

KEY INSIGHTS & HIGHLIGHTS

UNLOCK The Power of Retail Media

4 June 2025 | Düsseldorf & Remote



WHY RETAIL MEDIA SELF-SERVICE MATTERS NOW



- Speed & Simplicity: Launch campaigns in under 10 minutes, no IT bottlenecks
- Full Control: Manage campaigns directly, with full transparency and autonomy
- Performance Intelligence: Smart bidding and inventory awareness boost results
- Seamless Integration: Works with multiple platforms like Salesforce and Magento
- Monetization Power: Retailers can efficiently turn their digital shelf space into a revenue-generating asset
- First-Party Data Advantage: Enables precise, personalized ad targeting at the point of purchase
- Brand Opportunities: Provides premium advertising space in a highly relevant shopping environment
- Omnichannel Acceleration: Growing demand for data-driven marketing fuels rapid market expansion
- AI-Driven Future: AI-powered ad technologies will continue to enhance targeting and performance

Retailers investing early in retail media platforms will drive innovation and secure long-term revenue growth in an evolving digital advertising landscape.

THE RETAIL MEDIA CHANNEL

A Rapidly Expanding Advertising Channel



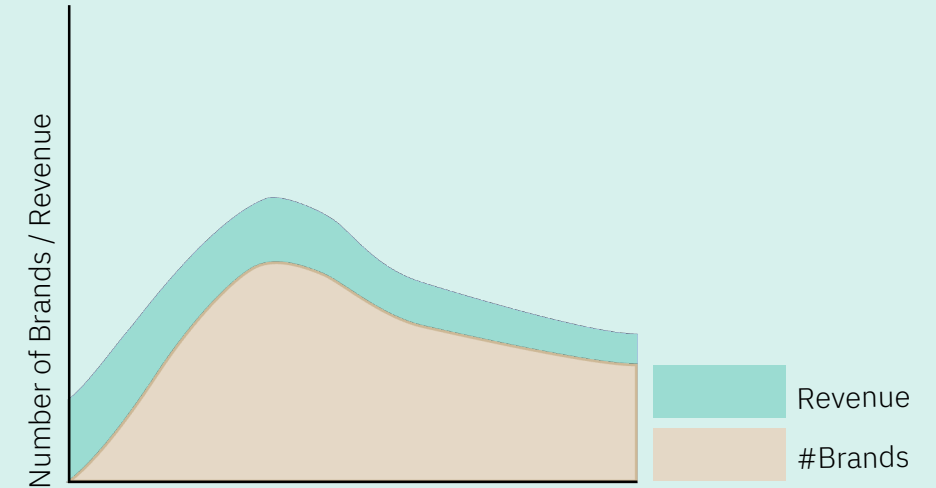
URGENCY FOR RETAILERS:

CPG brands are shifting budgets toward retailers with strong media offerings; laggards risk revenue loss and advertiser attrition.

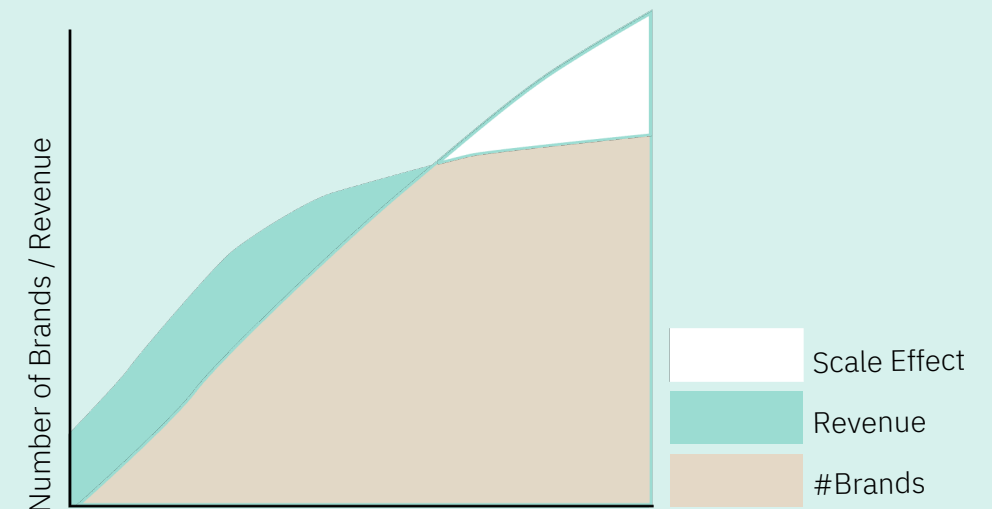
Retail media is projected to generate \$179.5B globally in 2025, surpassing TV advertising revenues.

Source : Sources: RetailBoss (2024), Skai Q4 Retail Media; Report (2024)

Revenue of Retail Media Platform using managed services



Revenue of Self-Service Retail Media Platform



LIVE POLL RESULTS FROM EVENT ATTENDEES

"What makes an innovative Retail Media project successful?"

TOP ANSWERS
collaboration, clear KPIs, test-and-learn mindset, speed.

"As a retailer... Do you offer a Retail Media Platform?"

70%
answered Yes

30%
said it's in planning

"As an FMCG company... Do you spend media budget on Retail Media?"

60%
answered Yes

40%
plan to increase spend soon

KEYNOTE HIGHLIGHTS – CHARINA LUMLEY

"This platform was built for the brands who raised their hands and said: 'Help me help myself.'"

To answer that call, we focused on four key pillars that define the platform's foundation and impact:

- Strategic promise fulfilled through launch
- Partnership & progress at the core
- Enabling small and emerging brands
- Real-time performance data & transparency



WHY RETAIL MEDIA SELF-SERVICE MATTERS NOW



- Seamless Integration: API-based setup takes 4-6 weeks, with minimal IT effort and support for major platforms
- Clear ROI Attribution: Track the entire customer journey from impression to conversion, with SKU-level sales data
- Fast Onboarding: Intuitive UI, personal onboarding, and a dedicated success manager make ramp-up quick and smooth
- Flexible Targeting: Customise campaigns by audience, product line, season, or category using your own data
- Data Ownership: All insights remain with you – enriched with category trends to fuel your broader strategy
- Constant Evolution: Roadmap includes AI creatives, smart timing (dayparting), and cross-category recommendations

INTERESTED IN EXPLORING NEXT STEPS?

Ready to explore how a retail media self-service platform could benefit your business? We're happy to guide you through a pilot, share use cases, or help you assess technical feasibility.



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