CriteoL. Drives Automotive Performance

Back to school season brings a lot of page views^{*} Urebsite Traffic Description of the season brings a lot of page views^{*} Urebsite Traffic Description of the season brings a lot of page views^{*} Urebsite Traffic Description of the season brings a lot of page views^{*} Urebsite Traffic Description of the season brings a lot of page views^{*} Urebsite Traffic Description of the season brings a lot of page views^{*} Urebsite Traffic Description of the season brings a lot of page views^{*} Urebsite Traffic Description of the season brings a lot of page views^{*} Urebsite Traffic Description of the season brings a lot of page views^{*} Urebsite Traffic Description of the season brings a lot of page views^{*} Urebsite Traffic Description of the season brings a lot of page views^{*} Urebsite Traffic Description of the season brings a lot of page views^{*} Description of the season brings a lot of page views^{*} Description of the season brings a lot of page views^{*} Description of the season brings a lot of page views^{*} Description of the season brings a lot of page views^{*} Description of the season brings a lot of page views^{*} Description of the season brings a lot of page views^{*} Description of the season brings a lot of page views^{*} Description of the season brings a lot of page views^{*} Description of the season brings a lot of page views^{*} Description of the season brings a lot of page views^{*} Description of the season brings a lot of page views^{*} Description of the season brings a lot of page views^{*} Description of the season brings a lot of page views^{*} Description of the season brings a lot of page views^{*} Description of the season brings a lot of page views^{*} Description of the season brings a lot of t

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

Leads C Events

Conversion Rate

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

SAT

SUN

100

90

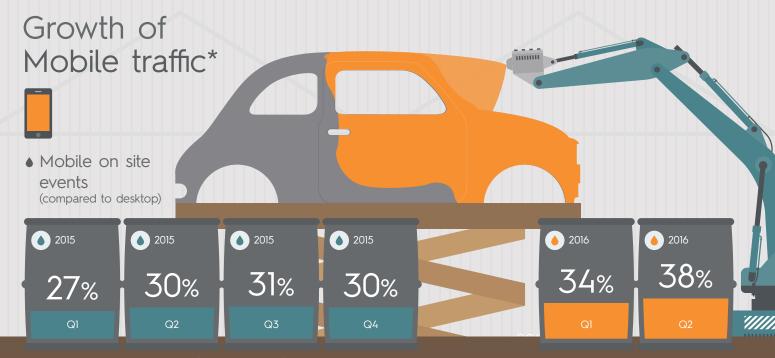
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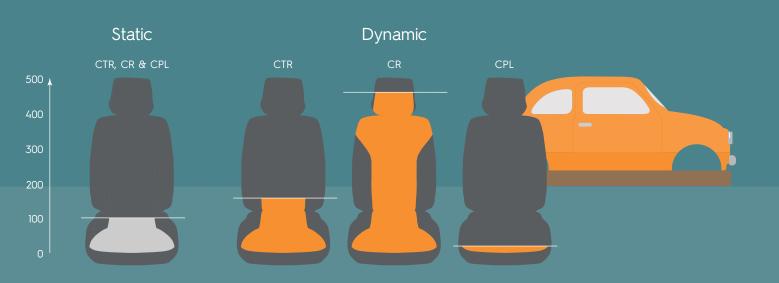
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ΠĒ

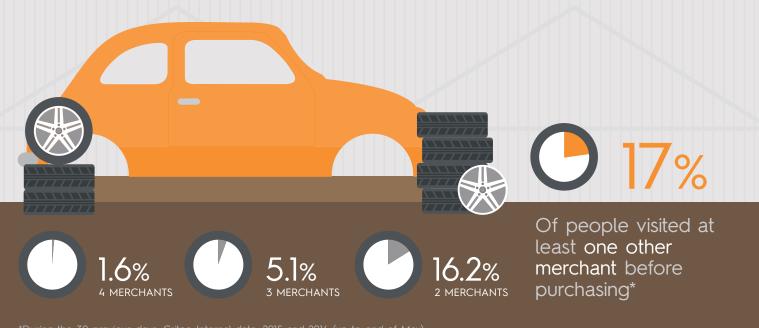


*Criteo Internal data, 2015 and 2016 (up to end of May)

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

Criteo (NASDAQ: CRTO), global leader in performance advertising, delivers personalized performance marketing at an extensive scale with a customer retention rate of 90%. Measuring return on postclick sales, Criteo makes ROI transparent and easy to measure. Criteo has over 2,000 employees in 31 offices across the Americas, EMEA, and Asia-Pacific, serving premium advertisers worldwide, with direct relationships with over 17,000 publishers.

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