

CRITEO..

COMPETITIVE STRATEGY: DEFENDING MARKET LEADERSHIP 2024

EXECUTIVE STRATEGIC REVIEW

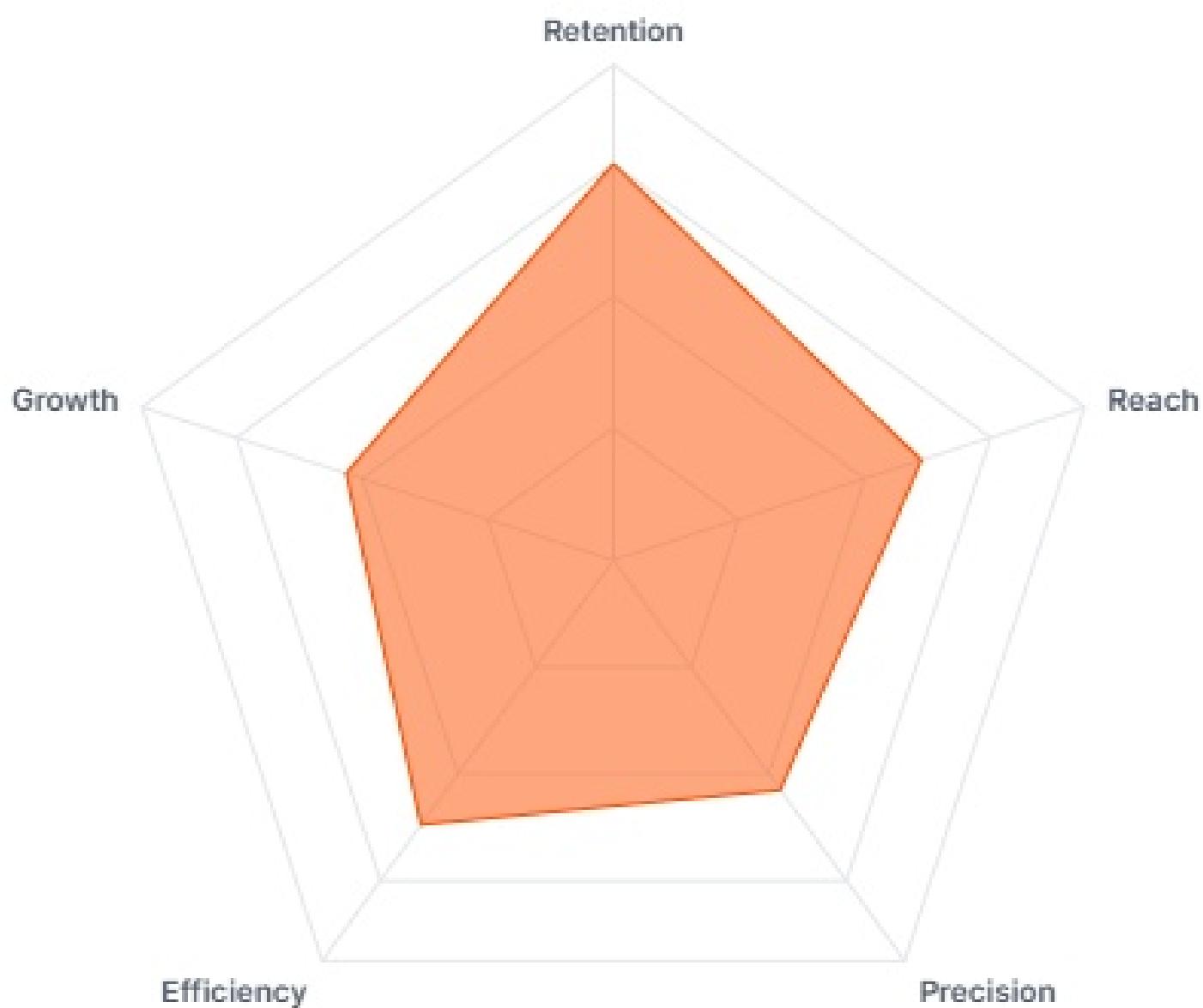
CONFIDENTIAL CEO BRIEFING

PREPARED BY STRATEGY INTELLIGENCE UNIT

EXECUTIVE SUMMARY: AT-A-GLANCE

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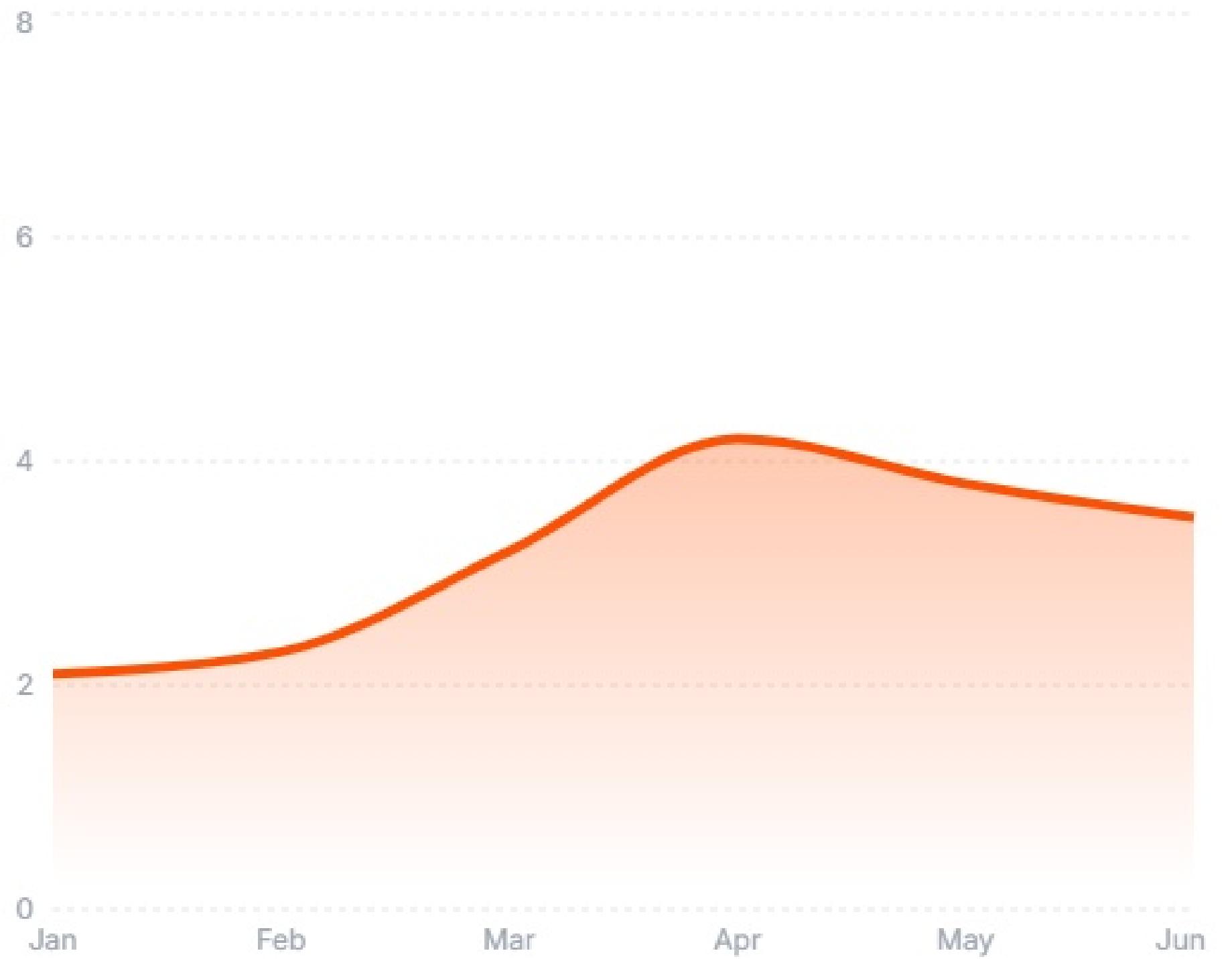
- Situation: Criteo retains 75%+ share in core Retail segments.
- Complication: Competitor click velocity increased by 14% YoY in US markets.
- Resolution: Proactive client outreach and product innovation in 'High-Vulnerability' segments.



EVOLUTION OF REVENUE AT RISK

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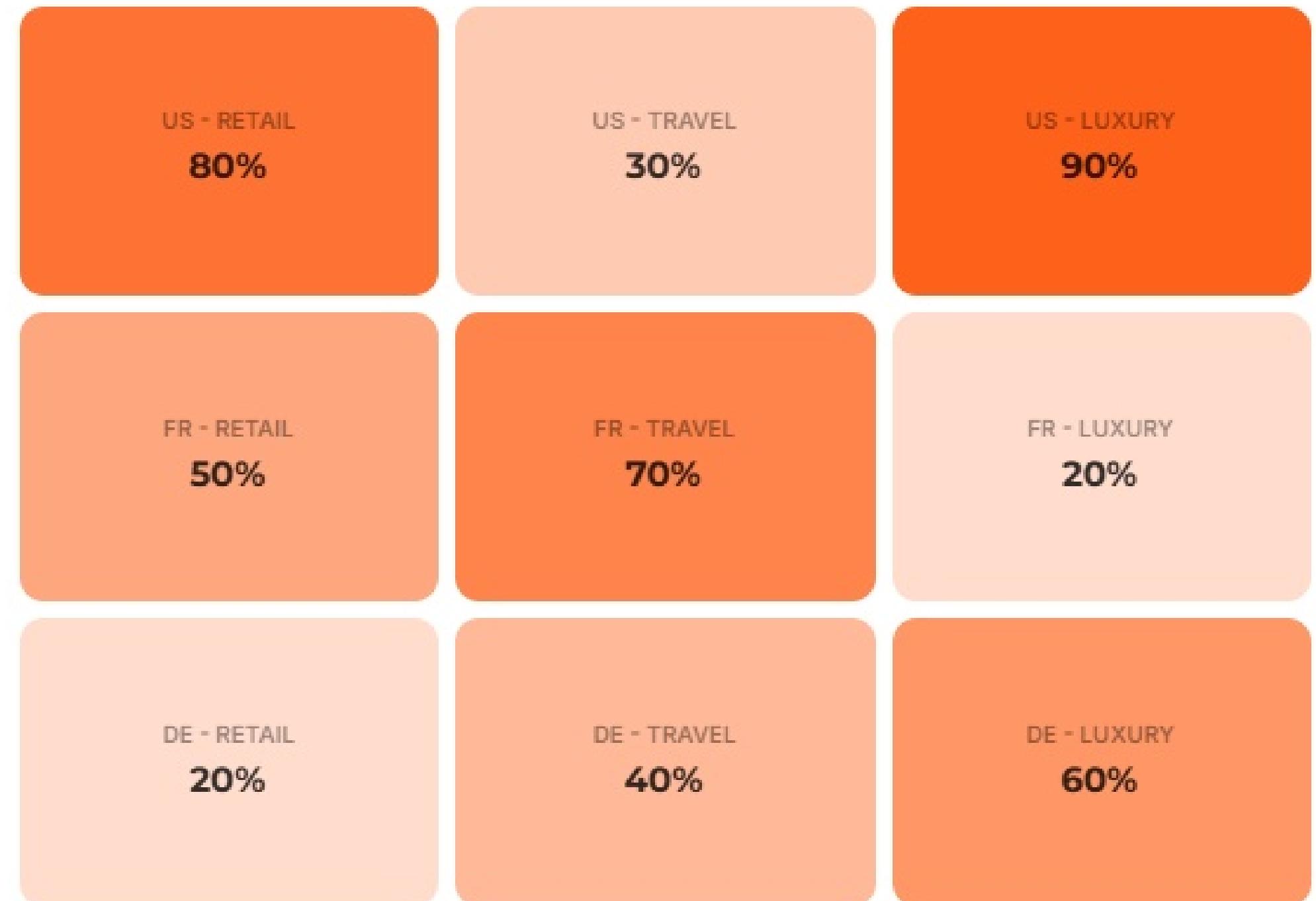
- Monthly trend shows steady compression in Travel vertical.
- Estimated revenue lost peak in Q2 2024 at 4.2%.
- Correlation between competitor click spikes and budget shifts.



MARKET LANDSCAPE: CORE VULNERABILITIES

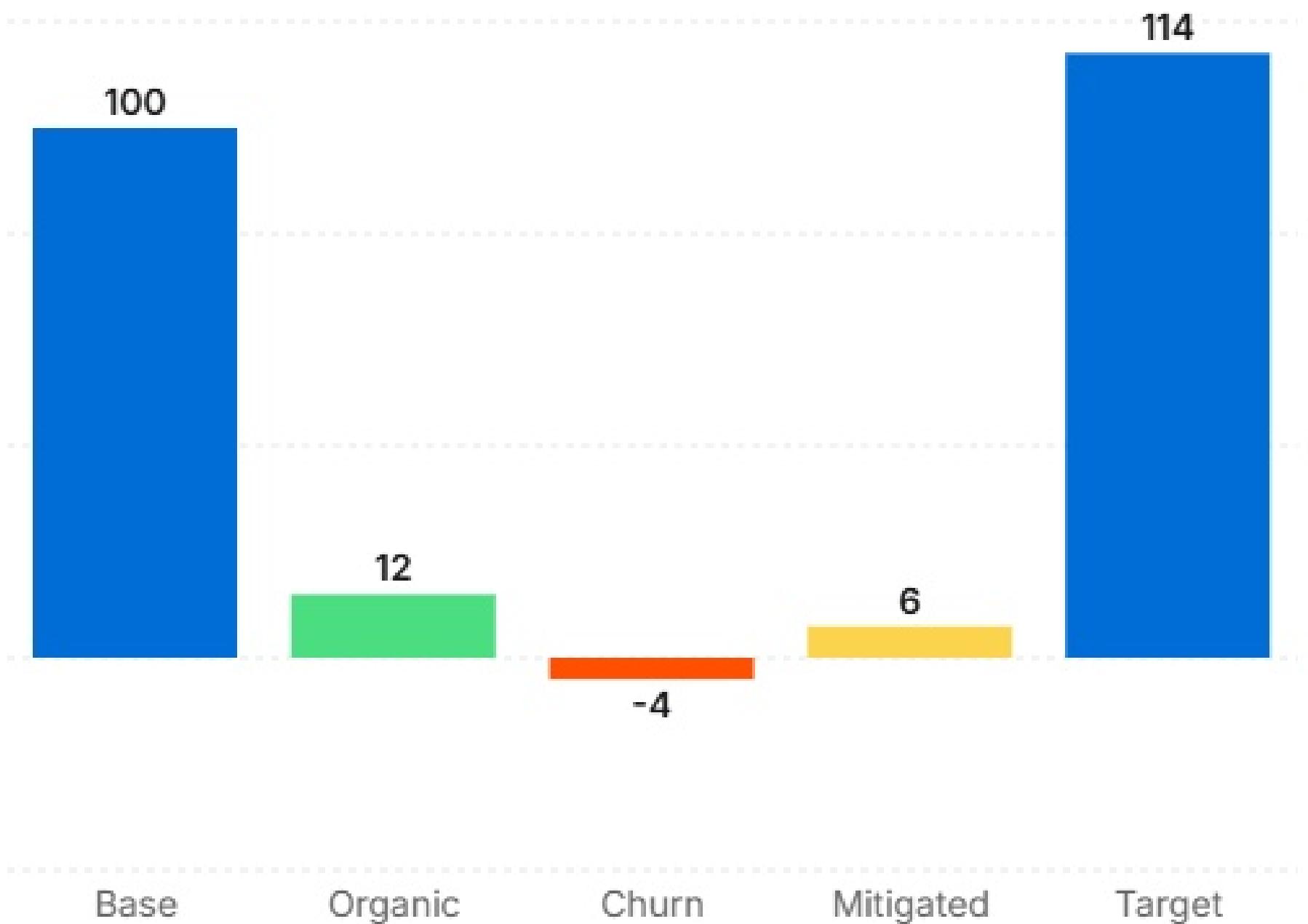
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- USA: Highest competitor intensity in Luxury segment.
- FR: Stable but growing pressure in Electronics.
- DE: Significant competitor first-launch volume in Q3.



REVENUE BRIDGE: THE PATH TO MITIGATION

- Organic Growth: +12% YoY projected despite threats.
- Competitor Erosion: -4% impact if unmitigated.
- Mitigation Upside: +6% recovered via new feature adoption.



KEY RECOMMENDATIONS FOR CEO

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1. Direct Executive Engagement with Top 10 High-Risk Clients.



2. Accelerate 'Commerce Max' feature parity for mid-market.



3. Implement Real-time Competitor Alert System across CS teams.

STRATEGIC ALERT SYSTEM ARCHITECTURE

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- Logic: Trigger if Competitor Clicks > 0 AND Revenue > €50k.
- Channel: Integrated Slack alerts to Account Managers.
- Action: Automated outreach playbook triggered upon detection.