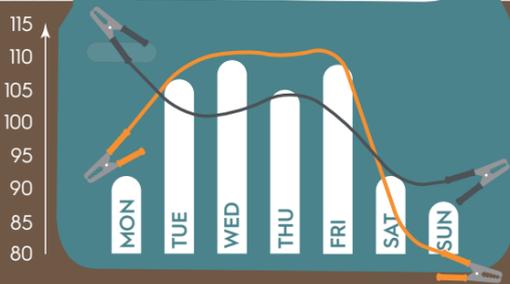


Back to school season brings a lot of page views*



*Yearly average normalized to 100



On Monday people check websites but convert during the rest of the working week*

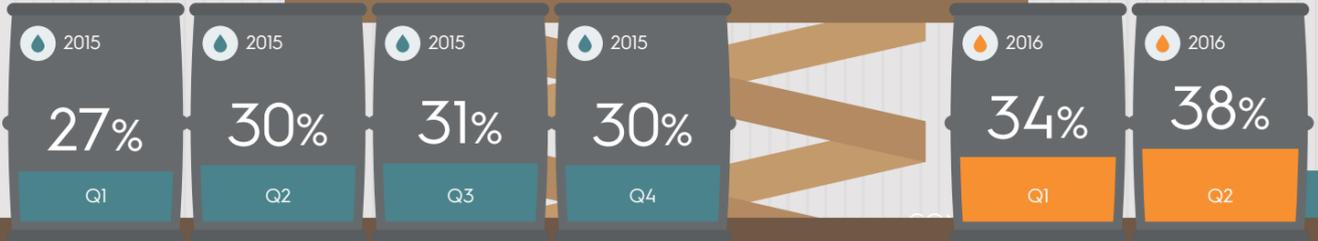
Leads Events Conversion Rate

*Averages normalized to 100. Criteo Internal data, 2015 and 2016 (up to end of May)

Growth of Mobile traffic*

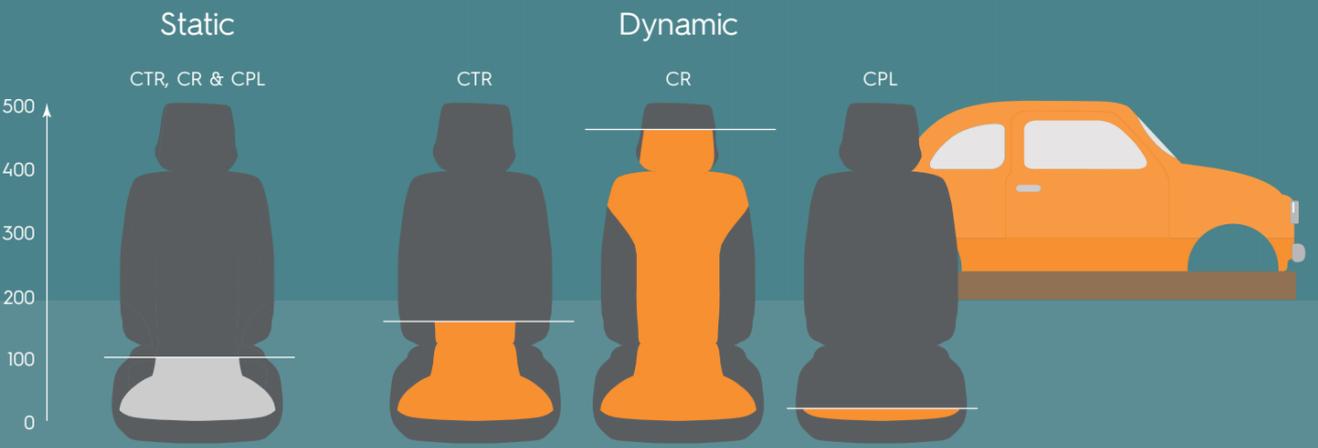


Mobile on site events (compared to desktop)

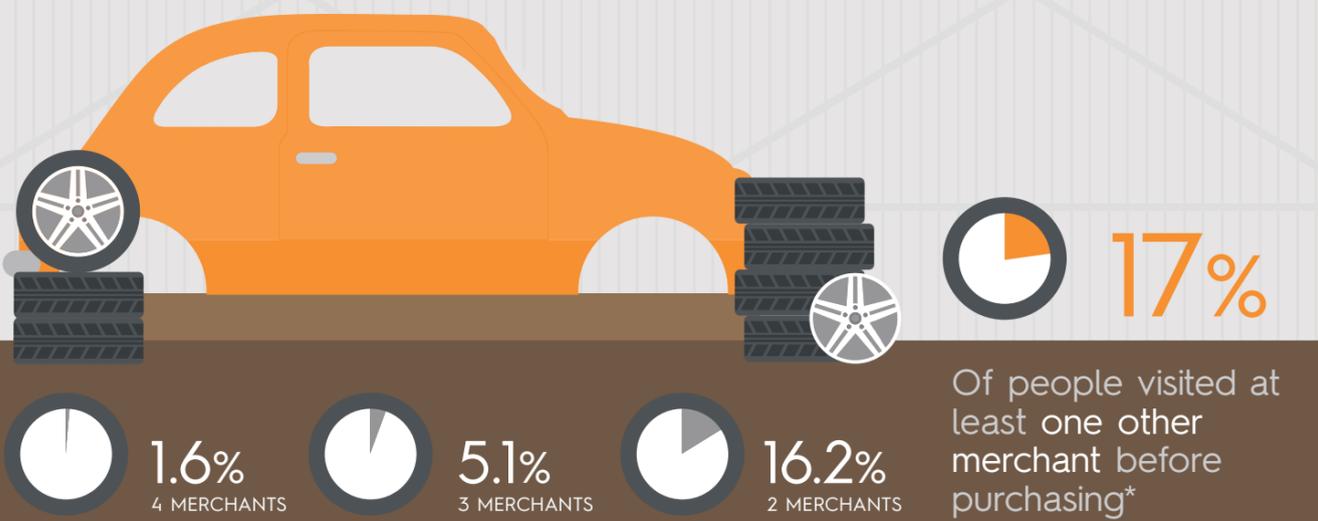


*Criteo Internal data, 2015 and 2016 (up to end of May)

Static vs. dynamic banners*



*Metrics of static banners normalized to 100. Criteo Internal data, 2015 and 2016 (up to end of May)



*During the 30 previous days. Criteo Internal data, 2015 and 2016 (up to end of May)

Methodology:
Criteo internal data from 1st January 2015 to 31st May 2016, analyzing more than 250 million events in over 60 campaigns.
For more information, please visit www.criteo.com/it

