



The future of performance marketing

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\$198b sales transactions analyzed in 2013



590b+ ads served in 2013



924.5m internet users reached monthly¹



\$12bn post-click client sales generated²



10,000+ PUBLISHERS (Exchange & Premium)



130+ COUNTRIES



7,800+ ADVERTISERS



90% RETENTION RATE³



R&D REPRESENTS **40%** OF THE WORKFORCE



SurfStitch

kogan

asos
discover fashion online



BIG W

STAPLES

Officeworks

THE GOOD GUYS

GROUPON™



DAVID JONES

ebay™

CarsGuide™.COM.AU

adidas



¹ 2nd in ComScore global rankings - March 2014 ComScore report

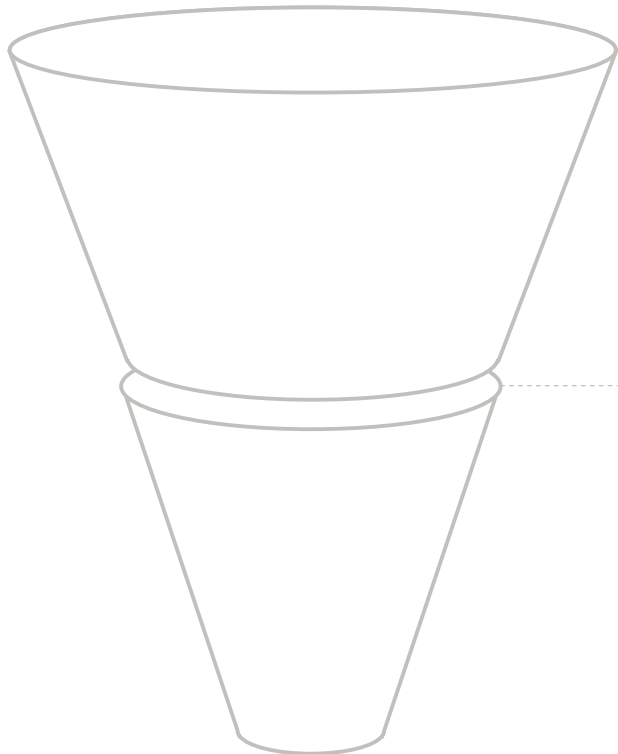
² in 12 months preceding June 30, 2013

³ Annual rate

Performance Marketing

What is it?

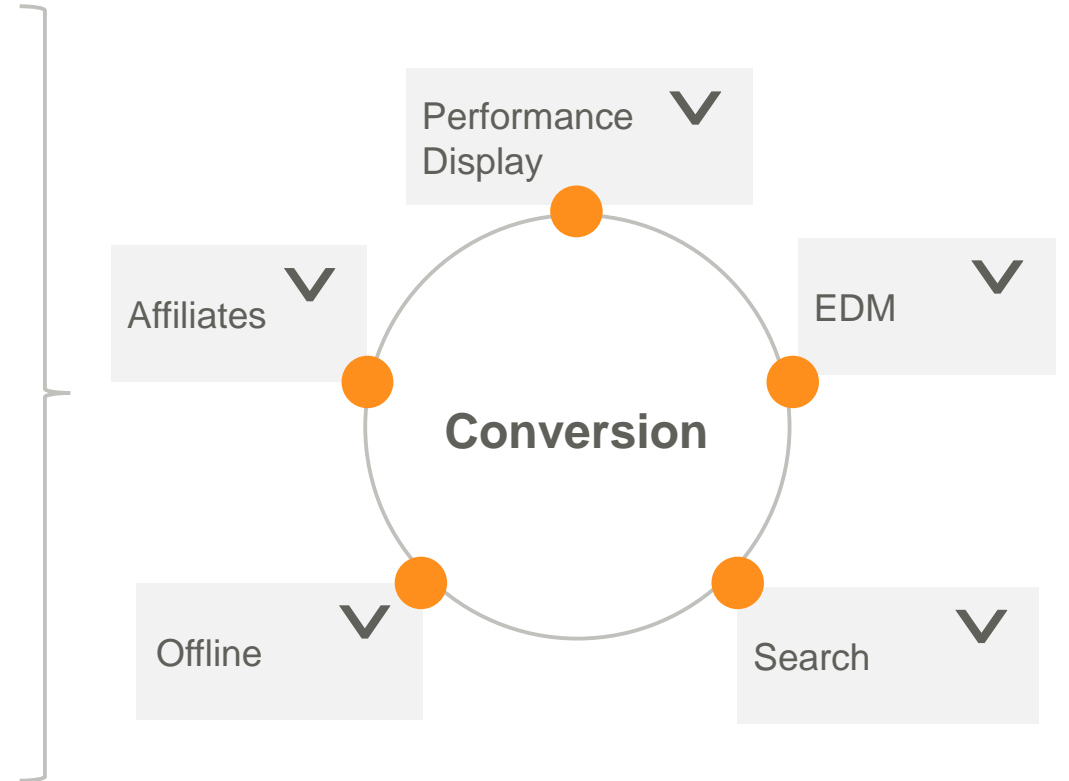
● ROI Based



Upper-Funnel-Search,
EDM, Affiliate, Display

Lower Funnel-Performance
Display (Criteo)

Conversion



A man in a dark suit stands with his back to the camera, looking into a vast, intricate maze of grey concrete walls. The maze is composed of many interconnected paths and dead ends, creating a complex and confusing environment. The man is positioned at the entrance of the maze, which is a wide, straight path that leads into the maze's interior. The overall scene is set against a plain, light-colored background, emphasizing the complexity of the maze.

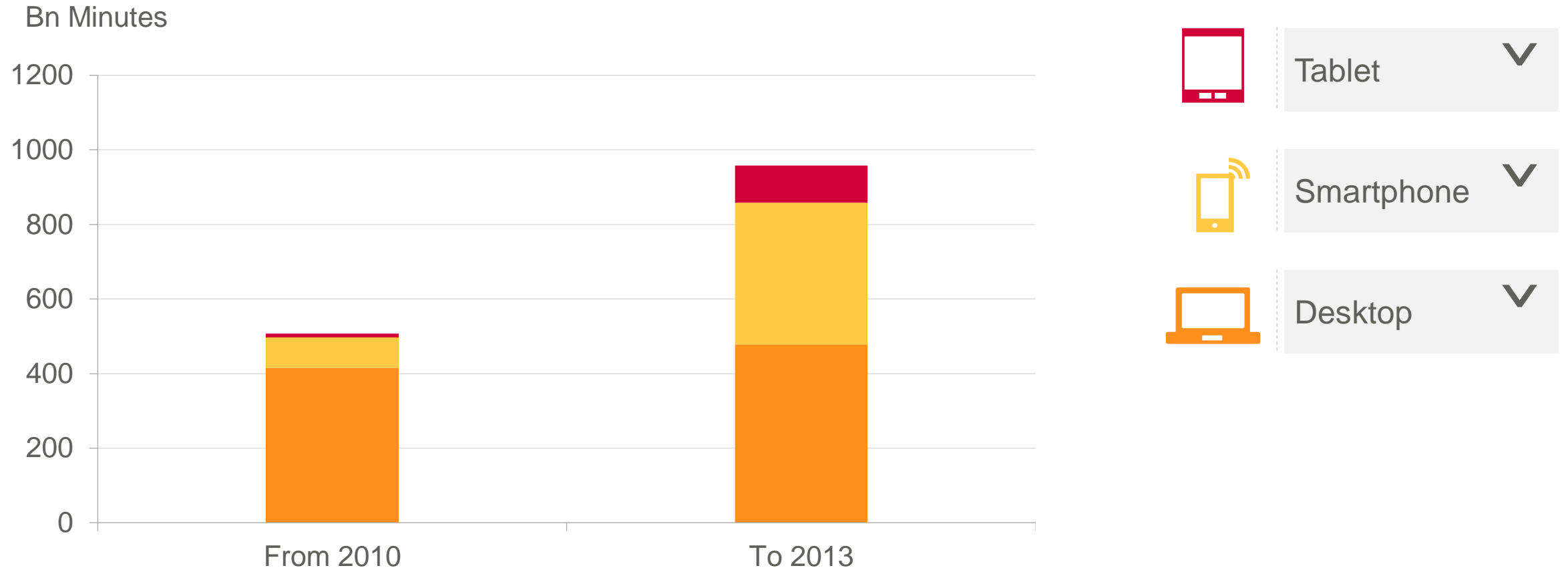
Complexity
is the
New normal



Mobile

Making the most of your
growing audience

Total time spent online

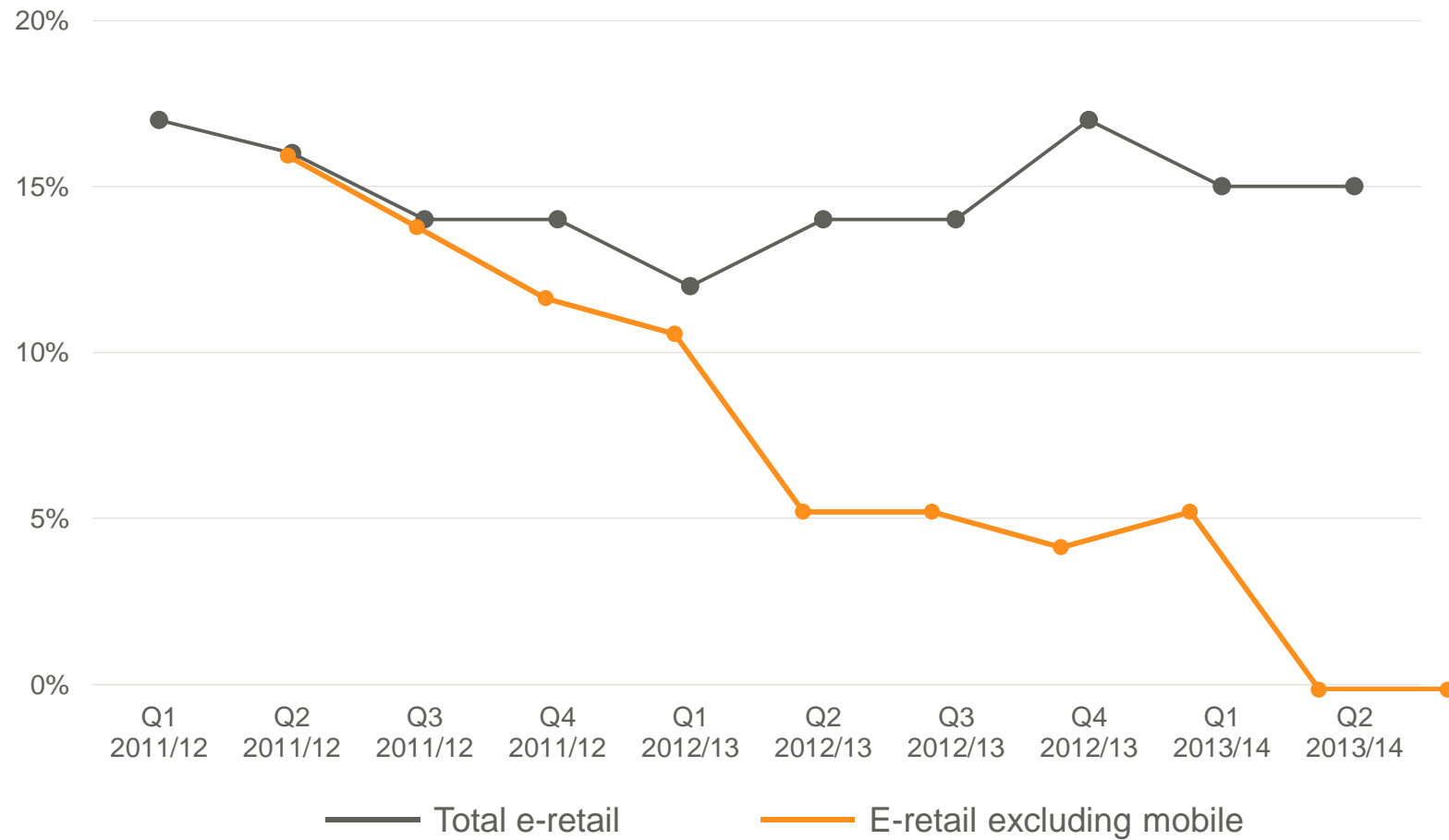


Source : Total U.S. Internet Usage in Minutes in may (Billions), Comscore MMX Multi-Platform, August 2013 OR SIT AMET

Luckily, no one
buys anything on
**mobile
devices**
right?

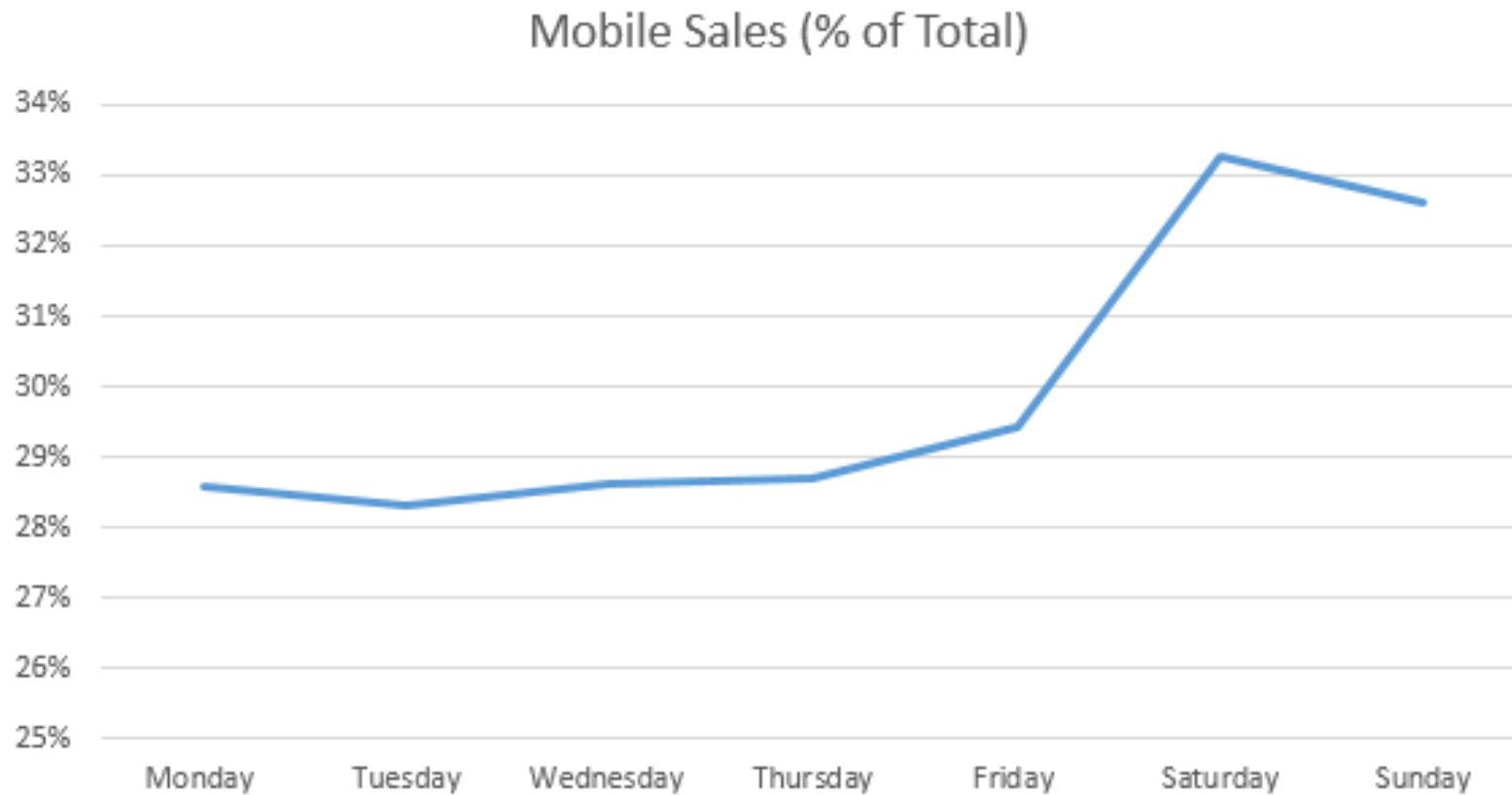


Ecommerce market UK



Source : Capgemini Consulting – september 2013

Weekends are even more dramatic



In the AU
33% of
ecommerce sales
on **Saturday**
are from Mobile
devices

A person in a dark suit and patterned tie is holding a tablet. The tablet screen displays a complex overlay of financial data, including a line graph on the left, a bar chart with a blue arrow pointing up in the center, and another bar chart on the right. The background features a world map, currency symbols like the Euro (€) and Dollar (\$), and silhouettes of business people. An orange circle on the right contains white text.

**Historically
Mobile
marketing has
been hard
for a few
reasons**

1. Complexity: Mobile is four different worlds

Mobile Browsing



iOS



ANDROID



In-App



iOS



ANDROID



2. Lack of standards



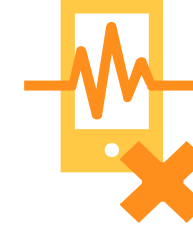
No targeting

You can't do individually personalised ads on mobile devices



No Flash

Generating real-time creatives that look the same on thousands of devices isn't possible



No equivalent of a URL for apps

You can't deeplink from an ad to a specific page within an app



**The world is
different now!**

Standards are emerging!



No Flash

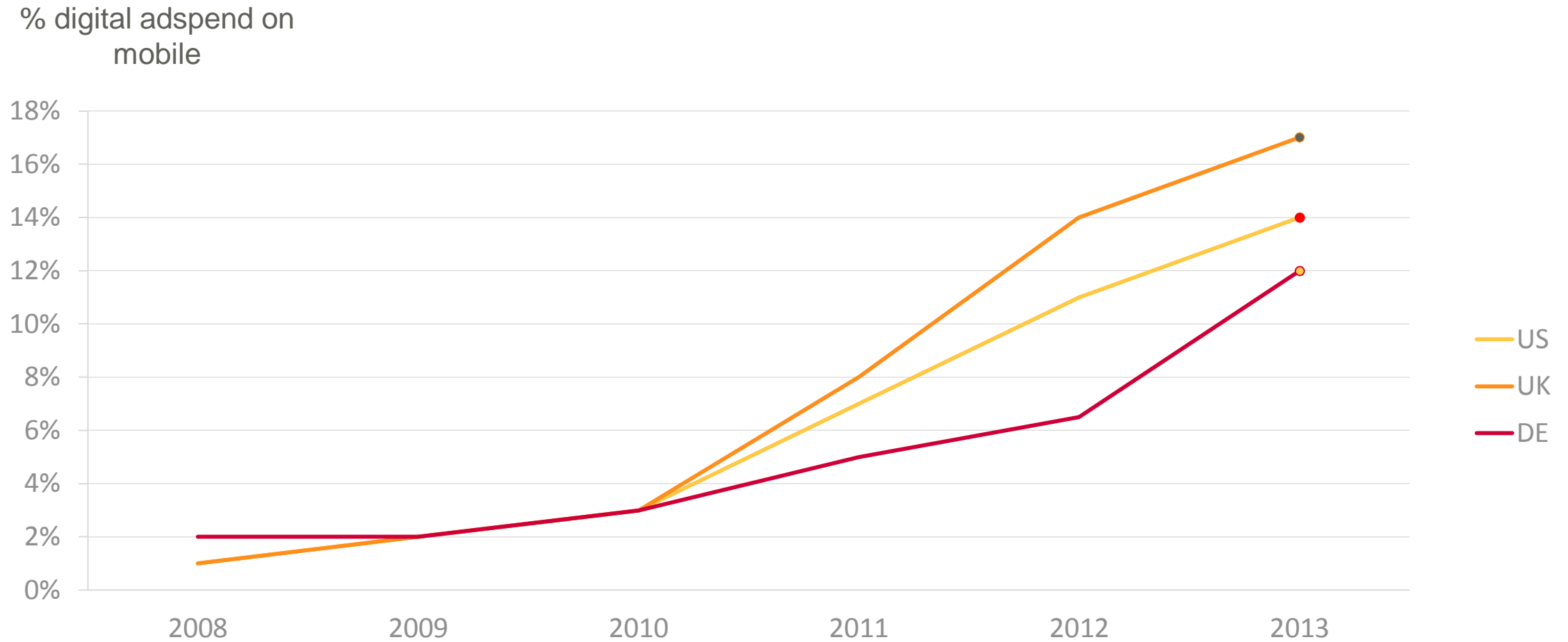


No equivalent
of a URL for apps

**HTML 5
Ads**

**Deep
linking**

Adspend is shifting to mobile



- X-Device

What's it all about?

Mobile has been a journey for Criteo...



2008

July 2013

Dec 2013

Jan 2014

April 2014



Criteo launches
**performance
display**

Criteo acquires
Ad-X Tracking.
Allows in app
mobile tracking

Criteo launches
**Mobile Web for
non-iOS** devices

Criteo launches
in-app solution,
based on Ad-X
Tracking

Criteo launches
**full Mobile Web
solution
including iOS**

Desktop

In-App

Android mobile
browsers

In-App

All mobile
browsers



Full mobile
solution for
individual
devices

Cross device is a reality

MULTI-DEVICE
USAGE
IS GROWING!

Average # of devices per person by country



Source:
¹Sophos – January 2013
Source: Cisco VNI Global IP Traffic Forecast, 2012-2017

Criteo provides Cross Device at scale



> Scale

Criteo leverages anonymous data from **7,000+ advertisers** globally

> R&D Power

300+ dedicated R&D team

> Mobile leadership

Criteo generates **\$1BN+ in Post Click** sales on Mobile

> Privacy

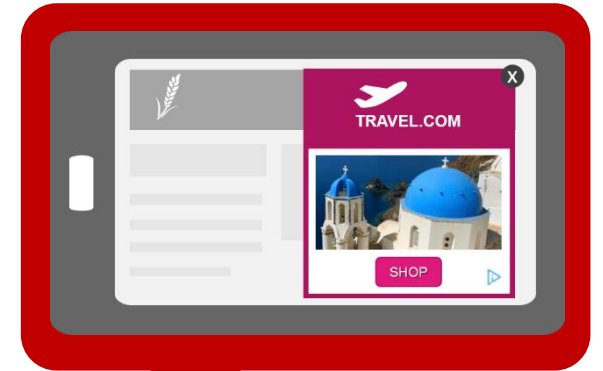
Industry leading **transparency** across multiple devices

Cross-device delivers

More Volume & More Relevant Ads

WITHOUT CROSS DEVICE

**Seen as a different user:
No additional volume**



Cross-device delivers

More Volume & More Relevant Ads

WITH CROSS-DEVICE

criteo



**BETTER
PREDICTION
&
RECOMMENDATION**

**Better
understanding
of user
behaviour**

Our key differentiator

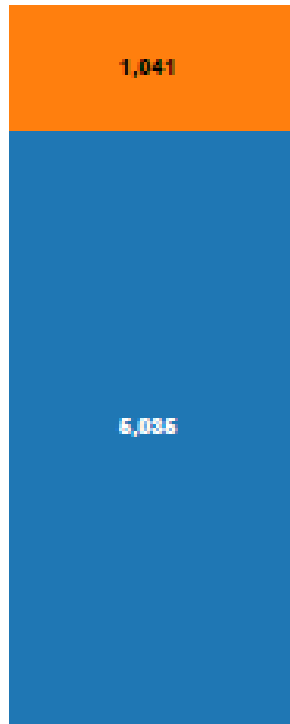
EXACT MATCH ONLY & AT SCALE





- Local Cross-device insights

Cross Device is working!



Click on Desktop



21% uplift in desktop sales from users **clicking on a desktop ad and then converting on mobile or tablet device** (if they click on desktop it's attributed as a desktop sale)



Click on Mobile & Tablet



34% uplift in mobile and tablet sales from users **clicking on a mobile ad and then converting on desktop** (if they click on mobile it's attributed as a mobile sale)

	CPOP Sales (Following a click on the same device)	Estimated cross-device sales	% of cross-device sales
Click on Desktop	5,035	1,041	21%
Click on Mobile & Tablet	686	231	34%
Grand Total	5,721	1,282	22%

Conclusion



Complexity

is the **New normal** ▼



Mobile sales

are **32% today** ▼



Mobile marketing

has **caught up** ▼



Exact match personalization

is best:
Apple and Android.
Browser and in-app. ▼



Criteo's cross-device

is **ready for you** to engage ▼

Thank you!

