

Criteo gains great results and scale by retargeting audiences through real-time bidding with DoubleClick Ad Exchange



About Criteo

- www.criteo.com
- Headquartered in Palo Alto with offices in 19 other cities
- More than 300 employees
- Founded in 2005, Criteo provides a pay-per-click (PPC) personalized retargeting solution

Goals

- Produce results for top e-commerce clients worldwide
- Provide dynamic personalized banners with great conversion rates
- Gain scale and efficiency from real-time bidding (RTB)

Approach

- Using DoubleClick Ad Exchange (ADX) for RTB
- Integrated Ad Exchange's RTB API with Criteo's platform
- Went live with RTB in Europe and U.S. in June 2010

Results

- Now running campaigns through ADX in 19 different countries
- By July of 2010, 100% of media spend is through ADX
- Doubled monthly spend with ADX after the switch
- Advertisers get a click-through rate 6 times greater than static retargeting
- Now one of top 25 buyers on ADX with a growing and loyal client base

Ninety-five percent of the visitors who come to a website do not complete a transaction. Instead, they wander away without buying. Criteo's personalized retargeting service brings them back to the fold.

Criteo removes the risk for its clients by offering retargeting on a pure performance, pay-per-click (PPC) basis. To maximize revenue for its clients, Criteo needs to bring back as many of their visitors as possible. Early on, Criteo recognized the scale that the DoubleClick Ad Exchange (ADX) could deliver. As a result, Criteo was the first buyer to go live with RTB on the ADX in Europe. Today, Criteo is a high volume, global buyer using real-time bidding with ADX. They're seeing great results in more than 19 countries.

"Our product is performance-driven, so we're very focused on how much profitability we can drive for our clients," says Matthieu Lemaire, Criteo's Director of Central Business Development "When we saw the results we could get through real-time bidding (RTB) with ADX, we switched nearly all our Google spend to RTB."

"Criteo's technological focus and entrepreneurial spirit has made them a great partner for DoubleClick Ad Exchange," says Chip Hall, Google's Head of Buyer Development for ADX, "Their sophistication in buying via real-time bidding on a global scale is impressive and has made them one of our top global partners."

"Real-time bidding is enabling us to further scale our business, and drive increased volume and performance for our advertisers, while also improving CPMs for publishers. We appreciate the global reach of Google and how easy it is for us to turn on RTB in a new market. That's what makes DoubleClick Ad Exchange so valuable to us."
—Jonathan Wolf, Chief Buying Officer, Criteo

RTB delivers clicks and revenue

Criteo has a strong focus on retail with clients such as Art.com, Motorcycle Superstore and TigerDirect. In 2009, the company started buying through ADX. Glimpsing how RTB could help it gain scale and efficiency, engineers worked to integrate Criteo's platform with Ad Exchange's RTB API.

After going live with RTB in Europe and the U.S. in June 2010, Criteo noticed quick results.

"We saw a strong increase in the number of impressions we could buy," says Lemaire, "I think we doubled our spend within three months of moving to RTB, and it's been booming ever since. Now we're bidding for thousands of impressions every second."

About Criteo

Criteo is the global leader in scalable personalized retargeting. Criteo enables the top worldwide e-commerce companies to re-engage with website visitors who have left their site via highly targeted personalized display ads. These relevant ads are dynamically generated in real-time with product recommendations based on the visitor's product-viewing history leveraging Criteo's proprietary performance driven real-time audience buying and automated dynamic creative optimization technologies. Criteo's clients pay only when prospects click-through and return to their website, creating a low-risk, high return value proposition. Criteo displays billions of uniquely personalized retargeted banners each month and works with more than 1000 of the top worldwide e-commerce companies.

For more information about Criteo, visit: criteo.com

About DoubleClick Ad Exchange

DoubleClick Ad Exchange helps media buyers and sellers connect through multiple deal types across a global, open, transparent and brand safe marketplace. For buyers, DoubleClick Ad Exchange provides real-time and impression-by-impression access to a vast pool of high-quality inventory. Buyers can bring their own data, optimization and bid strategies to the exchange in order to easily meet their advertising goals. For sellers, DoubleClick Ad Exchange provides more ways to transact with buyers, helps remove barriers to potential transactions and grows revenue. Sellers can offer inventory on their own terms with unique pricing and business controls to ensure they protect their assets and get the most value for them.

For more information about DoubleClick Ad Exchange, visit: google.com/ads/adxforbuyers

He likes how RTB provides more transparency, easier tracking and better optimization for every site they bid on. As Criteo continues to get clicks for its clients, the company continues to buy more and more impressions. Criteo's real-time technology allows it to submit a different price for every single callout it receives. As an advanced buyer, Criteo manages to handle 100% of the ADX callouts it receives, and submits hundreds of millions of bids every day.

One sign of this success: Criteo is now running campaigns through ADX in 19 different countries, including France, Germany, Japan, U.S. and the UK, plus emerging markets like Brazil and South Korea.

"We're continuing to grow our advertiser base rapidly, and we want to buy as much relevant, safe inventory as we can," says Wolf. "RTB is helping us to keep growing volume and performance for our advertisers."

Personalized banners

Part of Criteo's business model is to serve banners individually personalized for each viewer, featuring as many as 10 previously viewed products.

"Each banner is like a mini-boutique where people can scroll through products. These are determined in real-time, so we won't show them any items they've already purchased," explains Karen Dayan, Criteo's VP of Marketing.

A banner can also display products suggested by Criteo's recommendation engine, based on what other products visitors viewed or bought. Coupled with RTB, these personalized banners drive much higher CTR than other retargeting campaigns.

"The relevance of our advertising is demonstrated by the great CTRs and great conversion rates we deliver. For many publishers we regularly deliver CTRs of 1% – which is huge, when the average display CTR is closer to .1%," continues Dayan.

Bringing lost visitors back to buy

With its highly effective banners, proven scale from RTB with ADX and ongoing tests of private ad slots, Criteo is getting great results for clients around the world.

Criteo currently serves more than 1000 of the top e-commerce companies worldwide – several of them started with Criteo when the original product launched in 2008. Even more impressive is that a majority of these clients have "uncapped" their budgets, confident that the more they can spend with Criteo, the more lost visitors will come back to buy at favorable ROI.

"Working with Google has been a great fit for Criteo because Criteo's technology works best in real-time," says Wolf. "Every one of our personalized banners is dynamically created in real-time, based on a real-time recommendation engine fed by real-time user behavior. As a result we can calculate a real-time price for every impression. RTB is the natural fit for us."

