

# Increase online sales through Criteo Dynamic Retargeting and Facebook Dynamic Product Ads

Modern advertisers look for efficient ways to increase their e-commerce sales with relevant, personalized ads, served across desktop, mobile and social. Being a leading strategic partner for Facebook, Criteo provides you access to Facebook DPA over mobile and desktop, so you can take advantage of our proven, programmatic technology in the Facebook environment. Existing advertisers using Criteo with Facebook DPA see a 12% average sales uplift in their campaigns.



Criteo Dynamic Retargeting granularly optimizes campaigns, provides recommendations at the user level and delivers unmatched performance for its Facebook DPA advertisers. Through our unrivalled reach and granular understanding of the user purchasing journey, coupled with a tight Facebook integration, our advertisers see 17% more sales at a 19% lower cost within the Facebook ecosystem, compared to other campaigns using oCPM, Facebook's native bidding algorithm.

## The Proof

**17%** More sales at a **19%** lower cost<sup>1</sup>



**↑ 12%**

Average lift for existing Criteo campaigns when Facebook DPA is added



**↑ 45%**

Greater ROI and **31%** lower cost per order<sup>1</sup>



**16,000+**

Global publishers and a **1.1B** audience reach in addition to Facebook



<sup>1</sup>Compared to campaigns using oCPM, Facebook's native bidding algorithm.

# Get more from Facebook DPA

## Increased performance

Criteo Dynamic Retargeting analyzes and understands an individual's purchase intent across the entire shopping journey, delivering the most relevant and personalized ads in real time.



## New Product Discovery

Our platform accurately predicts the best offers across your entire catalog to engage each shopper, driving an average of 28% of sales from products not viewed previously.



## Maximum Reach

Reach far beyond Facebook's ecosystem thanks to Criteo's 16,000+ direct publishing partners across the desktop and mobile web.



## Efficient spend

Boost sales and maximize purchase conversion through automatically optimized bids and ads. Criteo can reach your consumers when they are most likely to convert across desktop and mobile.



## Seamless programmatic Optimization

Our engine continuously learns from 2.2B daily served ads and 15M requests per second, allowing us to adjust bids at a very granular level. With Facebook DPA, we can optimize campaigns and adjust CPCs on more than 60 ad sets every hour.



For more information on Criteo Dynamic Retargeting with Facebook DPA, please visit [www.criteo.com/products/facebook-dpa/](http://www.criteo.com/products/facebook-dpa/).

## About Criteo

Criteo delivers personalized performance marketing at an extensive scale. Measuring return on post-click sales, Criteo makes ROI transparent and easy to measure. Criteo has over 1,800 employees in 28 offices across the Americas, EMEA and Asia-Pacific, serving premium advertisers worldwide, with direct relationships with over 16,000 publishers.

For more information, please visit [www.criteo.com](http://www.criteo.com).

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