

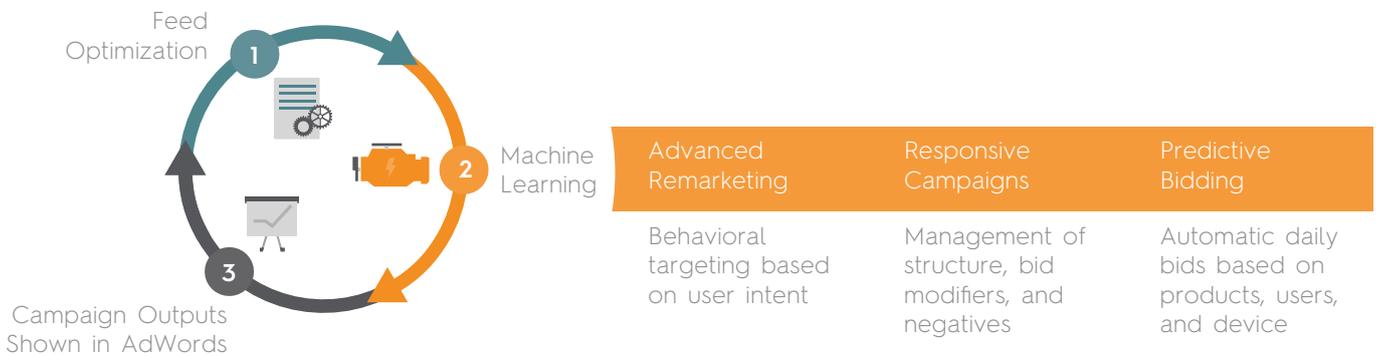
# Increase ROI from your Google Shopping campaigns with Criteo Predictive Search

Google Shopping can be a challenging channel to scale. Due to increased competition, tedious workflows, and the complexity of the platform, it's hard to drive performance to the next level.



From the leader in performance marketing, Criteo Predictive Search is a new solution that was built for Google Shopping to drive greater ROI and sales. It is a fully automated solution that continuously optimizes every aspect of your Google Shopping campaigns and delivers proven, programmatic technology to campaign structure, bidding, and remarketing. As a result, your campaigns are set up for the most precise bidding, and you fully maximize the opportunity to convert shoppers.

## How Criteo Predictive Search Works



## The Results

### REVOLVE

Criteo Predictive Search enhanced bidding techniques, campaign structure, product feed, and user targeting. This resulted in 16% more conversions and improved ROAS by 36% within the first 90 days.

Criteo solution for Google Shopping





Criteo not only helped us manage our channel, but their wealth of knowledge and expertise in Google Shopping, product feeds, user data, campaign structure and bidding also helped us grow our Google Shopping program in a way that we couldn't do on our own.

- Ryan Pabelona, Senior Manager of Marketing REVOLVE Clothing



## Features and Benefits

### End-to-End, Programmatic Technology

Effectively scale your campaigns using proven machine-learning techniques from Criteo Dynamic Retargeting. Predictive Search manages every aspect of Google Shopping and takes the guesswork out of campaign optimization.



### Responsive Campaigns

Eliminate time spent maintaining campaign structure, settings, negatives, bid modifiers, and budget caps. Predictive Search continuously optimizes across all campaign elements to ensure efficient bidding.



### Predictive Bidding

With Predictive Search, every bid is based on a comprehensive picture of the user, product, device and user intent.



### Advanced Remarketing

Increase ROI with improved user targeting. Through a deep understanding of each consumer's purchase intent and engagement, Predictive Search creates, adapts, and bids on granular user lists.



To get started with Criteo Predictive Search, **please contact your Criteo Account Strategist.**

### About Criteo

Criteo delivers personalized performance marketing at an extensive scale. Measuring return on post-click sales, Criteo makes ROI transparent and easy to measure. Criteo has over 2,000 employees in 31 offices across the Americas, EMEA and Asia-Pacific, serving premium advertisers worldwide, with direct relationships with over 16,000 publishers.

For more information, please visit [www.criteo.com](http://www.criteo.com).

