This short video explains how Criteo's creative is built, what dynamic creative optimization is, and the improvements Criteo is planning on creative this year. On the left, we have a blank 300 by 250 ad. Once the user visits the site, information is passed into the ad such as the brand name, the image, the product name, the price, the call to action, plus any other relevant information the client can pass on. Criteo has a powerful recommendation engine, which allows us to show additional products relevant to the product the user has already seen.

Now that the ad is built, we move on to dynamic creative optimization. This is where the client approves various colors, fonts, call to actions, and navigation changes to enable us to create many different versions of the original ad.

[MUSIC PLAYING]

We have shown this on one ad format. But we can do this across thousands of different formats, across desktop, Facebook, mobile, and in app. This means that we can show approximately 40,000 different versions of the original ad. Criteo is completely updating their creative capabilities. This will mean our algorithms will optimize the ad based on your guidelines, the publisher inventory specificities, and the understanding of the user. For example, we could smooth the edges, or we could adapt the ad to adjust to any size that a publisher may offer. Or we could emphasize different elements we know the user responds to, such as the name of the product, the price, or the image.

This is all within your control. We could even go as far as to decide whether or not to show a coupon. If we feel the user is really wanting to buy the product, we may decide to not show a coupon. However, if we feel the user is undecided on buying the product, then we could decide to show the coupon. All this additional optimization will now mean we have the ability to serve over $1 billion versions of each ad.