

What is Full-Funnel Advertising?

When marketers run ad campaigns, they're usually hoping to drive sales. But every customer journey is different, which means every ad experience has to be different, too. Your customers discover, compare, and buy products across channels and devices, which means that you need to know what customers want to buy, when they're ready to buy, and how they want to buy.

When you run a full funnel advertising campaign, you can show relevant ads for every touchpoint in this journey. There are three stages in this buyer journey: **awareness**, **consideration**, and **conversion**. Here's how the Criteo Ad Platform drives results across each one.

AWARENESS

Get Noticed

Make your brand more visible.



- With **1.9 billion active monthly shoppers** passing through the Criteo network, we build profiles of the ideal shopper for your business.
- The top **1% of matches** (totally new users) are sent display ads to build awareness and drive traffic to your site.
- Our **direct access to 3500+ premium publishers** means Criteo ads get placed before others on top tier publisher and media sites.

CONSIDERATION

Get Traffic

Drive high-value prospects to your website & app.



- The Criteo AI Engine analyzes data from **over 1 billion transactions** every single month. We show ads to high-value prospects based on browsing & buying behavior.
- **Intelligent product recommendations** mean your ads will automatically feature the products most likely to trigger visits and engagement.
- **Flexible targeting** allows you to build audiences from Criteo's commerce data set or from your own prospect and customer lists.

CONVERSION

Get Sales

Encourage interested people to buy.



- With over **1.5B+ cross-device IDs** matched across **120+ buyer intent signals** on **35B+ daily shopping events**, we show hyper-relevant ads with the highest likelihood to convert.
- Criteo retargeting ads deliver a **13x Return on Ad Spend** by showing special deals and offers wherever shoppers go next. Dynamic ads can also bring app users back.
- Criteo can close the loop between **your physical store and your website** by showing ads to your offline customers based on offline shopping behavior.

CASE STUDY



Beyond Retargeting: Better Ads for Every Stage of the Funnel

At Criteo, every ad is built from 17 trillion different creative variations from a suite of 60+ foundational layouts. Whether you're trying to reach new customers, engage old ones, or sell during a big promotion, the Criteo Ad Platform can be effective for every full-funnel advertising objective.

7.7x

Increased revenue in Q1 2019 vs Q1 2018

+6000

User sales generated from all campaigns

+2.2M

New users were reached

“To meet the expectations of today’s customers, all brands need to adopt an omnichannel approach. Criteo was the breakthrough we needed to achieve high volumes of online sales and increase our brand awareness. Our Criteo campaigns aligned perfectly with our TV commercials and celebrity endorsement to create a 360-advertising campaign. I would like to thank Criteo for bringing us together with our new customers.”

– Serkan Saraçoğlu,
Digital Marketing and eCommerce
Manager, AVVA

Gain access to the #1 display advertising network to drive new traffic to your website, re-engage existing visitors, and convert customers.

Contact us today!

