

Criteo Retail Media

For Brands

Criteo Retail Media is a technology platform that allows brands to **seamlessly target shoppers at every stage of their purchase journey to drive more brand awareness, product consideration, and sales.** With multiple ad solutions on retail sites, apps and across the open internet, we drive shoppers back to your products to improve conversion.

Reach Tactical Audiences

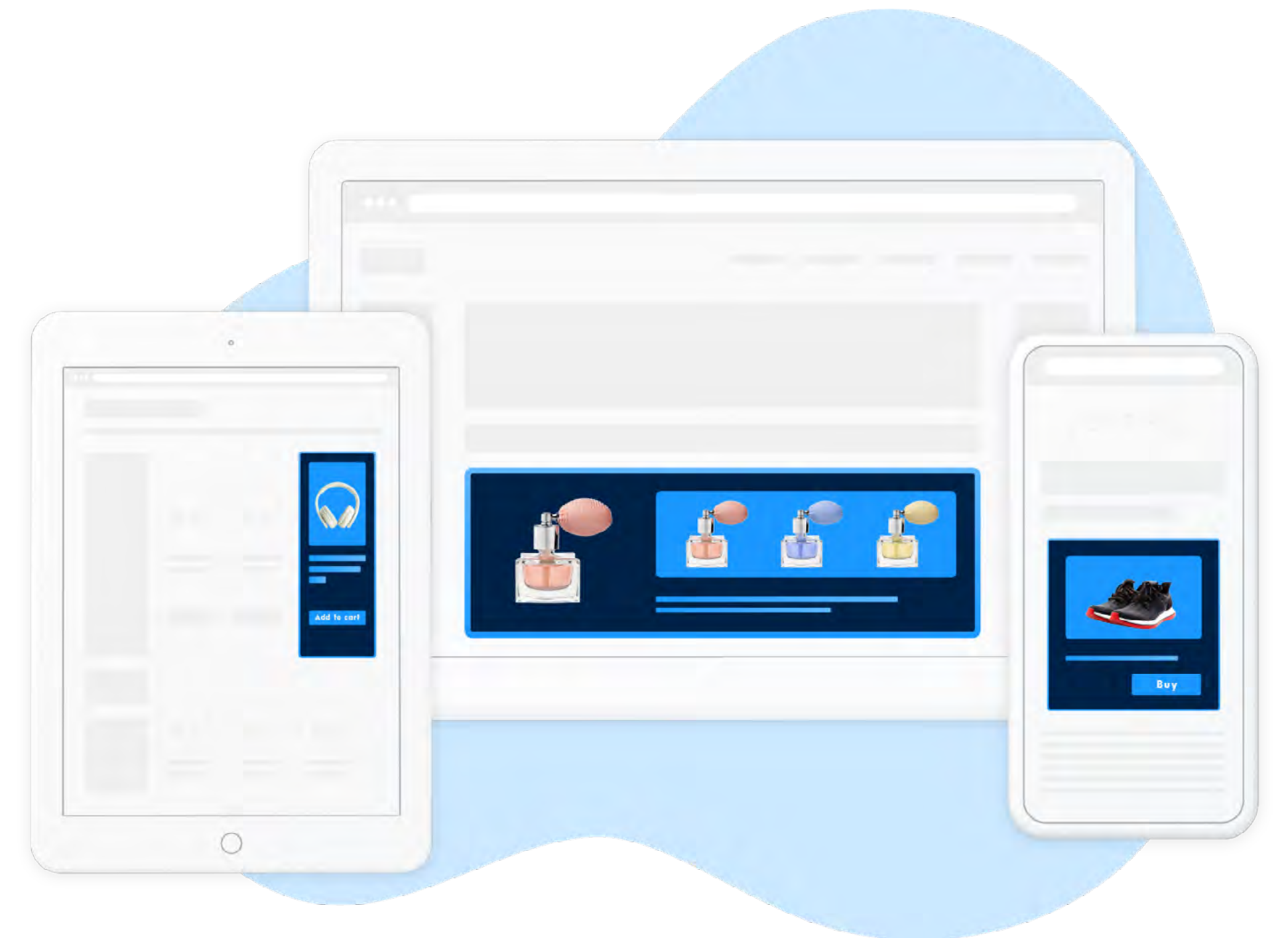
Target high-intent retail audiences, based on 1st party retailer data. Dramatically increase your brand awareness and generate more traffic to your brand and product detail pages.

Engage Shoppers

Trigger clicks and interaction for your brand and products with a strong delivery engine and smart ad formats. From videos to native ads, and including dynamic display.

Drive Performance

Ultimately measure success and see the direct impact of your advertising dollars with adapted metrics: attribute sales, scale interactions, assess reach and views.

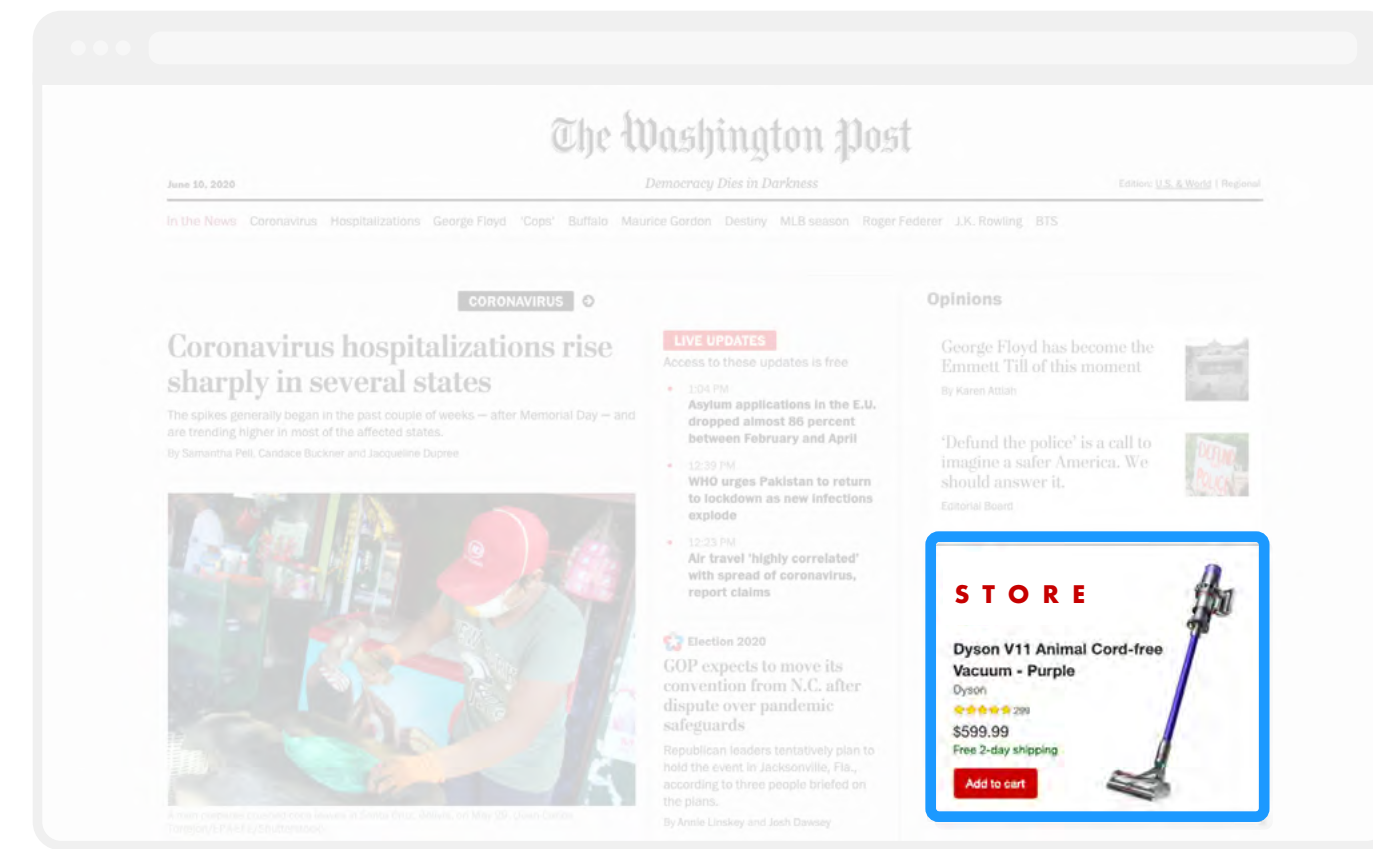


The all-in-one platform for buying retail media at scale.

Execute campaigns across premium retailers and publishers, and easily measure campaigns against commerce results.

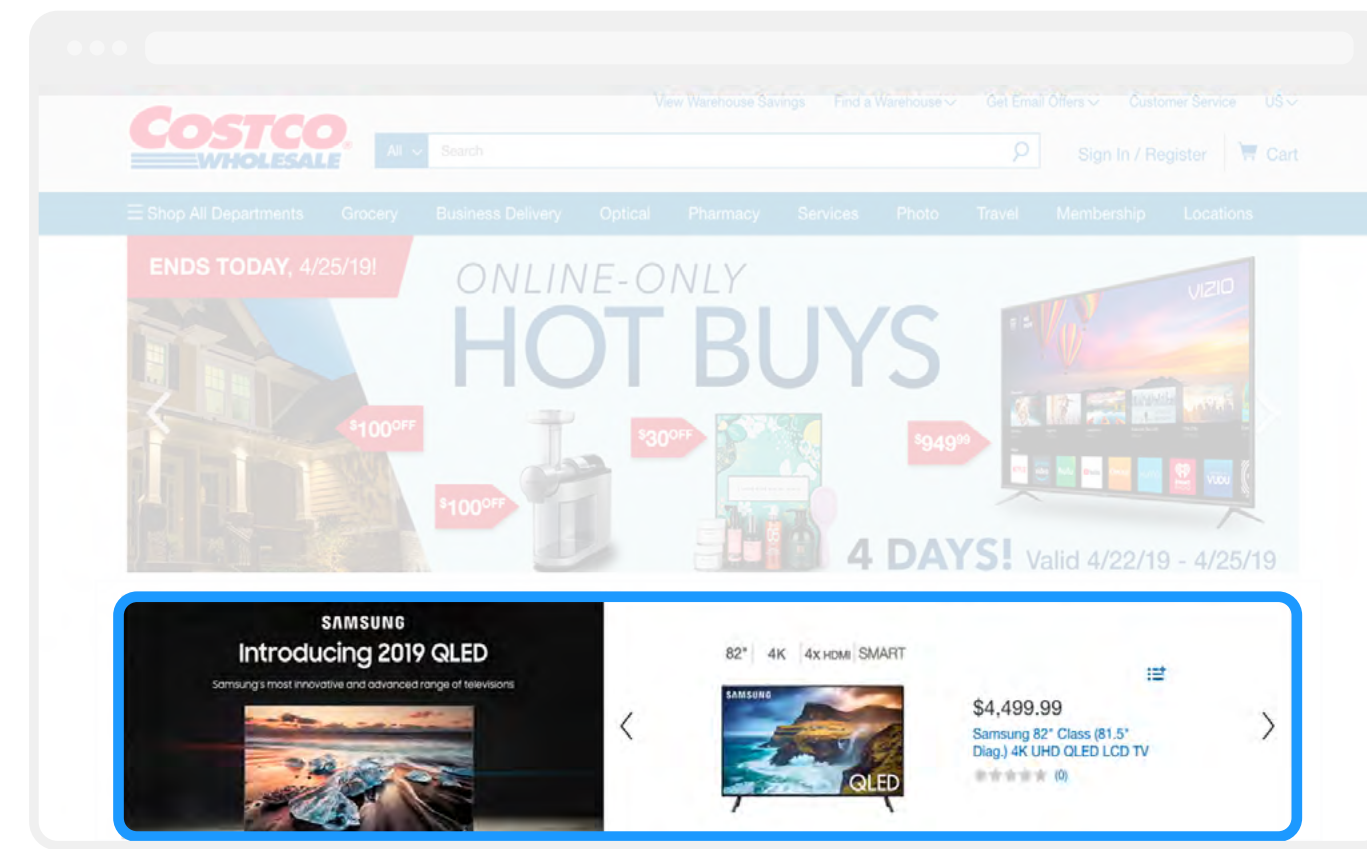
Audience Extension

Reach high-quality audiences from major retail partners across the open internet with multiple display and video formats. Raise awareness and drive traffic to your brand.



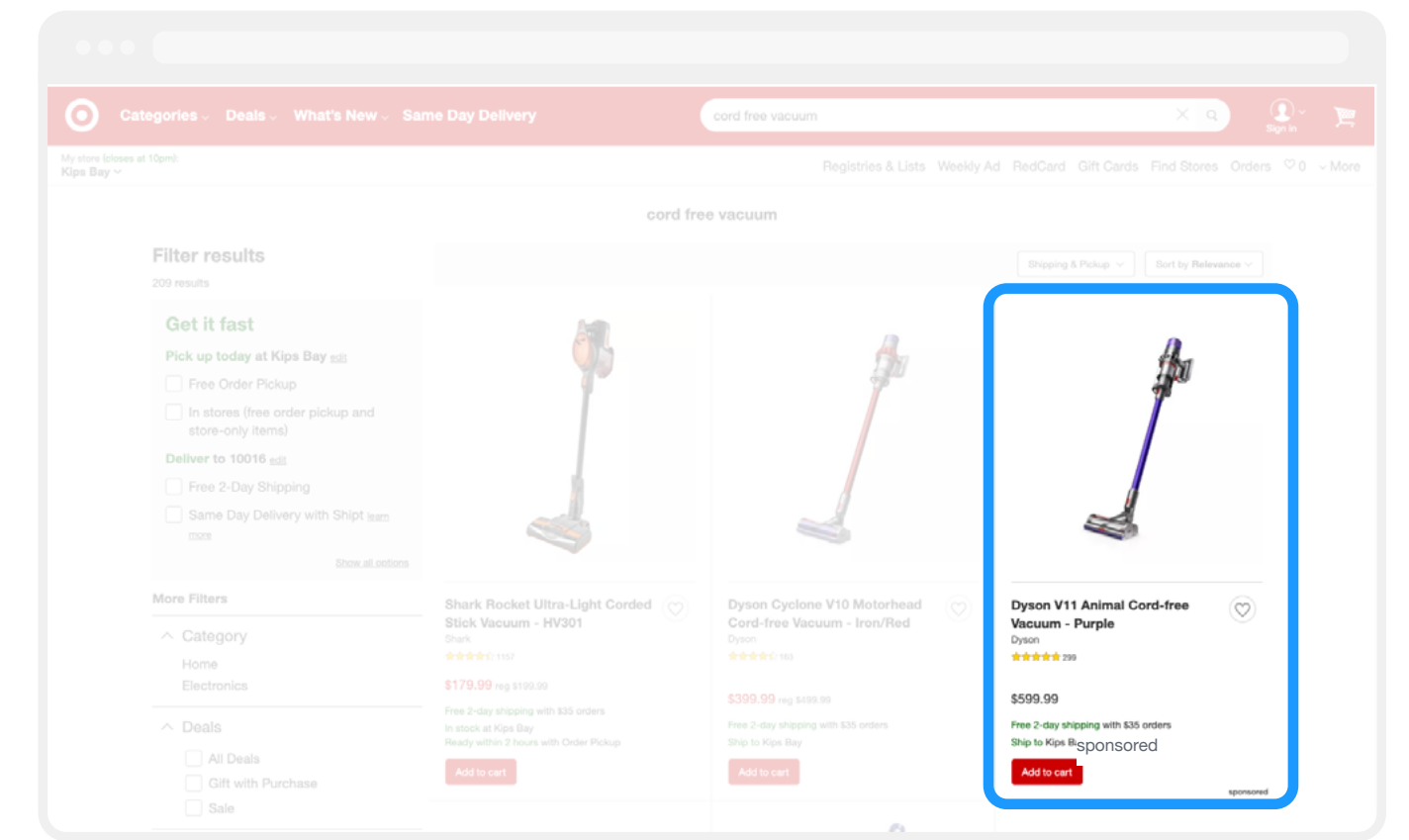
Commerce Display

Engage strategic shoppers & increase your product reach on your retail partner sites and apps with impactful dynamic ad formats. Drive strong product consideration.



Sponsored Products

Boost your sales & increase your share and visibility with native e-retail ads. Trigger conversion on your retail partner sites and apps.



Our partners see the value in retail media.

Criteo's extensive network of partner sites gives brands the opportunity to reach shoppers across the open internet.



Ready to begin?

Reach out now to RetailMediaSales@criteo.com

