

Frequently Asked Questions

Criteo Ad Frequency Capping & Overexposure

1 Why am I seeing multiple ads on a single page?

Criteo understands the concern advertisers have when serving multiple ads on single page as this might negatively affect brand engagement due to overexposure.

Multi-placement under a single page occurs due to the multiple different buying technologies a publisher uses to monetize its inventory. Publishers plug into various ad exchanges and supply side partners, resulting in serving the same ad on a single page. Criteo leverages both its direct relationships with premium publishers and ad exchanges to purchase inventory and serves ads using multiple buying channels.

On a recent analysis performed for a large EMEA retailer, we found that on 12.3% of users get exposed to more than two ads on a single page. Over 63% only see a single ad from the large EMEA retailer, whilst less than a quarter are exposed to two ads on a single page.

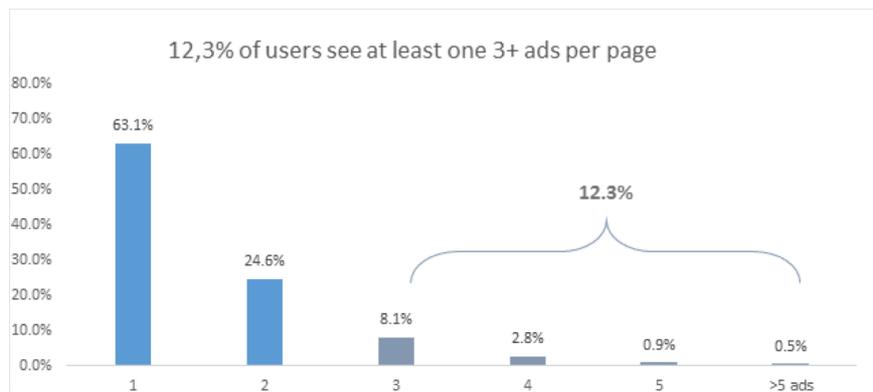


Figure 1 - Overexposure on a single page - Large EMEA retailer

2 Why can't Criteo control the number of ads displayed per a single page?

Criteo is not able to control the number of placements on a publisher's page as publishers make their entire inventory available to all buyers as soon as a visitor lands on their property.

The Criteo Engine values each impression individually and determines the best time and place for a particular consumer to convert and finalise a purchase. If the engagement rate of the particular consumer is unusually high, it is likely that the engine will bid more often than usual. This is done at Criteo's own risk as Criteo only charge advertisers based on the number of clicks from users rather than on the number of impressions served.

3 Why am I seeing the same product ads multiple times on a single page?

Multi-placement of the same ad on a single web page occurs due to the high engagement rate of a particular consumer. Employees of a particular retailer and/or brand usually have higher interaction with their company's website than standard users and therefore are more likely to face this type of multi-placement issue. The Criteo Engine values such website visitors as highly interested in the particular products, resulting in the same product ad being served on the same page.

4 I am worried about overexposing my visitors. Can I manually choose the frequency cap to limit overexposure?

Fixed-capping can have significant impact on your campaign performance as it decreases the number of ads displayed. In addition, frequency capping does not guarantee or prevent over-exposure of the same ad within a single page.

To respond to this challenge, Criteo uses smart capping technology to precisely determine the number of ads required for a user to convert. Criteo delivers the right ad to the right customer using user-level recommendations. Our ads target shoppers based on their purchase intent at the moment that are most likely to convert. Our engine analyses consumers' purchase patterns and browsing behaviours and serves your ads the time most likely to convert, ultimately providing greater performance.

Historically, advertisers who used fixed capping reverted back to Criteo's smart capping, as fixed capping generated less conversions and had a negative impact on their ROI.

Criteo values personalization over a one-fits-all approach. Each shopper follows its unique path to purchase, and therefore requires a unique approach. Our engine dynamically defines the amount of impressions required for a single shopper to convert. The Criteo Engine takes into consideration user fatigue when optimizing ad deliver for each individual shopper, optimizing on a very granular level.

Criteo buys inventory on cost-per-mille (CPM) basis and sells it on cost-per-click (CPC.) it's in our interest to serve an impression only when we believe it will lead to an action or a conversion. Our cost-per-order CPO technology is able to optimize delivery based on CPO rather than just CTR.

On a study conducted on a second large EMEA retailer, we found that Daily Capping was once again the worst performing segment, with No Capping having over 26% more conversions than Daily Capping and the second highest CPO at £1.72.



Figure 2 - Frequency capping on another EMEA retailer

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Can I manage frequency-capping in real-time according to the performance of my ads?

Real-time frequency capping is not possible. If a user reaches the manually inserted impression cap, the Criteo Engine will process the new caps with a small latency. This means that if you manage frequency capping manually, some users might still get exposed to more ads than your manually inserted cap.

This limitation is industry wide across all buying technologies and is not related with the performance of the Criteo Engine.

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How does Criteo ensure the safety of my brand and what actions do you take to ensure that Publishers follow the guidelines?

Your brand safety and exposure is our number one priority. In addition to our internal brand-safety tools that include block and whitelists updated on a regular basis, our platform is directly integrated with the world's leading brand-safety tools that block unknown and brand-damaging properties and urls.

Criteo has direct relationships with over 14,000 brand-safe publishers who are carefully selected to comply with our advertisers' guidelines and ensure the premium quality of their inventory. To ensure this, we work with Integral Ad Science (IAS) for advertiser specific level. IAS pixels are incorporated into Criteo's banners to block any inappropriate content on an ongoing basis. In addition to that, Criteo fine-tunes previously accepted threshold per category to reduce over-blocking. As the ad-blocking script is delivered and executed after an impression is made, Criteo stands to make a loss every time the script is executed as we are unable to gain a click off a blocked advertisement. For this reason, Criteo restricts this technology for special cases only.

All Criteo's publishers, networks, SSP, and Ad Exchanges sign an IO declaring that their inventory is safe from fraudulent activity and that does not allow non-brand safe content. Publishers and partners that are found in violation with Criteo's T&C agreement are immediately dropped from our platform.