Welcome

Megan Clarken, Chief Executive Officer
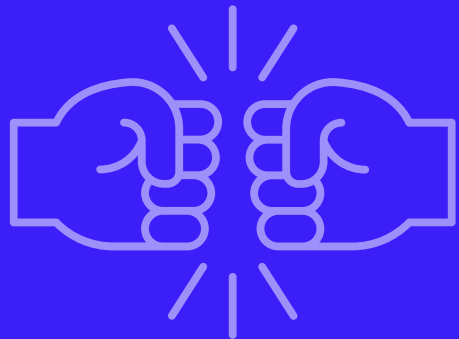
RETAIL MEDIA FOR ALL

CRITEO

INTRODUCING THE NEW COMMERCE ECOSYSTEM

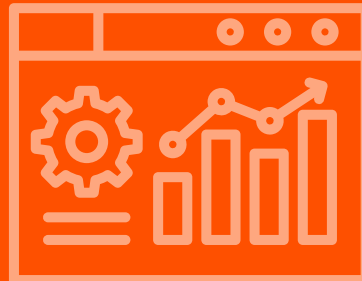Uniting the
**Commerce
Ecosystem**
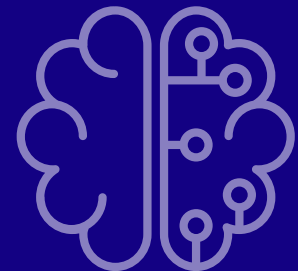
RETAILERS

PUBLISHERS

TECHNOLOGY PARTNERS

BRANDS

AGENCIES

Deep Retailer Partnerships

Access to Commerce Data

Advanced AI

We Partner with the Biggest Retailers in the World

macy's • ULTA BEAUTY • DARTY • Staples • TARGET • fnac • asos • deliveroo • Carrefour • BEST BUY • Boots

Morrisons • LA REDOUTE • meijer • Shipt • SEPHORA • currys • zavvi • DELHAIZE • THE HUT. • E.Leclerc DRIVE • CAMPZ OUTDOOR & ADVENTURE

COSTCO WHOLESALE • bloomingdale's • Media Markt • NORDSTROM • Walmart México • MICROMANIA ZING • boulanger

LOWE'S • RUNNINGPOINT • DOUGLAS • ASDA • DERMSTORE • RITE AID • cult BEAUTY • flaconi • Leiner

CVS pharmacy • Walgreens • Auchan • Uber • very • Walmart Canada • parfumdreams.de • Littlewoods

freshdirect • myToys • DIA% • metro • LOOKFANTASTIC • DELHAIZE • BAUR • SportScheck

giant eagle • fonQ • Michaels • INTERSPORT • GALERIA • fahrrad.de Dein Fahrrad kommt zu dir • mirapodo • Peek&Cloppenburg

worten • blokker. • PRIMOR • wehkamp • expert • NBB.com notebooksbilliger.de • Stylefile • au PAY • CHEMIST WAREHOUSE

Join us on the mission to achieve greater retail media success through unification.

Retail Media Opportunities

Brian Gleason, Chief Revenue Officer
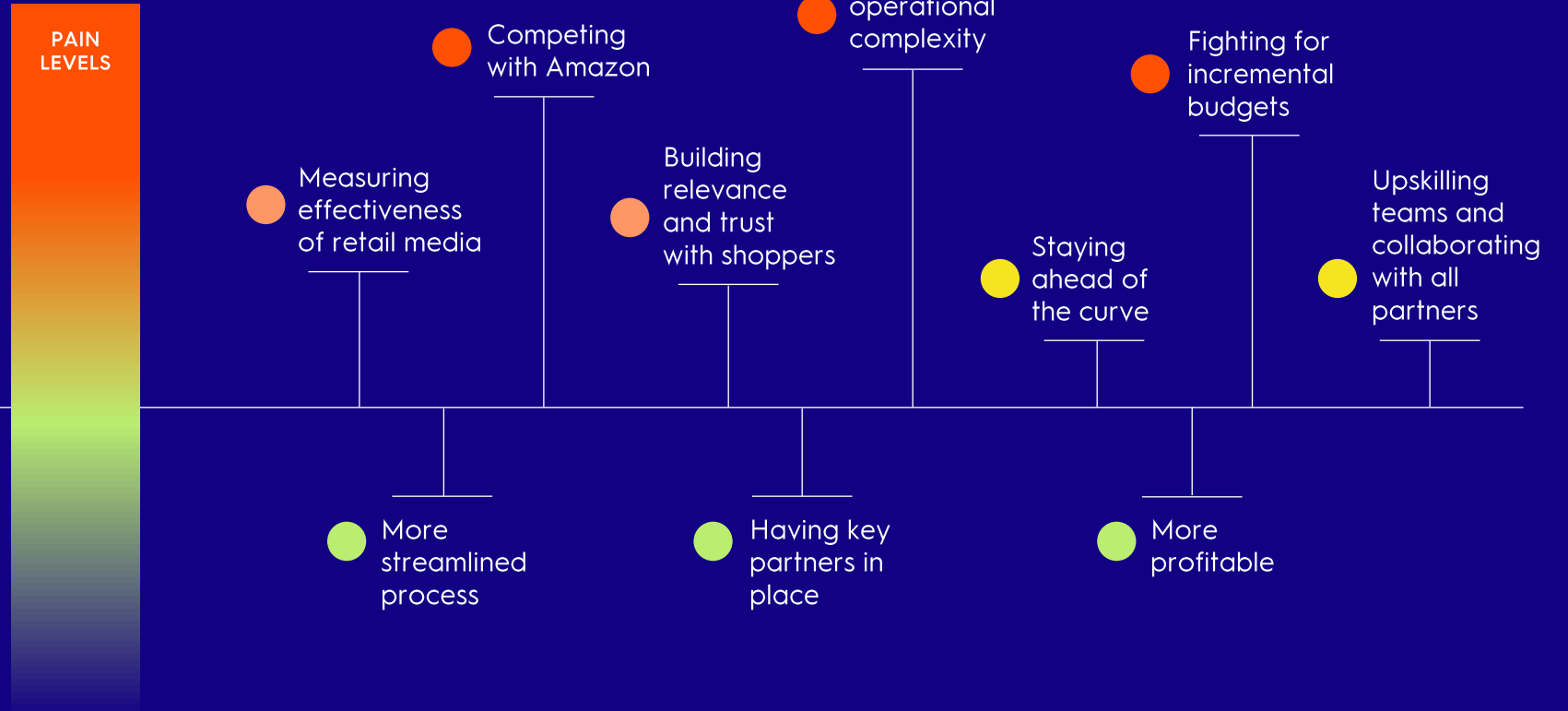
30 Years of Retail Media Evolution

Hyper Growth Comes with Growing Pains for Retailers

Snapshot of Retail Media Network Pain Points

PAIN LEVELS

2025 RETAIL MEDIA SPEND EXCLUDING AMAZON & CHINA

$42B

Has grown roughly 3x faster than search, 2x faster than social, and to surpass linear TV by 2025

Measuring effectiveness of retail media

Competing with Amazon

Building relevance and trust with shoppers

Managing operational complexity

Fighting for incremental budgets

Staying ahead of the curve

Upskilling teams and collaborating with all partners

More streamlined process

Having key partners in place

More profitable

Retail Media Growth: Where Will $42B Come From?

Retail Media Networks Capture 60%-70% of Net New Media Budgets Outside of **Amazon and China**

GLOBAL RETAIL MEDIA MARKET SOURCES OF GROWTH 2021-2025

$42B

| Retail Media Spend in 2021 | Organic Growth Digital | Shift from Other Digital Channels | Shift from Traditional Media | Shift in Trade Budgets | Shift in Sponsorships, Events, and Promotions | Retail Media Spend in 2025 |

Excl. Amazon and China

Excl. Amazon and China

New Dollars for Retailers to Capture
Approx. 60%-70%

Evolution of Existing Spend
Approx. 30%-40%
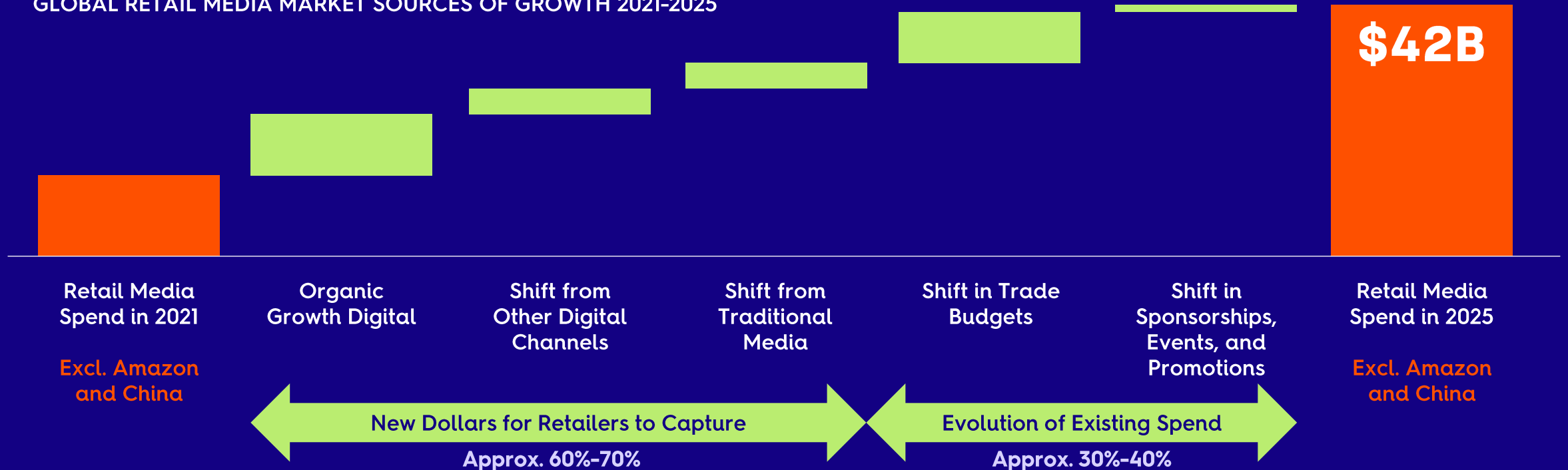
Where Will $42B Go?

Fragmentation of Retail Media Buying Growing Complexity and Difficulty of Justification for Incremental Dollars

RETAIL MEDIA SPEND

Retail Media Budget Allocation

BRAND BUDGETS
- Sponsored Products
- Onsite Display
- Native Ads
- Video Ads
- Offsite & Audience Extension
- In-Store
- Social Media

PERFORMANCE BUDGETS

TRADE BUDGETS
- Sponsored Products
- Onsite Display
- Native Ads
- Video Ads
- Offsite & Audience Extension
- In-Store
- Social Media

SHOPPER BUDGETS
- Sponsored Products
- Onsite Display
- Native Ads
- Video Ads
- Offsite & Audience Extension
- In-Store
- Social Media

Retail Media Formats

- Sponsored Products
- Onsite Display
- Native Ads
- Video Ads
- Offsite & Audience Extension
- In-Store
- Social Media

Retail Media Buying Methods

- Media Agency
- In-House Media Buyer
- 3P DSP
- API Partner
- Open Market
- Private Market

20%

Potential Loss of RMN Revenues Caused by **Fragmentation**

When Unified, Everyone Wins

The brand gained a

440%

conversion rate

The retailer gained

431%

in ad revenue per user

UPPER FUNNEL **OFFSITE**

MIDDLE FUNNEL **ONSITE** DISPLAY

LOWER FUNNEL
ONSITE SEARCH

PURCHASE

Date range: 2023-06-21 to 2023-07-23.
Conversion considered on products advertised in the onsite campaigns, 30 days post-exposure.
Offsite and onsite campaigns

CRITEO | BEST BUY

Laptop and tablet brand earns best in class sales during the Back-to-School promotional season

400% Increase in online sales revenue

2,500% Return on ad spend

-67% Reduction in cost-per-click

skai + CRITEO
deliveroo

Uber Eats

$30 BILLION COMMERCE OUTCOMES
CRITEO

CRITEO + giant eagle

"We're excited to work closely with Criteo to help retailers leverage the high-impact of premium, large-screen CTV along with the audience-specific strengths this format can deliver."

Sean Buckley, CRO, Magnite

Magnite | CRITEO

ASDA have pushed their RMP out to 100% of their online grocery traffic.

This was a fantastic collaboration between

ASDA Media Partnerships | GIG RETAIL | CRITEO
AXIS | Hyper

CRITEO | LOWE'S

Small Appliance contender finds wins on Lowes.com

>350% overall ROAS

3X Increase in ROAS

RETAIL MEDIA

Criteo Sets Its Sights On Brick-And-Mortar With Brandcrush Acquisition

By James Hercher
Tuesday, March 7th, 2023 – 9:06 am

CRITEO IAS

asos discover fashion online / CRITEO

Commerce Grid: The First Supply-Side Platform Built for Commerce.

Drive commerce outcomes via self-registration capabilities on Shopify's app.

shopify | CRITEO

ULTA

CRITEO + IPONWEB

Accelerating Our Commerce Media Platform Transformation

MediaMarkt SATURN

Brand & Agency Solutions

Todd Parsons, Chief Product Officer

Our DSP is Built for Commerce Across the
Entire Consumer Journey

OPEN INTERNET

ONSITE

AWARENESS
Create your own story
Reach relevant audiences

CONSIDERATION
Connect with shoppers
Engage in-market consumers

CONVERSION
Transform interest
into purchase
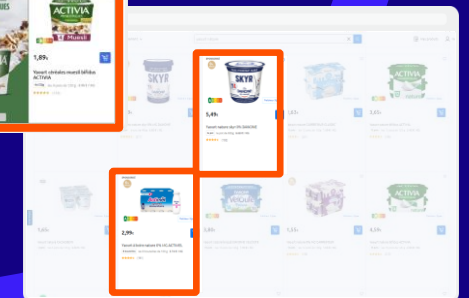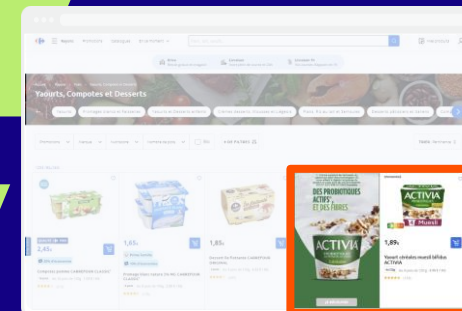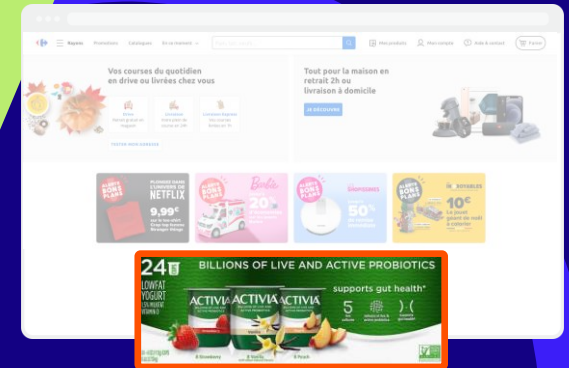
What is New and Unique in Commerce Max?

Unifying the shopper journeys while driving measurable sales results

Retail Media Onsite and Offsite

Engage consumers across the entire buying journey with integrated workflows.

Closed-Loop Measurement

Understand the real value of your advertising dollars with holistic measurement and reporting.

Actionable Commerce Insights

Optimize campaigns from commerce, digital shelf, and category intelligence data.

Commerce Max

Engages Retailer Audiences Offsite

1200+
Direct Premium Publishers

+65
Marketplaces

Standardizing Measurement in Retail Media

IAS.

Bringing first-to-market product for standardized measurement of retail media metrics.

Ad Fraud
Leverage AI to prevent fraudulent impressions and invalid ad traffic.

Brand Safety & Suitability
Avoid association with harmful or inappropriate content and ensure ads are displayed in suitable environments.

Viewability
Understand how many impressions meet industry viewability standards.
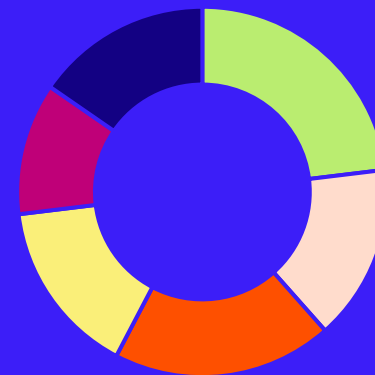
Campaign Optimization through Commerce Insights

Baby care brand boosts ROAS with keyword optimization

+139% ROAS

Our Solutions Are Built On 17 Years Of Advanced AI

$1 TRILLION
eCommerce transactions across our client base annually

100 MILLION
Predictions made per second

$30 BILLION
Criteo-driven sales across our partners' network annually

We're committed to your retail and commerce media success.

Client
Voices

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Retailer Solutions

Sherry Smith, General Manager, Global Enterprise

The Industry looks to Retail Media Leaders as Data-Driven Leaders

Data is better when it's

✓ COLLABORATIVE

✓ SUPPORTING DAILY DECISIONS

✓ PRIVACY-PRESERVING

Retail Media 1.0

PRODUCT SEARCH + DISPLAY

Where retailer asset monetization meets the demand for first-party data & digital closed loop

Triggered by Amazon ad revenues

Retail Media 2.0

FULL-FUNNEL & IN-STORE

About the convergence with other channels & incremental budget justifications

Triggered by standardization, omnichannel attribution, in-store & full-funnel

Fueling Retail Media 2.0 Growth

Criteo's **COMMERCE YIELD** : Your Ultimate Monetization Solutions

COMMERCE YIELD
RETAIL + COMMERCE INSIGHTS
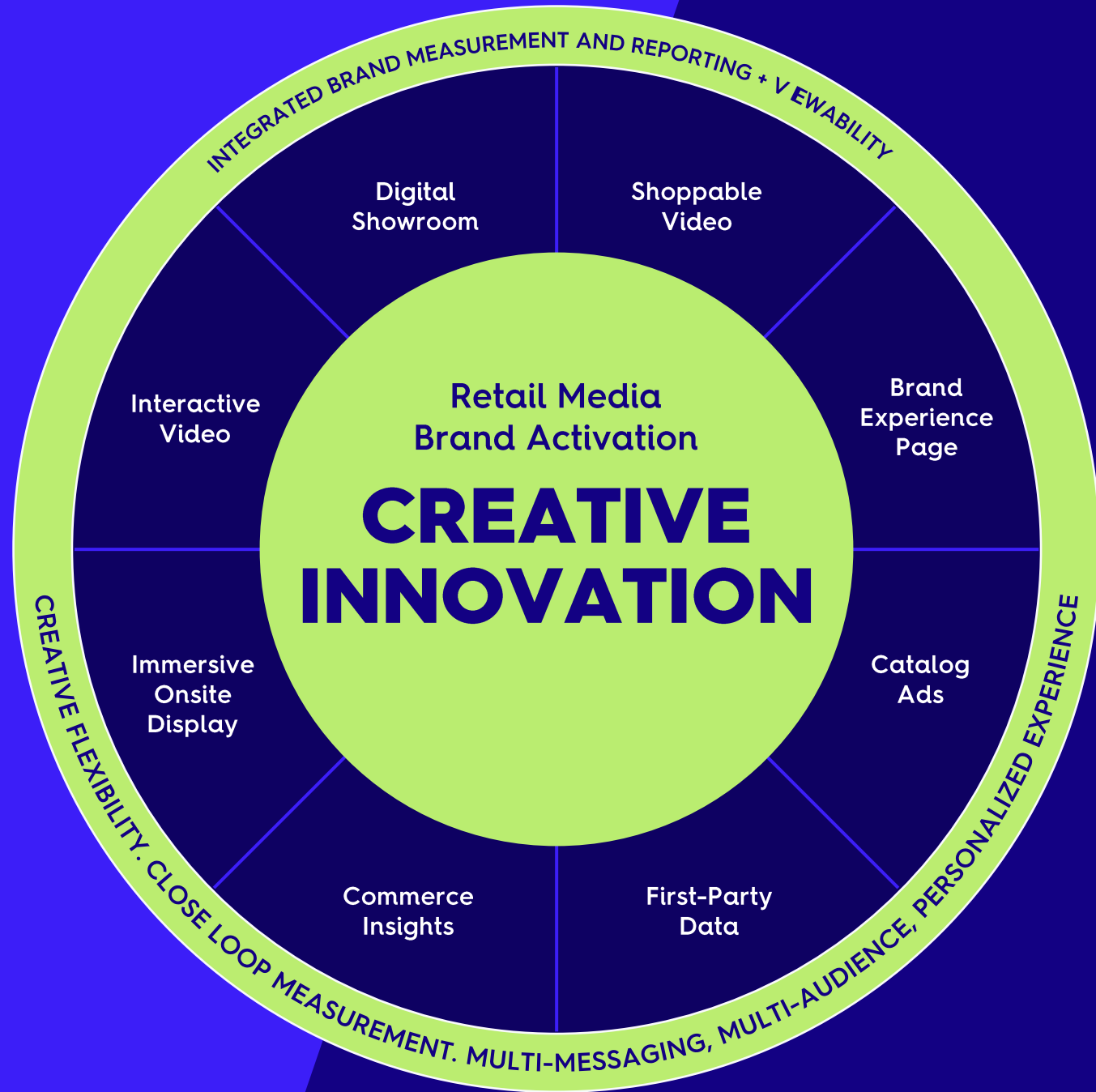
Enterprise-grade monetization across the digital shelf

COMMERCE YIELD
MARKETPLACE

Self-service monetization technology for online merchants

COMMERCE YIELD
IN-STORE

360° physical and store-level digital media asset management and activation

Client Voices

RETAIL MEDIA FOR ALL

CRITEO

INTRODUCING THE NEW COMMERCE ECOSYSTEM

Final Thoughts

Brian Gleason, Chief Revenue Officer

A remarkable $42B ecosystem

RETAIL MEDIA FOR ALL

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