

FOR RETAILERS

# Criteo Retail Media

Criteo Retail Media allows retailers to **earn more from online ads and streamline operations** with one integrated platform. Retailers can grow ad revenue, connect directly with brands, and deliver a quality shopping experience with a complete, flexible retail media and sponsored products platform.



## End-to-end Platform

**Manage your sponsored product and display business with one platform,** reducing operational and tech management complexity.

## Incremental Demand

**Sell and manage your own campaigns** or access demand from brands and agencies using our self-service platform.

## Relevancy

**Our ads are contextually relevant** and blend seamlessly into the shopper journey

## Flexible Capabilities

**Provide brands with flexibility and options** or ad formats, audience targeting, and ecommerce-based reporting.

FOR RETAILERS

# Bring your media business to life.

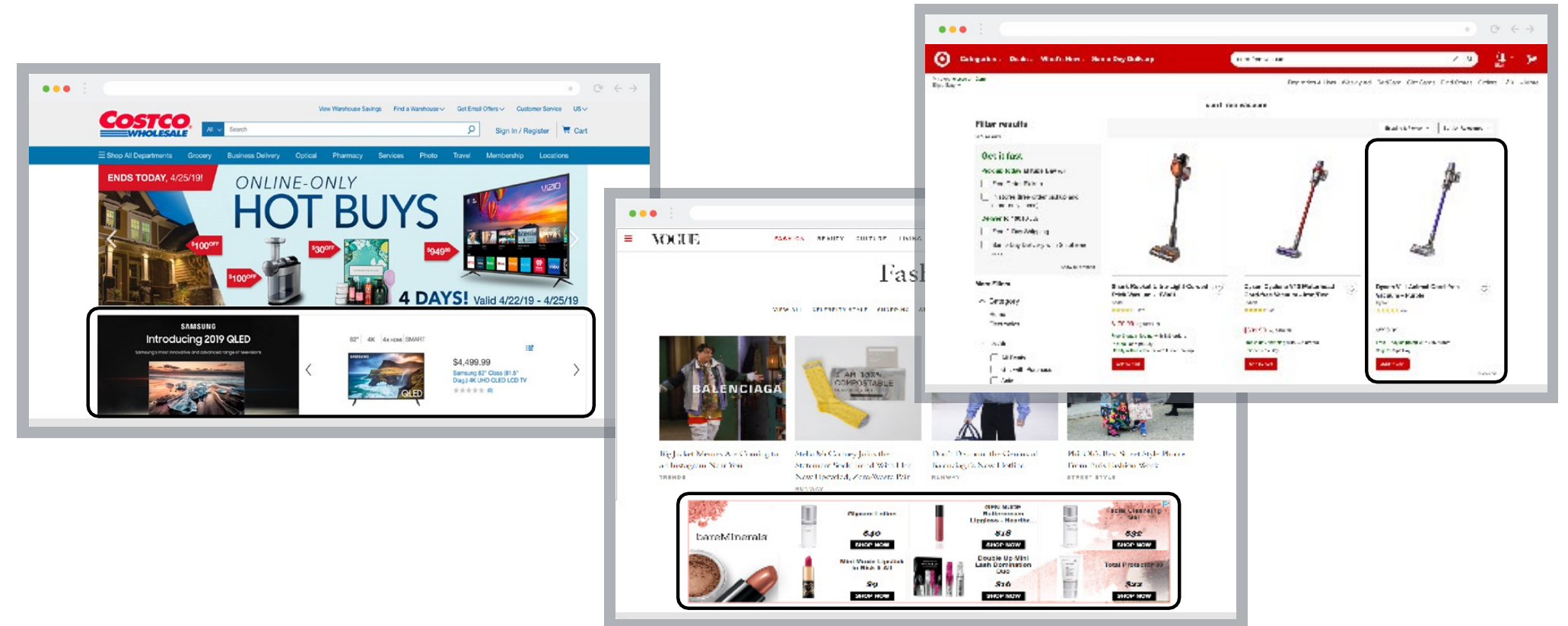
Earn more from your inventory and first-party data. With one, integrated platform you can offer a wide variety of media placements, manage your vendor marketing program, and give large brand advertisers self-service capabilities. A single integration reduces tech and operational overhead.

The top retailers and brands in the country trust Criteo Retail Media.

## RETAILERS



## BRANDS



## Ads purpose-built for retail

- Serve native ads that seamlessly blend in with your organic content on search and category pages
- Drive more product sales with banner ads that also include retail specific features, such as add-to-cart buttons and real-time pricing
- Enable brands to buy on a fixed price CPM or auction based CPC basis
- Increase traffic back to your website by enabling brands and sellers to reach your audiences at scale on brand-safe inventory on the open web

Ready to begin?

Reach out now to [RetailMediaSales@criteo.com](mailto:RetailMediaSales@criteo.com)

