



Effiliation & Criteo partner to allow affiliate marketers to provide targeted advertising

Paris – 9 November 2007 – A worldwide first, Criteo, the specialist in real-time personalised recommendations on the Internet, and Effiliation, one of the first affiliate marketing agencies in France announce a technical partnership which brings personalised advertising, based on behavioural targeting, to affiliate marketers and advertisers.

Affiliate marketing is a method of promoting web businesses in which an affiliate is rewarded for every visitor, subscriber, customer, and/or sale provided through his efforts. The promotion of the products can take the form of advertising banners, pop-ups or links. Affiliate marketing has grown quickly since its inception. According to one report, total sales generated through affiliate networks in 2006 was £2.16 billion in the UK alone.*

Until now, advertising campaigns on affiliate networks have provided the same advertisement to all internet users visiting the affiliate site. This limits the products the advertiser is able to show and does not enable the ad to be customised in any way. Effiliation has integrated Criteo's recommendation technology onto its affiliate platform. This technology provides Internet users, visiting an affiliate site in the Effiliation network, with customised advertisements based on their prior browsing behaviour. This is a more effective way of promoting an advertiser's products and leads to increased click through rates.

Criteo's recommendation technology is making behaviourally-targeted advertising a reality. By implementing Criteo's technology, Effiliation will optimise the performance of affiliate marketing campaigns; advertisers will increase incremental sales and will be better able to leverage the long tail; and affiliates will be able to offer their visitors better targeted and therefore more effective advertisements.

« This agreement and implementation illustrates the broad use of Criteo's recommendation solutions. Criteo's technology is being used by eCommerce sites, portals, affiliate marketers, advertisers and bloggers, » explains Jean-Baptiste Rudelle, CEO of Criteo.

« We are pleased to have partnered with Criteo as the benefits its technology brings to our network are realised at every level. Internet users will now have access to customised and targeted information which will help them considerably in their purchasing decisions, affiliates will be able to increase the profitability of their ad space through increased click throughs, and advertisers will optimise their affiliation campaigns and increase their profitability,» adds Christophe Bosquet, Associate Director at Effiliation.

* « Affiliate Marketing Networks Buyers Guide», October 2006, eConsultancy

About Criteo

Criteo is the worldwide expert in real-time personalised recommendation solutions and the only one to deliver a cost-effective and scalable turnkey solution to e-tailers, content portals and community sites, allowing them to realise the long-promised sales benefits of the long tail. Criteo's solution is a new generation of collaborative technology that helps clients optimise their search and allows users interconnect with their "twins" – other users with similar affinities – thus helping people with the same interests rapidly find relevant and compelling information, products or services. A private, venture-backed company, Criteo was founded in 2005 and headquartered in Paris, France, with an office in San Francisco.

For more information visit www.criteo.com

A propos d'Effiliation

Effiliation is an affiliation network specialised in the implementation and management of affiliation programmes. Specialised in performance marketing, Effiliation puts advertisers and affiliates together in a win-win situation.

Effiliation's mission is to build and implement affiliate strategies with a team of 20 highly motivated individuals, 45 000 websites and webmasters, high-level technology, a powerful affiliate network and a creative studio experiences in affiliation techniques.

www.affiliation.com

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