DATA DRIVEN BUSINESS MODELS
CRITEO AND BEYOND

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WHAT DOES CRITEO DO?
Our mission

TARGET THE RIGHT USER

AT THE RIGHT TIME

WITH THE RIGHT MESSAGE

BASED ON AN ENGAGEMENT MODEL
TURNING BROWSERS INTO BUYERS
How does it work?

1. A USER SEES PRODUCTS ON YOUR WEBSITE...
How does it work?

2 ...THEN BROWSES THE INTERNET
How does it work?

3. CRITEO DISPLAYS A PERSONALIZED BANNER TO THE USER
How does it work?

4 After a **Click** on the banner the user goes back to a product page.
Bring back lapsed customers, prospect for new customers
The right product, to the right person, at the right time

CLIENT PLATFORM
- CLIENT PERFORMANCE MANAGEMENT
- REAL-TIME REPORTING ANALYTICS

PUBLISHER PLATFORM
- INVENTORY MANAGEMENT
- REAL-TIME REPORTING ANALYTICS

DATA

CUSTOMER REAL-TIME OFFER

CHECK-OUT & PURCHASE
Does it work?

Performance display as Criteo has a **CTR 5 times higher** than the standard display 0,10%* vs 0,51%**

Traditional display

*XPOINTROLL, JAN-DEC 2012, AVERAGE STANDARD DISPLAY CTR IN THE UNITED STATES
**CRITEO, JAN-DEC 2012, AVERAGE PERFORMANCE DISPLAY CTR IN THE UNITED STATES
Key figures

- **19 OFFICES**
- **+120 COUNTRIES**
- **+1000 EMPLOYEES**
- **+6000 ADVERTISERS**
- **+7000 PUBLISHERS**
- **444 M€**
- **90% RETENTION RATE**
- **9.7 BILLIONS $**
- **LISTED ON THE NASDAQ SINCE OCTOBER 2013**
- **R&D REPRESENTS 40% OF THE WORKFORCE**

1: REVENUE IN 2013
2: ANNUAL RATE
3: $ OF TURNOVER GENERATED TO OUR CLIENTS - TURNOVER POST-CLICK WW FROM JANUARY TO DECEMBER 2013
INSIDE THE MACHINE: BIG DATA
Deep, granular and actionable shopping intent data

$200BN SALES

PRODUCT | SKU | PRICING | AVAILABILITY | CONTEXT | BIDS | PLACEMENTS | FORMATS
VIEWED | CLICKED | CHECKOUT | BOUGHT | IMPRESSIONS | VIEWS | CLICKS | CONVERSIONS
BROWSING | PATTERN | PROFILE | CRM

1 WE OBSERVED OVER $200 BILLION IN SALES TRANSACTIONS ON OUR CLIENTS’ WEBSITES IN THE TWELVE MONTHS ENDED JUNE 30, 2013 WHETHER OR NOT A CONSUMER SAW OR CLICKED ON A CRITEO ADVERTISEMENT.
Criteo is the champion of product recommendation & prediction

Criteo’s value depends on 2 CORE technologies:

- **Recommendation engine**
  - Choose the right product to display

- **Prediction engine**
  - Choose the right users / advertiser / publisher to display

CTR + ENGAGEMENT INCREASE
Personalized ads

MATCHES SEARCHERS’ INTENT WITH PERSONALIZED BANNERS AT THE PRODUCT LEVEL.
Same engine optimizes each banner in real time

6ms
More and more variables for better prediction performance
PUTTING THIS INTO PERPECTIVE
Usual display advertising: human optimized with tools
Criteo’s way: let the machine help

Enter the business end goals,
Let the machine get there
Why? The revolution of user level optimization

<table>
<thead>
<tr>
<th>Users</th>
<th>Profiles</th>
<th>Generic Interests</th>
<th>Products</th>
</tr>
</thead>
</table>
| Middle aged men | ✔  
          |                | Automobiles, Sports, Technology | ![Car](image) ![Football](image) ![Mobile Phone](image) |
| Middle aged women | ✔  
                  |                | Fashion, Shopping, Cooking, Travel | ![High Heel](image) ![Food](image) ![Travel Bag](image) |
| Teenage men       | ✔  
                      |                | Sports, Technology                 | ![Bicycle](image) ![Laptop](image) |
| Teenage women      | ✔  
                          |                | Fashion, Shopping, Dancing         | ![High Heel](image) ![Perfume](image) ![Shoes](image) |
Why? The revolution of user level optimization

A better way

Users

Products
MANY INDUSTRIES ARE BEING TRANSFORMED BY DATA

• More and more data (including from sensors)
• Example of insurance industry
• Example of health industry
• Raising questions on privacy and ethics
HELPING MORE COMPANIES LIKE CRITEO TO EMERGE

• Performance oriented business models
• Consistent rules across EU
• Experimentation friendly environment
Thank you!