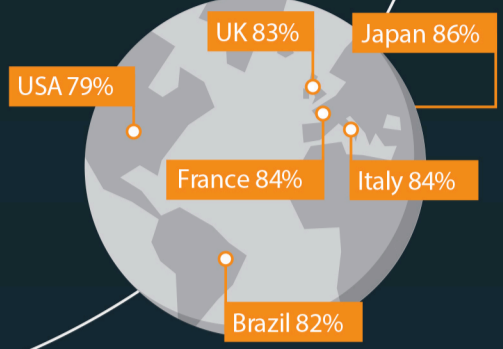
Display advertising has entered a new dimension.

It has become more sophisticated, more intelligent, and judging by some leading player's retention rates – more effective.

But just how big is online display advertising?

Really big. Universally large. Astronomically so. And it's still expanding.

Global Reach Overview³



Google AD Network
1,474 MM
91.9% reach¹

Criteo
849.7 MM
53.0% reach²

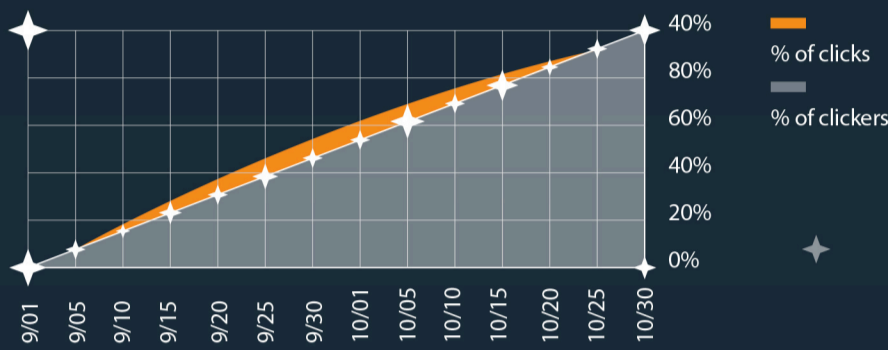
Criteo ranks #2 as a Display Ad Ecosystem worldwide.⁵

On Earth, Performance Display engages users on a cosmic scale.

CTRs are up to 5 times higher than classic display ads and in some key markets, up to **19.4%** of all internet users click on Performance Display ads at least once every two months.⁴

After one month:
49.8% of clicks
60.9% of clickers

Accumulation of Performance Display unique clickers over time.

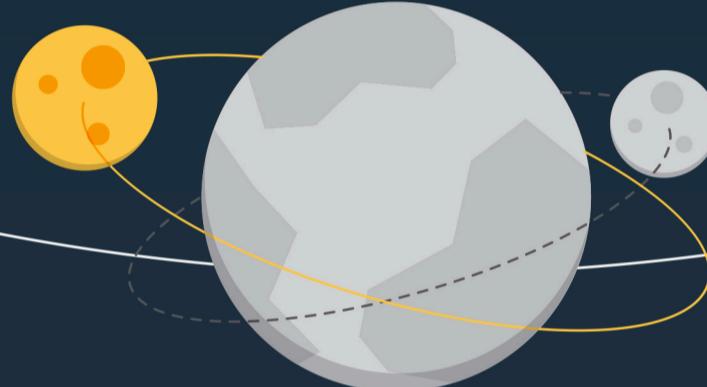


49.8% of clicks and 60.9% of clickers after one month⁶

Force of (selective) Attraction.

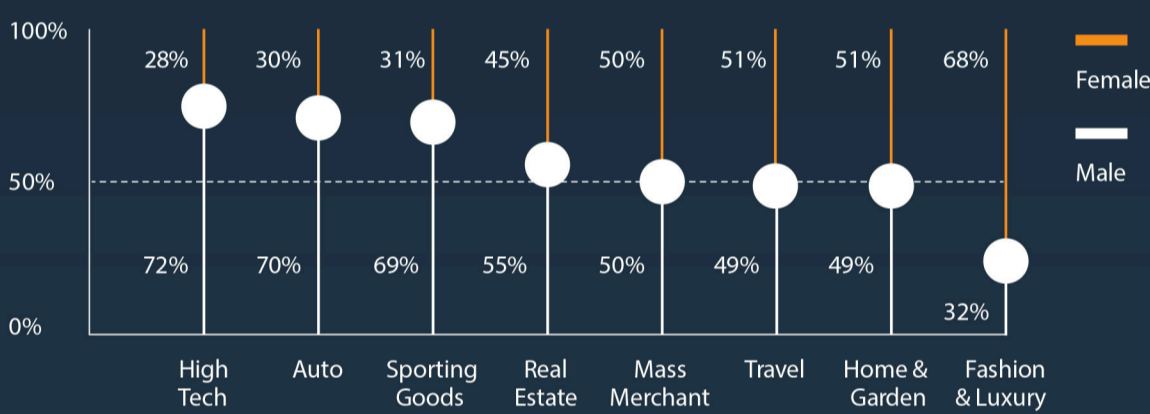
Unlike classic display, Performance Display causes a gravitational pull for advertisers' most valuable users and motivates them to engage.

Performance Display
I want this one



Classic display
Not this one

Demographics of Performance Display clickers by industry⁷

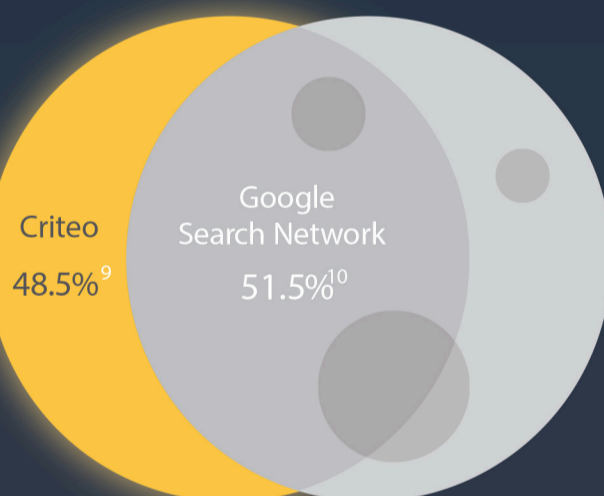


More than 70% of internet users clicking on High tech and Auto Performance⁸ Display campaigns are males. Clickers are consistent with advertisers' core targets.

A solar eclipse in the Performance Display Galaxy is a rare event indeed.

In fact, there's very little overlap between Paid Search clicks and Performance Display.⁹ According to comScore, in terms of audience, **48.5%** of the users exposed to Criteo ads worldwide in September 2013 did not engage with the Google Search Network.

Criteo complements Google Search Network by providing exclusive users.



Conclusion

Performance Display is the final frontier with lots to explore. It's (advertising) space, but not as we know it. A journey with Criteo can bring you further.

Methodology

(4,6,7,8) Nielsen and its French joint venture Mediametrie//NetRatings (Mediametrie) partnered with Criteo on a study to measure its clickers' profiles, behavior and value for advertisers (Mediametrie). Tracking was set up on all Criteo campaigns and custom, panel-based data was gathered for two major Criteo markets: France, where Criteo was founded, and the United States. Every day for two months (September and October 2012), Nielsen collected all laptop and desktop Web actions, excluding Internet applications, of 22,000 panelist users in France, and about 180,000 in the US. Nielsen collected each click on a Criteo ad banner during this period with 99.8% accuracy (Criteo figures for compared to Nielsen figures). The study included a advanced analysis of search (in France only) and surf behavior for these panelist users broken down by industry, acquisition campaigns and lower funnel campaigns. This was the first time Nielsen's standard methodology had been used for measuring and analyzing clickstream behavior, identifying source of traffic and SEO/SEM. Control group: Nielsen constructed a state-of-art control group based on sessions volume, pages viewed volume and demographics.

France Source: Mediametrie//NetRatings (Nielsen) - Custom research - All locations - Internet Applications Excluded - Online users 2+ - France - Period: September to October 2012 - Copyright Mediametrie// NetRatings - Nielsen.

USA Source: Nielsen - Custom research - All locations - Internet Applications Excluded - Online users 2+ - USA - Period: September to October 2012 - All rights reserved by Mediametrie//NetRatings.

(1, 2, 3, 5, 9, 10) Audience measurements from comScore MMX are sourced in September 2013. Number of unique users exposed to one or more Criteo banners. Age: 15+ Worldwide, 2yo+ in the US, 6yo+ in UK, France, Italy, Brazil. 15yo+ in Japan. The comScore panel is composed of 2 million panelists globally. All display impressions delivered by Criteo in September 2013 were tracked at a proxy level by these panelists.

About Us

Criteo is a leading global technology company that specializes in performance display advertising, working with over 4,000 e-commerce companies around the world. Criteo has over 700 employees in offices across the U.S., Europe and Asia serving more than 40 countries. For more information, visit www.criteo.com