

CRITEO



Table of Content:

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2. Reach
3. How it Works
4. Products/objectives
5. Ad types
6. Audiences

Introduction

A top-down view of a white desk. In the bottom left, a person's hands are typing on a white keyboard. In the bottom right, a white smartphone is lying flat. In the top right, a white mouse is partially visible. A bright yellow watch with a black face is positioned diagonally on the right side. In the top left, there is a stack of papers or a magazine with some text and a barcode visible.

Who's Criteo?

Criteo is a French Advertising company that provides online display advertisements across the open internet and their headquarters is in Paris, France.

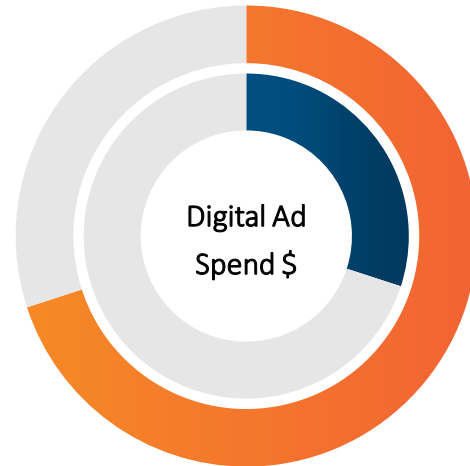
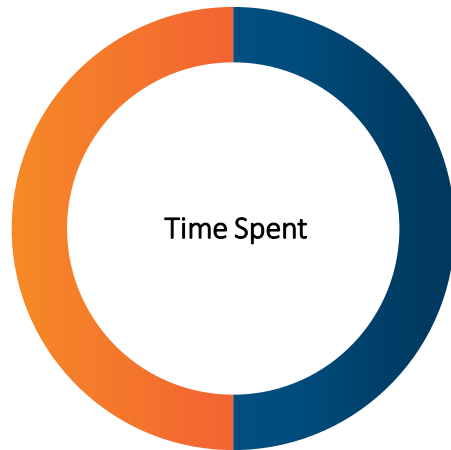
The most effective Ad network for marketers to engage with relevant open internet users.

Discover The Untapped Opportunity Beyond Google and Facebook

facebook  → Reach FB & Google Users

CRITEO → Reach all open internet users (Websites / Apps / Games)

- Users Average time spent on Open internet (Criteo Vs FB/Google)
- How much Advertisers spend on Ads (Criteo Vs FB/Google)



● Criteo

● Facebook/ Google

Facebook knows what consumers like, Google knows what consumers search for, and **Criteo knows how customers Like, Search and Buy**

	Reach	Audience	Products
facebook	1.5B+ People	User Declaration	1.5B+ Gender & Age Declarations
	1B People	Search Activity	2T+ Daily Searches
CRITEO	2.5B People	Buyers Insights	\$900B+ Annual Sales

Every publisher, retailer, and brand website that isn't behind a walled garden is part of what Criteo calls "the Open Internet"

The background features a collection of abstract, organic shapes in orange and light blue. These include thick curved bars, thin outlines of rounded rectangles and circles, and solid circles of various sizes. The shapes are scattered across the white background, creating a dynamic and modern aesthetic.

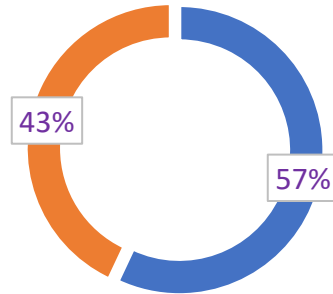
Egypt

Reach – Insights

Criteo Reach & SSPs (Egypt)

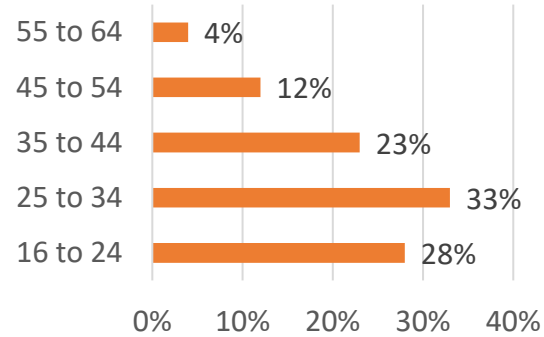


+50M Users in Egypt

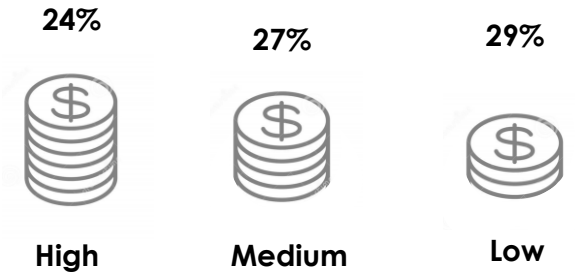


■ Male ■ Female

Age Groups



Income



Our top 5 SSP partners



Criteo Device coverage

Mobile Desktop Tablet

Criteo Operating system

iOS Android

Criteo Ad Placements Inventories

Websites Applications Games

Criteo Number of Ad placements (Egypt)

60K+ Total Placements

35K+ Websites

Google.com
Yahoo.com
Masrawy.com
FilGoal.com
YallaKora.com
MSN.com
CNN.com
Dailymotion.com

And More

25K+ Apps & Games

Truecaller (App)
Botim (App)
Imo-International Calls & Chat (App)
PubG (Game)
Candy crush (Game)
Microsoft 365 (App)
Facebook Lite (App)
Viber – call (App)

And More

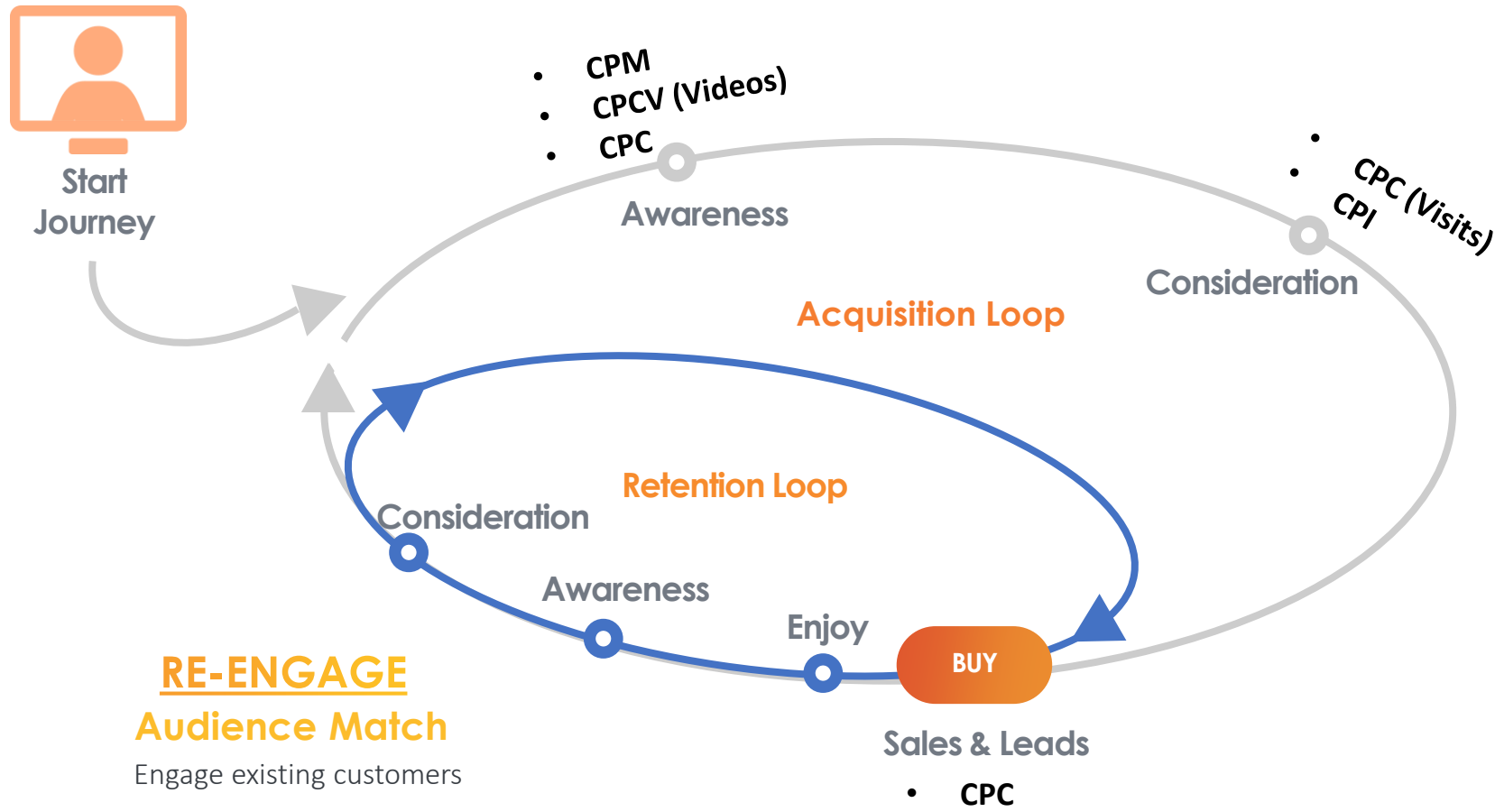
Why Criteo ?



Across a massive network using **first-party identity** and target your ideal audience using Criteo's exclusive intent data

How It works

Supporting your objectives across the User journey



ACQUIRE Customer Acquisition

Attract new Users

App Awareness

Attract new app users

CONVERT Dynamic Retargeting

Convert site visitors

App Retargeting

Convert app Buyers

RE-ENGAGE

Audience Match

Engage existing customers

App Engagement

Activate app audiences that already visited your website

Objectives/ Products

A full funnel approach to help you achieve your goals

Acquisition

Retention

Awareness

Drive completed video views and increased reach leveraging mass audience or unique Intent data to drive increased **product awareness**

- Completed views (CPCV)
- Reach (CPM)
- CPC
- Viewability
- Frequency

Website traffic / App Install

Drive new users by leveraging branding and video assets using Criteo's Buyers Graph

- CPI
- CPC (Visits)

Web / App Conversion

Convert customers into loyalists by increasing purchase rate and AOV

- ROAS
- CPA
- CPC

Audience

- Prospecting/ Retargeting
- Criteo powered data
- Similar Audience (Lookalike)
- Contact List (Ex: CRM data)
- Website visitors (Retargeting)
- Geo Location Audience
- Events (Buyers, app installers, non-buyers)

Build Awareness: **Get noticed**



Make your brand more visible.

Acquisition: Generates interest for your products or services from people who don't know you yet.

Retention: Retarget Users who knew about your products and service before to see new products and services

Creative: Your brand's essence

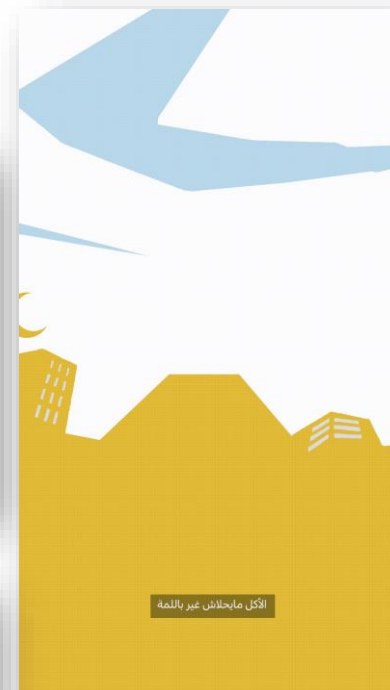
- Core messages, imagery and desired sentiment
- Focused on branding



Format: Cinematic



Format: Cinematic



Format: Vertical



Format: Explorer 360



Format: Adaptive



Format: Static

Criteo Video Ad Features

Channels:



Mobile web



Desktop



App

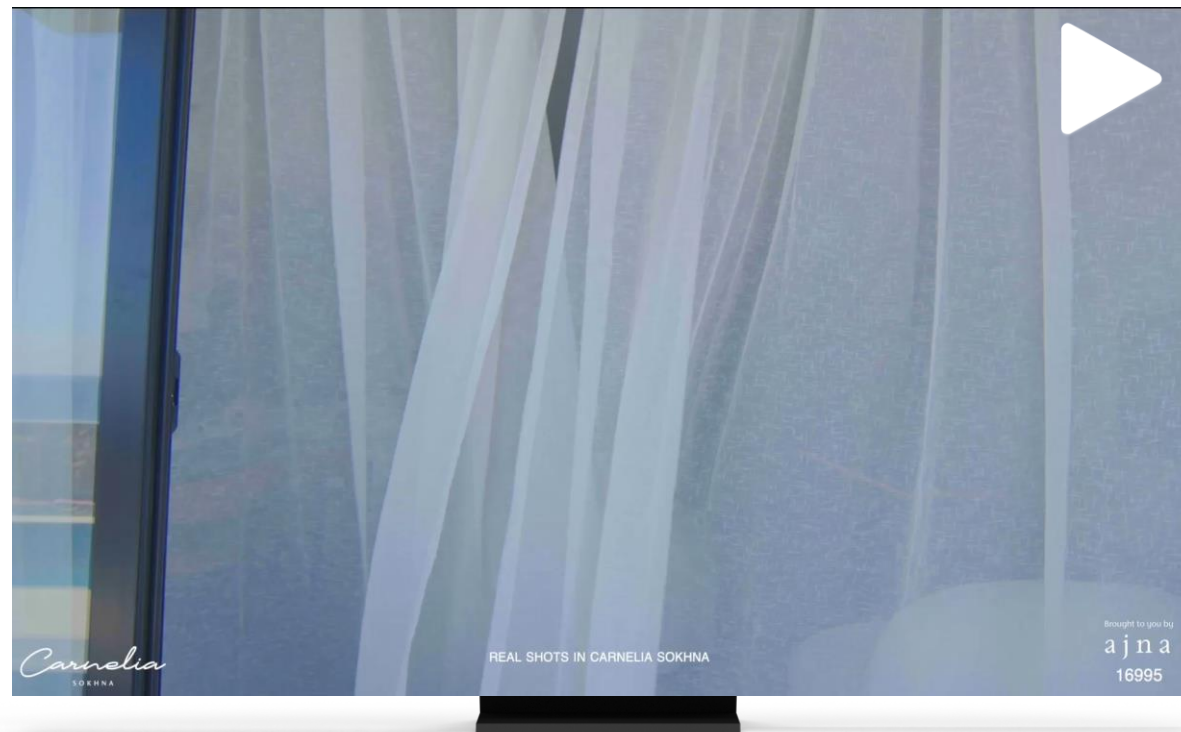


Unlimited Reach

Features:

- **Completed Video Views (CPCV)**
- **Viewability: 85% up to 95%**
- **Maximum Duration: 30 SEC**
- **Play in Full screen mode**
- **Competitive Cost vs others**
- **Gain the best inventory access for users across the open internet placements**

Press Play on the video



Benefits

- **Reach your goals:** Get more Completed Views, drive website traffic, build awareness for your business, and more when you create a Video campaign.
- **Reach the right audience:** Reach people through Criteo by targeting Relevant Users in which the system will build up loyal segment.
- **Measure your success:** Figure out if you're reaching the right audience by checking Criteo's massive system Video matrices.

Consideration: Get traffic on web and app



Drive high-value prospects to your website/App.

Web/app Traffic in Acquisition gets new people to visit your site or store and learn more about your brand, product, or services.

Web/app Traffic in Retention gets people who visited website or store before to revisit it again and learn more about new products.

Creative: Your signature

- Mix of your brand's personality and products
- All about engagement & interactivity

Format: Billboard

Format: App Install

Format: Static

Format: Adaptive

Format: App Install

Format: Billboard

Format: Slider

Conversion: Get sales & Leads



Encourage interested Users to buy

Conversion in Acquisition get new people to purchases or buy products and services from you.

Conversion in Retention gets people who know you to make repeat purchases or buy more products and services from you.

Creative: Your products

- all about products and promotions
- more product personalization



Format: Clip



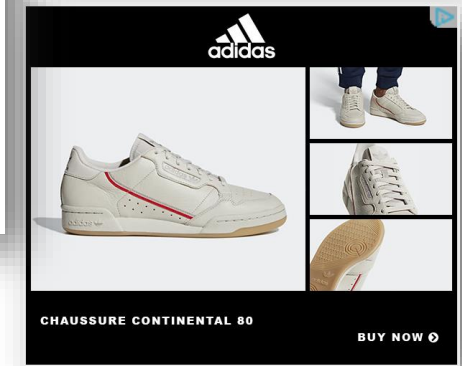
Format: Store



Format: Mozaic



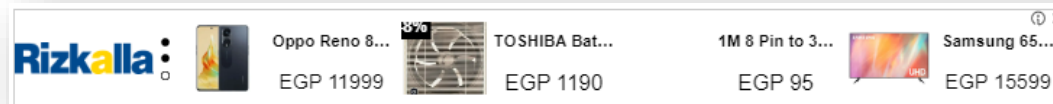
Format: Static



Format: Collection



Format: Single



Format: Poster

Deep dive on Website Visitors

Personalize advertising at the user-level

Benefits

- Bring users back to buy, drive more sales and increase your profitability using a marketing platform that consistently wins 90% of competitive tests.
- Gain access to the best inventory
- Engage Audience by delivering the right ad, at the right time, on the right device with personalized website recommendations and 17T ad set variations

How it works

- Target across web, mobile, app, and video using 120 intent signals.
- Optimize with continuous machine-learning against business objectives.



The Criteo Engine recommends Websites based on factors such as

- Your campaign goal (Objective)
- Audience location
- frequency of user activity
- Product type, price, and category
- Most visited website

Your Assets

Brand Guidelines
High-Res Logo
Branding & Background Images
CTA Wording

Our Formats

15+ eye-catching ad formats that will captivate your audience

Our Engine

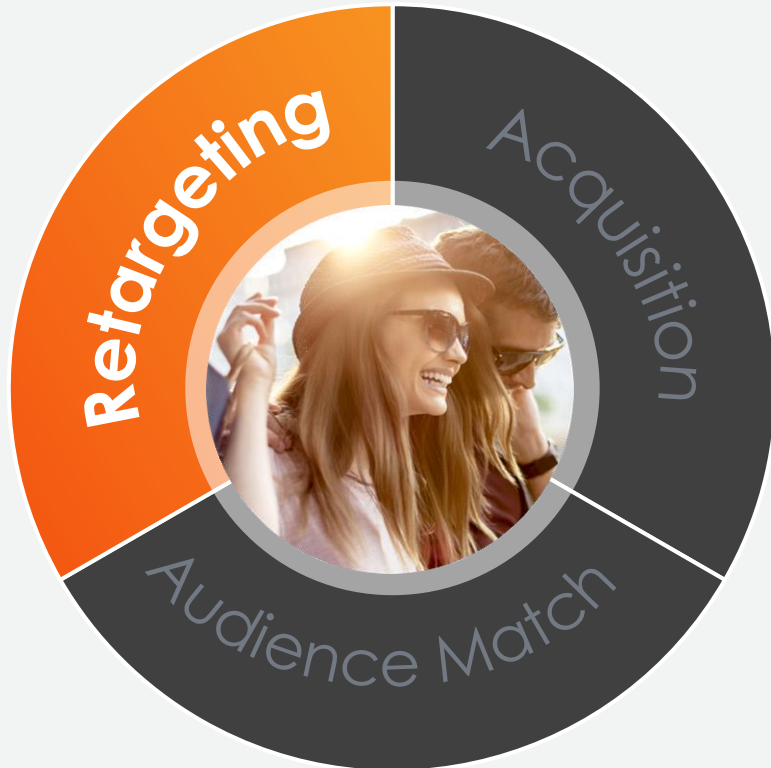
AI-driven technology makes sure that the most effective ad format is shown to every user, personalizing it on the fly



Get maximized results towards any of your campaign's objectives

How Criteo Dynamic Retargeting Works ?

Our products - **Maximize sales.**



Re-engage Users throughout their path to purchase with tailored video and display ads

Cross Device Capability



Laptop



Mobile



Tablet

Criteo Vs Google (Dynamic Retargeting)

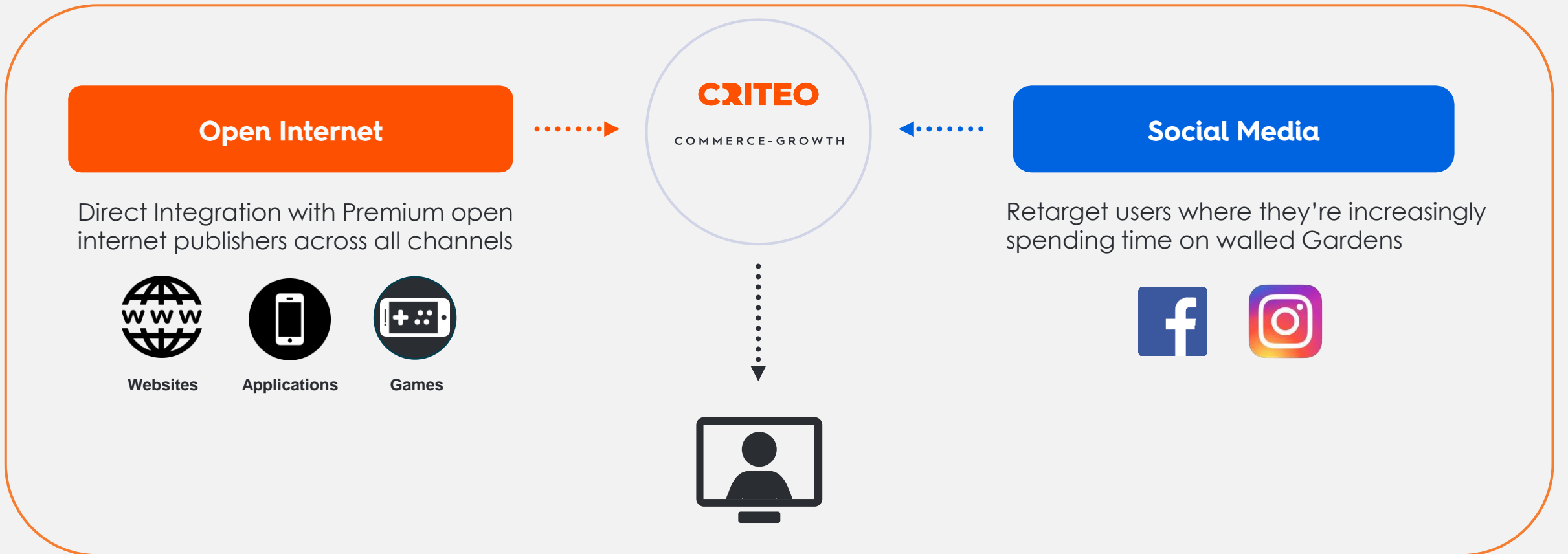
Gartner
Peer Insights™



Based on verified reviews from real users in the Ad Tech (Transitioning to Ad Tech Platforms) market. Criteo has a rating of 4.6 stars. Google has a rating of 4.4 stars. See side-by-side comparisons of product capabilities, customer experience, Head-to-Head Tests and reviewer demographics to find the best fit for your organization.

Retarget users across the open web and Meta inventory

Maximize performance by combining the power of Criteo and Meta technology to show the right product to the right user in the right environment across open internet and **walled gardens**



Drive performance by retargeting users across the open web and Meta inventory.

Unify open internet and social activation in a single platform to reach users across their full customer journey. Maximize performance by combining the power of Criteo and Meta technology to show the right product to the right user in the right environment.



Reach users where they're increasingly spending time on premium open web sites and Meta.



Utilize a unified user set across the open web and walled gardens to help deduplicate your audience



Holistic reporting across all inventory in a single unified platform.


See incremental performance improvements of up to **20%**

facebook Feed

facebook

Bootbrand Sponsored

Bootbrand, n1 du sport Outdoor sur Internet



-15%

BOOT BRAND 279,90 €
~~329,90 €~~

bootshop

Appartenant à la gamme « Alp...

solesh


Peu imp

Like Comment Share

Instagram Feed

Instagram

Bootbrand Sponsored



-15%

BOOT BRAND 279,90 €
~~329,90 €~~

Learn more

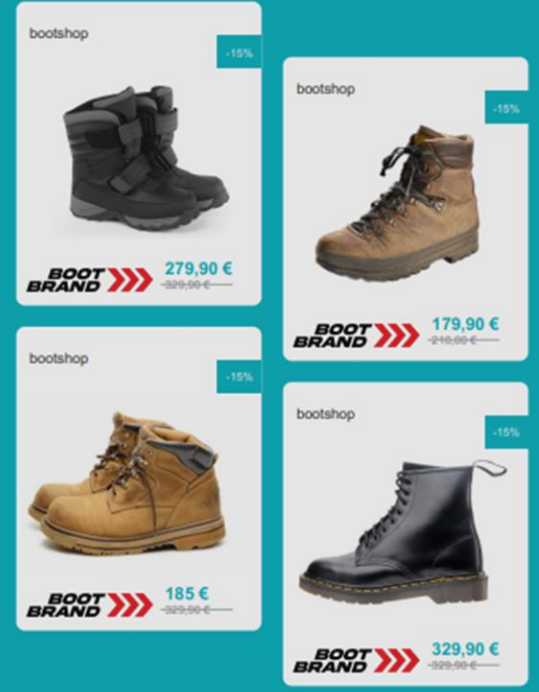
Bootbrand

Bootbrand. n1 du sport Outdoor sur Internet

Instagram Story

facebook Story

bootshop Sponsored



bootshop -15%

BOOT BRAND 279,90 €
~~329,90 €~~

bootshop -15%

BOOT BRAND 179,90 €
~~210,90 €~~

bootshop -15%

BOOT BRAND 185 €
~~220,90 €~~

bootshop -15%

BOOT BRAND 329,90 €
~~389,90 €~~

Bootbrand, n1 du sport Outdoor sur Internet

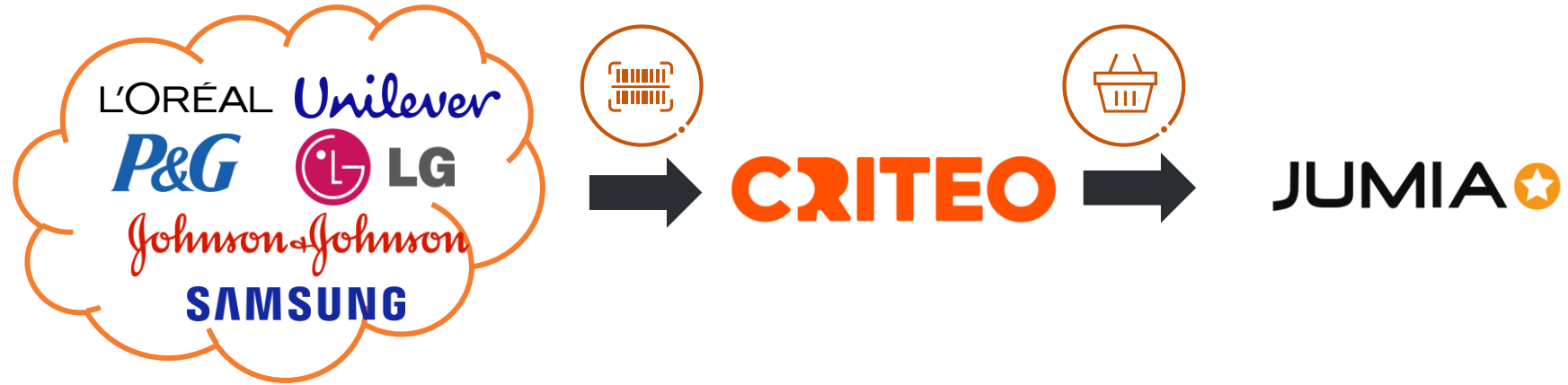
Criteo Trade Marketing (Leverage your brand partnerships via tailored ads)

Trade Marketing

An Advertiser/Brand promotes specific Brands or Products on a retailer's website

The Brand in That case would be paying for the advertising while the Retailer provides the right audiences, the ad will then lead the user to the Retailer's website to convert and buy the Brands product.

It's a Win Win situation for both the Brand and the Retailer



Brands

- ✓ Build numerous scenario to engage shoppers thanks to the retailer's data or Criteo data
- ✓ Have further insights on their brands & customers
- ✓ Build tailored banners by combining a branding message and a personalized product recommendation
- ✓ Moves products off the shelf faster, both online and in-store

Retailers

- ✓ Enjoy free traffic to drive incremental outcomes
- ✓ Optimize cost & improve performances
- ✓ Add value to the collaboration with brands and strengthen your relationship with them
- ✓ Deliver a better customer experience through personalization & co-branded creative

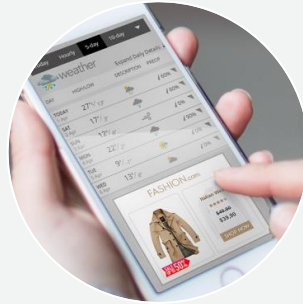
App Retargeting

Criteo ensures your most valuable users remain engaged

How it works



User downloads and opens your app, but rarely comes back to browse or purchase



App Advertising entices user with real-time relevant ad content and design



User clicks and is directly deep linked to a specific product they are likely to browse and purchase

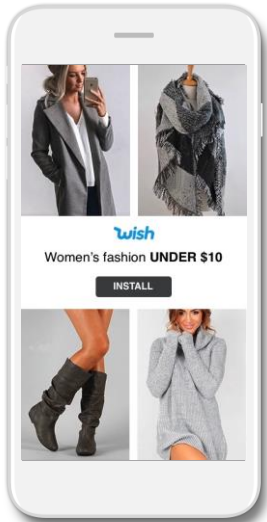
All Mobile First Formats

Criteo Solutions

Video

- Portrait
- Landscape
- MRAID

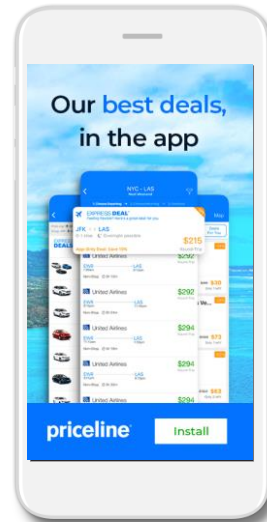
- Playable/Immersive
- Interstitial
- Native
- Banner



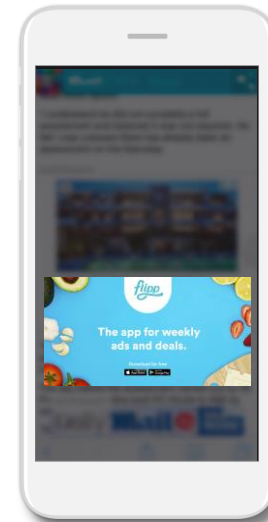
Video



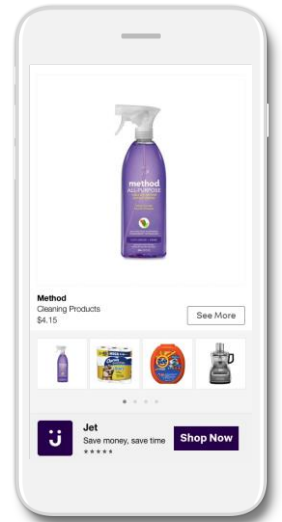
Rich Media



Standard Display



Native Display



Dynamic Ad

How Criteo Track Users

Tags set-up

When set up correctly, tags will allow you to:



Measure and understand the users' behavior on the different sections of your website



Collect information used to display personalized product recommendations for both your existing audiences and new ones



Improve overall campaign performance by increasing accuracy

Tags set-up

5 types of tags:



Homepage



Category / Search /
Listing



Product



Cart / Basket



Conversion / Sales

How is the Criteo engine using the data from the tags?

Identify a user's
global interest in the
website/brand

Identify the product
categories the user
is interested in on
the website

Identify the exact
products the user is
interested in on the
website

Identify the user as
an "abandoned
cart"

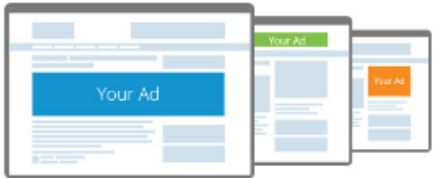
Report ROI, compute
best sales and
exclude purchased
items from retargeting

Ad Types

We buy 4 types of inventory

We buy across screen sizes and environments

Desktop



Mobile Web
& App



Native



AdBlock



Dynamic Ads

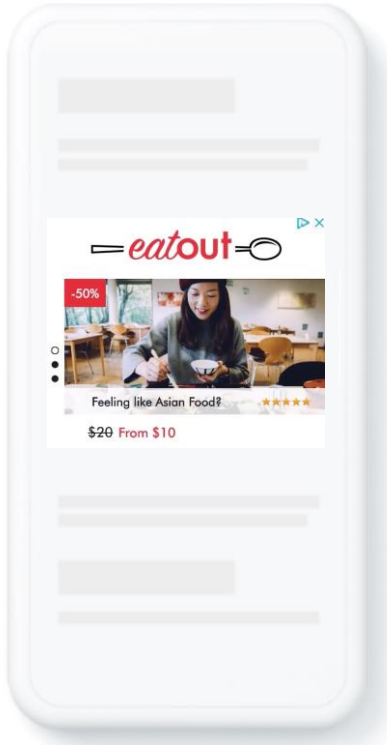
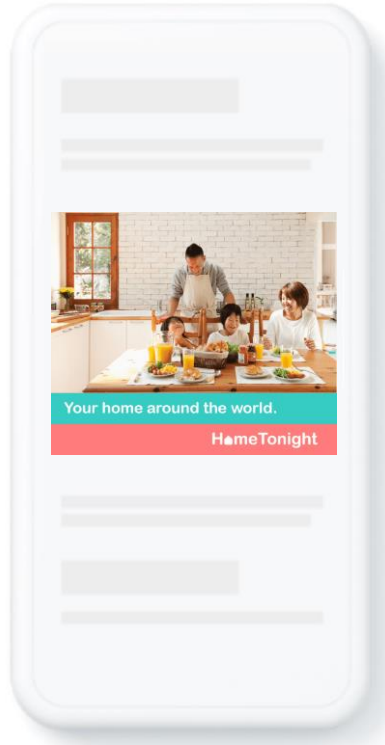
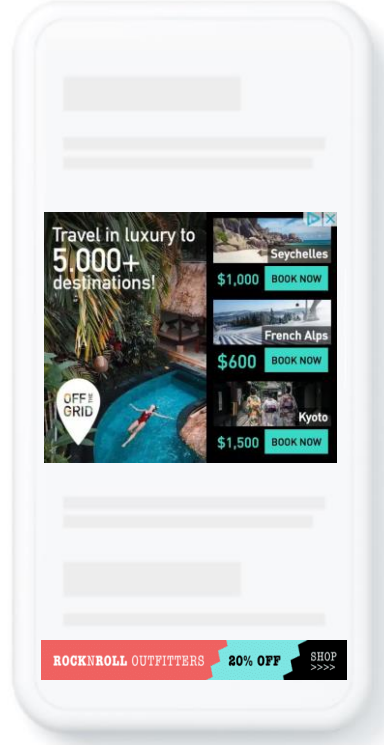


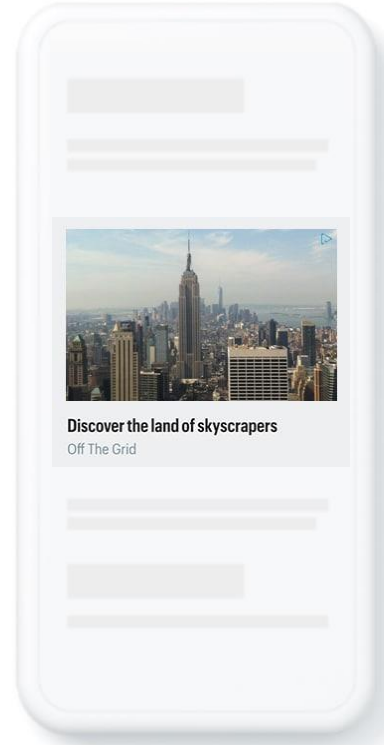
Image Ads



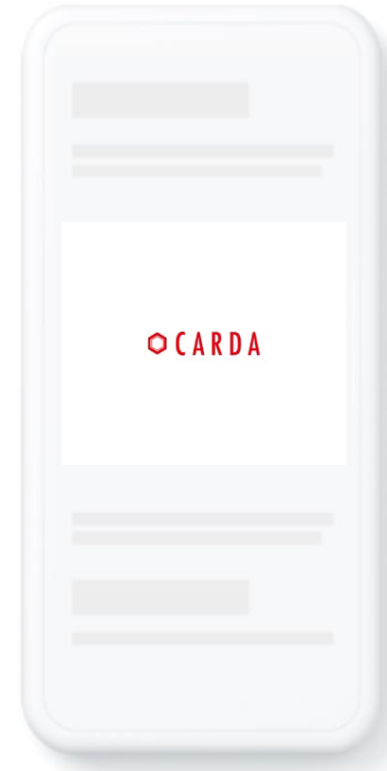
Coupons & Showcase Ads



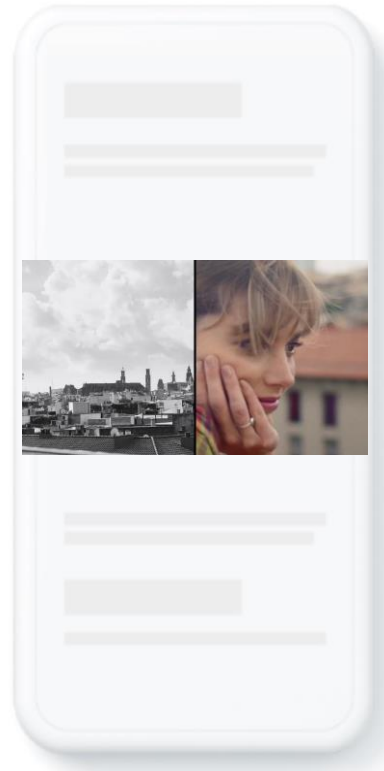
Native ads



Adaptive Ads



Video Ads



Build awareness, influence consideration, or drive conversions with ad formats that look as good as they perform. From a simple, single product ad to eye-catching animation and interactive 360 experiences, you can find the perfect format to tell your brand's story.

Dynamic Ads

Mosaic, Single, Read, Collection

Drives clicks with a pack of creatives built to fit any user preference, publisher size, and context. Dynamic ads support display, social, and native placements

Brand assets:

- Brand Book
- HD Logo
- Product Feed

Channels:



Mobile web



Desktop



App



Unlimited Reach



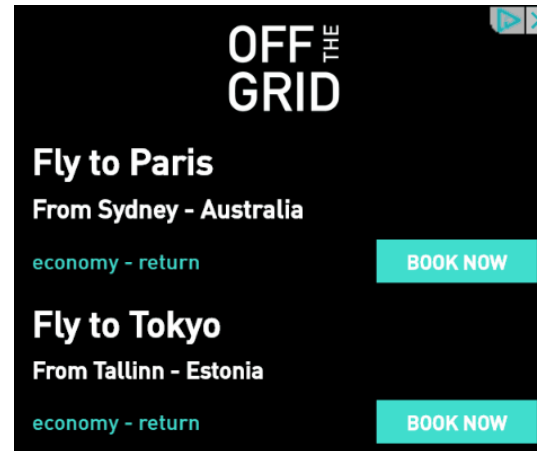
Mosaic

- ✓ More or less products
- ✓ Drives click-through-rate



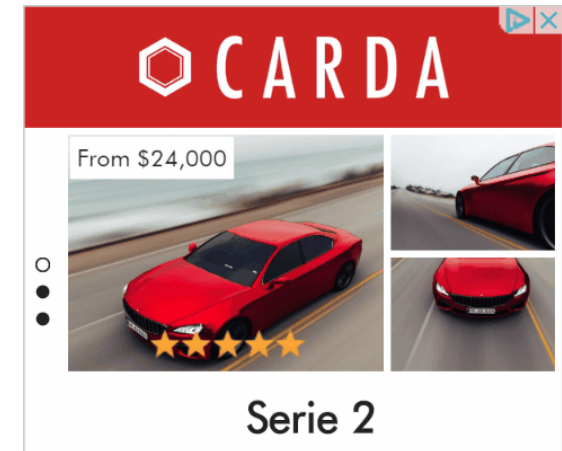
Single

- ✓ Captivates the shopper
- ✓ Drives conversions



Read

- ✓ Tells a short and convincing story
- ✓ Translates into banner clicks



Collection

- ✓ Highlights your product from different angles or in various colors
- ✓ Requires at least 3 images per product

Example



USER A

ROCKNROLL OUTFITTERS

Casual cotton flats \$45 Buy now

Red cotton trainers \$45 Buy now

ROCKNROLL OUTFITTERS

Casual cotton flats \$45 Buy now

Red cotton trainers \$45 Buy now

RockDare Red Edition \$70 Buy now

ROCKNROLL OUTFITTERS

Casual cotton flats \$45 Buy now

Red cotton trainers \$45 Buy now

RockDare Red Edition \$70 Buy now

RockDare Red Edition \$70 Buy now

ROCKNROLL OUTFITTERS

Casual cotton flats \$45 Buy now

Red cotton trainers \$45 Buy now

ROCKNROLL OUTFITTERS

Casual cotton flats \$45 Buy now

Red cotton trainers \$45 Buy now

RockDare Red Edition \$70 Buy now

ROCKNROLL OUTFITTERS

-17%

RockDare Red Edition \$70 Buy now



USER B

Audience



Criteo Multiple ways of Targeting to reach the most relevant Users across all channels

Broad/ Prospecting/ Retargeting

- **Audience Size: 50M +**
 - **Broad:**
Mass Audience
 - **Prospecting:**
Reach users who show interest for your website
 - **Retargeting:**
Reach Users who visited your website previously.

Criteo powered data

- **Online Buyers Data that Criteo Have**
- **Audience Size: 20M +**
Reach Users based on the below online actions:
 1. User online behavior
 2. Product they buy
 3. Brands they buy
 4. Purchasing power
 5. Purchased item price

Lookalike

Automatic analysis finds the best audiences currently browsing your site

Predictive AI identifies new people across the Web who look like your best audiences

Automated traffic to your site from new, high-value audiences

Map Location

Target Users through Map pin location.

Take advantage of our geolocation data to qualify all types of audiences near a point of sale or build audiences based on their physical behavior.

Events

- **Target Users based on specific event that they do online like:**
 1. Add to cart
 2. Buy
 3. Download
 4. Install apps
 5. Visit websites



Criteo Audience (Powered data)

Rely on our experts to identify high-value segments for your business

Find your next top Segment with Criteo's exclusive data set

In-Market

Engage in-market Buyers based on specific brands and products they are actively browsing, not simply searching. Refine with purchasing power or a product's gender affinity.

Location

Target people who live close to your physical stores, in a specific location, or who live close to specific area types like the sea or the mountains (H2 22).

Behavioural

Target audiences based on repeated purchase habits (luxury buyers), life stages (new parents), or lifestyles (eco-conscious).

Lookalike

Engage new people who behave like a list you share, based on their actual shopping and purchase habits.

Demographic

Target audiences based on age, gender, or household income.

Increase lifetime value from people who know you

Customer Profile

Segment your online or offline data to reach focused audiences like loyal, lapsed, high-value, or seasonal customers. **Easily connect with integrations to industry-leading CDPs.**

Events

Segment based on specific events in the customer journey, like website/app visits or abandoned cart

Seen Ads

Reinforce your message with people previously exposed to your ads



Criteo Powered Audience

Rely on our experts to identify high-value segments for your business

- Which segments are most likely to drive more traffic on my site?
- Which segments are best aligned to my business?

Interests Brands **Demographics**

Gender
Reach people who've shown interest in products made for a specific gender.

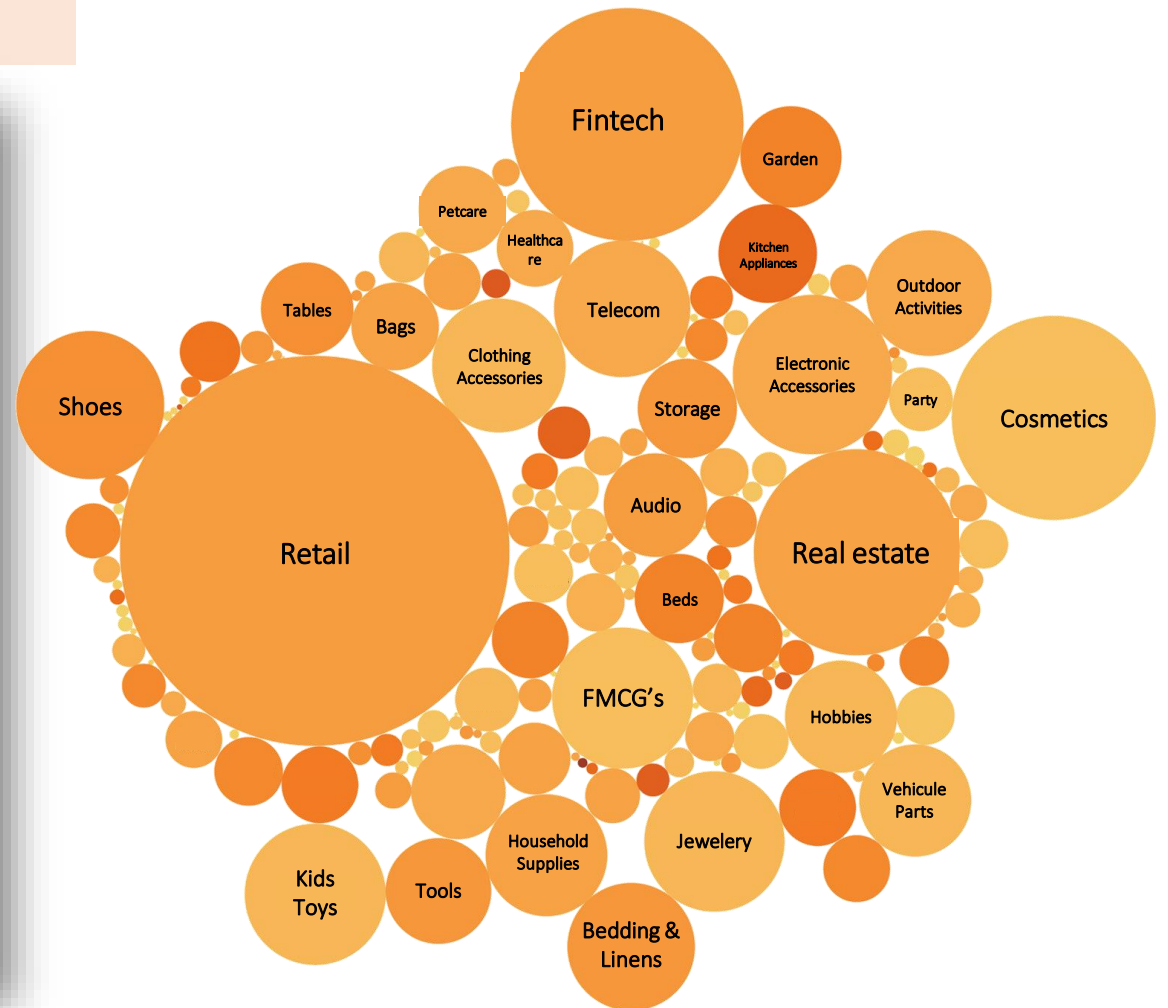
All genders Women Men

Spending habits
Reach people who frequently purchase high price range items to lower price range items.

Low Medium High Very High

Price range
Reach people who've shown interest in products within a specific price range.

Low price range Mid-price range High price range



Beta

Marketing objective

Select the marketing objective you want to achieve.

Consideration - Website traffic

Change

Audience

Select the audience you want to reach.

Commerce

Reach users based on high shopping intent and demographics.

Criteo audience

Similar

Reach users with similar interests to your website visitors.

Criteo audience

Contact list

Reach users through their user identifier.

Custom audience

Estimated audience size
in United States

235,550,000 people

Specific

Broad

Number of people Criteo is able to identify and reach.

Audience name *

Name your audience

Please give your audience a name.

⚠ Select at least one option to define your audience.

Interests

Brands

Demographics

Reach new people based on their interests.

🔍 Search an interest

> Animals & Pet Supplies

> Arts & Entertainment

Deep dive on Similar Audiences

Find lookalike users from the world's largest intent database

Automatic analysis of the behaviors of your existing online website visitors



Reach new, lookalike audiences to help you rapidly grow your business



- User level
- Engagement
- Basket
- Navigation depth
- View pages
- Device
- Buying frequency
- Publisher insights
- Browser
- Product added to
- Vertical
- Advertiser product

120 intent signals from billions of analyzed variables

1
Score Existing Visitors
Website visitors scored based on purchasing journey & engagement level

2
Find Lookalike Audiences
Lookalike AI finds users who have the same site characteristics as the visitors with the best score.

3
Target new audiences
AI Engine predicts user engagement and optimizes on qualified visits



Contact List

Re-engage with lapsed users and get them interested in your brand again



Web & App Data

Target visitors from your web or app who haven't visited your brand over the last couple of months.



CRM & Offline Data

Upload CRM (emails or device IDs) or in-store data to drive these users to your site and help increase traffic.



Third-Party Data

Target pre-defined customer segments from your Data Management Platform or Customer Data Platform for your traffic campaigns.

Industry-leading
60%
match rate

Broadest
Reach
1000s
of premium & direct
publishers


Features

2-step upload on Self-Serve UI

Instant match rates

API for audience creation & management

Real-time audience synchronization

The background features a collection of abstract, organic shapes in orange and light blue. These include thick curved bars, thin outlines of rounded rectangles and circles, and solid circles of various sizes. The shapes are scattered across the white background, creating a dynamic and modern aesthetic.

Get Started & Campaigns Measurement

• Campaign Creation

Create your campaign

Tailor your campaign settings to your marketing strategy.

Goals

Goals

Setting up a goal makes monitoring and reporting on your campaign performance more accurate.

Acquisition

Find your next top customers.

Retention

Drive more value from your existing customers.

• Campaign Creation

Media type

Display

Create, manage, and run different kinds of immersive display ads across the web.

Video

Manage and run Immersive video ads across the web.

Objective

Awareness

Get People to know about your Products or Services

Conversions (Sales & Leads)

Get people to buy your products or services.

Revenue

Get people to spend more while buying from your site or app.

Visits

Get people to explore your site or app.

• Campaign Creation

Refine your targeting

Narrow your coverage by targeting specific device types, operating systems and environments.

Device coverage

Yes

Device

Desktop Tablet Mobile Other

Mobile operating system

Android iOS Other

Environment

Web and app
Reach users online and within applications

Web only
Reach connected users online

App only
Reach users connected in applications

• Campaign Creation

Include your visitors

Make sure that people browsing your website or app are also included in your audience.

Target non-buyers

Yes

Include people who visited between

to days

Choose to exclude a specific audience.

Yes



Please start by creating a new contact list.

Create new

• Campaign Creation (Placements example)

Placements	Displays	Clicks	CRITEO			
51,820	104,513,285	887,680				

Placement	Clicks	Displays	Cumulative share of displays	Sales	Revenue	Cost
Truecaller: Caller ID & Block (ID: com.truecaller)	28,874	8,463,009	8.10%	153	\$79,369.20	\$456.0
Kwat - صور أروع لحظات في حياتك (ID: com.kwat.kwaishou.video.live)	36,108	7,757,581	7.42%	40	\$21,054.00	\$173.5
elbalad.news	29,260	4,564,437	4.37%	77	\$28,624.10	\$162.7
yallakora.com	15,533	3,693,978	3.53%	74	\$34,009.30	\$254.6
أذان وقت الصلاة قرآن بملوننا (ID: com.alhiwar)	28,003	2,772,671	2.65%	30	\$11,933.80	\$142.0
zamalektoday.com	10,754	1,878,118	1.80%	8	\$1,517.00	\$59.9
halalbalad.com	8,121	1,619,660	1.55%	11	\$4,809.60	\$45.6
youm7.com	20,362	1,474,044	1.41%	69	\$20,647.60	\$246.5
almasryalyoum.com	11,973	1,294,703	1.24%	29	\$11,463.70	\$81.5
OLX Egypt (ID: com.olxmena.horizontal)	7,774	1,205,376	1.15%	44	\$24,237.80	\$158.8
elganna.com	9,284	1,046,081	1.00%	5	\$1,992.10	\$38.8
filgoal.com	5,308	1,021,012	0.98%	23	\$6,461.40	\$70.7

Success Stories

Success Stories:

From clicks to savings: How Money Fellows drives success with acquisition-focused creative automation



71%

Higher conversion rate compared to image ads

106%

Higher sales compared to image ads

45%

Higher ROAS compared to image ads

Success Stories:

Omnicom Media Group increases conversions by tapping into dynamic retargeting



-150%
Cost-per-action

+168%
Sales increase

+612%
Return on ad spend

Success Stories:

Connecting millions with Orange Egypt's lowest CPCV and CPM in telecom powered by Criteo



20%

Lower cost per completed view (CPCV) compared to all other paid media channels

20%

Lower cost per mille (CPM) compared to all other paid media channels

Thank you!
CRITEO

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The logo for Aleph, featuring the word "Aleph" in a white, sans-serif font with a stylized arrowhead pointing upwards and to the right, set against a large orange circle. The background of the slide is white with various abstract shapes in orange and light blue, including circles, ovals, and curved lines.