Criteo Launches A New Approach to Search With Criteo Predictive Search
- *Criteo Predictive Search Significantly Increases Performance and Eliminates Guesswork for Paid Search Marketers in Google Shopping*
- *Enables Retail Marketers to Effectively Grow Largest Digital Ad Channel*
- *Expands Criteo's Business and Strengthens its Performance Marketing Platform*

NEW YORK – October 25, 2016 – Criteo S.A. (NASDAQ: CRTO), the performance marketing technology company, today announced the launch of Criteo Predictive Search, a groundbreaking product that brings the Company's proven, performance-based approach to Google Shopping. Criteo Predictive Search, available immediately in the US, offers an automated, end-to-end solution, based on powerful machine-learning, that eliminates guesswork and systematically improves results from Google Shopping using precise, predictive optimization across every aspect of the campaign.

Early adopters of the new solution, who have taken part in beta tests, have seen as much as a 22-49 percent lift in revenue at constant cost. These clients include 30 of the leading U.S. retailers, such as Revolve Clothing, Teleflora and Camping World.

Search is the largest digital channel for marketers, garnering 45 percent[1] of digital ad spend with Product Listing Ads comprising 21 percent[1], making the ad tech side of the industry prime for disruption. Marketers are actively seeking more impactful solutions to reach their target consumers. Criteo's unique approach to search offers the first end-to-end solution on the market for Google Shopping, delivering performance at scale. With increasing competition in the Shopping channel, retailers are losing out on significant opportunities as a result of the extensive time it takes to realize gains from manual, reactive optimization approaches.

"Google Shopping is a huge opportunity for retail marketers, with Shopping quickly becoming the biggest ecommerce performance driver for retailers." said Jason Lehmbeck, General Manager, Search, Criteo. "Yet, the tools available today are overly complex and time-consuming, and do not sufficiently help marketers connect with consumers who are actively shopping for their products. Our goal with Predictive Search is to eliminate the guesswork of managing Shopping Campaigns while delivering unbeatable performance for retailers."

"With consumer trends and inventory constantly evolving, our team found that a standard Google Shopping campaign structure was limiting our performance," said Ben Shum, Search

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[1] According to a study of US Paid Search Marketers conducted by Engel Research Partners & commissioned by Criteo in October 2016

Engine Marketing Manager, REVOLVE Clothing. "With Criteo Predictive Search, we're able to tap into Criteo's wealth of knowledge and expertise in product feeds, user data, campaign structure and have since seen our return on ad spend increase by over a third."

"Criteo's management of our Google Shopping program has generated incredible results," said David Gottesman, director of digital marketing, Teleflora. "Criteo Predictive Search has really helped fine-tune our bidding strategy and increase our impression share. Our year-over-year performance has grown by triple digits in just six months."

A Criteo-sponsored Forrester survey found that as paid search matures and more companies get the basics down, competition rises and marketers look to new search capabilities for differentiation in an increasingly crowded space. These capabilities add to the complexity of executing effective paid search campaigns.

Criteo Predictive Search, based on Criteo's proven machine-learning technology, continuously optimizes remarketing lists, campaign structure, campaign settings, and bidding, allowing Paid Search Marketers to:

- Re-engage high-value users via behavioral targeting technology that programmatically sets bids based on each user's propensity to make a purchase.

- Increase ROI with multi-dimensional bidding that reflects a granular understanding of product characteristics, performance history, user intent, device, and user behavior.

- Consistently meet targets, even during seasonal and promotional peaks, with campaigns that automatically and accurately adapt.

Predictive Search expands Criteo's product portfolio and strengthens its performance marketing platform by bringing its sophisticated technology for predictive bidding to a new marketing channel, helping advertisers capitalize on today's $80 billion search market[2].

Criteo Predictive Search is available immediately in the U.S, with further global availability to be added throughout 2017. To learn more visit http://www.criteo.com/products/criteo-predictive-search.

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[2] Predicted search advertising expenditure in FY 2016 according to Zenith Optimedia's Advertising Expenditure Forecasts Conducted by Zenith Optimedia in March 2016

About Criteo

Criteo (NASDAQ: CRTO) delivers personalized performance marketing at an extensive scale. Measuring return on post-click 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 12,000 advertisers worldwide and with direct relationships with 17,000 publishers. For more information, please visit www.criteo.com.

Media Contact:
Kenya Hayes
k.hayes@criteo.com
(703) 589-7595