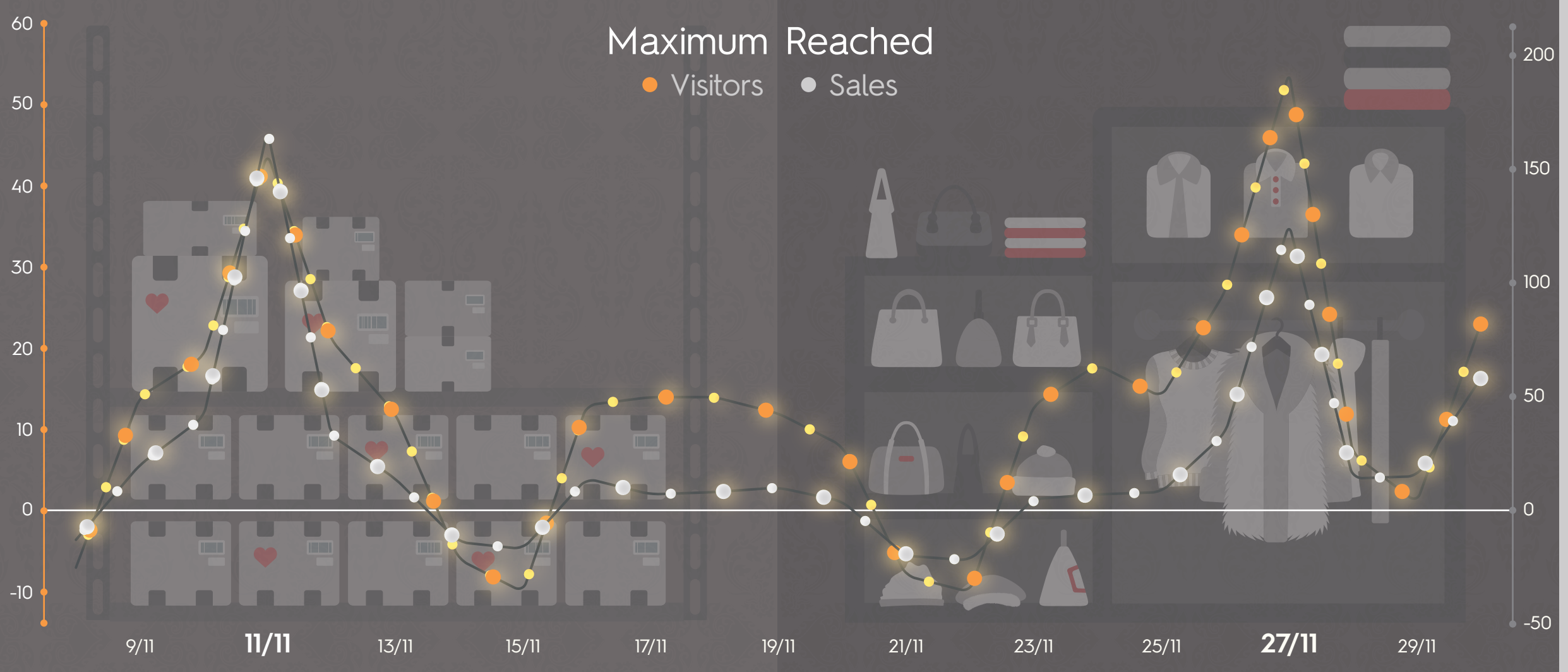


SEA 11/11 Shopping Season

Singles Day 11th Nov



Black Friday 27th Nov



Share of Voice During the Holiday Season

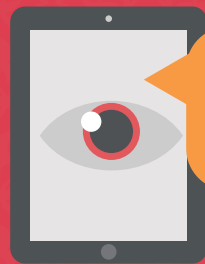
34%

Average Mobile SoV*

33% **

via Mobile Applications

User Journey



64%

of buyers

browse SEA retailers website with a different device before making a final purchase***

Strategies for Success



Cross-Device Optimization
Connect people not just devices



Mobile App Retargeting
Drive conversions and increase users' life time value

For more information, please visit www.criteo.com

Methodology

SEA Retailers data from 25/10/15 to 30/11/15 compare to the average of the 2 first weeks of October 2015.

If you would like to contact us, please email us at contactSEA@criteo.com.

*SoV = Share of Voice **Based on sales via mobile application in Indonesia from 25/10/15 to 30/11/15

***According to March 2016 data taken from our Indonesia retailer websites. Indonesia as a sample country representing a SEA trend.

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