



# PRODUCT ROADMAP

**Todd Parsons**

Chief Product Officer

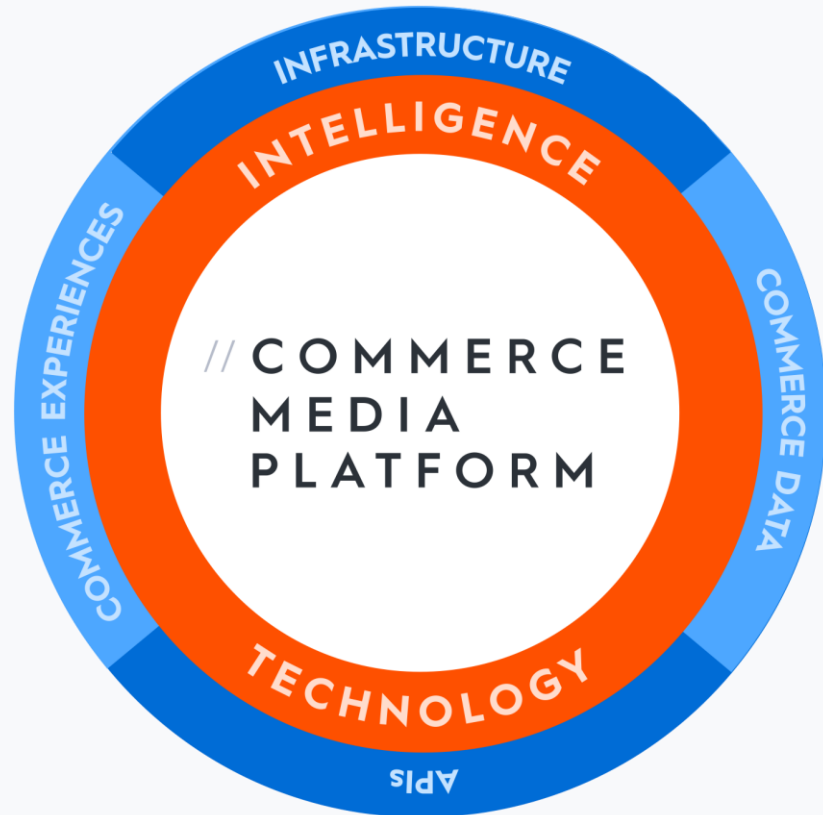
# KEY HIGHLIGHTS

- ✓ Independent end-to-end commerce media platform to lead the future of digital advertising
- ✓ Strong track record of innovation and breakthrough AI-powered solutions to win in signal-limited environments
- ✓ Durable moat of largest network of First Party Data operation across the open internet and best-in-class AI
- ✓ Focus on enabling commerce experiences that bring utility everywhere consumers spend their buying journey

# We Operate at Immense Scale



# We Address the Most Critical Market Needs



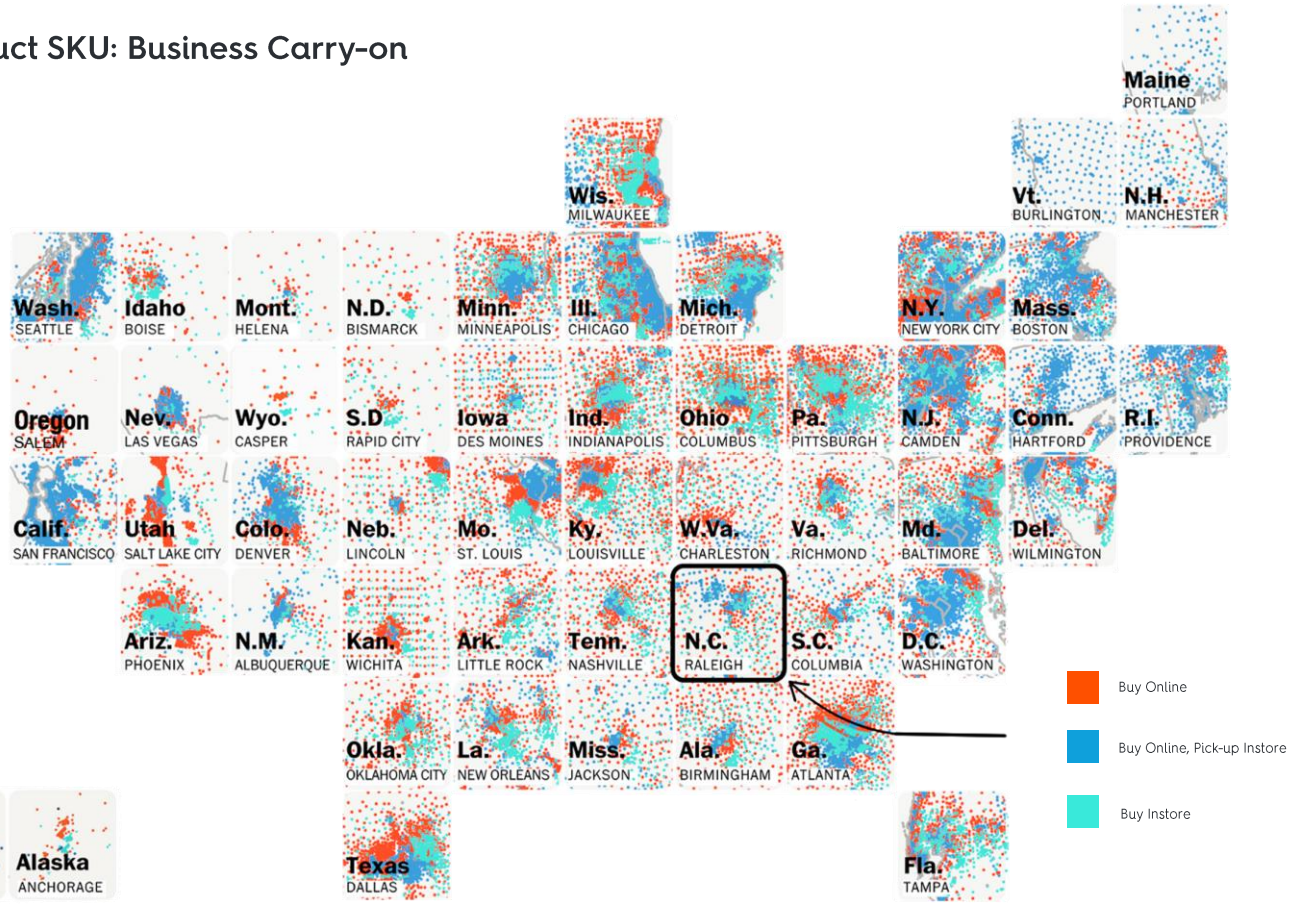
Fragmentated  
Buyer Journeys

Utility of Consumer  
Experiences

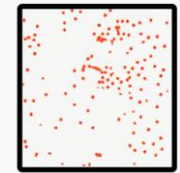
First-Party Data  
Interoperability

# Large-Scale Commerce Data a Key Differentiator

Product SKU: Business Carry-on



We know:  
**which** consumers  
**what** products  
**which** channels



**BOUGHT ONLINE**  
 Focusing on interest and buying signals for online purchases



**BOUGHT ONLINE WITH PICK-UP IN STORE**  
 Focusing on interest and buying signals for in-store pickups



**BOUGHT IN STORE**  
 Focusing on interest and buying signals for in-store purchases

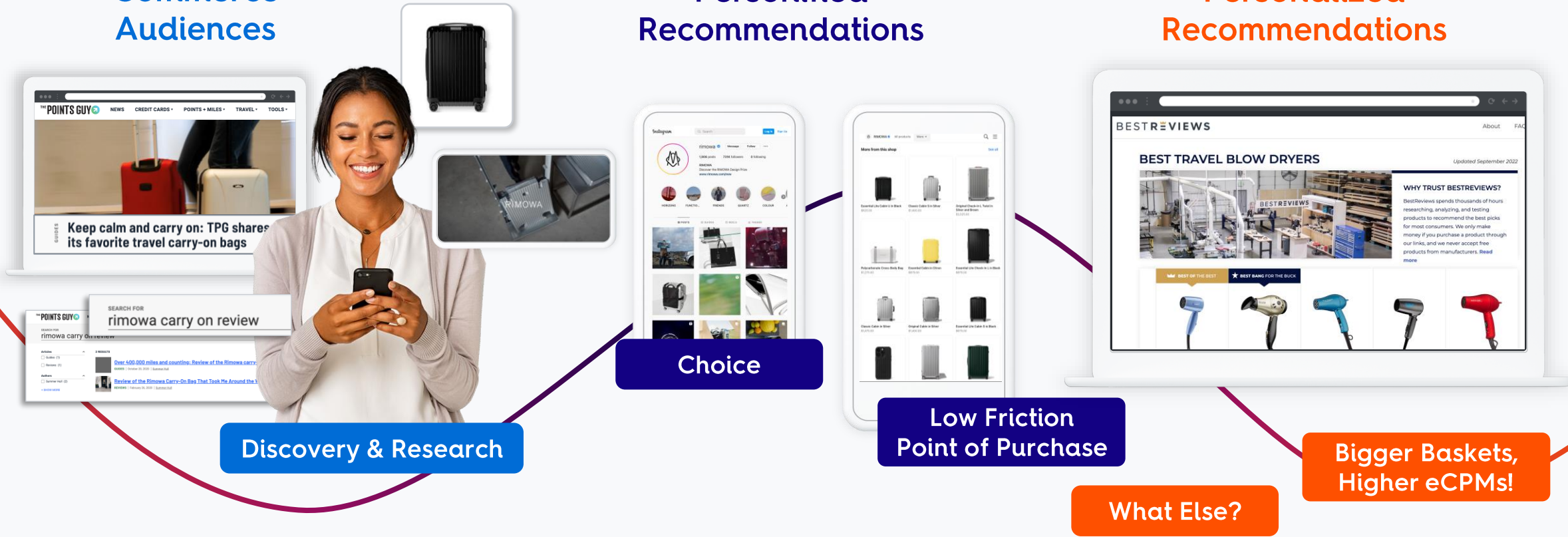
Illustrative anonymous transaction data

# Our Commerce Engine is Always on Through the Buyer's Journey

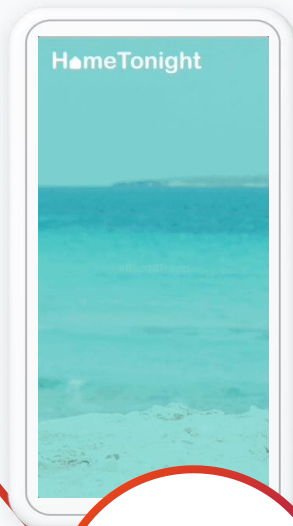
Commerce Audiences

Personified Recommendations

Personalized Recommendations



# Our Innovation Enables Commerce Anywhere



Personal  
Commerce  
Assistants



Dynamic  
Storefront  
Generation



Shoppable  
Augmented  
Reality

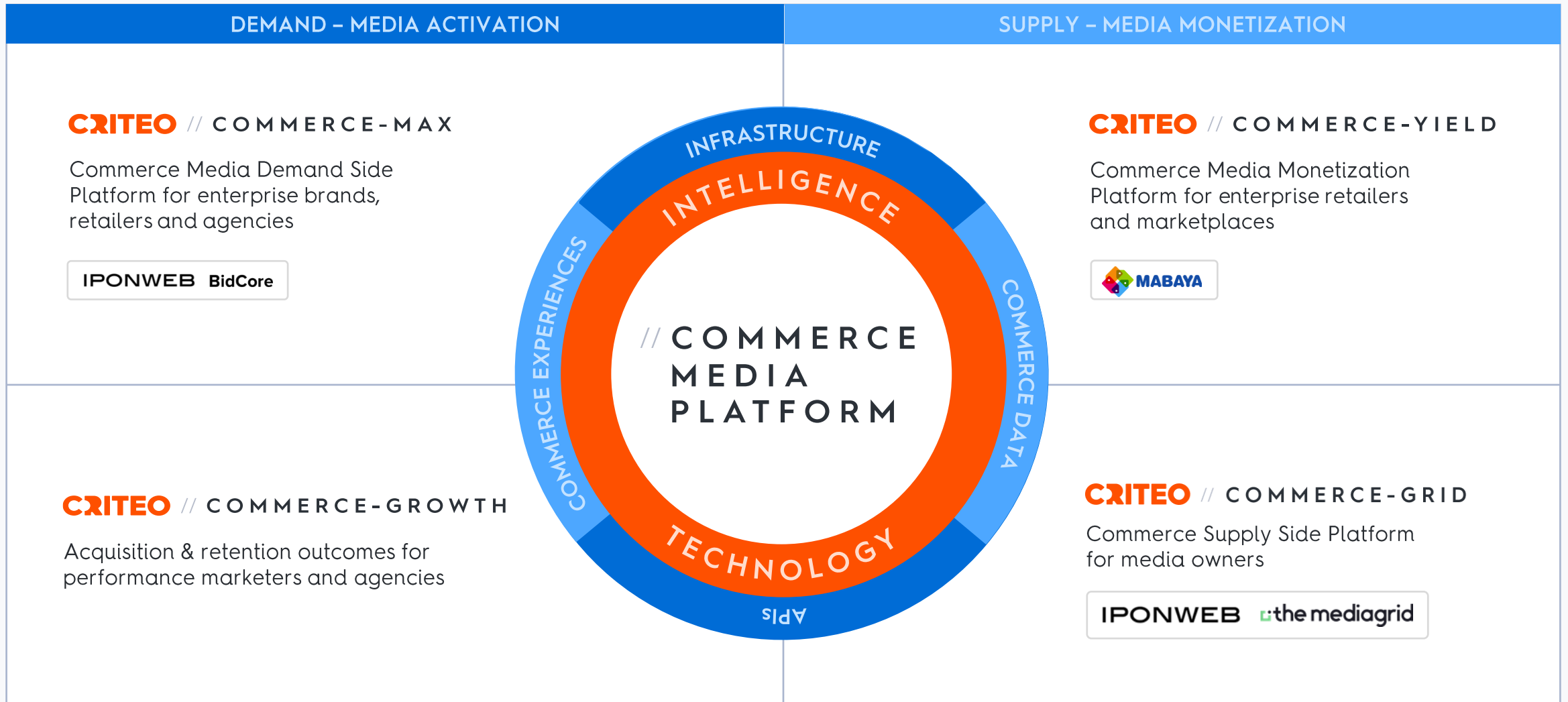


Gamified  
Commerce



In-game  
Product  
Placements





# Our Platform: Four Client Solutions





# CRITEO // COMMERCE-MAX

with **IPONWEB BidCore** For enterprise brands, retailers and agencies

DSP for Buying Commerce Media Across Retail Media Networks	COMMERCE MAX	OTHER TIER 1 DSP (open internet)	OTHER TIER 1 DSP (walled garden)
 <p><b>Premium Retail and Open Internet Inventory</b> To seamlessly address the entire shopper journey, across all touch points.</p>	★★★★★	★★★☆☆	★★★☆☆
 <p><b>Commerce Audiences</b> To always engage in-market consumers, based on Criteo Commerce Data.</p>	★★★★☆	★★★☆☆	★★★★☆
 <p><b>Transparent Closed-loop Reporting</b> To measure success with SKU-level, retailer-transparent sales data.</p>	★★★★★	★★★☆☆	★★★★★
 <p><b>Simple, Self-service Interface</b> To execute efficiently, and scale. In one place.</p>	★★★★☆	★★★★☆	★★★★☆

Note: scale rating 1 (weak) to 5 (strong)

For performance marketers and agencies

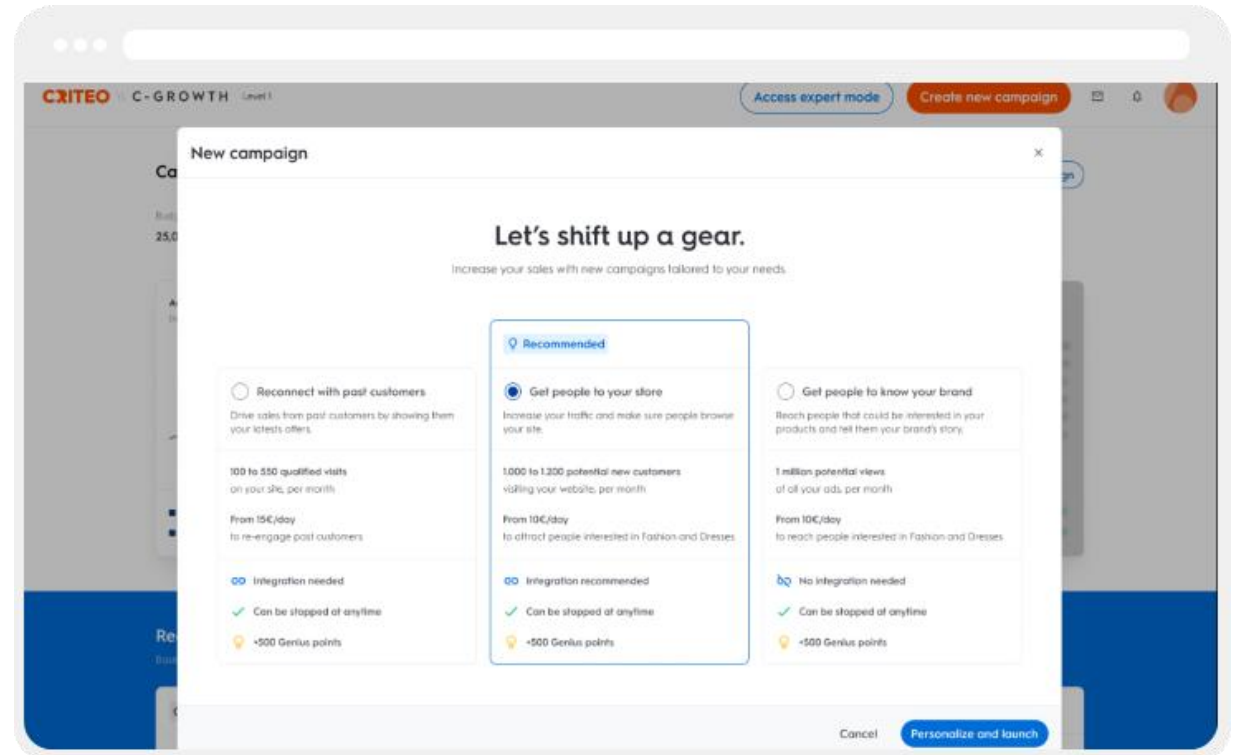
## Automated Customer Acquisition and Retention Across the Buyer's Journey

1 Pre-created campaigns automated towards outcomes

2 Creative decisions

3 Commerce audience selection

4 Placements across any measurable inventory



For performance marketers and agencies

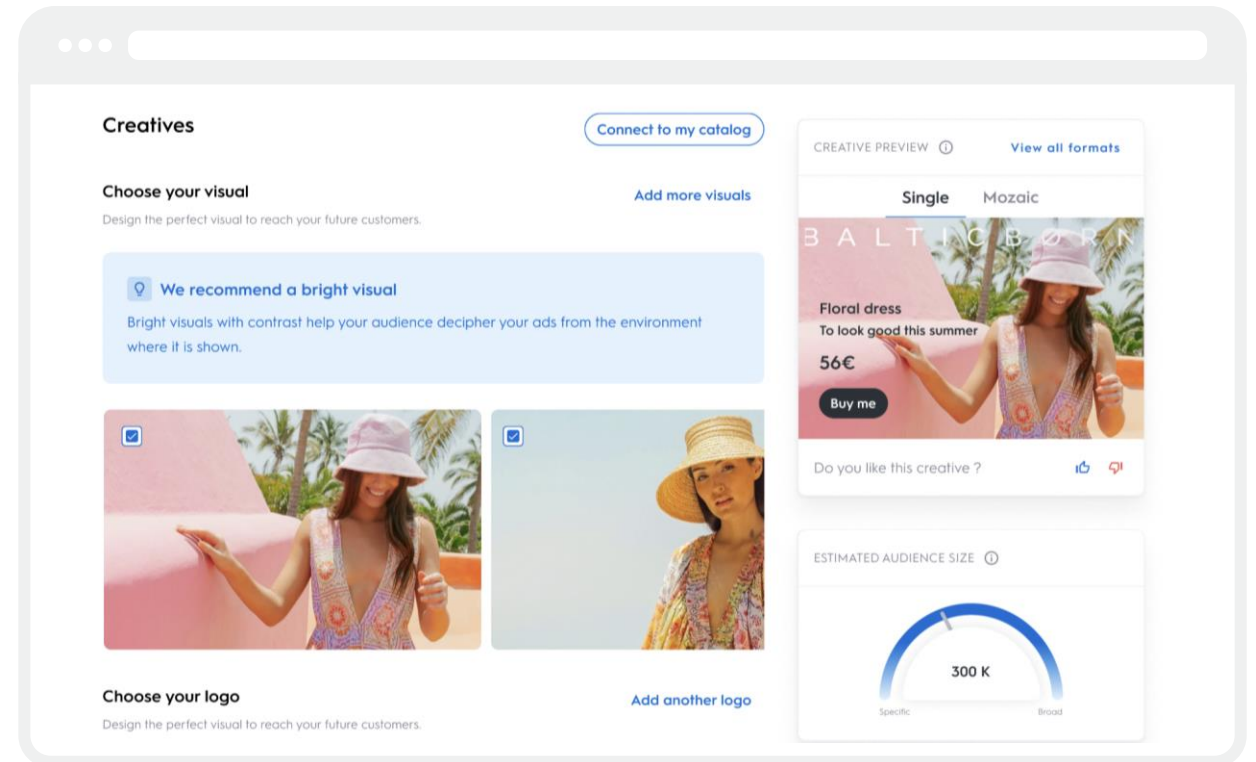
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For performance marketers and agencies

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3 **Commerce audience selection**

4 Placements across any measurable inventory

**Audience**  
Refine your audience to reach the right people

**Criteo powered**

We already generated an audience based on the behavior of buyers on your shop and our knowledge of your business. You can add more keywords if you want to reach more people.

Add keywords

Fashion X Dresses X Shoes lovers X 12 25 years X

**Targeting**

Do you like this creative?

ESTIMATED AUDIENCE SIZE ⓘ

300 K

RESULTS ⓘ

Exposed users	33k - 37k
Visits	220k - 250k
Cost per visit	3,50€ - 3,80€

For performance marketers and agencies

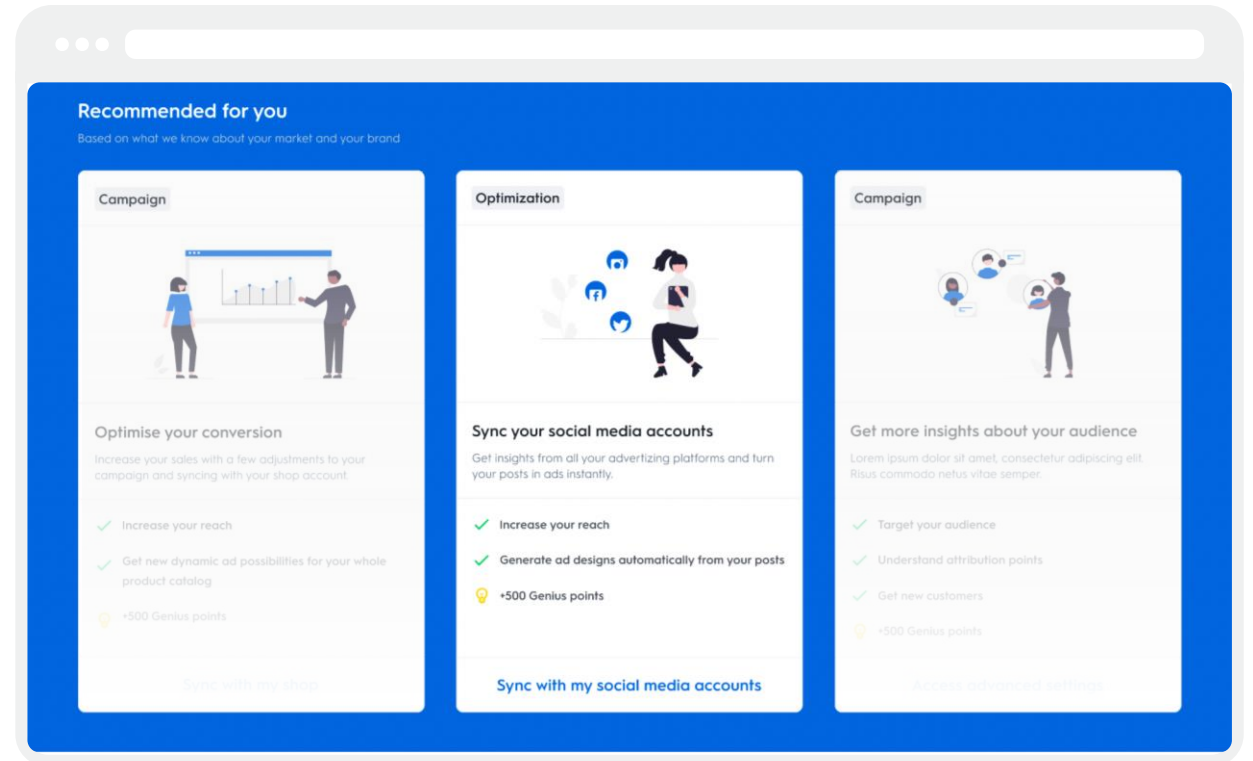
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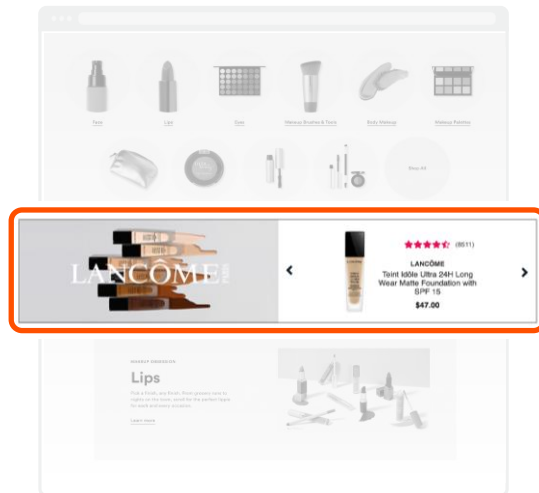


with  For enterprise retailers and marketplaces

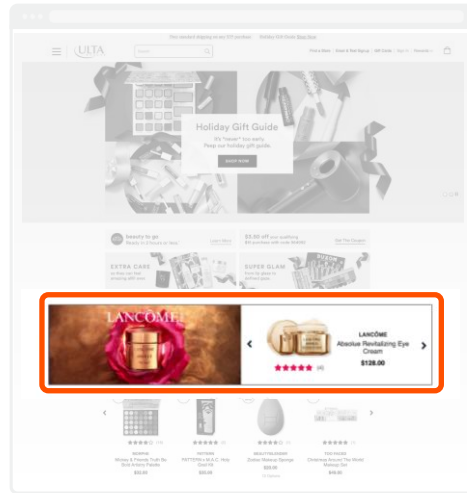
## Grow Revenue by Monetizing On Inventory

Opportunities for brands and their shoppers to engage at every point along the buyer journey

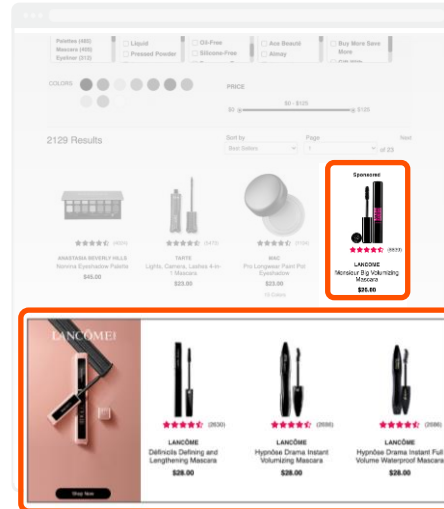
Department



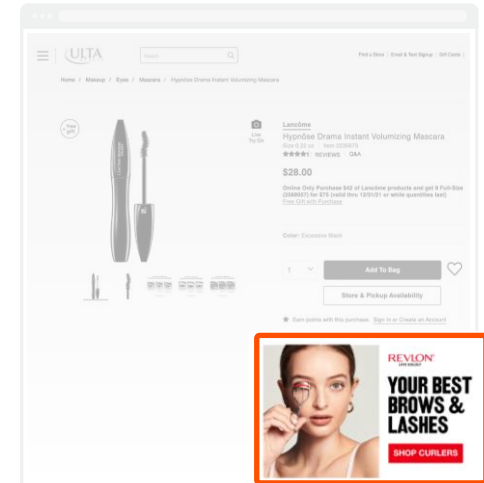
Homepage




Search



Product Detail Page

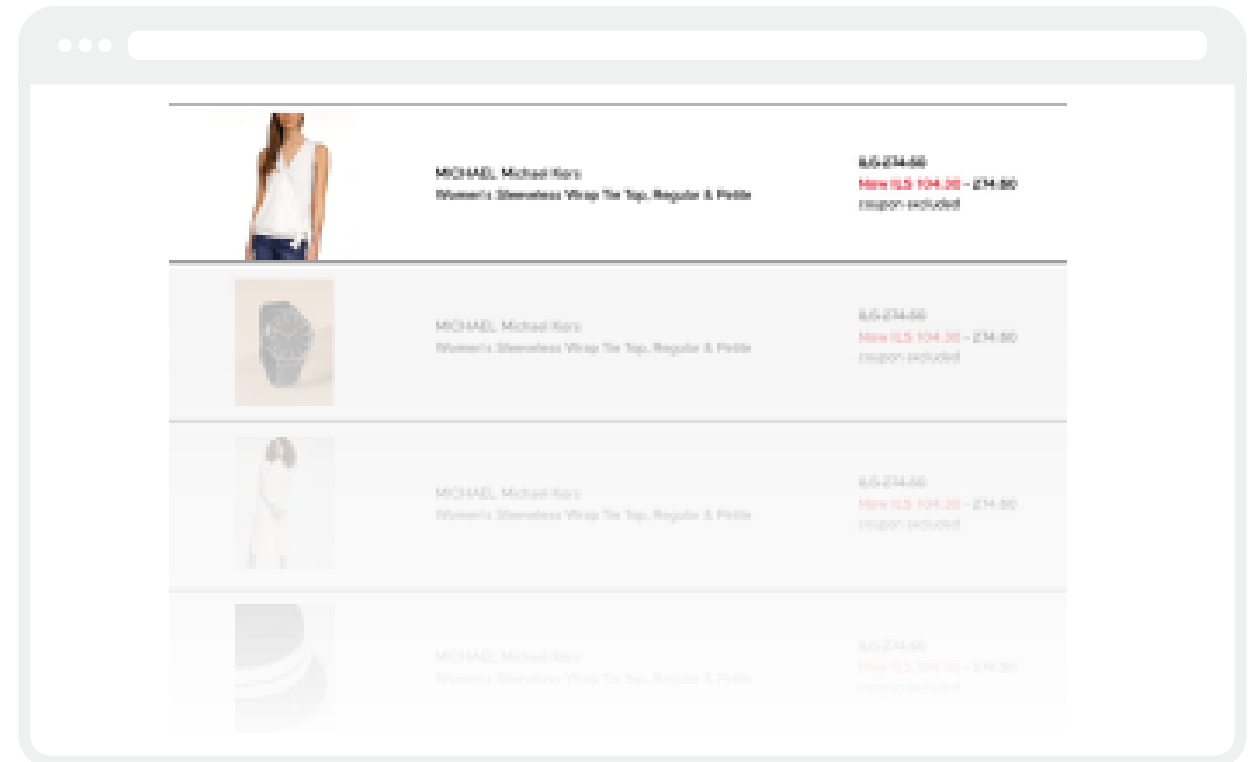



with  For enterprise retailers and marketplaces

## Connect Third Party Sellers Across Network of Retailers and Marketplaces

### Opening our network for Commerce Anywhere

- Self-service Sponsored Products solution to retailers that want to monetize seller traffic
- Sellers distribute and sponsor products across a network of retailers

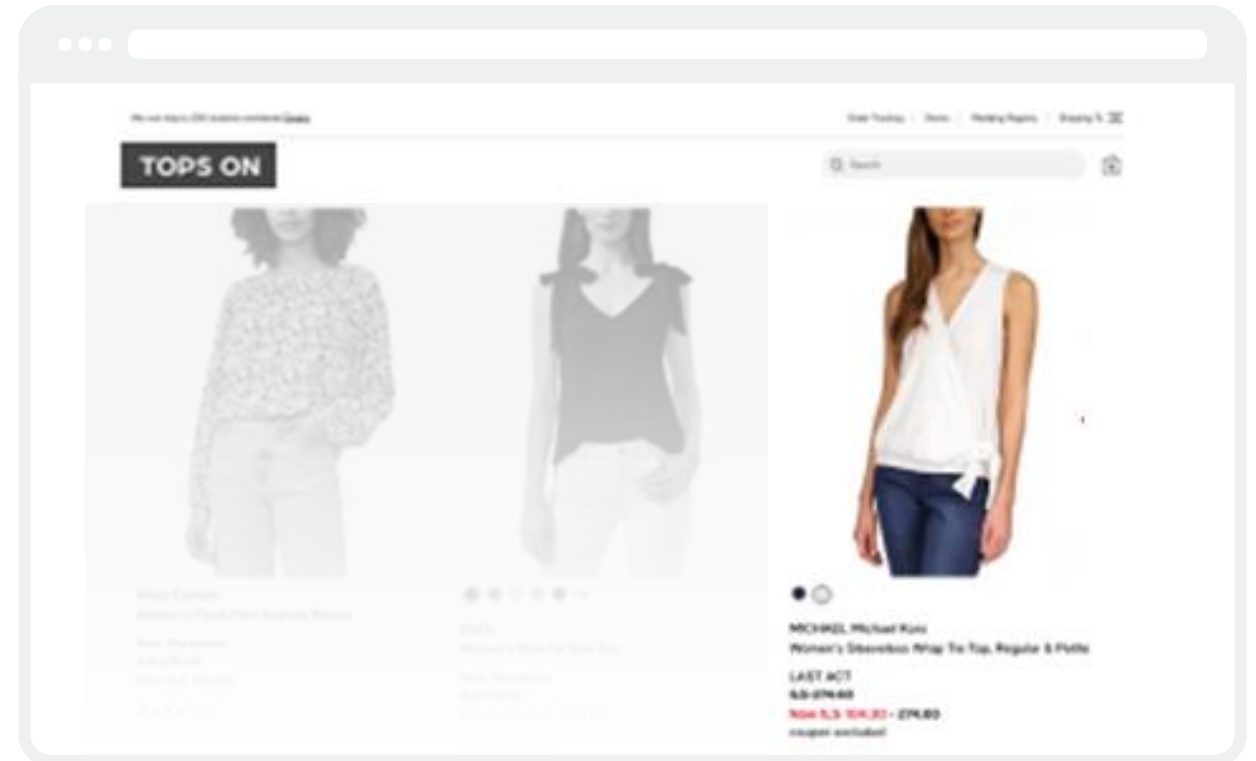


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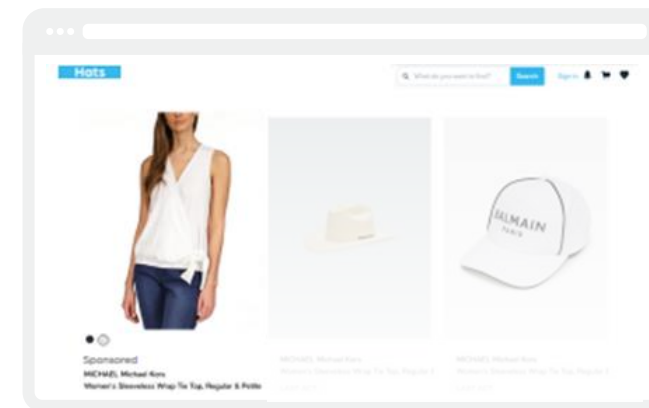
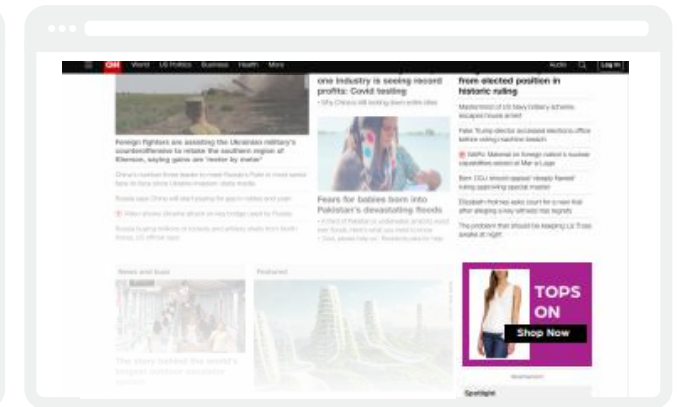
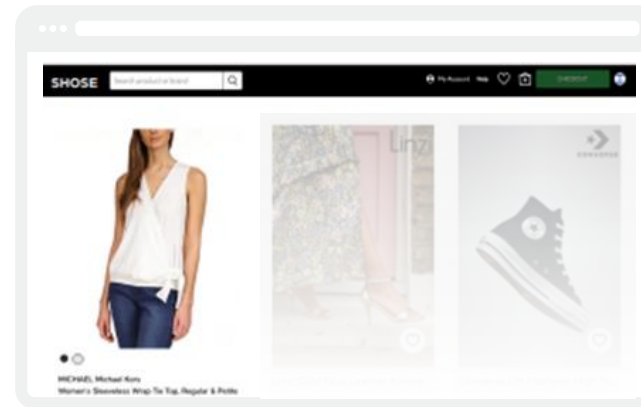


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# CRITEO // COMMERCE-GRID

with **IPONWEB**  For media owners

## SSP for Connecting the Digital Storefront to All Offsite Media

Multi-Channel Yield

Commerce Everywhere Toolkit

Deal Packages & Access Module



# Our Commerce Media Platform Identity Strategy Grows our Competitive Advantage



# We Can Reach Commerce Audiences Others Can't

## First-Party Media Network



### Addressable Consumers

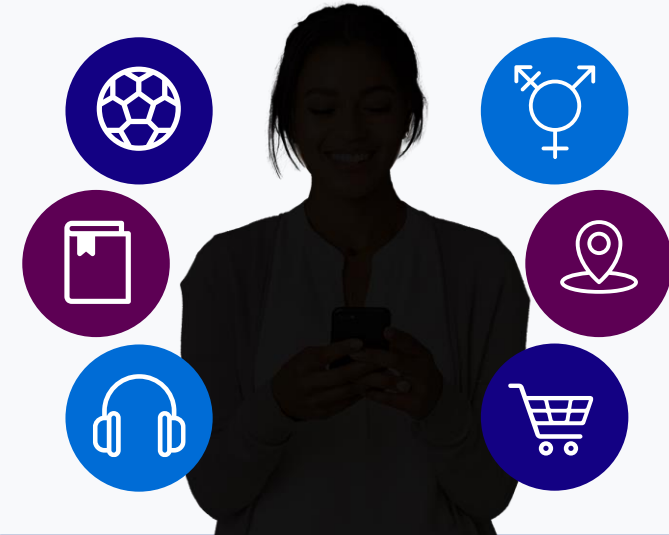
- Uses authenticated pseudonymous IDs (incl. hashed emails)
- Matches cross-device
- Supports Partner IDs
- Includes explicit opt-in

+

AI  
and  
Commerce  
Data

>

## Commerce Audiences



### Non-addressable Consumers

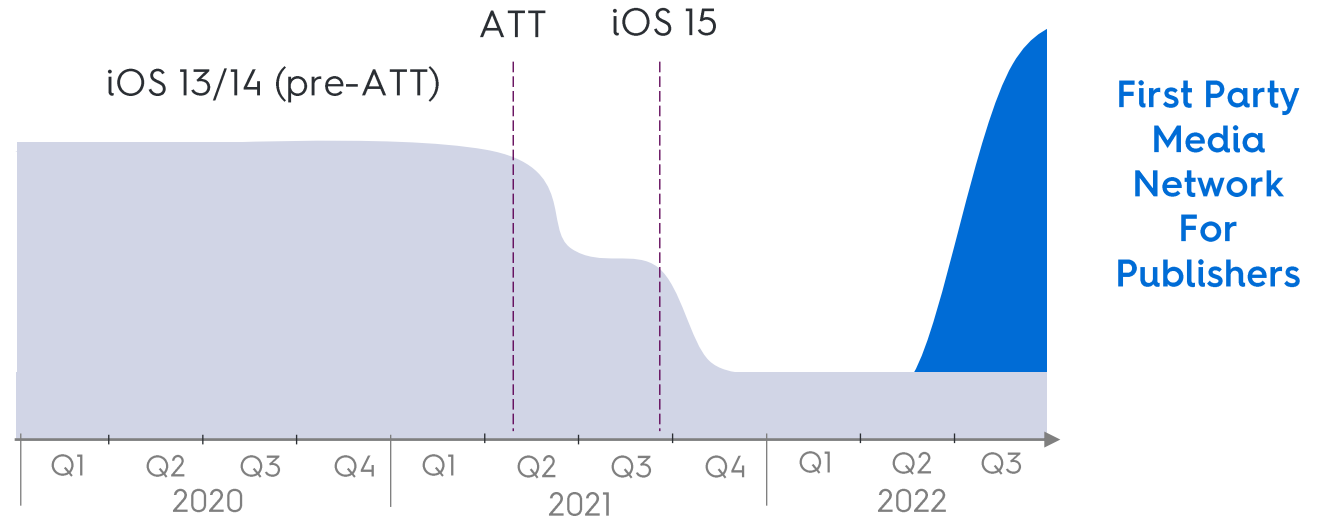
- Leverages non-user signals at the core
- Primarily content meaning, semantics and other inferences
- Can include location
- Modeled against truth set of addressable consumers

# We Are Recovering Ad Spend on iOS with the Power of Our First-Party Media Network (1x1)

## iOS Safari

- **Matching IP-identifiers** and addressing users in signal-limited environments with our **unique First-Party Media Network and relationships with publishers**
- For one of the world's largest publishers, recovering **150% of the ad spend** on Safari iOS lost since iOS 14.6 (ATT)

Share of voice of iOS Safari spend in Retargeting solutions  
(Focus on a Tier 1 Publisher)



# We Are Recovering Ad Spend on Firefox with the Power of Our First-Party Media Network

## Firefox

- Innovative approach and sustainable solutions designed to scale on different environments, browsers, and devices
- First-Party Media Network currently fueling 20% of our ad spend on Firefox Top EMEA market
- Plan to continue to scale our First-Party Media Network in 2023

Focus on Firefox Top Market (EMEA)

20%

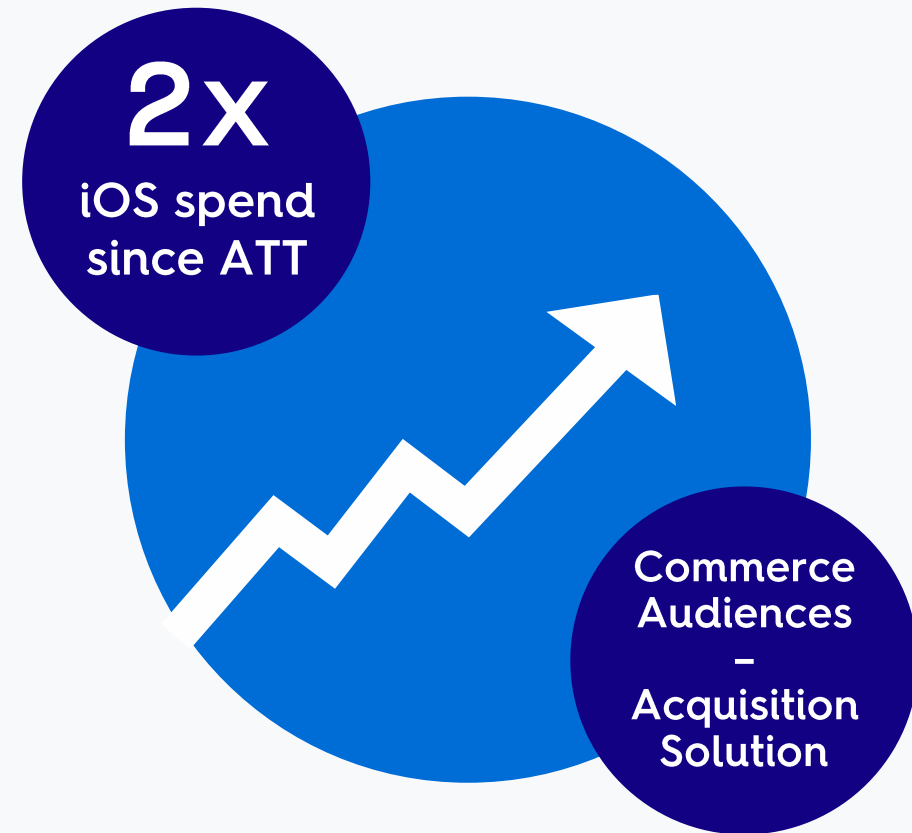
of Firefox Spend  
fueled by our First-  
Party Media  
Network



# We Are Increasing Ad Spend on iOS with Our Breakthrough AI-Powered Acquisition Solution

## iOS

- As part of Commerce Audiences, our Acquisition solution leverages Commerce data and Contextual signals to reach users without third-party cookies
- Acquisition solution almost doubled iOS spend vs. pre iOS 14.6 (ATT) levels following rollout on web and app
- +280% iOS qualified visits



# We Have Massive Upside Opportunities in 2023 and Beyond

## Criteo Roadmap

Expanding  
Commerce  
suite of  
products

Scale our  
First-Party  
Media  
Network

Enriched  
Commerce  
Audience  
offering