

Commerce in Canada

Q4 2025 Roundup

The Path to Purchase Institute's roundup offers a look at the previous quarter's standout in-store activations and top news stories relevant to the Canadian commerce marketing community, along with proprietary Canadian shopper research factoids. Also, in this edition, we have an exclusive Q&A with member company GOcxm.



Trending

The fourth quarter of 2025 brought a lot of commerce marketing news. Highlights include:



Retail media

Loblaw Cos.' retail media arm is working with Stratacache to build up its [in-store digital screen networks](#); the advanced technology is designed to grow consumer engagement and give brands more advertising opportunities.

Scottie for Scotties

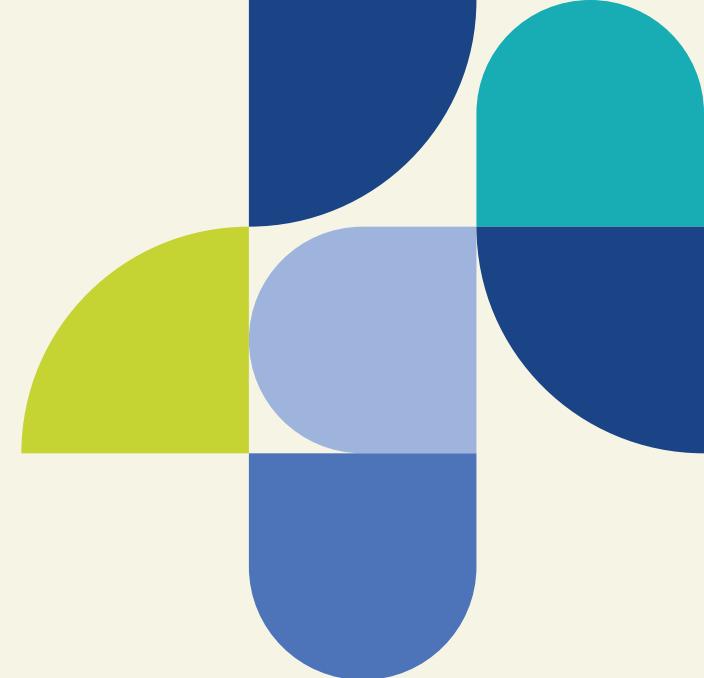
Scotties facial tissue brand rolls out a [playful campaign](#) featuring NBA forward Scottie Barnes of the Toronto Raptors.

E-Commerce

Delivery on demand options continue to grow, including [Uber Eats signing on to fulfill orders](#) for several Loblaw banners, and [Instacart now making deliveries for Home Depot Canada](#).

People in the News

- Loblaw Advance names [Leanne Gibson](#) to head its retail media.
- Sobeys selects [Pierre St-Laurent](#) to be its new president and CEO.



Member Perspective

Craig Jenkins, creative strategist and creative director for Dacs GlobalOmnishopper Agency, offers insights on use cases for AI in marketing, including how it can help outline proven business strategies and assist with brainstorming sessions. Read the full column [here](#).

Field Reports

Path to Purchase Institute editors and staff are always on the lookout for interesting and relevant digital and in-store marketing and merchandising activity at various top retailers. Recent field reports include convenience store activity:

Circle K Canada Plays 'Rock, Paper, Prizes'

The convenience retailer brought back its popular promotion, giving customers chances to win money, gift cards and more when they bought from 11 participating brands, including PepsiCo, Coca-Cola and Red Bull SKUs.



7-Eleven Canada

The convenience chain teamed with Mastermind Toys to cross-promote one another's products, bringing toys to 7-Eleven and 7-Eleven candy and snacks to Mastermind Toys stores in time for holiday purchases.

Omnichannel Landscape

The Path to Purchase Institute's [Canada Omnidirectional Landscape](#) gives an overview of retailer media networks and key partners in the Canadian marketplace. The interactive landscape focuses on retailer media networks, in-store retail media, digital shelf optimization, DOOH, CTV and OTT, consumer promotions and rewards, and more. The landscape, which P2PI continues to update, also highlights member companies.

THE CANADA OMNICHANNEL LANDSCAPE

As the commerce marketing landscape in Canada grows increasingly complex, the Path to Purchase Institute created an interactive visual dedicated to the country to highlight and illustrate the various retailer media networks and related key partners in the marketplace. Member companies serving the Canadian market are also spotlighted throughout the interactive Omnidirectional Landscape, giving them an opportunity and platform to further communicate their offerings and solutions.

Contact [Nicole Mitchell](#), P2PI senior director of membership development, if you're a member company that wants to be spotlighted on our Canadian or U.S. Omnidirectional Landscape, and for any other questions.

[View the U.S. Omnidirectional Landscape](#)

» UNLOCK CHART TO EXPLORE!

Editor's Note: The industry is continuously evolving and vendors are quickly developing new capabilities and partnerships. The representation here isn't exhaustive of all offerings. Use this visualization as directional and always look into current capabilities before investing.



* This experience is viewed on desktop

Proprietary Research Spotlight

Impact of Retail Media

Nearly **3-in-5** shoppers say they notice off-site retail media ads sometimes or frequently when they are shopping online. Gen Z are twice as likely to say they frequently take note of these types of ads.

Do you ever notice off-site retail media ads?

Out of all respondents say:

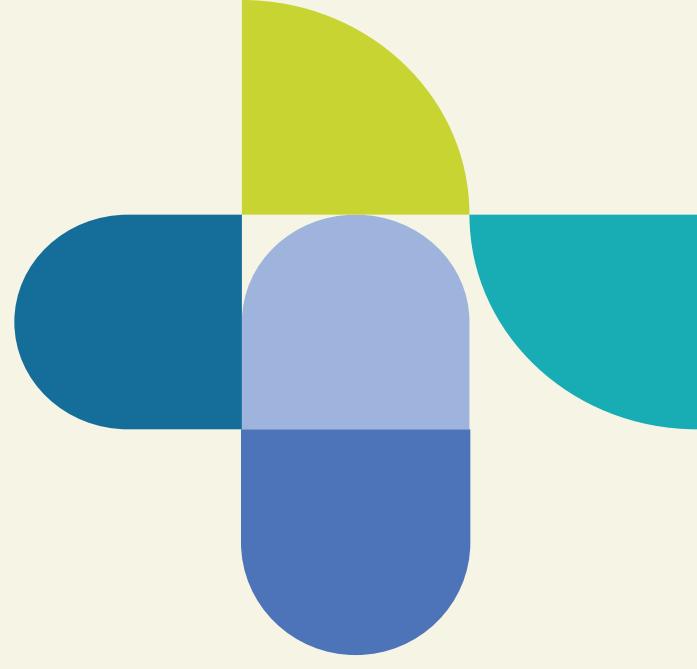


Who “frequently” notices off-site retail media ads?



Among non-white shoppers, **20%** say they'll frequently notice off-site retail media ads and **38%** sometimes take note.

28% of Asians and **28%** of others (Black, Indigenous, Other or Prefer Not to Answer) say they frequently notice off-site retail media ads.



These factoids are excerpted from [P2PI's proprietary study](#) on Canadian shopper engagement with retail media, the [broader results](#) of which were unveiled at P2PI's second-annual [Retail Media Summit Canada](#) event in 2025. The event returns to Toronto in [February 2026](#) with even more content, networking and attendees as well as new research.

In-Store Inspiration: Holiday Joy at Sobeys

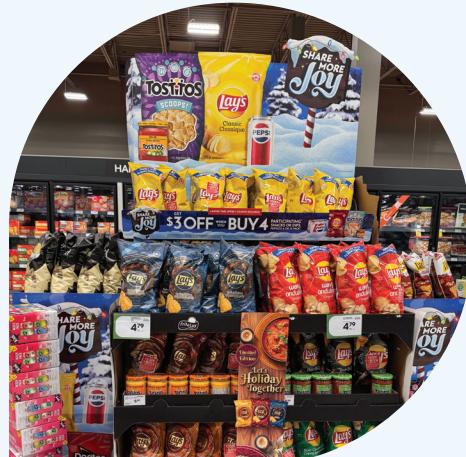
Grupo Bimbo

Grupo Bimbo had a freestanding display at a Barrie, Ontario, Sobeys that encouraged “Joy in Every Bite” and featured several brands, including Hostess’ chocolate Twinkies and limited edition Vachon mini festive logs. Shoppers could scan a QR code for recipes.



Frito-Lay

A Barrie, Ontario, Sobeys set up a freestanding display featuring Frito-Lay products, including Lay's chips in limited-edition flavors that include Turkey Dinner, Jerk Chicken and Tikka Masala. To help encourage the “Share More Joy” message on the header, a coupon unlocked savings when buying multiple SKUs on qualifying products, including PepsiCo soft drinks.



Kellogg's

A Sobeys store in Barrie, Ontario, set up a spectacular featuring WK Kellogg's Rice Krispies cereal, with holiday packaging, a display that had a twist on the traditional gingerbread house, and QR codes that gave customers playful recipes, including reindeer bars. Baking essentials and holiday entertaining SKUs complete the setup.



Q&A: GOc xm's Gary Kalk



GOCXM

Company: GOc xm

Location: Toronto

Representative: Gary Kalk,
Founder & CEO

What does your company do?

Kalk: GOc xm is redefining how CPG brands measure retail performance, interact with consumers and plan for growth. We offer the industry's first platform to seamlessly connect shopper journeys and retail execution compliance to shopper intelligence. Our comprehensive retail activation and performance measurement platform is purpose-built for the CPG industry and designed as the "operating system" for shopper intelligence and performance optimization across functions, while acting to recruit consumers and increase sales. Operating across North America, GOc xm supports national programs across mass, grocery, convenience and drug channels, working with brands and agency partners. We are SOC 2 compliant and meet national and regional requirements including, COPPA, California CCPA, PIPEDA, CDIA/C-27, and Quebec Law 25 delivering enterprise-grade privacy, security, governance and scalability for leading global CPG brands.



What differentiates you from your competitors in the marketplace?

Kalk: GOc xm has reimaged how the full spectrum of retail activities are planned, executed, measured and evaluated. We offer the first comprehensive platform that verifies and connects activity from the first arrival of products at retail through checkout and beyond, giving brands a clear, verified understanding of how sales and marketing activities work together to drive results. While most solutions focus on a single function (consumer engagement, retail execution or reporting), GOc xm unifies these into one platform, providing end-to-end visibility, replacing assumptions and self-reported data with verified intelligence. This helps brands optimize spend, improve execution and make confident decisions based on what actually drives results.

What is one recent company win you can share with us?

Kalk: We partnered with a global brand to support a national retail execution and compliance program. Despite a strong launch playbook, the brand lacked real-time visibility into whether in-store execution met

strategic plans and brand standards. The GOc xm solution combined photo-based validation, AI-driven adjudication, real-time data and operational transparency, giving head office line-of-sight to the consistency and quality of execution at the store, banner and regional level. This end-to-end execution program resulted in the client achieving a 3x sales increase vs expected results.

Through this engagement, our partner recognized a broader opportunity to connect retail execution with their national consumer and shopper marketing initiatives. Therefore, GOc xm extended the relationship to include integrated consumer engagement and shopper marketing programs, deploying a centralized promotional hub supported by program-specific SMS, email remarketing and real-time performance dashboards. This unified approach increased first- and zero-party data capture, significantly improved conversion and gave the brand clear insight into how execution and engagement work together to drive results.

Where do you see the greatest opportunity right now for growth (for you or your clients)?

Kalk: Most brands invest heavily across marketing programs, retail initiatives and in-store execution, but lack the systems and integrated data intelligence to understand how these activities intersect, reinforce one another or translate into results. Teams operate in silos, consumer journeys are difficult to track end-to-end, and execution at retail is often assumed rather than verified. The opportunity lies in connecting fragmented activities across the commercial ecosystem and gaining clear visibility into how sales and marketing efforts work together to drive retail outcomes, a gap GOc xm addresses.

Any new marketing tactic you used (or recommended to clients) in the past year that you plan to keep in your toolbox for the future?

Kalk: One tactic we are increasingly recommending and plan to continue using is always-on, integrated programming. Rather than treating campaigns as isolated, start-stop initiatives, we help brands design connected

calendars where each activation feeds the next. Consumer data collected from one program informs segmentation, personalization and execution strategies for future initiatives, creating momentum rather than resetting with every campaign.

This approach allows brands to compound learnings over time, improve contextual relevance and maximize the value of first-party data. By integrating engagement, execution and measurement into an always-on framework, brands move from episodic marketing to sustained, insight-driven growth, where every dollar spent improves the effectiveness of the next program.

What is one challenge you (or your clients) are facing right now?

Kalk: Every few years, most brands conduct deep research studies to inform their innovation pipelines, market positioning and long-term strategies. These studies often rely on the input of panelists sourced from third-parties who have little to no real connection to the brand. More importantly, the insights quickly become outdated. Consumer

behavior, cultural trends, retail environments and competitive dynamics evolve far faster than traditional research cycles can keep up with.

As a result, brands are making critical decisions, often years into the future, based on static, infrequent and increasingly disconnected data, limiting their ability to adapt, innovate and respond to real-world change.

Any solution you are trying or recommend to others facing the same challenge?

Kalk: Rather than relying on social platforms that own the consumer relationships, brands need their own channels to engage consumers, capture zero- and first-party data, and establish a continuous feedback loop. This enables near real-time insight grounded in actual experience with the brand and products.

GOc xm supports this through online and in-store engagement strategies, such as contests, gift-with-purchase, rebate and loyalty programs, that incentivize participation with prizes, rewards, perks and exclusive access. As consumers engage more deeply, affinity grows and brands gain richer, more timely feedback and shopper intelligence.

Looking to the future, what are you most excited about in terms of the evolution of our industry in the coming year?

Kalk: We're excited about how AI is enabling brands to turn data into insight much faster. GOc xm has always captured rich data across consumer engagement, retail execution and performance, but advances in AI now allow us to process that information far more quickly and surface meaningful opportunities in near real time. By applying AI across our platform, we help brands identify what's working, where gaps exist and how spend across teams is impacting results while programs are still live. We're most excited about providing brands a level of visibility they've never had before, showing how investments across sales and marketing actively work together to drive results and activate an "intelligence flywheel."

Which P2PI member benefit(s) do you value the most and why?

Kalk: What we value most about P2PI is the community and mindset of its members. The people who choose to be part of P2PI understand the complexity of the CPG and retail landscape and the importance of improving visibility, execution and data-driven decision-making, areas that align closely with what we're building at GOc xm. P2PI also provides valuable exposure to how brands, service providers and industry leaders are thinking about shared challenges and emerging priorities. That perspective helps us learn, stay aligned with the industry and continue refining our solutions.

