

GUIDE TO — RETAIL MEDIA NETWORKS



FEATURED PROFILES

Adsta
Albertsons Companies
Brandcrush
Catalina Marketing Corp.
Criteo
CVS Media Exchange
DG Media Network

Epsilon Data Management LLC
GSTV
Inmar Intelligence
Koddi
Lowe's Companies Inc.
Mosaic Sales Solutions
US Operating Co. LLC

National Retail Solutions
PRN
Target Roundel
Walgreens
Zitcha

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is the Perfect Time to
JOIN!

NEW IN 2022

All Learning Labs & Virtual Forums

included in corporate and universal memberships

A Membership Plan for EVERY size company:

CORPORATE UNIVERSAL

The ONLY community that connects THOUSANDS of MEDIA, SHOPPER, OMNI-CHANNEL and COMMERCE MARKETING professionals essential for solving today's business problems and driving growth.

300+ COMPANIES representing over 18,000 industry executives and thought leaders.

The most comprehensive collection of commerce insights and perspectives in North America.

Sharing the TOOLS, KNOWLEDGE & EXPERTISE necessary to activate and execute against today's shopper marketing demands.

CONTACT: Nicole Mitchell
nmitchell@ensembleiq.com

2022 EVENT SCHEDULE

(may be subject to change)

VIRTUAL EVENT



LIVE EVENTS



Recognition

Community

Insights & Perspectives

Tools & Training

Research & Thought Leadership

EDITOR'S NOTE

Retail Media Fuels New Business Models



"There's death, there's taxes and there is ever-increasing, online ad spend."

Satya Nadella, CEO of Microsoft, shared this anecdote as part of his keynote at the National Retail Federation's "Big Show" in January 2020. I was among the maskless crowd of thousands

packed into New York's Javits Convention Center listening to him urge retailers to invest resources in building out their own media platforms.

"You have, as retailers, the most valuable asset, which is commercial-intended consumer behavior data," he said. "The question is, how can you convert that, through your marketing efforts, into effectively new online advertising channels for every brand, every supplier? This, to me, is perhaps what's going to reshape retail business models."

Thinking back on his comments now, I reflect on how quickly much has changed.

Even before the COVID-19 pandemic, retailers such as Walmart, Target and Kroger — taking note of the success at Amazon, and even the advertising dollars amassed by Google and Facebook — were building up their digital media assets to better establish themselves as legitimate and powerful options for national brand advertising, not just trade and shopper programs. The rise in e-commerce grocery adoption fueled by the pandemic, and Google's plan to end third-party cookie tracking, have since made retail media table stakes for advertisers (and an alternative revenue stream for retailers).

"Rapid proliferation of retail media and retailer media networks has made it hard to keep up ..."

The rapid proliferation of retail media and retailer media networks has made it hard to keep up. Retailers, such as Kroger and Target (page 32), are either increasingly building out their capabilities and expanding their partners or launching new networks altogether. However,

at the Path to Purchase Institute, I'm proud to say, we're positioned to not only be a resource of information, but also to provide a platform for the community to discuss best practices as well as the opportunities — and challenges — in working with retailer media networks and related partners.

For the first time, we're making the retail media omnichannel landscape and definitions, which I created in partnership with the Commerce Executive Network, accessible beyond P2PI members. The freshly updated content demystifies what *is* and *isn't* a retailer-owned media network to help determine where advertisers receive credit for participation, and where they can expect to leverage it for merchandising and joint business planning purposes. To access the definitions, landscape and other great retail media content, scan the QR code on this page.

P2PI members also have access to:

- Retailer profiles with new retail media sections;
- Full summaries of proprietary retail media research findings;
- An on-demand lineup of presentations and content-rich educational courses on retail media; and
- Case studies, field reports and an image vault, all providing retail media activation examples.

As retail media continues to grow and evolve, keep up by checking back in with us at P2PI.com or come connect in person at one of our live events. Also, look out for my new column devoted to retail media, debuting in the next edition of *P2PI Magazine*.

Cyndi Loza

CYNDI LOZA
Managing Editor, Member Content





Our philosophy

By giving CPGs the freedom to craft and execute their own campaigns, Adsta facilitates success for brands, consumers, and retailers simultaneously. CPGs are able to put their products in front of grocery shoppers at crucial moments in their purchase journey, consumers learn about previously unknown brands or products, and retailers increase sales. With access to over 50 million shoppers nationwide, Adsta is the perfect complement to brands’ existing media plan.

Our point of difference

The majority of Retail Media Networks (RMNs) are controlled by national chains that force CPGs to play by their rules. Adsta provides brands flexibility with their advertising, allowing them to prioritize their goals and specific objectives. In addition to unprecedented levels of control when compared to other RMNs, Adsta also provides crucial access to valuable insights and first-party data to help brands better understand their customers and what is working in their outreach.



At-A-Glance

WHO WE ARE

Adsta is an expanding grocery Retail Media Network (RMN) with a multichannel approach reaching 50 million shoppers as they are making grocery buying decisions. Brands have the flexibility to craft campaigns that collect valuable analytics and essential first-party data.

INDUSTRIES SERVED

- CPGs
- Grocery
- Convenience

CUSTOMER BASE

Adsta works directly with brands big and small to craft brand-centric promotional campaigns that are distributed via our network of grocery digital platforms. We also power the retail media platforms of the nation’s largest grocery wholesalers.

PRODUCTS & SERVICES

- Web/Mobile – Interactive Banner Ads
- Shopper Loyalty Programs – Digital Circular & Targeted Email Placements
- In-Store Media – Inspirational Kiosks in high-traffic areas
- Additional Media Opportunities (i.e., Social, OOH, etc.)
- Targeted Advertising & Promotion – FinTech, Coupons, Scale Tie-in
- Featured Video Campaigns

KEY PARTNERSHIPS

- InMobi
- National & Regional Wholesalers
- AppCard and other digital coupon providers
- Google

KEY EXECUTIVES

John Thompson, Principal
Shawn Tuckett, Principal
Al Jones, VP of Sales

CONTACT

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727-507-1660	513-227-4079



Tackling challenges

RMN’s are still in their infancy, and brands today are left with an overwhelming amount of options. This makes it difficult for CPGs to identify the best use of their advertising budgets. Adsta helps brands diversify their ad spend, and expand their reach. With access to millions of shoppers with a single implementation, Adsta helps simplify the execution process and gets brands the most value from their ad spend.

Access to Grocery Shoppers When it Matters Most

The Missing Link in Your Total Media Buy

Brands of all sizes are already benefiting from flexible and customized Adsta retail media campaigns. Our unique approach includes:

- Combining over 3,500 grocery stores and their 50+mm shoppers into a single digital network.
- Allowing brands to craft and execute their own campaigns to their ideal specifications.
- Giving CPGs access to millions of grocery shoppers across the country at crucial moments in their purchase journey.
- Providing crucial access to advanced analytics and first-party data.

Don’t miss out on the opportunity to partner with Adsta and find the perfect complement to your existing media strategy.

Get Started Today



Visit adsta.com for more details



We have actively listened to our partners and built our platform for you.

We have centered our development on what is important to your brands. Through decades of combined experience, we know the challenges and want to ensure that, with any programming at Albertsons Media Collective, you are experiencing the best we have to offer.

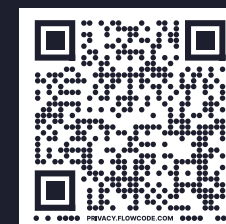


Our planning and programming are powered by our first-party, real purchase behavior data from all our diverse stores. We annually reach 106MM shoppers, with our best customers frequenting our stores an average of 2.5 times a week. This allows us to target the right shopper when and where they want to be engaged with – ensuring that your investment works harder and smarter than ever before.

At Albertsons Media Collective, we are as committed to your success as you are. Let us prove how we can be a growth accelerant for your brands.

We're a partner that drives growth and builds relationships

Let us
show you!





An omnichannel retail media platform that makes it easy to buy and sell shopper marketing across the entire retail media ecosystem.

Unlock the media potential of all your owned media assets



BOOK A DEMO

brandcrush.com



IN-STORE

Popups
Point of sale display
Sampling
Radio
Experiences
Brand placements
Off-location displays
Digital screens



OUT-OF-STORE

In-box sampling
Curb-side sampling
In-box inserts
Mailer inserts
Magazines
Circulars



ONLINE

Website promotion
Digital sponsorship
Social sponsorship
Email sponsorship
Digital catalogues

Our Philosophy

At Brandcrush we believe retailers are the new media. Through their owned-media channels they have the power to offer brands a unique and authentic path to connection with engaged audiences, lowering the cost of customer acquisition and driving conversion.

Our Point of Difference

We close the adtech gap in retail media with a white label software to streamline and scale physical and digital shopper media across the entire retailer ecosystem; in-store, out-of-store and online. Our omnichannel solution empowers retailers to unlock and grow their media revenue without having to grow their team. Retailers can scale their top and bottom lines by maximizing their media opportunities and efficiencies and brands can save time with streamlined media management that fuels product discovery and growth.

Tackling Challenges

The focus to identify and align marketing efforts that drive the greatest conversion, in-store, out-of-store and online is driving a need for a complete 360 degree view of the shopper and a consolidated approach to retail media across the entire ecosystem.

Brandcrush solves for this by transforming digital and physical retail shopper marketing programs from inefficient systems and spreadsheets, into self-serve portals, centralizing media sales and operations. Our technology works at the core of the retailer's media ecosystem solving for complex activation workflows and integrating with partner platform solutions.

Contact

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At a Glance

Who We Are

Brandcrush is an omnichannel retail media platform – we make it easy to buy and sell shopper marketing across the entire retailer ecosystem, in-store, out-of-store and online. We power retailers to transform their owned media assets from antiquated PDF packs and spreadsheet management to a scalable solution that the world's leading brands and agencies trust.

Product and Services

- 360 degree media asset inventory management
- Self-serve white label media portals supporting long tail monetization
- Scalable inbound and outbound sales tools
- Optimized campaign activation management
- Supplier investment management
- Real-time campaign analytics
- Flexible billing and collections tools
- Partner platform and DSP integrations

Key Partnerships and Integrations

We work at the core of the retailers' media ecosystem, integrating with partner platforms, including financial systems, CMS, CRM and complimentary on-site and off-site media platforms and marketing agency partners and systems, including Criteo, PromoteIQ, SAP, Salesforce, Sage, Anaplan, Hubspot and more to drive an end to end solution for our retail partners.

Customer Base

We meet retailers wherever they are in their media monetization journey; our partners include bricks and mortar retailers from 50 stores to 2500 stores and D2C retailers.

Industries Served

- Grocery retailers
- Pharmacy retailers
- Liquor retailers
- D2C retailers
- Big box retailers
- Electronics retailers
- Shopping Malls
- DIY retailers
- CPGs
- Agencies



CATALINA® COMPASS

For 40 years, Catalina has partnered with retailers on their Retail Media Network journeys to help maximize consumer relationships, experiences, and the monetization of assets.

What We Do

Catalina's mission is to help our partners achieve their goals through our unique ability to understand and influence shopper behavior. We help our retail partners navigate their retail media network, their way, because every retailer has a different starting point — and destination. Through our Catalina Compass solutions for retail media, we utilize our innovation to help our partners navigate the fastest path to their success.

Philosophy & Approach

What we believe

The journey to RMN success begins with the end in mind — effective measurement. At Catalina, we see aggregated measurement as the critical missing link for retail media to achieve its potential. Most retail media networks today offer basic metrics that are fragmented and inconsistent across their varying technology providers, media platforms, and publishers. For Retail Media networks of any size to compete with the new and old school advertising behemoths, a holistic, timely and transparent measurement of sales impact will accelerate their path to winning more brand investment over the long run.

How we Can Help

For nearly 40 years, Catalina has been helping CPGs grow their brands at retail. We have an unsurpassed knowledge of how marketers and brands go to market including their expectations for a return on their investment and the insights needed to plan for the next campaign. Through Catalina Compass, we provide retailers turnkey solutions to win more CPG marketing budgets because they align with the brand's objectives and provide actionable insights and measurement. Further, our solutions are designed to flex to meet each retailer's priorities and our experienced teams across the globe are ready to solve every challenge.

Solutions & Services

Precise Targeting & Audiences

Catalina's proprietary advanced data solutions enable us to understand the key drivers in household purchasing decisions. From those granular insights Catalina can provide targeting services for retailers' use, as well as provide audience creation services, leveraging the retailer's first-party data in a privacy-compliant process, for their brand advertisers' utilization in any channel.

Full-Funnel Activation

Our portfolio of streamlined media activation solutions aggregate content across on-platform and off-platform channels, including full-funnel digital & in-store channels that reach the right shopper at the right time with the right content— to drive awareness, trips and sales with current and potential shoppers. From Connected TV to OOH to digital to in-store media, Catalina can aggregate and orchestrate both physical and digital media on behalf of retailers to grow brand investment in their RMN.

Real-Time Measurement & Optimization

Our SaaS Compass Measurement & Attribution Platform supplies retailers with a real-time holistic view of campaign performance across all their channels, on and off platform, digital, print, in-store media, etc. This enables the retailer to provide their brand advertisers with consistent sales impact metrics, including incrementality and ROAS, as well as the key attributes of what drove the impact for optimization. As a third party, we provide this agnostic closed-loop measurement, inflight and post-campaign, for retailers to utilize with their brand advertisers for continued partnership.

Key Retail Leaders

Wesley Bean, U.S. Chief Retail Officer
Ryan Monahan, SVP of Product Solutions
Jenn Melles, VP of Brand Development

Contact us at results@catalina.com

Navigate Retail Media your way starting today.

Our flexible solutions
empower you to
scale your revenue
and media value.



**Watch the Catalina
Compass video here.**

Your
Network



Their
**Shopping
Journey**



Personalize
Optimize
ACCELERATE



Criteo connects the retail media ecosystem for better advertising outcomes.

Criteo integrates the world's largest commerce data set, based on retailer first-party audiences, allowing brands and agencies to engage with their loyal and prospective customers across Criteo's best-in-class supply on leading retailer sites (on-site) and premium publishers (off-site).

With Criteo:

Brands, agencies and retailers can now manage advertising efficiently across leading retail media inventory and scaled premium open web supply, accessing unique 1st party audiences, and closed-loop measurement with product-level sales data – in one single enterprise-grade self-service DSP.

By powering trusted and impactful advertising, Criteo supports an **open internet** that encourages **discovery, innovation, and choice**.

We serve all commerce marketers and media owners across the retail space:

- Mass merchant, specialty, department store and grocery retailers
- Retailer marketplaces
- Brands across Consumer Electronics, CPG, Apparel, Toys and more
- Retail and brand media and marketing agencies
- SaaS and Marketing Platform providers

Our partners include:

Best Buy	Dentsu
Target	Microsoft
Shipt	L'Oreal
Nordstrom	P&G
Group M	Levi's

Criteo has connected the global retail media ecosystem for more than 11 years.

160+ global retailers	\$700MM revenue generated for retail partners
1,500+ brand advertisers	500MM unique shoppers reached
175 agency partners (including the Big 5)	500K products advertised
10% API partners	11 ad clicks per second
50% of the top 25 US and EU retailers	60% growth in 2021

SCALE THAT DRIVES SUCCESS.

In an increasingly fragmented ecosystem, retailers, brands and agencies need a partner that has the data, technology, and expertise to help them succeed.

Come connect
with Criteo

AMSTERDAM
ANN ARBOR
BARCELONA
BEIJING
BORDEAUX
BOSTON
DUBAI
GRENoble
GURGAON
LONDON
MADRID
MIAMI BEACH
MILANO
MILANO
MUNICH
NEW YORK
OSAKA
PARTS
SAO PAULO
SEOUL
SINGAPORE
STOCKHOLM
SYDNEY
TEL AVIV
TOKYO



Measurement & Data Sharing Capabilities

CMX offers all advertisers the ability to track real-time media delivery performance via a user-friendly **Self-Service Reporting Dashboard**. Additionally, CMX leverages a **closed loop reporting methodology**, which combines data from both the marketing and sales functions. This system allows our brand partners to see exactly how CMX campaigns are driving influenced sales, ROAS, and new buyers to their brand, ultimately garnering meaningful and actionable insights for the business. Finally, CMX offers **Brand Lift Studies** enabling advertisers to understand the impact on brand awareness driven by their CMX campaign.

Our Philosophy

Our most valuable asset at CVS is the relationships we have with our customers and their care. Through this trusted value exchange with nearly **78 million addressable households**, we simultaneously reward these shoppers and glean a robust understanding of our customers and communities that we serve. This knowledge translates into a **data-driven personalization** strategy across all CVS touchpoints – and CMX is no exception. Each CMX campaign audience is tailored to our partners' objectives, success measures, and desired purchase criteria, ensuring that the ad experience is valuable for the advertiser, the retailer, and most importantly: our customer.

Case Study: Driving Visibility and Sales of New Products at CVS

CMX was challenged by a consumer healthcare brand with the goal of driving awareness and sales of a new product sold at CVS. CMX activated a comprehensive, 17-week digital media campaign designed to introduce the product to the most relevant target customers onsite and across offsite channels including the CMX Digital Media Network and social media.

To meet this challenge, CMX mined CVS' expansive ExtraCare database of over 78MM addressable households to unlock and target shoppers with the highest propensity to purchase the new product based on past purchase history. Then, CMX leveraged brand-safe digital formats onsite and offsite to drive awareness, consideration, and purchase intent amongst known category buyers. Finally, in partnership with the advertiser, CMX optimized the campaign yielding an **88% increase in new buyers** and **6.05% total sales lift**.

At-A-Glance

WHO WE ARE

CVS Media Exchange (CMX) is a data-led, technology-driven retail media network backed by the unrivaled health equity and credibility of CVS Health. CMX enables partners to reach CVS Extra Care customers through a variety of digital platforms.

KEY EXECUTIVES

Kristen DiCorleto, Executive Director - CMX
Sumi Mukoyama, Director, Partnership Management - CMX
Kelly Rahman, Director, Strategy - CMX

PRODUCTS & SERVICES

- Programmatic Display
- Social (Facebook, Instagram, Pinterest)
- Sponsored Search
- Connected TV & Video
- Onsite Search
- Onsite Display

KEY PARTNERSHIPS

- Google
- TradeDesk
- Meta
- Pinterest
- Criteo
- LiveRamp
- Innovid

CONTACT

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Reach Loyal CVS® Customers with CVS Media Exchange™

Connect with nearly **78 MILLION** households of health and wellness seekers. CVS Media Exchange™ campaigns deliver quantifiable results and actionable learnings to grow your business.



Partner with the most
trusted health retailer today.
Learn more at www.cvs.com/cmx

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We are a full-service media network created to serve retail brands looking to grow at Dollar General. We offer first-party data on Dollar General customers, unduplicated access and insights into America’s rural shoppers, closed-loop reporting and a self-service dashboard.



80M+
Unique DG
Customer Profiles.

MORE STORES THAN ANY OTHER U.S. RETAILER, WITH



19K
Stores & Growing.

UNDUPLICATED REACH OF ELUSIVE RURAL CUSTOMERS.



30%
Of The Country.

.....

**Unduplicated Access
and Insights**

With over 80M+ unique DG profiles, we have over 1400 attributes available to activate audiences across a suite of full-funnel tactics and channels designed to meet campaign objectives. We utilize our multitude of insight capabilities, including a self-service reporting dashboard, to deliver real transparency and actionable insights that drive positive campaign results.

**Media Built
Better**

DGMN can reach over 90% of Dollar General customers through paid media, delivering brand partners a close-up view of the DG customer in ways no one else can. With 75% of stores serving markets of 20,000 or less, we make it easier to reach the hard-to-reach by providing more meaningful connections between partners and potentially overlooked customers.

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**Services
Offered**

- Full-funnel solutions
- Attributable sales
- Closed-loop reporting
- Self-service dashboard
- America’s rural shopper insights

**Key
Partnerships**

- LiveRamp
- The Trade Desk
- Google
- Goodway Group
- Vestcom
- Inmar

**Customer
Base**

- Unilever
- General Mills
- Hershey’s
- Johnson & Johnson
- PepsiCo & More

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Josh Williams, Head of Partnership Marketing | DGMN@dollargeneral.com

**First-Party
Data.
Keen
Insights.**

Only DG Media Network gives you the most granular data on Dollar General customers.



EPSILON | CitrusAd

Connecting retailers and brands with superior identity resolution

Through our CORE ID identity resolution solution, we help retailers and brands receive a single view of every shopper for audience targeting and measurement. Our unified, SKU-level sales reporting across on-site and off-site campaigns helps brands understand the true value of their media investments at the shopper-level. This creates a value exchange between retailers, brands, and shoppers, where shoppers receive more relevant ad experiences, retailers monetize their inventory and assets, and brands achieve scale, performance, and insights never before possible.

What makes CitrusAd, powered by Epsilon so different?

- 1. We help power easy and efficient on-site and off-site media activation for brands in a single platform, leading to more campaigns within the retailer’s RMN.
- 2. Our identity resolution solution helps maximize the potential reach of every brand campaign, leading to increased scale, greater efficiency, and enhanced performance.
- 3. Our reporting helps retailers prove, at the shopper and SKU-levels, that a brand’s investments across channels are working.
- 4. We offer flexible and scalable services, technology, and strategies to help grow a retailer’s media business quickly and for long-term success.

Tackling challenges

In order to make retail media beneficial to retailers, brands, and shoppers alike, it’s important to understand the challenges that each of these parties face today and what can be done to solve them –

- **For retailers:** We help consolidate the disjointed, black box technologies that currently power many retail media networks, shortening the onboarding and activation process and enabling them to deliver advertising solutions that brands expect.
- **For brands:** Inconsistent and opaque reporting and shopper identity resolution lead to significant waste and difficulties understanding the true impact of media on sales. Our identity resolution and unified reporting are designed to empower brands to make informed decisions on their media and develop deeper understandings of their shoppers.
- **For shoppers:** We help retailers and brands deliver more relevant and cohesive advertising experiences across channels to their most valuable assets – their shoppers.

At-A-Glance

WHO WE ARE

CitrusAd, powered by Epsilon is a comprehensive, scalable retail media network solution that starts earning retailers revenue quickly and easily.

KEY EXECUTIVES

Thibault Hennion, Managing Director, International Operations, Epsilon
David Haase, CEO Americas, CitrusAd
Sean Cheyney, Executive Vice President of Global Sales & Development, CitrusAd
Melissa Kulawiak, Senior Vice President of Business Development, Epsilon

CUSTOMER BASE

We partner with enterprise and mid-size retailers and brands to deliver stronger customer experiences and maximize sales.

- Walgreens • Lowe’s • Ulta • Meijer
- Gopuff • Petco • Drizly • Wakefern

PRODUCTS & SERVICES

- Retail Media Network Solutions for Retailers & Brands
- Shopper audience onboarding, management, and identity resolution
- On-site & off-site media activation including sponsored product and banner ads
- Unified media reporting down to the product/SKU/UPC level across channels
- Scalable services organization, including brand demand sourcing and campaign management
- Retailer and brand clean room data collaboration

INDUSTRIES SERVED

- Grocery
- Ecommerce
- Beauty
- Big Box
- CPG
- Clothing
- Retail
- Sporting Goods

KEY PARTNERSHIPS

- Profitero
- Skai
- Pacvue

CONTACT

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Melissa Kulawiak
melissa.kulawiak@epsilon.com

A new generation of identity-led retail media, both on-site and off-site



Welcome to the retail media revolution.

One industry-leading retail media platform combining CitrusAd’s on-site monetization and Epsilon’s off-site capabilities. Reach customers across the open web and drive increased sales both online and in-store.

Visit citrusad.com



GSTV Delivers Moments That Move, Moments That Matter

GSTV knows that what matters most is capturing that magic moment for consumer action. Connecting along a consumer's journey is essential to driving top of mind awareness through to purchase. Our video platform and media solutions deliver brand relevant and contextual messaging to an engaged audience moments from purchase.

Investment with GSTV influences sales across all retail channels

GSTV stands out within the retail media landscape with our flexible, customized, and data driven solution that complements omni-channel brand plans both at scale and with a targeted approach. GSTV has shown proven results across key CPG industries such as beverage, food, household, beauty, and more. A single investment with GSTV can deliver immediate impact on consumer purchases across the retail landscape. With budgets stretched thin, we are proud to offer an effective and efficient solution to drive sales across all retail channels.

Track proven results with GSTV's measurement solutions

Optimizing media tactics based on proven outcomes is important to our partners. GSTV partners with clients to develop measurement plans to track our video media influence on key business objectives including brand awareness, purchase intent, sales lift, traffic lift, and more. We have partnerships with recognized data measurement providers such as IRI, Catalina, Foursquare and more to showcase proven results to our client partners.

AT A GLANCE

WHO WE ARE

GSTV is a data-driven, national video network and the largest centralized media network of convenience retailers. Our full sight, sound, and motion video broadcast connects brands with **116MM monthly unique viewers** moments before they shop across top retail channels.

PRODUCT & SERVICES

GSTV is turnkey and business objective driven

- Direct Video Buys
- Programmatic Video Integration: PMP, Open Exchange, or Direct
- In-House Video Production
- Custom Content Integration with Premium Content Partners
- Data Driven Demographic, Geographic, and Behavioral Targeting Solutions
- Measurement Solutions

CUSTOMER BASE

GSTV works with media buying decision makers. These client partners include:

- Shopper, Omnichannel and Brand Marketers
- Media Agencies
- Client-Side Media Teams focused on video and digital (ie. video, digital, OOH, programmatic and retail media)

KEY PARTNERSHIPS

- **Convenience Retail Partners:** spanning 28K sites nationwide across 7-Eleven, Speedway, Circle K, and more
- **Content Providers:** Live Nation, Cheddar News, Better Together with Maria Menounos, and more
- **Data Driven Measurement Partners:** IRI, Catalina, Acxiom, Kochava, Foursquare and more
- **Targeting Partners:** Claritas, MRI Simmons, Dstillery, and more
- **Programmatic Solution Partners:** SSP and DSP options such as Vistar Media, Place Exchange, The Trade Desk, among others

KEY EXECUTIVES

Sean McCaffrey
President and CEO

Steve Ochs
Chief Marketing Officer

Scott Pawloski
Chief Revenue Officer

Kristal Walton
VP, CPG Industry

KEY CONTACT

Kristal Walton: Kristal.Walton@gstv.com [GSTV.COM/AMPLIFY](https://www.gstv.com/amplify)

Capture The Magic Moment For Consumer Action with GSTV



GSTV is your partner to drive sales and marketing return across top retail channels

 **Data Driven Targeting Solutions**

 **Proven Results**

 **28,000 Sites**

 **116MM Monthly Viewers**





Inmar is privacy compliant by design, and pioneering the future of a cookie-less world.

Retailers need privacy-compliant data and targeting strategies to offer their brand partners. 1 to 1 targeting — leveraging first-party retailer data — continues to be regulated, and advertisers are seeking forward-thinking partners who not only adhere to new privacy rules but are building innovative alternate solutions. Inmar's proprietary MomentsAI™ technology leverages 1st-party retailer data to inform when and where to deliver messaging based on receptivity. Our modeled approach to targeting is privacy-compliant by design, leveraging a blend of 1st- and 3rd-party signals to reach shoppers.

Inmar offers an integrated, highly flexible approach to retailers.

We recognize retailers are working with many solutions, with the ultimate goal of offering a fully connected platform. However, with so many vendors in play, it's difficult to integrate and select the right partners. The need for flexibility is imperative for retailers looking to grow their RMN quickly and efficiently, but hard to come by with "all or nothing" retail media network partners. Inmar offers retailers and brands a truly connected omnichannel platform that brings onsite, offsite, in-store and digital incentives to one centralized platform that's easy to plug in with other vendors when needed.

Inmar helps retailers deliver personalized shopping experiences to a new generation of shoppers.

The rise of online shopping has given consumers access to an unlimited number of shopping options. Consumer loyalty has declined as a result, as shoppers will select the retailer that offers them the most convenient, tailored, and personalized experience. Inmar delivers personalized shopping experiences through its offsite and onsite media platform — ensuring we are providing value and tailored messaging to consumers when they are most receptive, which keeps them coming back.



Inmar Intelligence named a Leader in The Forrester Wave™: Sell-Side Retail Media Solutions, Q3 2021 report

At-A-Glance

WHO WE ARE

Inmar combines technology and advanced data analytics to make commerce work smarter. We drive growth for leading brands and retailers by delivering value to their shoppers and providing a more personalized and integrated shopping experience.

KEY EXECUTIVES

Spencer Baird, Interim CEO
Jennifer Mauldin, President and Chief Client Officer
Aaron Kechley, Interim President, Martech Division
Alvaro Bravo, SVP, Product & Marketing Innovation

CUSTOMER BASE

Inmar serves the industry's leading CPG brands and retailers across multiple categories.

INDUSTRIES SERVED

- Retail (All Categories)
- Adult Beverage
- CPG Food & Beverage
- CPG Household
- CPG Health/Pharmaceutical
- CPG Personal Care & Beauty
- Fashion
- Consumer Electronics
- Entertainment

PRODUCTS & SERVICES

- Off-Platform Omnichannel Media – Programmatic, Connected TV, Digital Out-of-Home, Social
- Onsite Media – Sponsored Search, Product Listing, Display
- Social Commerce Media
- Intelligent In-Store Media
- Digital Incentives – Rebates, Loyalty, Load to Card, Cashback

CONTACT

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FOCUS ON EACH SHOPPER. NOT EVERY SHOPPER.

DISCOVER THE POWER OF PERSONALIZED RETAIL MEDIA

- Off-Platform Omnichannel Media
- Onsite Media
- Social Commerce Media
- Intelligent In-Store Media
- Digital Incentives



LEARN MORE AT [INMAR.COM/RETAIL-MEDIA-NETWORK](https://inmar.com/retail-media-network)



Company Name
Koddi

Headquarters
Fort Worth, Texas

Website
koddi.com

Type of Company
SaaS Provider,
Retail Media

Key Executives
George Popstefanov
CEO

Nicholas Ward
President

Jason Pratt
GM of Koddi Ads

Key Partnerships
Bing
Google
Meta

Industries Served

Retail
Marketplaces
DTC Apps and Services
Financial Services
Automotive
Real Estate
Restaurants
Travel and Hospitality

Select Clients

Booking.com
Cars.com
Fanatics
FansEdge
KAYAK
Lids.com
Priceline

Koddi helps retailers build their media business through a private retail media network, giving retailers complete ownership and control, a custom go-to-market strategy, and full program support. By building a customized retail media network on the foundation of their first-party data, retailers strengthen relationships with their suppliers and drive incremental revenue to achieve their key objectives faster. This approach enables suppliers to capitalize on first-party data, connecting consumers with relevant brands and boosting suppliers' sales.

The Koddi Difference Koddi is a global SaaS technology company that empowers monetization through a private retail media network platform. By leveraging first-party data to improve user experiences and target shoppers, Koddi's partners drive informed, revenue-generating decisions across all media.

For nearly a decade, Koddi has continually raised the bar on high-impact ad programs. Our 200+ employees, including the industry's top talent across engineering, customer strategy, and program support, make clients' private retail media networks the best in their respective industries.



Publisher focus: we prioritize clients' private networks, not a shared or public network



Privacy-first: cookieless, private program approach built on first-party data



Custom interface: a premier brandable campaign management system



Speed and scale: custom programs launch in as little as 60 days and scale with your business



Dynamic targeting: deliver relevant ads with precision audience targeting in real time

Industry Challenge The biggest challenge with retail media today is that too many retailers don't believe they can compete with giants like Google, Amazon, and Walmart because of three key misconceptions: they're too far behind; they lack the team or the know-how; and they don't have sufficient scale.

Koddi's award-winning tech and years of expertise can overcome these very real concerns. We've helped companies succeed in growing and scaling profitable retail media networks that protect them and their customers' interests.

Our Approach We believe there is a right way to do retail media; retailers should build and own their programs, audiences should be built upon zero- and first-party data instead of third-party data, and ads can and should drive a better consumer experience while deepening your supplier relationships.

Retail Media, Reimagined.

For the first time ever, brands and retailers both win with a new approach to retail media networks.

Brands

Gain unmatched ad targeting to directly reach shoppers most likely to convert.

Retailers

Own their network, accelerating revenue using first-party audience data.





Lowe's One Roof Media Network Philosophy

We help our brand partners create meaningful and long-lasting connections between brands and Lowe's customers to help DIYers, DIFMs and Pros get the job done.

Company name:
Lowe's One Roof Media Network

Type of company:
Retailer Media Network

Company website:
www.lowesoneroofmedianetwork.com

Solutions & Services

Lowe's One Roof Media Network is a robust portfolio of omni-channel advertising services powered by Lowe's **70M customer profiles, real-time shopping trends, and proven marketing expertise with home lifestyle shoppers.** Our portfolio is powered by a consultative, strategic approach and includes:

- Access to leverage **Lowe's rich 1st party shopper profile data** for audience targeting both on Lowes.com and the Lowe's app and across the programmatic & social media landscape
- **Native display** on Lowes.com (desktop & mobile) and the Lowe's app
- **Sponsored products** on Lowes.com (desktop & mobile) and the Lowe's app
- **Closed-loop measurement** & insights, including in-store reporting
- **Omni-channel programmatic** activation across display, video & connected TV, streaming audio & podcasts, and digital out-of-home that drive back to Lowe's (on site and in store) for shopping
- **Social media partnerships** dedicated to full-funnel solutions finding shoppers across all mediums
- **In-store activation** with overhead audio and in-store signage – Pilot opportunities coming in 2023

Customer Base

Lowe's One Roof Media Network services both home lifestyle consumer brands and home improvement professional-oriented brand leaders including Samsung, Kohler, GE Lighting, a Savant company and many others. The brands we serve are focused on reaching the best do-it-yourself (DIY) and home professional (Pro) audiences for their brands.

Points of Differentiation

Lowe's One Roof Media Network's strategic, consultative approach to full-funnel, integrated, and omni-channel marketing is the foundation of what makes us unique in the retail media space.

The rich & unmatched audience access Lowe's One Roof Media Network gives the brands we serve the ability to meaningfully reach and engage the best DIY, DIFMs and Pro audiences across the right channel mix for their goals, at every stage of their journey — from inspiration to consideration & research to final conversion.

As our brand partners create meaningful connections and engage our special audience throughout every stage of the purchase cycle, our 1st party intelligence and targeting capabilities help drive back to the point of purchase on Lowes.com or Lowe's stores.

Additionally, the Pro segment also benefits from LORMN's offering as it enables brands to offer highly relevant and curated recommendations to help get the job done.

Key Partnerships

Lowe's One Roof 360 Partnerships provide the brands we serve with the omni-channel & full marketing funnel innovation edge they need to achieve their media and commerce goals and dominate their categories.

Notable representative partners include (alphabetically): Criteo, Epsilon/CitrusAd, Google/YouTube, Pinterest and Yahoo, with more partnership announcements coming before the end of 2022.

Measurement and Data Sharing Capabilities

Lowe's proprietary and third-party measurement and data-sharing capabilities provide unified closed-loop reporting for online and in-store transactions across multiple channels within the digital advertising ecosystem.

Full-funnel Approach

The biggest challenge with retail media today is the focus on lower-funnel performance. While it is absolutely essential to increase sales, that cannot be the only retail media purpose.

Lowe's One Roof Media Network is focused on serving brands with full-function capabilities and provides the strategic planning support to determine the right mix of media throughout the purchase funnel.

We have built and partnered with media platforms so that brands can meet their range of awareness, consideration, and purchase KPIs.

The latest from Lowe's.

Total brand engagement for total home improvement.

LOWE'S
ONE
ROOF
MEDIA NETWORK

Get it done with
Lowe's One Roof
Media Network.
Let's get started





WE'VE SOLVED THE INDEPENDENT RETAIL PUZZLE.

NRS Digital Media is the only of its kind: a turnkey high-frequency digital messaging network exclusively inside independent c-store, small format, and specialty retailers across the country.

Smaller format convenience stores now account for 25% of fast-moving consumer goods and 70% of shopping trips. NRS's POS ecosystem helps its retailers meet this demand, and our digital ad network allows brands and advertisers to communicate directly with the millions of shoppers visiting weekly.

Because NRS owns the point-of-sale scan data for every location, it's simple to identify which stores sell a brand's specific product, activate messaging to increase product sales, and report its performance.

Finally, a simple way to advertise to new audiences and grow independent retail channel sales.



WE PUT ALL THE PIECES IN ONE PLACE.

NRS offers a 360 activation solution for more than 18,000 independent, small format, high-frequency stores that enables Shopper Marketing and complementary functions to influence the path-to-purchase in ways not available to brands before.

- 1st Party Scan Data Intelligence & Product Performance Insights
- In-store Audience Data
- Merchant Acquisition
- Point-of-Sale Digital Advertising
- Coupon Provisioning
- Pre & Post Lift Measurement

AT A GLANCE

WHO WE ARE

National Retail Solutions is a technology and point-of-sale platform for independent convenience, bodega, grocery, and specialty retailers nationwide. Suppliers and Advertisers use NRS's data and digital media to reach over 32M weekly shoppers, generating over \$1.1B monthly into its locations.

KEY EXECS

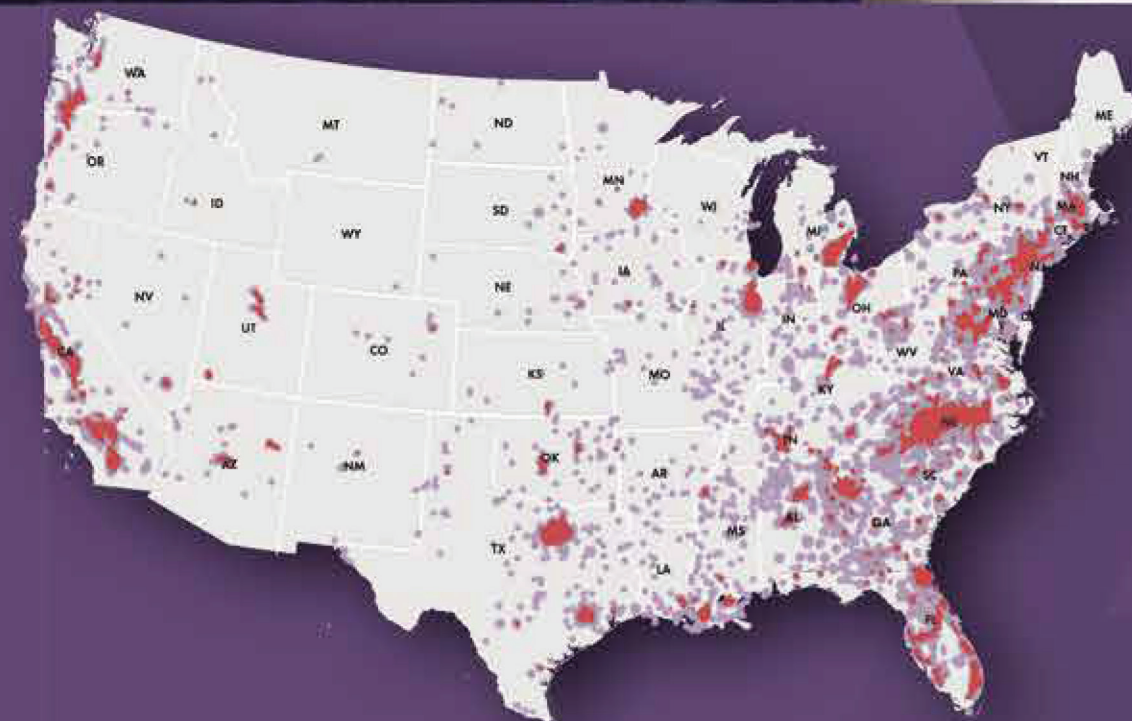
Elie Katz, CEO
Eli Korn, COO
Suzanne Silliman, SVP Data & Insights
Kristy Day, VP Advertising

NOTABLE CLIENTS

- Mondelez
- General Mills
- Constellation Brands
- Duracell
- AT&T
- PSECU
- Humana
- McDonald's
- TJX Brands
- Visa
- Allstate

INDUSTRIES WE WORK WITH

- CPG
- QSRs & Fast Casual
- Mass Retailers
- Health Care & Insurance
- Health & Wellbeing
- Entertainment
- Apps & Gaming
- Quick Commerce
- Tobacco, Vape & Cannabis
- Banking & Financial Services
- Hospitality & Tourism
- State Agency



\$1.1B+ in revenue &
85M+ transactions
monthly

18K+ locations
20K+ digital screens
32M unique shoppers
who visit four times
weekly.





Now is the time for humanity in marketing.

We believe in a people-first approach that connects deeply to human needs, wants, desires and hopes at a time when human connection is more important than ever before. We build brands in dimension so brands can connect with people on multi-dimensional levels. Physically. Digitally. Virtually. Socially. Emotionally.

We build brand experiences that put humans at the center.

An effective brand experience is rooted in human needs and desires — it isn't stuck in one channel. It transcends any funnel. Our cross-channel capabilities seamlessly connect people with brands in the right place, at the right time, to achieve the desired results.

At-A-Glance

WHO WE ARE

We are a North American Integrated Marketing Agency that creates commerce-driving brand experiences. We use our cross-channel capabilities to seamlessly connect people with brands in the right place, at the right time, to achieve the desired results.

KEY EXECUTIVES

- Justine Greenwald, Co-Managing Director, Chief Creative Officer
- Debbie Kaplan, Co-Managing Director, Chief Delivery Officer
- Tony Ciresi, SVP, Commerce
- Rohan Mandelia, SVP, Strategy & Business Intelligence

CUSTOMER BASE

Elite and engaged marketing professionals at various level of the brand marketing ecosystem and key decision-makers behind the top industry accounts across US and Canada.

INDUSTRIES SERVED

- Lifestyle
- Technology
- Commerce
- Financial
- Food & Beverage

PRODUCTS & SERVICES

- Media Strategy, Planning & Buying
- Omni-experience Strategy & Planning
- Qualitative & Quantitative Shopper Insights
- Commerce Intelligence & Strategy
- Commercial Content & Media
- Analytics, Optimization & Measurement

KEY PARTNERSHIPS

Mosaic partners with all key North American retail media providers but also has detailed relationships with the following partners:

- The Trade Desk
- Pacvue
- Basis Technologies
- Criteo

CONTACT

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Going Beyond ROAS

Mosaic focuses on an omni Planning approach [Retailer Agnostic and Flowing Budgets] – when planning retail media, Mosaic recommends our clients set two levels of planning:

- **Determine the Minimum Effective Dose (MED) per retailer.** This is the minimum spend that MUST occur through search to drive SKU velocity and prevent market share loss.
- **Identify an “Opportunistic” Budget that can be assigned to retailers as performance dictates.** Depending on size and scope, this budget can be reallocated monthly or quarterly. This allows budgets to flow with the opportunities that present themselves. In addition, by planning from an Omni perspective, retail media is assessed not at the retailer level, but as an overarching performance that allows optimizations and shifts from one retailer to affect another. While this work requires additional effort to create apples-to-apples measurement, it means that we can assess retailers against each other for the KPIs [ROAS, iROAS, Total Advertising Cost of Sale (TACOS), Share of Voice (SOV) Keyword Incrementality Assignments].

Integrated Marketing can be just nuts.

Search for the definition of an Integrated Marketing Agency and you'll find: *an agency that can satisfy all of a client's marketing needs, soup to nuts.*

The definition is not wrong. But is the full course meal approach always right? *Sometimes you just need the nuts.*

We're redefining what we do as an Integrated Marketing Agency. It's tough because we're not any one thing. We do different combinations of different things to solve for different clients' needs. Content. Omnichannel Commerce. Experiential. B2B. Media. Measurement. We could keep going, but a list of our capabilities won't get to the core of *what we do.*

Using our collective creativity, *we build brand experiences seamlessly across vital consumer touchpoints.* It's not a perfect definition. We continue to mark up each draft. But it is an approach that helps our clients win, no matter their appetite.

We listen to a client's business challenge and solve for it - with the right mix of specialists at the right time.



mosaic.com
Mosaic North America 
@mosaicNA 
Or just call *Angel @ 773-219-2999*



You're a retailer.

You've built a retail media exchange and you're monetizing your digital traffic.

Are you maximizing your retail media revenue?

Monetize your physical traffic.

Only PRN, a STRATACACHE company, can deploy, maintain and support in-store retail media networks at **major retailer scale**.

**Get in touch today
to learn more!**

Chuck Billups
[800] 308-0488
cbillups@prn.com

PRN, a STRATACACHE company, makes in-store retail media networks painless and simple at scale.

- 💰 **Zero capex upfront** (opex model)
- ⚙️ **Zero operational headaches** in-store
- 📊 **Differentiated closed loop analytics** designed for physical retail
- 🤝 **Integration** with your current e-commerce advertising platform
- 👍 **You retain control** of ad sales, the in-store experience & creative

Done right, you'll sell more, create a better shopper experience and generate significant incremental ad revenue.

End-to-end capabilities



A 30 Year History of In-Store Digital

- ▶ Up to 270% sales lift [MFour Mobile Research]
- ▶ #1 digital signage provider globally
- ▶ 3.3 million signs and experiences
- ▶ Consumed by 1.5 billion people daily
- ▶ 28 offices worldwide
- ▶ 1,100+ employees

PRNTM
a STRATACACHE company

Chuck Billups
[800] 308-0488
cbillups@prn.com
www.prn.com

ROUNDEL™ Media, re-imagined
by Target.

Make people feel seen, not sold to.

As Target's retail media network,
we re-imagine media around
moments that move people.

Solutions

A true multichannel approach to help you reach desirable Target shoppers across CTV, display, influencer, search, social, and programmatic. All backed by closed-loop measurement.

Our difference

We create moments unmatched in retail so brands sold at Target can reach our shoppers in a way that builds sales—and lasting loyalty.

Data & Measurement

With first-party data from 165M+ Target shoppers, we can help you reach sought-after audiences at scale. Paired with measurement that proves ROAS and helps inform future campaigns, you can grow sales and brand love.

For more on our solutions and to contact a sales representative, visit **Roundel.com**. Follow us on **LinkedIn** at **@Roundel**.



It’s not retail media – it’s just media

wag launched with a unique vision: brands want access to first-party data wherever they advertise. Today, wag offers the most ways to leverage first-party data from **100M+ loyalty members** and more ways to access closed-loop measurement—delivering greater efficiencies and effectiveness for partners.

Open, flexible options: any channel, any inventory

wag offers a multitude of options to leverage the high match rates of our first-party data. Choose from self-serve or managed service options and deploy across any channel and with any inventory and creative format. For partners looking to drive sales and conversions, closed-loop reporting is available through partners like IRI and others. High-impact in-store solutions also available.

Rethinking what media can—and should—be

Retail media organizations have an opportunity to disrupt the “walled garden” dynamic – the platforms which restrict visibility in measurement and data. wag is helping to create an ecosystem that provides better, truer transparency for advertising partners.

At-A-Glance

WHO WE ARE

Launched in December 2020, wag is a retail media network powered by first-party data from 100M+ myWalgreens loyalty members. wag provides flexible, full-funnel advertising solutions across the open web and in ~9,000+ stores nationwide. Full service and self-service options available.

PRODUCTS & SERVICES

- Self-service programmatic
- Managed service programmatic
- SEM & social media solutions
- In-store & onsite opportunities

CUSTOMER BASE

wag serves full-funnel needs and partners with advertising and media agencies plus brand marketing/shopper marketing clients.

Brands

- Bayer AG
- GlaxoSmithKline
- Haleon
- Hallmark
- Johnson & Johnson
- L’Oreal
- Nature’s Bounty
- Pharmative
- Procter & Gamble
- Reckitt

Agencies

- Crossmark
- Integer
- J3 (IPG)
- Mediacom
- Mindshare
- Platform (Publicis Media)
- Starcom
- The Mars Agency
- UM NY
- Zenith (Publicis Media)

INDUSTRIES SERVED

- Health & Wellness
- Beauty
- Personal Care
- Pharma
- Healthcare
- Grocery
- Household
- Non-endemic

SALES & MARKETING

Jonathan Lustig, Head of Revenue, wag
Cindy Viadella, Head of Marketing, wag
Trish Conheeneey, Director of Sales, wag

CONTACT

info@walgreensadvertisinggroup.com

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\$5M in incremental sales for popular brand

Having seen strong results in programmatic, a popular vitamin brand partnered with Walgreens’ “**New Year, New You**” campaign to launch a new programmatic campaign that leveraged closed-loop optimization abilities.

- The campaign targeted current & lapsed brand buyers, new-to-brand customers who buy in the category, plus those not in the vitamin category, but likely to purchase.
- The campaign was optimized on intent and front-of-store sales every 24 hours.
- Overall, the two-month campaign saw **\$5M in incremental sales; a 48% sales lift, and a \$17 ROI.**

More ways
to reach
100M+
customers



More ways to access, more ways to success for in-store & online campaigns

Walgreens Advertising Group’s open, flexible approach gives brands and agencies more ways to leverage first-party data of 100M+ loyalty members—across any platform, with any creative format—and delivers the reach and scale your campaigns need for effective, efficient results up and down the funnel.



Access data
your way

Managed service, or self-service with The Trade Desk and OpenX. In-store activations also available



100+ Million
Loyalty Members

One of the largest sources of deterministic, transactional customer loyalty data in the U.S.



Closed Loop
Reporting

Link customer purchase data with exposed campaign data for better campaign performance

Find out more: info@walgreensadvertisinggroup.com

follow us on [LinkedIn](#)

zitcha

Our philosophy

We're in the business of evolving retailers into publishers. Retailers are the next media giants. We partner with them in the true sense of the word – our job is to help them grow, at a pace they're comfortable with. At the heart of it, we know your core business always has been and always will be selling product.

Our point of difference

Zitcha is one of few purpose built retail media platforms in the market, designed to easily accelerate growth. We are retailer first, independent and have a sole focus on retail media. The ability to connect and sell every media asset within a retailer's kit – via a retailer-branded platform, is what makes Zitcha different.

We know that no other retail media provider offers what we do – onsite, offsite and in-store in one place. It's this difference that makes us the best choice. We are a retailer's strategic partner for the long term. From the valuation of a retailer's media network, change management, solution deployment, training, support and demand generation, the choice is clear. There's no better way to maximise revenue.

Tackling challenges

Retail media is rapidly growing and the unknown may seem a little scary. And that's where having a strategic implementation partner whose leaders have over ten years of collective experience in retail media publishing puts you ahead of the game.

With a team who have worked within retail media – and sold it themselves – to having successful digital media agencies for the last decade, we really understand retailers and the potential of their network. We help them to focus on what

being a media business is. Show us the assets you think you need and we'll show you what's needed to be successful.

Zitcha's job is to help retailers grow their retail media. Our platform scales as fast or slow as scale is desired. Unlike a lot out there, we also help retailers with the all-important change management. From placing client success staff within your business to helping with demand generation, we are a true partner who drives your success.

At-A-Glance

WHAT WE OFFER

Zitcha is a retail media engine that retailers can use to sell any media assets they want (i.e. not 'just' digital or 'just' in-store), in the one place with their own brand front and centre with full control over first-party data. The platform automates the purchasing of media, allowing retailers and suppliers to connect directly with shoppers.

KEY PARTNERSHIPS

We have integration partnerships with tech giants Meta (Instagram & Facebook), Google (and YouTube), The Trade Desk, Mercado and more, to offer omnichannel advertising that retailers and brand advertisers can buy, sell and track – all within the one simple platform.

CUSTOMER BASE

Our global clients range from mid-tier retailers to retail giants. Brand advertisers include Microsoft, Dyson, LEGO, L'Oreal, Samsung and Nestlé.

Our primary targets are retailers that have:

- A supplier base within medium-large media spend categories, including FMCG, Retail and Technology.
- A long tail of suppliers and a broad suite of execution channels across owned and operated assets; and
- Desirable first-party audience data for media targeting and attribution purposes.

MEASURING & DATA SHARING CAPABILITIES

- Insights available within the Zitcha platform mean that retailers and brands maximise sales and return on advertising spend (ROAS).
- Retailers can see how they're tracking toward media revenue targets while brands see a view of campaign performance that ties back to sales conversion.
- These metrics are presented in real time to enable continuous optimisation. In addition to dashboards, we also make reports available for export for our retail partners.

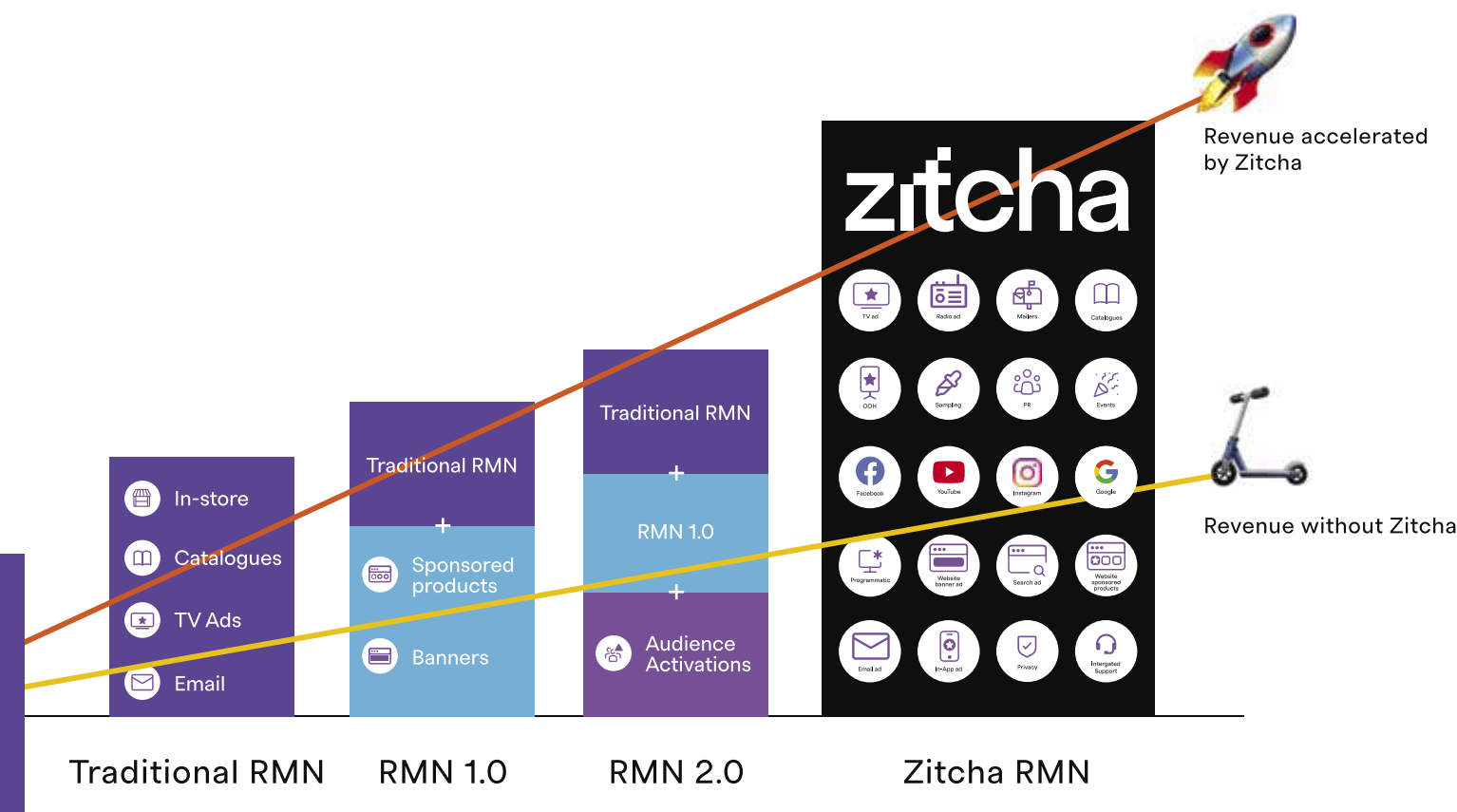


Manage all your retail media assets in one platform

¹One simple contract, no need to oversee multiple retail media providers

²Simplify your AdTech stack, it's all in the one place, with clear reporting

³Less people power means suppliers and your own team don't waste time



Traditional RMN

RMN 1.0

RMN 2.0

Zitcha RMN

zitcha

Connect with us to learn more



Book a demo →



P2PI LIVE & Expo

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THE PREMIERE INDUSTRY EVENT FOR COMMERCE MARKETERS

Come experience and unmatched lineup of conference sessions and exciting networking opportunities crafted to inspire, educate and cultivate new connections with the top experts and industry trailblazers in commerce marketing.

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TO SEE YOU
OCTOBER 18-20**

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THE P2PI LIVE EXPERIENCE

CURATED SESSIONS

FOCUSED TOPICS

BEVALC SESSIONS

OMNISHOPPER AWARDS

WOMEN OF EXCELLENCE AWARDS

EXPO SHOWCASE

RECONNECT WITH COLLEAGUES

LATEST IN P-O-P AND IN-STORE

NETWORKING HAPPY HOURS

INNOVATIVE SOLUTIONS