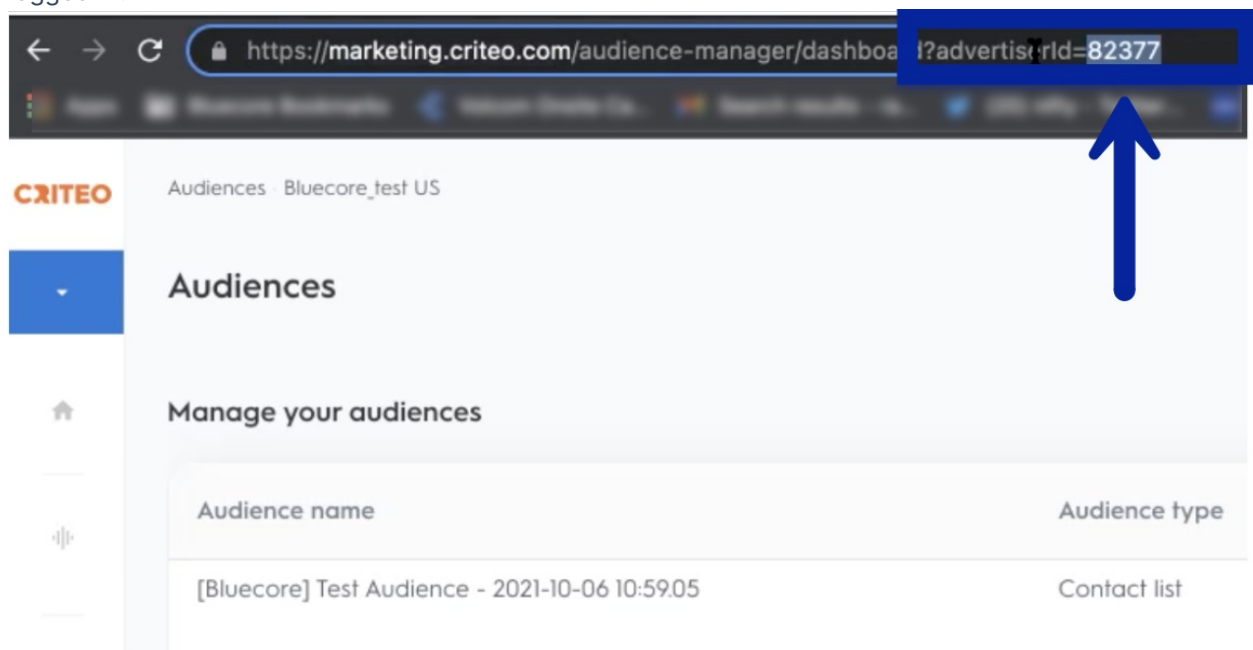# Integrate with Criteo

12/19/2025 2:47 pm EST

Leverage first party customer identity, customer behavior and product catalog data to build high-value customer segments to target with dynamic display ads with Criteo.

Together with Bluecore and Criteo, brands can target customers in display to increase Return on Ad Spend (RoAS) and orchestrate targeting across other paid and owned channels at the right time to maximize the value and efficiency of their marketing efforts.

To learn more about creating effective campaigns, see how to optimize your campaigns with Bluecore Advertise.

Please be sure to have your Criteo Advertiser ID ready to begin the integration. Access your Criteo ID by logging into your Criteo account. Then, locate the Advertiser ID at the end of the address bar once logged in:



> ⓘ The minimum audience size to sync is 5,000 emails (or a ~10,000 person Bluecore list, given the 50% match rate).
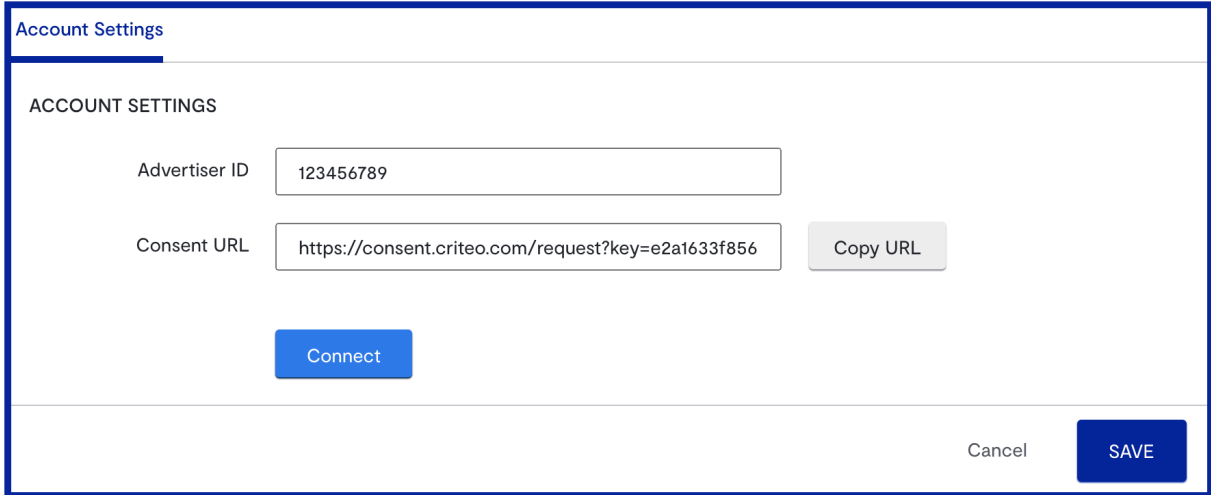
## Integrate the platform

1. Navigate to ▢ **Data Management** > **Integrations**.

2. Click **New Integration > Marketplace**.

3. Select **Criteo**.

4. Enter the **Advertiser ID**.

5. Click **Save**.

After the Advertiser ID is added and saved, the next step is to log into Criteo using the consent URL that appears upon saving the integration.
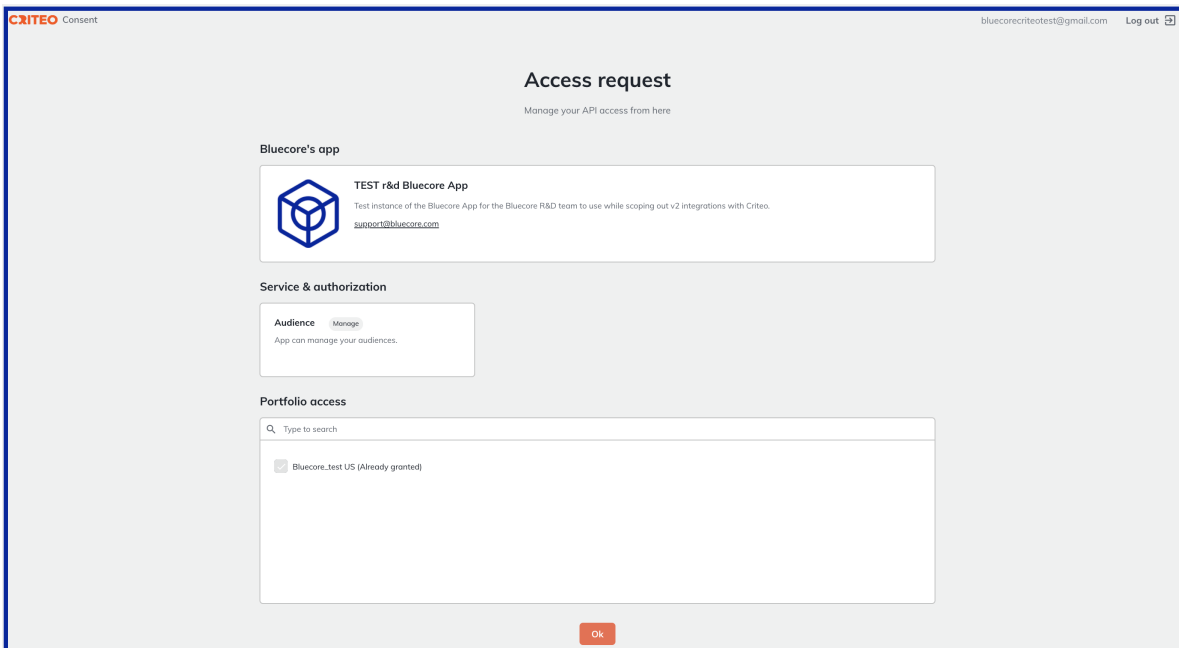
1. **Log into Criteo** using the consent URL.



2. **Accept** the required permissions.

3. Click **Connect**.



After the permissions have been accepted, the integration is complete.

## Sync a Bluecore audience

After you've set up the integration successfully, the next step is to create a campaign to begin syncing audiences from Bluecore to Criteo.

# Create a campaign

1. Navigate to ☐ **Campaigns** > **Advertise**.

2. Then **Campaigns**.

3. Click **New** in the upper right-hand corner.

4. Click **Create New Campaign**.

5. Select the **Criteo Channel**.

6. Click **Next**.

7. Enter a **Campaign Name**.

8. Select an **Audience**.

   > ⓘ The minimum audience size is 100,000-150,000. Bluecore recommends an audience size of 200,000 or more.

9. Configure a **cadence** for the campaign to sync (once, daily, weekly, or monthly). Bluecore recommends setting a daily cadence.

   > ⓘ Set the sync time for 4 AM EST. This specific time ensures a successful sync.

10. Select the applicable **Criteo Advertise ID** from the drop-down menu.

11. Select the applicable **Criteo Advertise ID** from the drop-down menu.

12. Click **Save and Continue**.

13. Then, review the **summary** of the export.

14. Click **Edit** on the campaign settings.

15. Enter a **Criteo Audience Name**. This is the audience name that will appear in Criteo. Bluecore recommends this naming convention to be consistent and easily recognizable outside of Bluecore. For example, Bluecore CDP - Top 30% PCLV.

16. Click **Save**.

17. Click **Save & Launch Campaign** in the lower right-hand corner.

> ⓘ Audiences synced to Criteo will not be cleaned up by Bluecore. This can be done separately within the Criteo console as necessary.

# Publish

Click **Save and Publish** to run the audience export.
- One-time campaigns will sync within one hour of campaign sent.
- Recurring campaigns will be synced twice a day.

# FAQ

**Q: Do I need Bluecore assistance to set up any new Criteo audience sync?**
- A: Please contact your CSM to enable Criteo in your account. Once this integration is enabled, you can set up the integration using the steps outlined above. Once the integration is set up, you can begin setting up Criteo audiences using the steps outlined above.

**Q: What is the audience name created in Criteo?**
- A: The audience name in Criteo is the same as what's configured on the campaign summary page, in step 14. In addition to the name entered, Bluecore prepends a prefix *(Bluecore)* before the audience name and appends date as the suffix.

**Q: How often is the audience updated in Criteo?**
- A: Recurring audiences are synced from Bluecore to Criteo once a day, either daily or weekly or monthly based on the schedule settings set. Criteo processes Audience updates twice a day.

**Q: Does the audience data in Criteo get refreshed with every sync?**
- A: Yes. As a part of the API sync, we remove the old audience data and add the fresh audience data.

**Q: How can I retrieve the Criteo audience ID of a synced Criteo audience?**
- A: The name of the Criteo audience can be found on the campaign summary page. Please contact Bluecore Support for the Criteo Audience ID, if needed.

**Q: Can I set up syncs to more than one Criteo destination from a Bluecore namespace?**
- A: Yes. Syncs can be set up to multiple Criteo ad accounts from a single Bluecore namespace. Follow the steps outlined above to also create an additional Criteo integration.