Criteo Holiday Marketing Insights: 2016 Latin América

Business Intelligence & Analytics

Agenda

Introduction

Q4 Market Insights

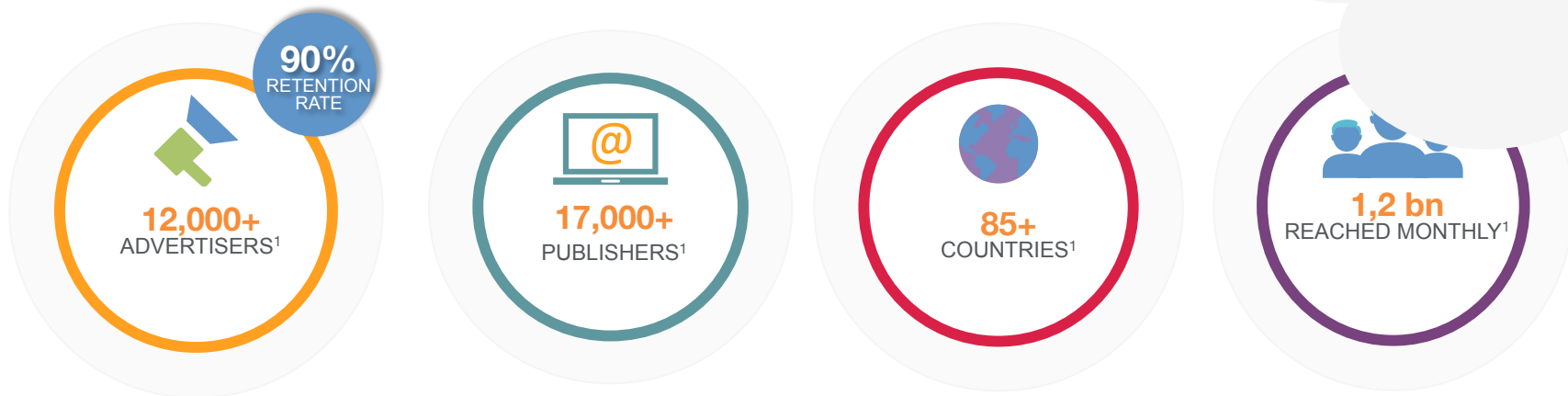**Channels & Acquisition**

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Channels & Acquisition

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Criteo By The Numbers

90%
RETENTION
RATE

12,000+
ADVERTISERS[1]

17,000+
PUBLISHERS[1]

85+
COUNTRIES[1]

1,2 bn
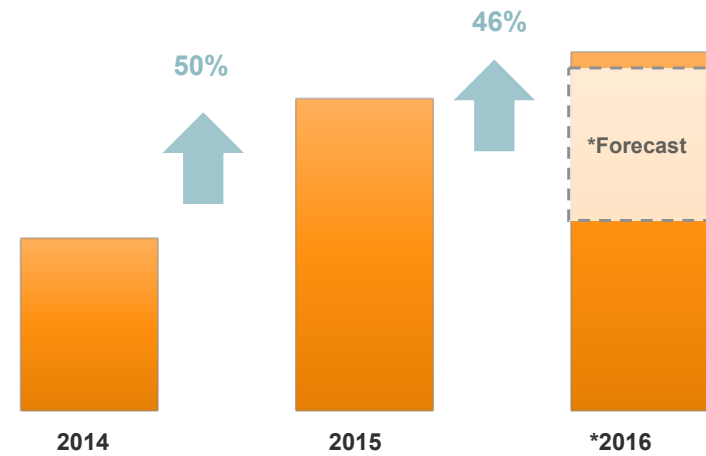REACHED MONTHLY[1]

1- Criteo August 2016

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E-Commerce Sales See Positive Trajectory Year Over Year According to Criteo Data

Colombia

- Comparing the first half of 2015 to 2016, **Criteo projects 46% growth for the second half of 2016.**

- This growth in the market will lead to a strong peak sale period for the Q4 Holiday Shopping season.
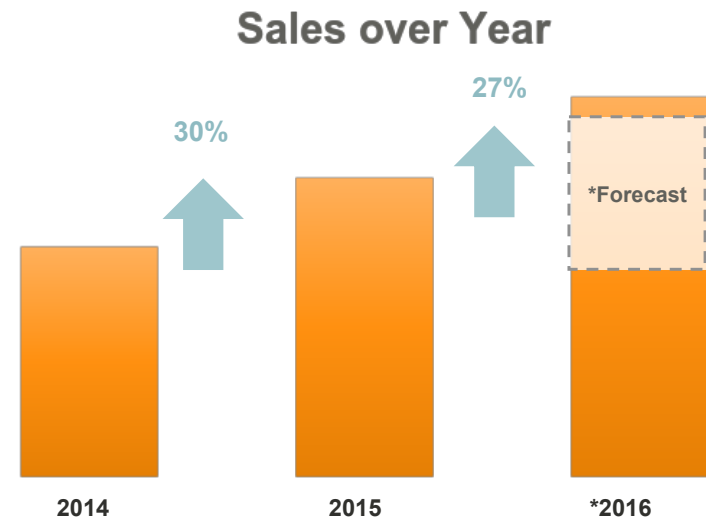
Sales Year Over Year

50%   46%

*Forecast

2014   2015   *2016

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México

- Combining Criteo experience and eMarketer information we project **a growth of 27% in sales this year.**

- This growth in the market will lead to a strong peak sale period for the Q4 Holiday Shopping season.
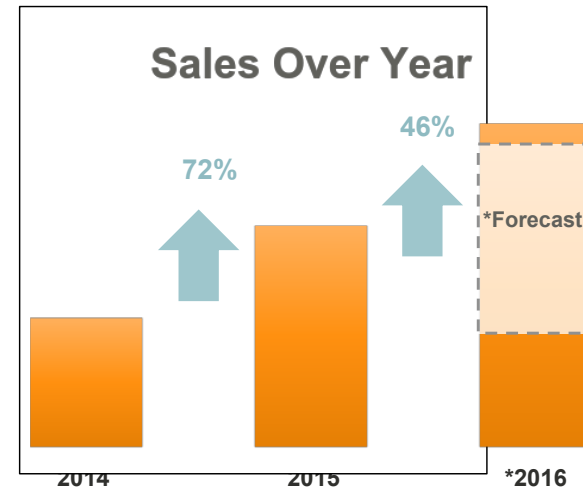
Sales over Year

30%

27%

*Forecast

2014   **2015**   ***2016**

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Chile

- Comparing the first half of 2015 to 2016, **Criteo projects 46% growth for the second half of 2016.**

- This growth in the market will lead to a strong peak sale period for the Q4 Holiday Shopping season.

Sales Over Year

72%   46%

*Forecast

2014   2015   *2016

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Argentina

- Combining Criteo experience and eMarketer information we project **a growth of 17% in sales this year.**

- Despite the economic downturn in 2015, Argentina has seen positive growth in e-commerce sales during 2016.

- This positive growth in e-commerce will lead to a healthy peak sale period for the upcoming 2016 Hot Sale.

Sales Over Year

35%

17%

*Forecast

2014   **2015**   ***2016**
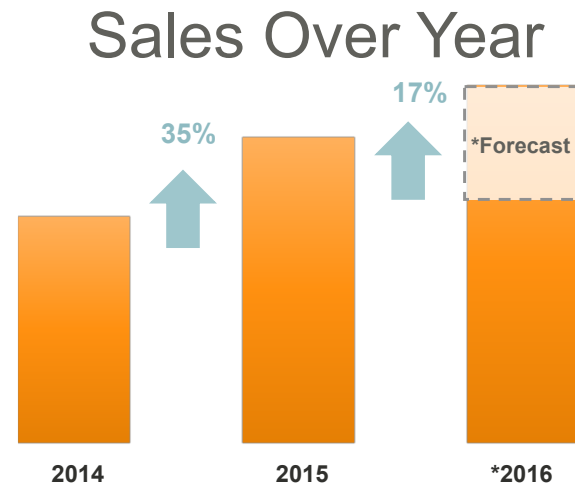
Data includes Argentina retail clients who had more than 10k sales in 2014 for comparable year/year comparisons.
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Channels & Acquisition

To understand this sales period in Latin América, Criteo has analyzed Key Metrics to show market movement

- This marketing study shows data from Criteo's top tier of retailers in Colombia during the 2015 Black Friday period, focusing on the following key metrics:
  - Site Traffic
  - Events
  - Sales
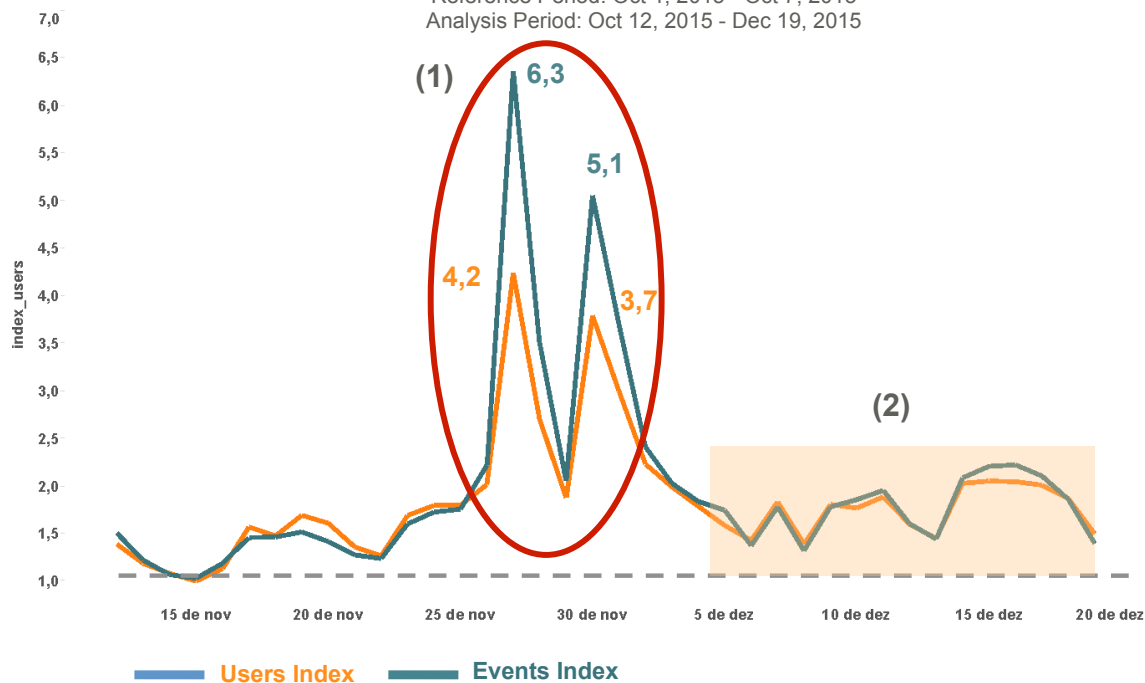 - CPCs
  - Bids

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While Website Traffic Peaks During Sale Weekends, Engagement Of These Site Visitors Rises Faster

Colombia

Website Users Index v. Events Index
Reference Period: Oct 1, 2015 - Oct 7, 2015
Analysis Period: Oct 12, 2015 - Dec 19, 2015

1) The Events Index grows faster than the User Index, indicating **high user engagement both for Black Friday and Cyber Monday**

2) After Black Friday we see the User and Events Indices elevated, indicating continued shopping interest

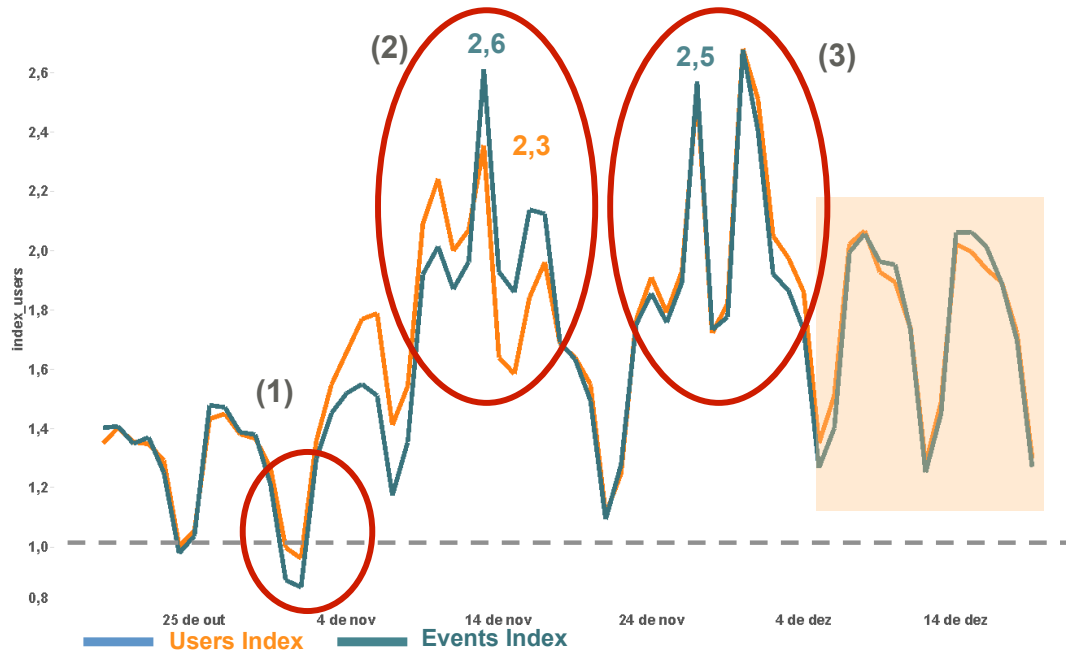This analysis was based on Criteo proprietary data from the top 20 Colombian clients from the retail vertical.

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México

Website Users Index v. Events Index
Reference Period: Oct 1, 2015 - Oct 7, 2015
Analysis Period: Oct 19, 2015 - Dec 19, 2015

1) The Events and Users Indices start to grow from Nov 1
2) The Events Index grows faster than the User Index, indicating **high user engagement**
3) After Black Friday we see the User and Events Indices elevated, indicating continued shopping interest

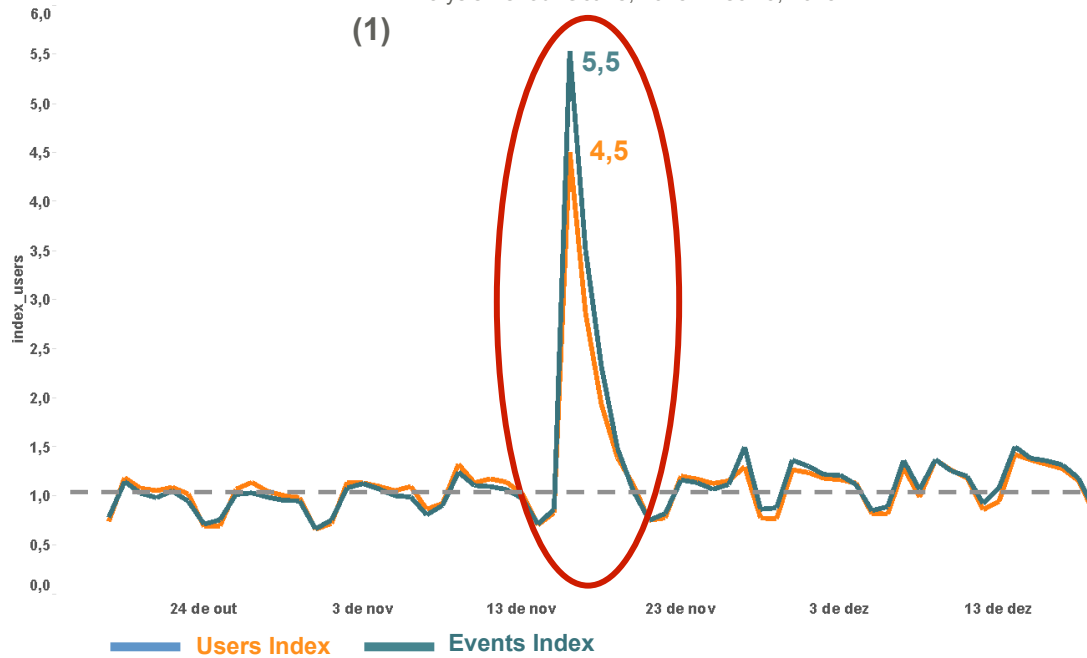This analysis was based on Criteo proprietary data from the top13 Mexican clients from the retail vertical.

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Chile

Website Users Index v. Events Index
Reference Period: Oct 1, 2015 - Oct 7, 2015
Analysis Period: Oct 18, 2015 - Dec 19, 2015

1) The Events Index grows faster than the User Index, indicating **high user engagement during Black Friday**

This analysis was based on Criteo proprietary data from the top 16 Chilean clients from the retail vertical.
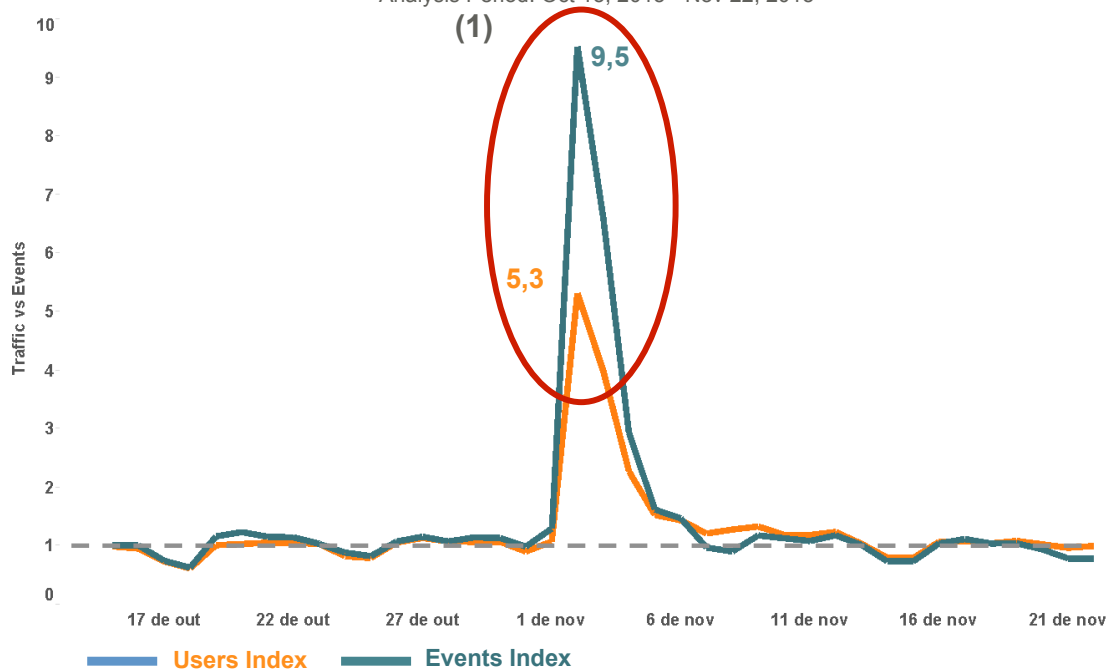
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Argentina

Website Users Index v. Events Index
Reference Period: Oct 1, 2015 - Oct 7, 2015
Analysis Period: Oct 15, 2015 - Nov 22, 2015

1) The Hot Sale Events Index grows faster than the Users Index, indicating **more engagement per user**, on average

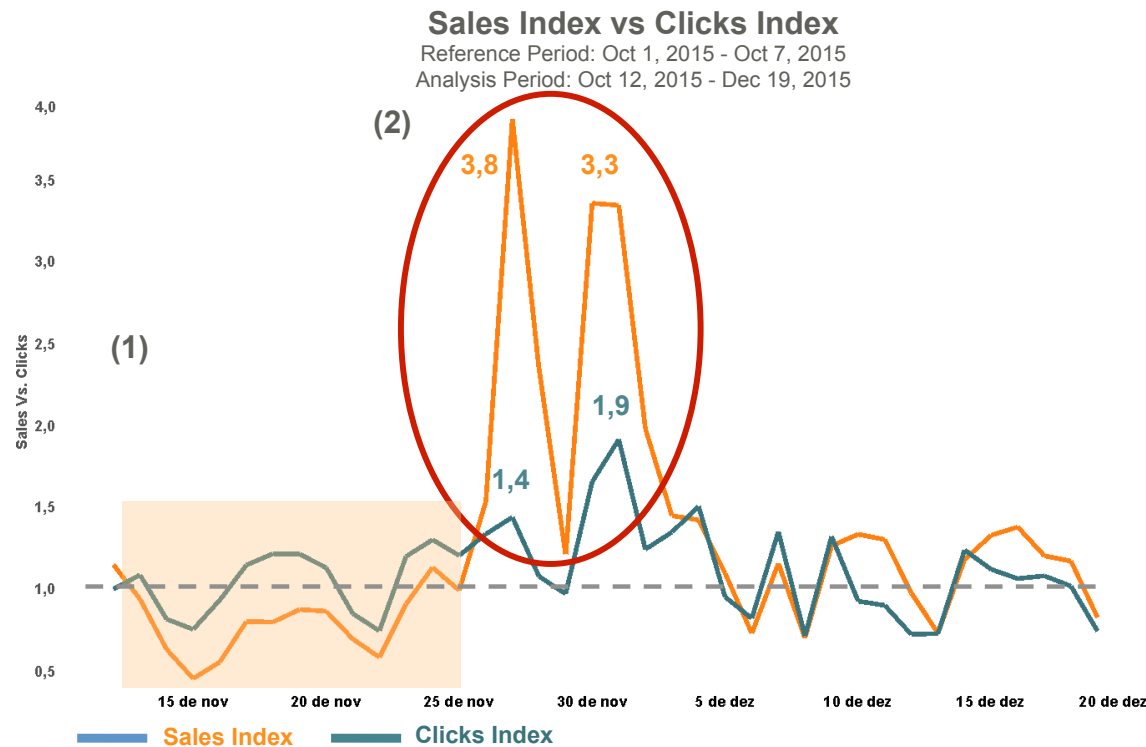This analysis was based on Criteo proprietary data from the top 18 Argentine clients from the retail vertical.

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The Click Index Demonstrates Early Periods Of Research, Where Marketing Pesos Are Best Spent

Colombia

Sales Index vs Clicks Index
Reference Period: Oct 1, 2015 - Oct 7, 2015
Analysis Period: Oct 12, 2015 - Dec 19, 2015

1) The research period runs from Nov 12 to Nov 26, where the Click Index is higher than the Sales Index – **CPCs should be elevated here to capture shoppers during decision phase**

2) The Sales Index rises faster than the Clicks Index, indicating a **positive return on investment** for the total time period shown

This analysis was based on Criteo data from the top 20 Colombian clients from the retail vertical.

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México

Sales Index vs Clicks Index
Reference Period: Oct 1, 2015 - Oct 7, 2015
Analysis Period: Oct 19, 2015 - Dec 19, 2015

1) The research period runs from Nov 4 to Nov 11, where the Click Index is higher than the Sales Index – **CPCs should be elevated here to capture shoppers during decision phase**

2) The Sales Index rises faster than the Clicks Index, indicating a **positive return on investment** for the total time period shown
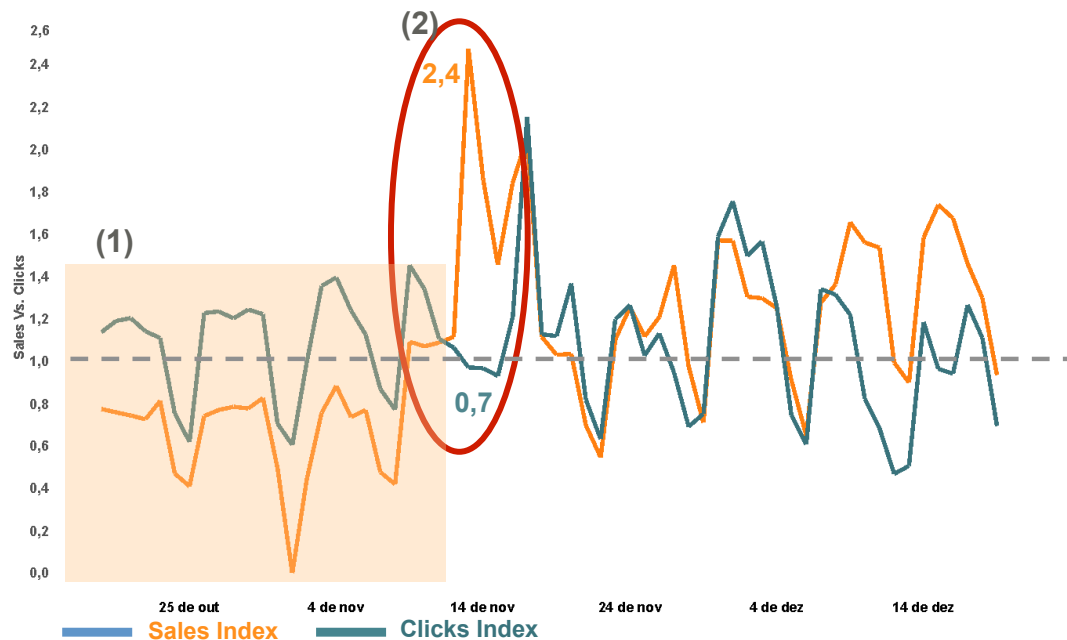
This analysis was based on Criteo data from the top 13 Mexican clients from the retail vertical.

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Chile

Sales Index vs Clicks Index
Reference Period: Oct 1, 2015 - Oct 7, 2015
Analysis Period: Oct 18, 2015 - Dec 19, 2015

1) The research period runs from Nov 03 to Nov 15, where the Click Index grows slightly faster than the Sales Index – **CPCs should be elevated here to capture shoppers during the decision phase**

2) The Sales Index rises faster than the Clicks Index, indicating a **positive return on investment** for the total time period shown
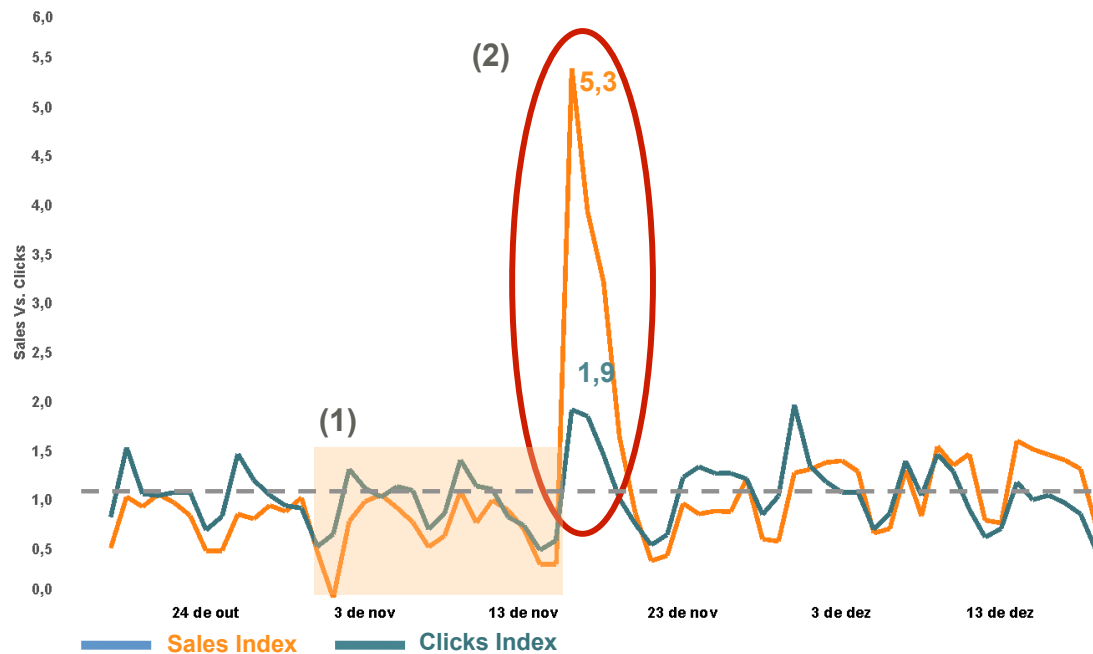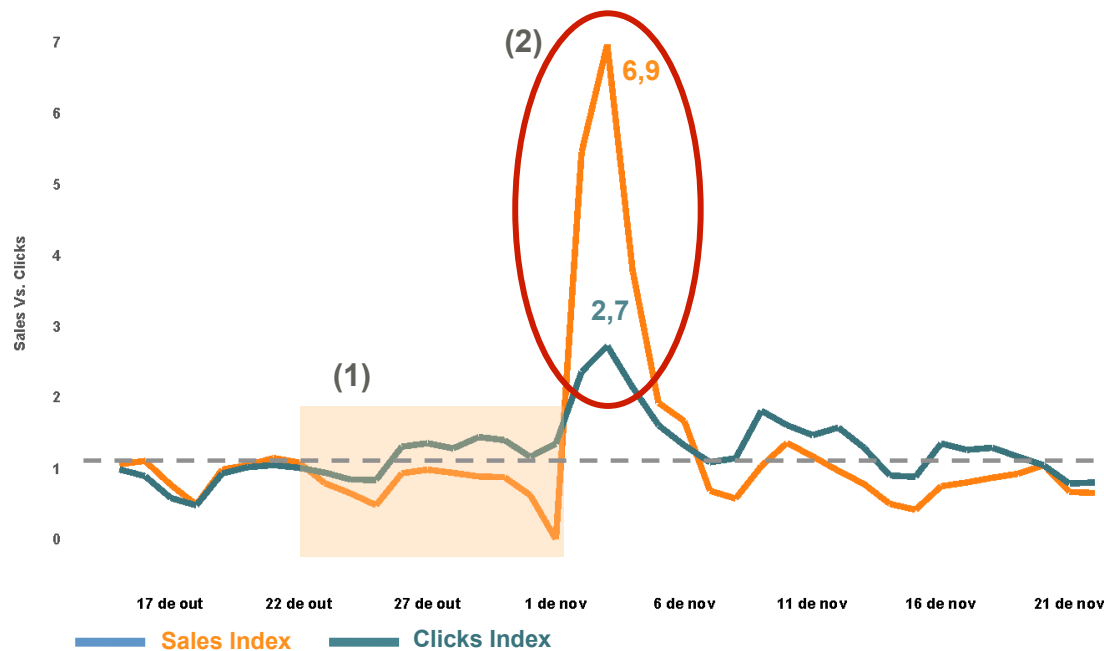
This analysis was based on Criteo proprietary data from the top 16 Chilean clients from the retail vertical.

Argentina

Sales Index vs Clicks Index
Reference Period: Oct 1, 2015 - Oct 7, 2015
Analysis Period: Oct 15, 2015 - Nov 22, 2015

1) The research period runs from Oct 22 to Nov 1, where the Click Index is higher than the Sales Index – **CPCs should be elevated here to capture shoppers as they decide**

2) The Sales Index rises faster than the Clicks Index, indicating a **positive return on investment** for the total time period shown

This analysis was based on Criteo proprietary data from the top 18 Argentine clients from the retail vertical.

Key KPI Summary

The Events Index rises faster than the Website Traffic Index during the Black Friday weekend, showing high engagement per user

After Black Friday we still seeing a continued interest in shopping until the end of the year

The Research period is where CPCs should be positioned aggressively

Sales rise faster than Clicks, leading to a positive return on investment for the period

Wining bids rise as high as 2,4

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Channels & Acquisition

Understanding Your Client's Browsing & Buying Patterns Will Drive More Acquisition and Accurate Attribution

- **Device:** Today, more clients browse on tablet and mobile devices prior to a purchase or buy directly from these devices. We have analyzed **browsing/buying patterns** so that you can best understand your client behavior beyond the desktop.

- **Inactive Users:** Users that have not visited your site in 30+ days comprise an important acquisition channel for the Black Friday/Black Friday sales periods. Understanding this opportunity can help you to re-engage **Stand By** users in time for the peak shopping days in Latin América.
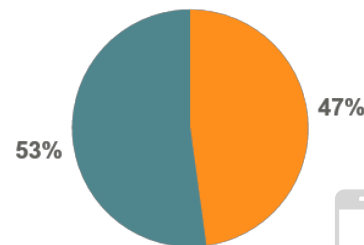
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Your Users Are Already Cross Device - Criteo Knows And Optimizes On This

DESKTOP BuyersWhere do they browse?

- Desktop Only
- Other Devices

51.5 %
48.5 %

SMARTPHONE BuyersWhere do they browse?
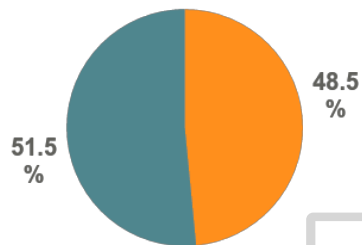
- Smartphone Only
- Other Devices

53%
47%

TABLET BuyersWhere do they browse?

- Tablet Only
- Other Devices

54.4 %
45.6 %
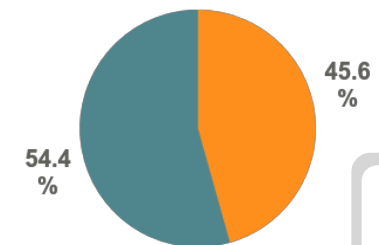
On average, matched users in LATAM use **2.9** channels while browsing the web. The above facts demonstrate the importance of the Criteo Cross Device solution in an already existing multi-device reality.

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Running A Campaign To Reactivate Stand By Users Is A Good Way To Increase Reach For The Holiday Season

Acquisition

Active

31-400 days

0-30 days

Existent Buyer

Prospect User
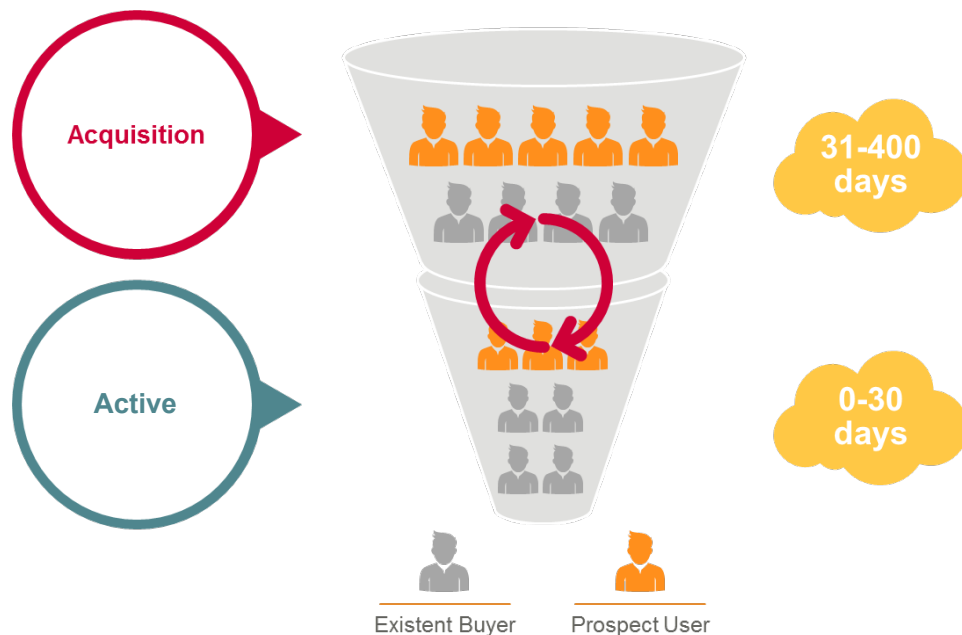
Standby Users are in general **2 times greater opportunity*** then active users as of Black Friday – re-engage these users now!

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2016 Latin América

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