

THE POWER OF THE BIDSWITCH CRITEO PARTNERSHIP

Streamlining a Fragmented Global Programmatic Market

With industry leading performance technology and global reach, Criteo was the ideal partner to connect high quality incremental demand to BidSwitch's extensive global supply integrations. What began as a temporary, stop-gap solution to address Criteo's need to quickly expand inventory access in emerging markets, has developed today into a strategic and value-driven relationship with BidSwitch.

**BID
SWITCH**

BidSwitch is a neutral, one-to-many integration that is redefining the way platforms connect in the real-time programmatic ecosystem. It currently represents the foundation of a global programmatic infrastructure made up of 150+ partners, translating 60B+ daily impressions. We work with the world's largest buyers & sellers, built by the same team that practically invented programmatic technology. BidSwitch is streamlining an increasingly fragmented world, and our savvy partners are starting to take notice.

criteo

Criteo delivers personalized performance marketing at an extensive scale. The company has more than 1,500 employees in 23 offices across the Americas, Europe and Asia-Pacific, serving over 7,000 advertisers worldwide with direct relationships with more than 10,000 publishers. Criteo ads reach more than 1 billion unique Internet users every month, according to comScore.

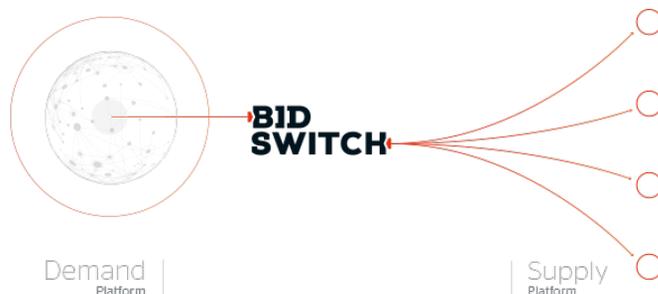
As the programmatic advertising ecosystem continues to expand, a multitude of players with varying needs, offerings and RTB expertise has created an increasingly fragmented global marketplace. In many emerging markets, regional supply players are dominant and often offer higher quality inventory than their global competitors.

Faced with a significant increase in advertiser demand, Criteo wanted to accelerate their integrations to rapidly meet their advertisers' growing need for high-quality supply in emerging markets.

A SEAMLESS CONNECTION TO NEW GLOBAL SUPPLY

BidSwitch essentially normalizes the API required for connecting demand and supply platforms. All Criteo needed to do to get started was complete the single integration with BidSwitch. The entire process from development, testing, to completed integration and enablement to Supply Partners can take anywhere from 1-3 weeks, like any standard integration with a single Supply Vendor.

Criteo quickly became comfortable managing one Supply Partner on the BidSwitch UI, and almost simultaneously switched on 2 more. Criteo had enabled 3 international partners with a single integration, significantly expanding their clients' access to high quality global supply— in only a fraction of the time it would have taken without BidSwitch.



THE SOLUTION & BIDSWITCH DIFFERENCE

Strategic Expansion Into New Channels and Territories

Criteo was now able to provide their advertisers access to more users through more channels in more places than ever before. The ease of integration and ability to scale offered by BidSwitch was quickly recognized as a valuable asset to Criteo's development in new territories and channels.

The addition of Criteo's demand was also recognized amongst BidSwitch suppliers as source of high yield, quality performance advertising unparalleled by other buyers.

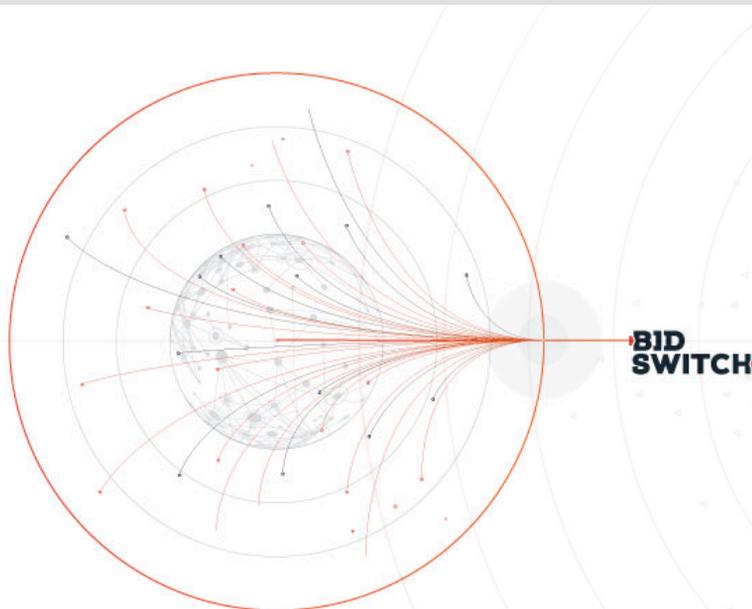
With BidSwitch keeping up to date with many supplier side technical upgrades, solving many of the connection issues that hindered transactional efficiency, Criteo could focus on doing what they do best—personalized performance advertising on a global scale.

"BidSwitch offers us easier and faster access to world-class business partners like Criteo, who provide incremental revenue to our platform and deliver high-quality ads."

PlatformOne, Japan (SSP)

"The ease of integration and ability to scale quickly with BidSwitch is a valuable asset to our expansion goals."

Meredith Goldman, VP Global Partnerships, Criteo



BidSwitch levels the playing field in the race to differentiate on access and reach by eradicating the barriers to entry typically involved in constant one-to-one platform connections. Not only does this race drain valuable engineering and business resources and time, the growing number of large, widely integrated platforms is quickly commoditizing the end result.

Our vision is to create an open, efficient and fully transparent real-time global marketplace. BidSwitch is pushing the programmatic ecosystem forward, enabling greater focus of resources on innovation and optimization.

GET CONNECTED TODAY

BidSwitch™ is available for immediate access to any programmatic enabled demand or supply partner.

Email us at sales@bidswitch.com
Visit us at www.bidswitch.com
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