

## Make Omnichannel Easier

### Criteo helps retailers to:

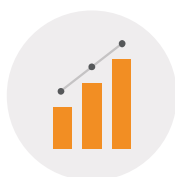
- Maximize conversions via digital performance marketing campaigns
- Provides deterministic identity resolution through direct match of offline intent and purchase data across all channels
- Reach consumers with tailored ads, bidding, and product recommendations using a single view of the path to purchase

### AgilOne helps multi-channel retailers to:

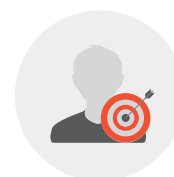
- Integrate online and offline data into a single customer profile
- Analyze customers, gain insights, and use predictive analytics
- Orchestrate personalized engagement across channels

## Running true omnichannel marketing campaigns with AgilOne and Criteo

### Partnership activation enables you to:



Measure the impact of your digital performance marketing campaigns on all commerce channels



Create relevant and engaging digital campaigns, targeting online and in store shoppers

## BETTER TOGETHER

### Partnership benefits:



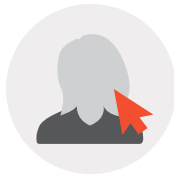
An omnichannel view of the consumer to deliver seamless consumer experiences



Access to omnichannel attribution - measure all channel purchases attributed to digital marketing campaigns



Leverage CRM data for cross-sell and up-sell opportunities



Increase consumer loyalty and customer retention



Acquire new customers through better consumer identification

## GETTING STARTED

**Getting started is easy and takes no more than one to three days.**

- ✓ Let your AgilOne representative know you'd like to activate the partnership
- ✓ AgilOne sends Criteo your CRM data
- ✓ Setup a kickoff call with your Criteo Account Strategist to develop execution strategy
- ✓ Go-live with omnichannel performance marketing campaigns

