Retail Media Guide – powered by RMC @ BVDW
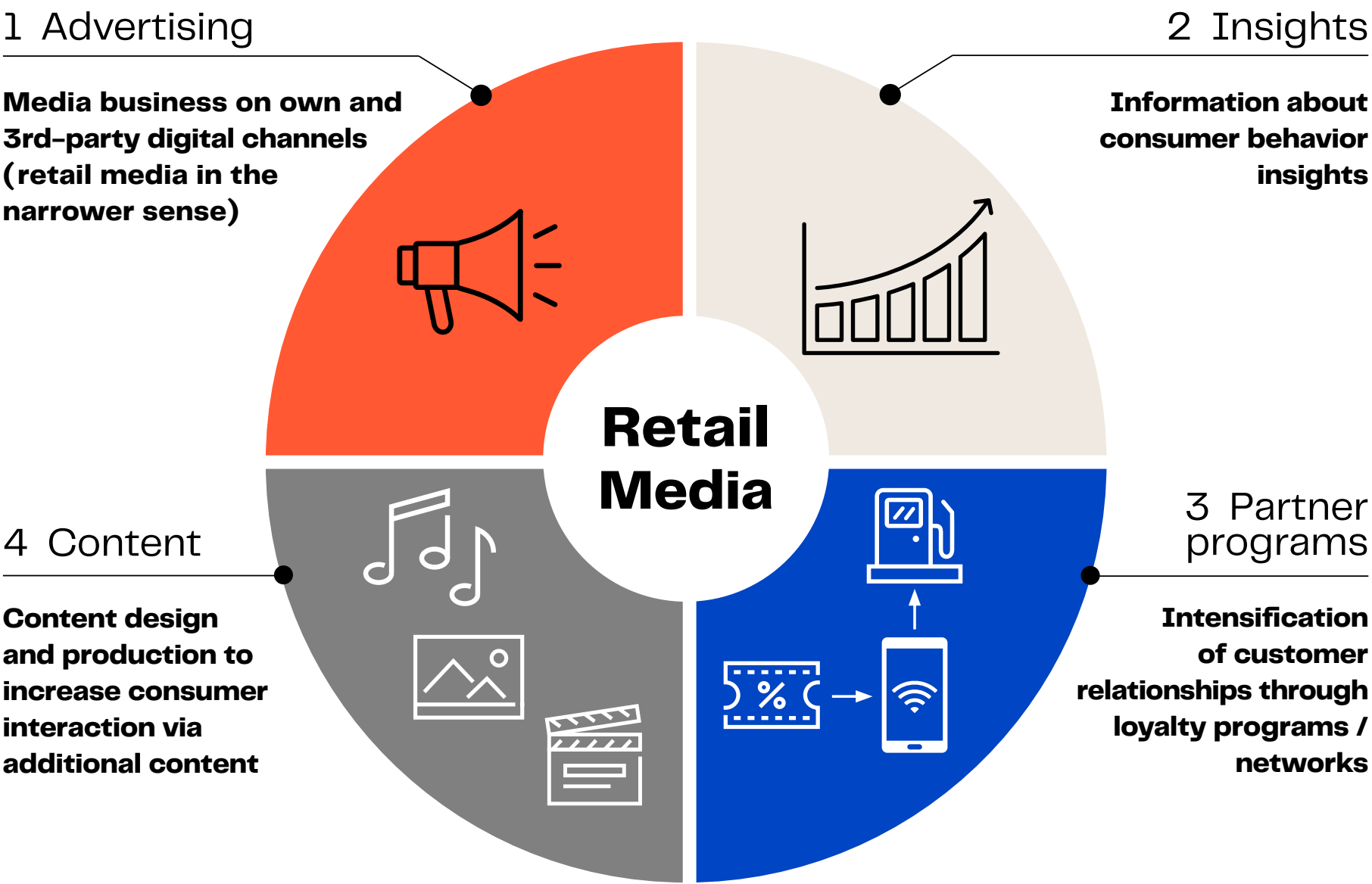
BVDW | **RMC Committee**

Definition

Retail media is the unique opportunity **to present brands and products** where their **relevance, noticeability** and **acceptance** are **high**, their **path to the customer short** and their **context most natural.**

As a **media genre**, retail media enables **cross-funnel measurability** of advertising impact **based on a data-driven history**, directly in the **digital and physical eco-system** of the retailer – **onsite and offsite.**

360° Portfolio

1 Advertising
Media business on own and 3rd-party digital channels (retail media in the narrower sense)

2 Insights
Information about consumer behavior insights

4 Content
Content design and production to increase consumer interaction via additional content

3 Partner programs
Intensification of customer relationships through loyalty programs / networks

Retail Media

Segments & Verticals

Segment	1. Advertising									2. Insights	3. Partner programs	4. Content
Area	Onsite						Offsite					
Verticals	Loyalty App	Website	Market-place	Shop	Mailing	Store	Extended Audiences	Social	Search			
Product Excerpt	In-App incentive, Display ads	Display ads, Brand page	Display ads, Brand page, Sponsored product ads	Display ads, Brand page, Sponsored product ads, Parcel supplements	Targeted unaddressed mailings, Mail integration	Digital signage, OOH, Parking space, Cashier's hatchet	Combi of external reach with retail media data, Display ads, incl. OOH	Social media ads	Search media, shopping ads	Campaign-, shopper- & brand-performance	Display ads, Brand page	Content creation & enhancement
Driver Main driver	Reach	Visits	GMV	Sales	Subscribers	Frequency	Reach	Reach	Visits	Customer Data	Additional Revenues	Reach
KPI Excerpt	Impr., Clicks	Impr., Clicks	Clicks, Sales	Clicks, Sales	Mail openings, Clicks	Play-Outs, Store Customers	Impr., Views	Impr., Clicks	Impr., Clicks	Consumer behavior (Data)	Clicks, Sales	Impr., View Time

Product Matrix

Segment	1. Advertising									2. Insights	3. Partner programs	4. Content
Area	Onsite						Offsite					
Verticals	Loyalty App	Website	Market-place	Shop	Mailing	Store	Extended Audiences	Social	Search			
Top-10 Products												
Sponsored **display ads**												
Sponsored **incentives**												
Sponsored **product ads**												
Sponsored **brands**												
Brand pages												
Parcel supplements												
Video (in & out-stream ads)												
Text ads												
Logistics branding												
Editorials												