

Criteo-Salesforce CDP Audience Integration Guide

Introduction

The Criteo <> Salesforce integration enables advertisers to send audiences seamlessly to Criteo.

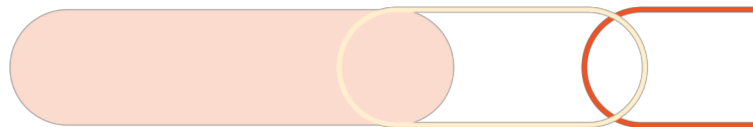
By leveraging your audiences with Criteo, you could get traffic and drive conversions from new and as well as re-engaging existing customers with hyper-relevant ads that promote product discovery.

Prerequisites

- You need to have an administrator user account on [Criteo Management Center](#).
- You will need your Criteo Advertiser ID (ask your Criteo contact if you do not have this ID)
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Limitations

- Criteo only accepts SHA-256-hashed and plain-text emails (to be transformed into SHA-256 before sending). Please do not send any PII (Personal Identifiable Information, such as individuals' names or phone numbers).
- Criteo needs at least one identifier to be provided by the client. Email or MAID (Mobile Advertiser ID).



Use cases

To help you better understand how to use the Criteo application, here are some goals that Salesforce customers can achieve with Criteo:

Use case 1: Get traffic

Highlight your business with relevant product offers and flexible creatives. With intelligent product recommendations, your ads will automatically feature the products to trigger visits and engagement. Flexible targeting allows you to build audiences from Criteo's commerce data set or from your own prospect lists and Salesforce segments.

Use case 2: Increase website conversions

When visitors leave your website, remind them what they are missing with ads that increase conversions by showing exclusive deals and hyper-relevant offers, wherever they go next. Connect your Salesforce segment to re-engage existing customers or target consumers similar to your most loyal shoppers.

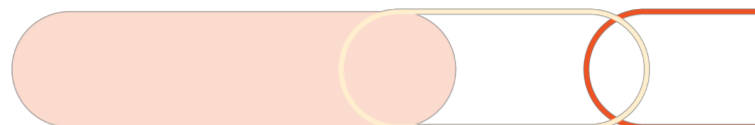
Connect to Criteo

To Send Audiences to Criteo:

1. Install the Criteo Package using [this link](#)
2. Create an Activation Target using [this link](#) and select "Criteo" as External Platforms

NOTE: Reach out to your Criteo contact for your Advertiser ID, if unknown

3. Enable the Activation Platform:
 - Go to CDP Setup
 - Go to External Activation Platform
 - Click view by the Criteo Activation Platform
 - Click Enable



4. Set up a segment representing the audience you want to send to Criteo using [this link](#)

NOTE: Loop in your Salesforce rep if you have questions on creating your audiences

5. Activate that segment to the Criteo Activation Target using [this link](#)
6. Let your Criteo Account Strategist/contact know that you have sent the audiences
7. Criteo will ingest the audiences and map them to your campaigns
8. You can monitor your audience and match rates from Criteo's [Commerce Growth](#) under the 'Audiences' page

Please contact Daniel Gross (d.gross@criteo.com), Nadine Malek (n.malek@criteo.com), or your Salesforce rep for any additional questions.

