CASE STUDY · PRESTIGE FRAGRANCES

Interparfums lifts its brand visibility in ChatGPT by 45.5% with Criteo's first ChatGPT campaign

INTERPARFUMS × CRITEO × MEIKAI

+45.5%

COMBINED BRAND VISIBILITY

when ads were triggered, compared with answers without ad triggers

16.6%

SHARE OF AD SPACE

with strong ad presence, across May and June 2026

2.8×

TARGETING ALIGNMENT

higher on category prompts

AT A GLANCE

CLIENT
Interparfums, Inc.

ADVERTISING PARTNER
Criteo (inaugural ChatGPT Alpha)

MEASUREMENT PARTNER
Meikai

SECTOR
Prestige fragrances (Beauty & Wellness)

SOLUTION
ChatGPT advertising, measured with and without ad triggers

KPIS
Brand visibility, share of ad space, targeting alignment

AI ENGINE
ChatGPT

REGION
Americas

PERIOD
1 May to 15 June 2026

CHALLENGE

Exploring a new advertising channel without a benchmark

Founded in 1982, Interparfums, Inc. develops, manufactures and distributes prestige fragrances for a portfolio of international brands, sold in more than 120 countries.

As part of Criteo's inaugural ChatGPT Alpha launch, Interparfums partnered with Criteo to test advertising inside ChatGPT. There were no predefined KPIs: the aim was to gather early evidence of what the channel could do for brand visibility and to inform future activation.

SOLUTION

Measuring brand visibility with and without ad triggers

Criteo ran the ChatGPT campaign for Interparfums across May and June 2026. To read its effect, Interparfums turned to Meikai, its data partner, which monitors how ChatGPT answers the prompts consumers ask about fragrances.

Meikai compared the visibility of Interparfums' brands in answers where an ad was triggered with answers where none was, which isolates the visibility associated with the advertising. It also measured the share of ad space the campaign captured and how well the targeting aligned with category prompts.

RESULTS

A level of brand visibility Interparfums had never reached

Across May and June, Interparfums captured a 16.6% share of ad space with strong ad presence. When ads were triggered, total combined brand visibility rose by 45.5%.

Targeting alignment on category prompts was 2.8 times higher, a sign that the campaign reached the conversations relevant to the brands.

The analysis also surfaced more than 10 distinct brand themes in ChatGPT's answers, from luxury positioning and heritage storytelling to gifting appeal and iconic status. Interparfums reported that its brands had never reached this level of total brand visibility before: a first-of-its-kind result through Criteo's ChatGPT partnership.

READ MORE

Interparfums elevates brand visibility +45.5% with Criteo's ChatGPT campaign

Criteo success story, October 2026, in English · www.criteo.com/success-stories/interparfums

HOW MEIKAI MEASURED IT

Campaign results from 1 May to 15 June 2026, based on 20,692 ChatGPT answers monitored by Meikai, Interparfums' data partner. Brand visibility is the share of answers that name Interparfums' brands, combined across the portfolio; the lift compares answers in which a Criteo ad was triggered with answers without ad triggers. Share of ad space and targeting alignment on category prompts were read over the same period. Figures as published by Criteo in its success story, October 2026.