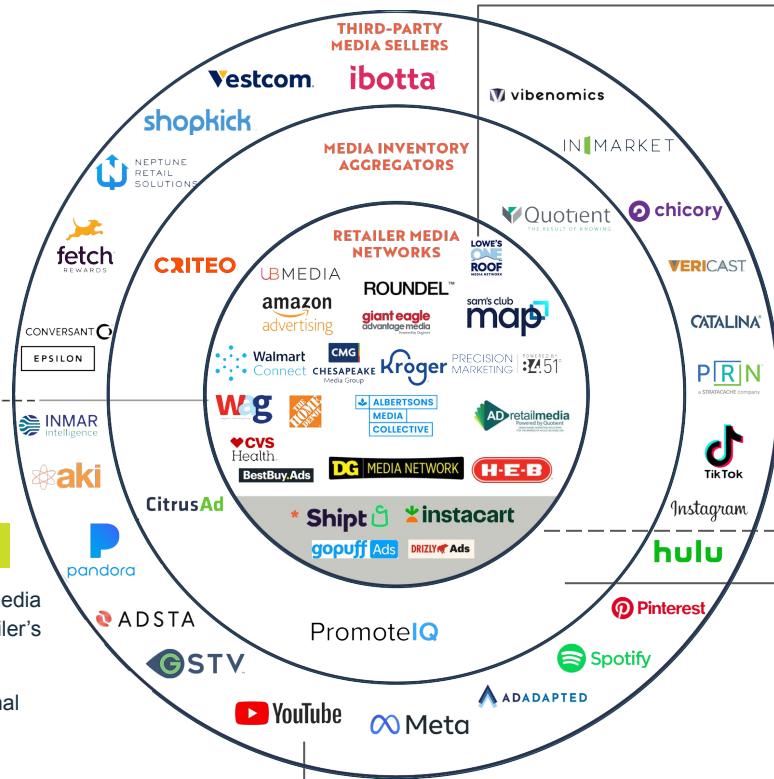# CEN
COMMERCE EXECUTIVE NETWORK

THE OMNICHANNEL LANDSCAPE

proximity to first-party shopper data

THIRD-PARTY MEDIA SELLERS

MEDIA INVENTORY AGGREGATORS

RETAILER MEDIA NETWORKS

RETAILER MEDIA NETWORK

A network (distribution) of media products owned or operated by a retailer or banner that can only be purchased through the retailer or their agent/agency.

- Monetized by a retailer by using retailer's first-party data or physical property/location
- Managed and marketed by a retailer or retailer agent/agency for the exclusive benefit of the retailer and brand partner
- May be powered by another industry participant (Criteo, Quotient, etc.)
- Placement can be on or off retailer.com site, in app, in or out of store (extensions)
- Can be retailer branded or non-branded
- Measurement is based on retailer's data/sales, providing closed loop attribution capability

*Grocery service media networks (represented in gray within the chart) that do not own the product inventory.

THIRD-PARTY MEDIA SELLER

Media provider who is not part of the retailer's media network and does not have access to the retailer's first-party data.

- Media provider buys/collects data from external source(s) and aggregates data from various platforms/websites
- Media provider either collects or pays for this data from owned or other sources to develop and activate media plans for their clients

MEDIA INVENTORY AGGREGATOR

A single point of contact that buys inventory from multiple retailer platforms for the purposes of reselling.

- Brands or their agents buy media from these entities, which provide a single point of contact for planning, activation, and results
- From a retailer's perspective, this allows them to offer search and other capabilities without building those capabilities internally
- In certain circumstances, retailers may give "credit" for spend in this category

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 information as directional and always look into current capabilities before investing.