

Criteo Powers Swiggy's Offsite Retail Media for its Quick Commerce Revolution

Success Story with Kellogg's Unveiled at Criteo's Second Commerce Forum

India – September 18, 2024 - [Criteo](#) (Nasdaq: CRTO), the commerce media company, today announced a partnership with Swiggy, India's pioneering on-demand convenience platform, to power its offsite retail media campaigns, enabling endemic and non-endemic brands to engage with high-intent audiences across the open internet and OTT platforms. The collaboration will bring Criteo's advanced technology to help Swiggy and brands drive full-funnel marketing outcomes outside of the Swiggy website.

The collaboration has already delivered successful outcomes for brands such as Kellogg's, which leveraged this partnership to drive conversions and attract new-to-brand shoppers. Criteo created commerce audiences to meet the brand objectives which include behaviors focused on convenience and nutrition. The campaign achieved a return on ad spend (ROAS) of 1.9, a new-to-brand rate of 25%, and reached over 50% of the target audience, with further improvements anticipated as the attribution window matures.

Commenting on the partnership, **Amitkumar Banka, Head of Growth Marketing, Swiggy**, says *"Quick commerce is growing rapidly in India, with a 77% YoY growth, and is expected to continue growing at a rate of 40-45%¹. Our partnership with Criteo will allow our partner brands and non-endemic brands to reach and engage with quick commerce shoppers across the open internet."* **Kashish Vasandani, Director Growth, Swiggy**, adds, *"The success stories with Kellogg's and other CPG brands showcase the effectiveness of Criteo's retail media capabilities that can unlock value for all players in the advertising ecosystem."*

Medhavi Singh, Country Head, India, added, *"Criteo has a leading market footprint in retail media, including 65% of the top 30 retailers in the Americas and 50% of the top 30 in EMEA, and we are broadening our retail media presence in India and APAC. We are proud to partner with Swiggy, one of the leaders in the quick commerce space, to power their offsite retail media campaigns to further scale in the industry. As the needs for retail media in India grow rapidly, Criteo's retail media solutions powered by its advanced AI and commerce data enable businesses to make informed decisions and optimize media planning for better results in one unified platform."*

The success story with Kellogg's was announced at Criteo's flagship event, Criteo Commerce Forum, held in Gurgaon on September 18 for the second consecutive year in India. Themed **"Uniting the Commerce Ecosystem,"** Criteo's global and local executives, along with partner agencies, retailers, and brands, exchanged thought leadership on the key topics in the industry such as commerce insights and ecosystem trends, the evolution of performance marketing and best practices in retail media through presentations and fireside chats.

This partnership with Swiggy elevates Criteo's leading position in retail media, and Swiggy in the evolving quick commerce landscape, delivering measurable value for businesses across the ecosystem.

For more information on Criteo's retail media solutions, click [here](#).

About Criteo

[Criteo](#) (NASDAQ: CRTO) is the global commerce media company that enables marketers and media owners to drive better commerce outcomes. Its industry leading Commerce Media Platform connects thousands of marketers and media owners to deliver richer consumer experiences from product discovery to purchase. By powering trusted and impactful advertising, Criteo supports an open internet that encourages discovery, innovation, and choice. For more information, please visit www.criteo.com.

¹ [Unveiling India's Q-Commerce Revolution: Can India be quick commerce's first success story?](#), redseer

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