

Press contact

Ballou PR
Martha de Monclin
mdemonclin@balloupr.com
+33 (0)1 34 74 54 62



Press release

Criteo launches *Criteo Widgets*, “plug and play” Web components for real-time personalised recommendations

Paris, September 10th 2007 – Criteo, the european leader in real-time personalised recommendation solutions, today announces the availability of “*Criteo widgets*”, a complete range of plug and play components for eCommerce sites and portals to easily incorporate recommendations. The components can be downloaded and integrated directly from www.criteo.com in just a few clicks.

Faced with the rapid increase in the size of catalogues available on many commercial websites, cyber consumers are finding it increasingly difficult to locate and select the products they want. Indeed many consumers will abandon their search before making a purchase and only take time to browse the lead products. Personalising the customer experience will ensure that the cyber consumer is presented with the right product at the right time, while at the same time leveraging the back catalogue.

In response to the increasing demand for improved online merchandising, Criteo has developed *Criteo Widgets* to allow eCommerce sites to easily integrate personalised recommendations within just a couple of hours. The *Criteo Widgets* analyse each user’s rating and browsing pattern in real-time, to anticipate and maximise their future clicks and purchases. Via the Criteo extranet, web developers can select and implement a series of pre-configured widgets, which can be adjusted to match the overall look and feel of the site. The widgets are deployed as SaaS (Software as a service) and 5% commission on the incremental turnover, generated by Criteo’s recommendations, is paid to Criteo on a monthly basis.

A number of leading European eCommerce sites and portals have implemented Criteo’s recommendation solutions and have been experiencing increased sales and customer retention. One such company, Acrodeal, a French online retailer of video games and DVDs, installed *Criteo Widgets* and experienced a 44% increase on the average consumer basket after just two months. Similarly, the average number of articles per basket increased by 58 % over the same period. Acrodeal customers used the Criteo recommendations as a practical and intuitive means to navigate the huge catalogue of products.

“An increasing number of eCommerce sites want to implement recommendations. They understand that it is key to their continued profitability,” explains Jean-Baptist Rudelle, CEO of Criteo. *« Some sites have tried to develop algorithms internally, with, for the majority, limited success. Our customers*

understand that by adopting Criteo's solutions, not only do they have the best technology on the market, but at minimal cost compared to internal solutions."

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