



Overview for brands

Criteo Sponsored Products



Sponsored Products: Native Advertising for Brands

Growing retail sales isn't easy. Just because you secured deals with top retailers, doesn't mean that your products will fly off the shelf. While you may be the best in-market, how do you stand out in a sea of products and skew demand in your favor?

Criteo has the answer. Criteo Sponsored Products are native product ads integrated with the world's largest retailers. With Sponsored Products, brands can leverage real-time targeting to reach the highest intent shoppers across the Internet, on retail sites and in mobile apps.



Reach shoppers

Engage shoppers as they are searching and browsing on retail sites. The retail sites that offer Criteo Sponsored Products reach more shoppers than Amazon.



Drive traffic

Dramatically increase traffic to your product detail pages when shoppers click your Sponsored Products on retailers where you sell. Like paid search, you set the price and only pay when shoppers click your ads.



Attribute sales

Measure SKU-level results with Criteo's underlying attribution technology, Brand 360, so you can confidently re-invest in winning strategies.



Retail partners

The average shopper visits more than three retailers during their shopping process. Criteo's strong retailer partnerships gives you a chance to follow the shopper as they browse across our massive network of ecommerce sites:

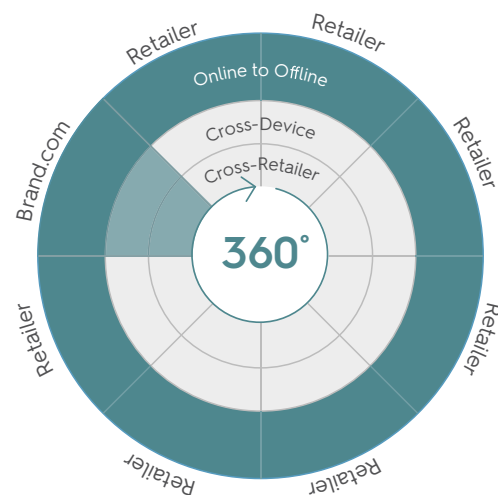
Walmart ✱	TARGET	BEST BUY	★macy's	Peapod®	sears
STAPLES	KOHL'S	COSTCO WHOLESALE	ToysRUs	kmart.	BABIESRUS
overstock.com	newegg	BOXED	HSN	FINGERHUT.	Rakuten
Gettington	BED BATH & BEYOND	buybuy BABY	freshdirect	HARMON DISCOUNT HEALTH & BEAUTY	zulily
Cabela's	wayfair	Office DEPOT OfficeMax	RetailMeNot Inc.	DEALS4BUY®	Walmart ✱ Canada

Embedded in the source code of ecommerce

Criteo integrates deeply with our retail partners, learning shopper behaviors and interests so we can show your products to the right shopper at the right time. Ads are displayed as product listings, sponsored products or featured products on the home page, search results and/or product detail page.

Closed-loop attribution

By connecting directly to points-of-sale, Brand 360 can attribute sales to ads, providing a clear view into program impact and Return on Ad Spend (ROAS). Brand 360 enables brands to measure performance, within and across retailers, between devices, to the brand's own stores and, increasingly, to offline channels.



Getting started is easy



No copy, no creative, and no product feeds needed. If you sell through any retail site in our network, your SKUs and product information are already on our platform – there are no complicated files or catalog uploads to deal with. All you have to do is fund your account, select the products you want to promote, and set bids.

GET STARTED

Email cbs-hlxsales@criteo.com

About Criteo

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 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 premium advertisers worldwide, with direct relationships with over 17,000 publishers.

For more information, please visit criteo.com.