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# Criteo or CitrusAd for Target Product Ads: How to Evaluate

By Russ Dieringer // December 22, 2022 //

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December 14, 2023 @ 2pm EST

If you're selling on Target.com, then that probably means you're spending on Target.com Product Ads (TPAs).

Join Claire McBride and guest presenter Elizabeth Marsten, Vice President, Commerce Strategic Services at Tinuiti, for a review of the mediation layer and the choice between Criteo and CitrusAd when it comes to TPAs.

Elizabeth will walk through what the layer is and how it affects the bottom line and therefore - how you might want to spend your next dollar.

She'll do a side-by-side review of and share what Tinuiti has found so far when it comes to CPCs, conversion rates and what metrics really matter.

This session is designed for intermediate to advanced Target.com practitioners along with their retail media colleagues.

All Signal, No Noise Format

- 20 minutes of prepared remarks
- 20 minutes of Q&A

[Recap & Replay Here](#)

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