



# Overview for retailers

## Criteo Sponsored Products



## Transforming the Economics of Ecommerce

The economics of retail are changing. Shopper expectations are increasing, putting additional pressure on revenue and profits. What if you could continue to satisfy growing shopper expectations without compromising your profits? Well, Criteo makes that possible with Sponsored Products.

## Setting the Standard for Ecommerce Media

Sponsored Products are native product listings that appear in locations throughout the purchase path of retailer sites and apps. Shoppers clicking on native product ads stay within your ecommerce environment, promoting conversion, while paying you for every click.

Criteo works with scores of retailers to set the standards for this mobile-friendly format. Our technology has been designed from the ground up to show the most relevant product ad – or no ad at all – to ensure advertising always serves the shopper’s interest, while maximizing profit from every visit.

## Unlocking New Brand Budgets

Sponsored Products provide a high performing, contextually-relevant and shopper-friendly solution.



### Incremental Revenue

Revenue from Sponsored Products is completely incremental and directly contributes to the bottom line. Sponsored Products are designed not to conflict with co-op relationships; funding comes from brand and search budgets.



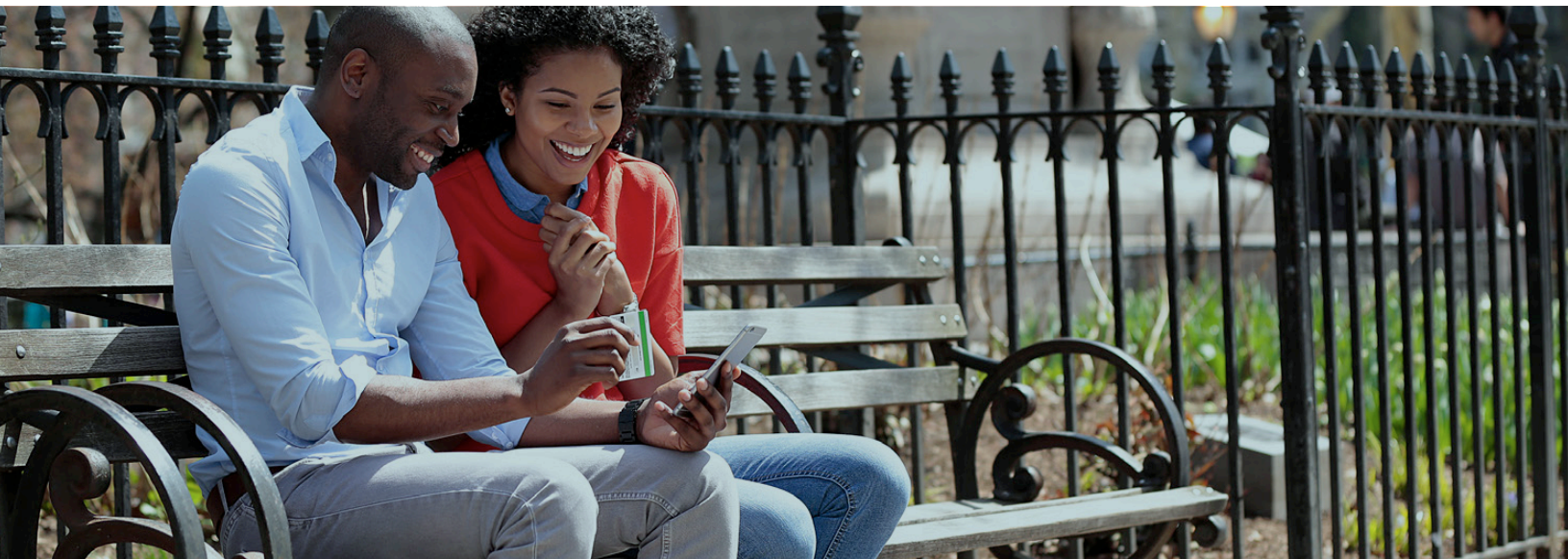
### Seamless to Integrate

The native ads are designed to match your site’s look and feel. They are displayed as product listings, sponsored products, or featured products. You control exactly where to place the ads and we only show brands that you currently sell.



### Ads Convert on Your Site

With Sponsored Products, shoppers click on the product ads and are taken to your site’s product page for conversion, giving you the ability to generate site traffic without losing the customer.





## Join our Retailer Network

The Criteo Network is a unique marketplace where brands and retailers buy and sell media, leveraging the world’s largest shopper data set. By combining the traffic and data of leading retailers, Criteo achieves the scale needed to attract brand budgets previously reserved for large search engines and social media platforms.

The ad network model enables optimal results for retailers and brands:



### Provides scale

By combining the traffic and data of leading retailers, Criteo provides brands and agencies with scale they want to invest in, leading to additional revenue for you.



### Protects trade & co-op dollars

Brands bidding are unable to allocate budgets to specific retailers, resulting in incremental revenue from Sponsored Products.



### Keeps your data secure

Ad performance is reported on an aggregate level across the network, giving brands the confidence to continue to reinvest in winning strategies.

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

**GET STARTED**  
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## 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](http://criteo.com).