

A group of five young adults are sitting on a grey couch in a living room, watching a game. They are all smiling and looking towards the right. In the foreground, there is a coffee table with several green beer bottles, a blue cup, and bowls of snacks like nachos and dip. The background shows a potted plant and a white wall.

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Super Bowl LI.

What an amazing game it was!

January 22 – February 4, 2017

Super Bowl LI: A Game for the record books and eGrocery carts

Super Bowl LI was not only a game that made the record books in terms of what happened on the field, it also marked a significant milestone as increasing numbers of time-pressed Americans chose to order their foods from the convenience of their living rooms, kitchens and offices using the nearest available screen.

Over 37 items went into eGrocery carts the week of the big game, and the carts tallied up to over \$150.18. That amount was a few cents more than the average cart size with ANY goods on Black Friday, which was \$149.68.

In snack foods, products like Guacamole, Chips and Salsa outranked long standing snacks like pretzels and crackers.

Coke was the most searched-for soft drink, but Pepsi, which sponsored the half time, was not far behind.

Americans might not have been in the mood to upgrade their TVs over the holidays (see the Criteo Holiday Report), but with new models introduced at the Consumer Electronics Show, they were interested in trading up to those 4K/UHDTV sets to watch the game in vivid detail.

- The trend in TVs is typically “bigger is better”, but smaller TVs like a 32” are the most highly-sought after.

The fact that the Falcons were most highly sought-after for merchandise boded well for at least the first part of the game, but Tom Brady sprinted into the end zone as the big name of football in terms of hot sports related goods.

Atlanta vs. New England: who's hot, who's hotter?

Falcons may have lost the actual game in the first ever Super Bowl overtime, but they bested the Pats for shopper searches.

Was it truly indicative of interest or had the Patriots already saturated the market?

Football-related terms ranked by number of searches:

1. Tom Brady was not surprisingly the top searched athlete.
2. Julio Jones was also hotly sought after, but interest declined the week of the game.
3. Matt Ryan was the rising star as was Julian Edelman of the Patriots.



1/22 VS 1/29

SEARCH TERMS RANKED
BY # OF SEARCHES

% CHANGE

| | |
|----------------|------|
| FALCONS | 17% |
| PATRIOTS | 18% |
| FOOTBALL | 34% |
| SUPER BOWL | 116% |
| JERSEY | 51% |
| NFL | 38% |
| PARTY | 62% |
| TOM BRADY | 17% |
| BRADY JERSEY | 26% |
| JULIO JONES | -33% |
| MATT RYAN | -52% |
| JONES JERSEY | -44% |
| RYAN JERSEY | -38% |
| GRONK JERSEY | -25% |
| JULI EDELM | -6% |
| ROB GRONK | -10% |
| EDELMAN JERSEY | 22% |

More watched on high def. sets

TV is typically the top searched terms across the entire Criteo Sponsored Products retail network, no matter what season it is and it once again performed.

Samsung was the top searched for CE brand, followed by Vizio, LG, Roku, Chromecast, Apple TV and Panasonic.

8K TVs debuted at CES in January, but American shoppers were at the point of upgrading to 4K/UHD.

Streaming has become an increasingly important mode of TV watching. Smart TV is the third most searched term, and devices that enable streaming like Roku, Apple TV and Chromecast rank.

Shoppers are checking out what form of UHD to buy:

- It's a complex decision, and LED bested OLED in searches.
- Size does matter: while huge TVs see interest (75"!), the most commonly searched for size is the relatively modest 32".



CE SEARCH TERMS RANKED BY # OF SEARCHES

| | | | |
|------------|------------|------------|-----------|
| 1. | TV | 16. | 50 IN |
| 2. | SAMSUNG | 17. | 40 IN |
| 3. | SMART | 18. | 65 IN |
| 4. | 4K | 19. | FIRE |
| 5. | VIZIO | 20. | 24 IN |
| 6. | LG | 21. | OLED |
| 7. | UHD | 22. | 75 IN |
| 8. | 32 IN | 23. | PANASONIC |
| 9. | CURVE | | |
| 10. | 55 IN | | |
| 11. | ROKU | | |
| 12. | CHROMECAST | | |
| 13. | APPLE TV | | |
| 14. | LED | | |
| 15. | 60 IN | | |

Shoppers stocked up on snack foods and beverages

The big gainers the week of the Super Bowl were:



FOOD

BEER
SNACKS
GUACAMOLE
CHIPS
HOT SAUCE
SALSA



SODA

COKE received nearly double the interest of PEPSI



1/22-1/28 VS 1/29-2/4

SEARCH TERMS RANKED BY # OF SEARCHES

% CHANGE

| | |
|-----------|-----|
| CHIP | 67% |
| CRACKER | 40% |
| SALSA | 56% |
| SNACK | 81% |
| HUMMUS | 9% |
| PRETZEL | 30% |
| SODA | 47% |
| MAYO | 18% |
| KETCHUP | 11% |
| MUSTARD | 32% |
| POPCORN | 28% |
| COKE | 21% |
| GUACAMOLE | 77% |
| BEER | 89% |
| PEPSI | 11% |
| RICE CAKE | 39% |
| HOT SAUCE | 60% |

Salty snacks dominated the game

Chips and dip foods dominated the top snack foods search term list.

Classic sweet snacks also were highly sought after:

DRAKE
TWINKIE
DEVIL DOG

Newer snack food market entries also had appeal:

PIRATE'S BOOTY (it comes in kale flavor!)
SMART FOOD
SKINNY POP
PRETZEL CRISP
SABRA (hummus is hot)



1/22 - 1/28 VS 1/29 - 2/4

| SEARCH TERMS | % CHANGE | SEARCH TERMS | % CHANGE |
|--------------|-------------|---------------|------------|
| NACHO | 128% | TRISCUIT | 19% |
| TOSTITO | 110% | PIRATE BOOTY | 19% |
| DRAKE | 99% | HOSTESS | 19% |
| QUESO | 97% | SMART FOOD | 18% |
| VELVEETA | 76% | DOODLE | 17% |
| FRITO LAY | 65% | WHEAT THIN | 15% |
| TWINKIE | 56% | SKINNY POP | 10% |
| CUPCAKE | 37% | SUNSHINE | 8% |
| DORITO | 31% | PRETZEL CRISP | 5% |
| SNYDER | 27% | RITZ | 4% |
| DEVIL DOG | 20% | SABRA | 4% |
| | | FIBER ONE | 3% |

Super Bowl: Big carts for family gatherings

eGrocery took off in the US in 2016, and it shows great signs of growth already in 2017, with sites like FreshDirect, Peapod and Instacart among those in the Criteo Sponsored Products retail network.



In keeping with the party spirit of the Super Bowl, and enhanced by recent trends towards “hearth and home” family gatherings, cart sizes are large.

Average carts with at least one grocery item for the week of 1/29 – 2/4 were:

\$150.18

37.7 ITEMS PER CART

\$3.98 PER ITEM

23 OF THOSE ITEMS ARE OUTSIDE OF GROCERY ALTOGETHER: shoppers like the convenience of ordering multiple product types together

DIPS & SPREADS ACCOUNTED FOR THE HIGHEST PRICE POINTS IN THE CARTS: **\$3.90** ON AVERAGE

A note on data

Criteo Sponsored Products retail network data is compiled in aggregate from sales figures from some of the largest retailers globally.

The week of 1/29 - 2/4 was compared with the week of 1/22 to form this analysis.

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 2,200 employees in 30 offices across the Americas, EMEA and Asia-Pacific, serving 13,000 advertisers worldwide and with direct relationships with 17,500 publishers.

For more information, please visit www.criteo.com