

**Klarna**

**x CRITEO**



# The right ad to the right audience

Criteo is a leading global digital advertising platform that brings richer experiences to every consumer by powering the world's marketers and media owners with trusted and impactful advertising.



# Giving conversion rates a triple boost

Case study

US

2024

Programmatic Ads

## The challenge

Klarna was looking to unlock programmatic access to its unique native advertising inventory. Klarna sought to enable advertisers to reach consumers in a shopping mindset with flexible payment options during their purchase journey in the Klarna app.

## The solution

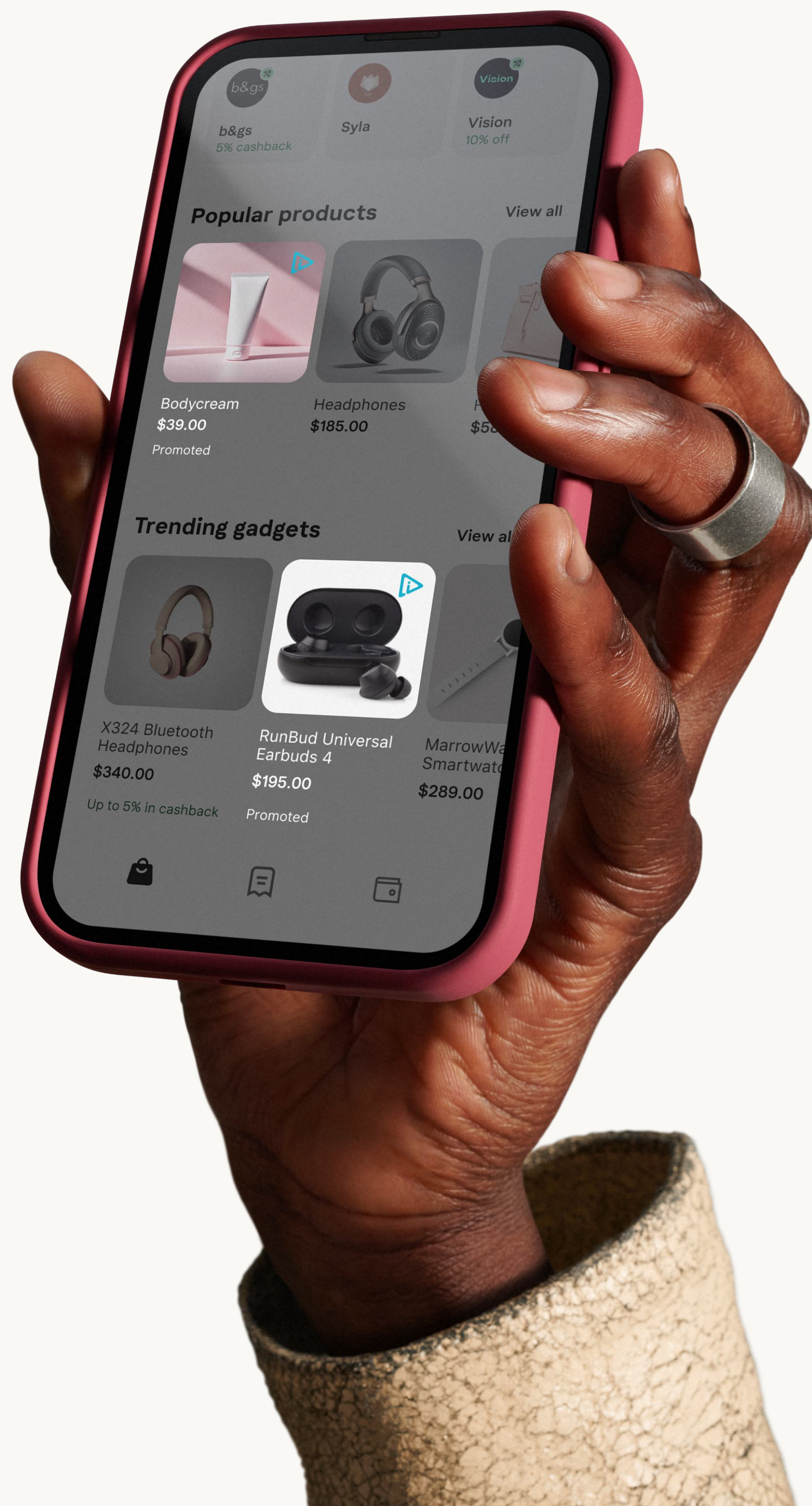
**Unlocking reach by connecting Klarna's inventory with Criteo's network.**

Klarna partnered with Criteo, the world leader in commerce media across the open web, to tap into flexible monetization offerings—ranging from Criteo's turnkey demand from 19,000+ Commerce Growth clients and programmatic options for agencies and brands.

For buyers activating campaigns on Criteo, Klarna's in-app inventory has been invaluable in engaging target users at the right moment—consistently boosting performance and delivering highly competitive ROAS.

## The results

Criteo demand clients experienced a 3x higher conversion rate on Klarna inventory compared to other app inventories. They also generated a 2x higher click-through rate compared to the industry average of 0.95%. With an 81% bid rate - 22% higher than average - there is a clear alignment between Klarna's value proposition and the needs of Criteo advertisers.



# 3x

higher conversion rate  
on Klarna vs. other apps

# 2x

higher CTR on Klarna  
vs. other apps

# 22%

higher bid rate  
vs. average