

Retail Media Network:

building revenue opportunities

Accelerated adoption of consumer digital purchasing over the last two years, coupled with shifts in the privacy landscape, have created a new revenue opportunity stream for retailers—Retail Media. Leverage your own first-party data to help brand advertisers continue to connect with your consumers. As the retailer, you can either create a new revenue stream or cut existing advertising costs to increase value from your transaction data. Control your most valuable asset, your customer data and enable a secure, privacy compliant way to leverage your data. Brands can reach your customers, which lifts sales, increases measurability of advertising, and more closely aligns your organization with others. Additionally, customers get to experience a seamlessly integrated experience of relevant advertising across channels.

Deloitte's Retail Media Network solution is enabled by Google Cloud and powered by the Looker™ business intelligence platform. Our end-to-end solution enables the management of your sponsored product and display business with one platform. Core components include tools for campaign set-up and delivery, pricing rules, inventory allocation, platform integrations, data collection, tag management, and reporting dashboards with insight generation.

Build a strong digital footprint with a Retail Media Network



Revenue

Increase Retail Media revenue through a tailored in-house program



Capabilities

Expand digital real-estate and capabilities to capture advertising dollars



ROI

Leverage unique first-party data to increase return-on-investment (ROI) through targeting and customization

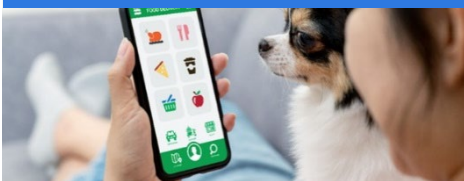


Operations

Enhance current operations through centralization and automation

Opportunities for media inventory

On-Site Digital



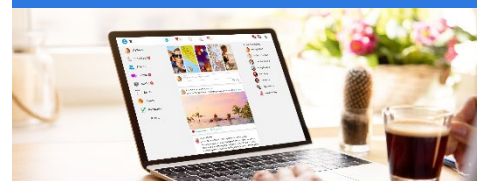
- Targeted SMS
- In-app Messaging
- Push Notifications
- On-site Web Display
- Targeted Email
- On-site App Display
- On-site Sponsored Search
- On-Site Sponsored Product

In-Site Digital



- In-Store TV Walls
- In-Store Self-Checkout
- In-Store Digital Menu
- In Store Signage

Off-Site Digital



- Social Media Platforms
- ATV/CTV
- Programmatic
- Paid Search

Retail Media Network: core capabilities



Sales & Planning

- Retail Media Sales Strategy
- Retail Media Product Pipeline
- Promotional Units



Pricing & Inventory

- Ad Platforms
- Inventory Allocation
- Pricing Rules



Delivery

- Campaign Delivery
- Campaign Setup
- Execution Support



Technology & Data Management

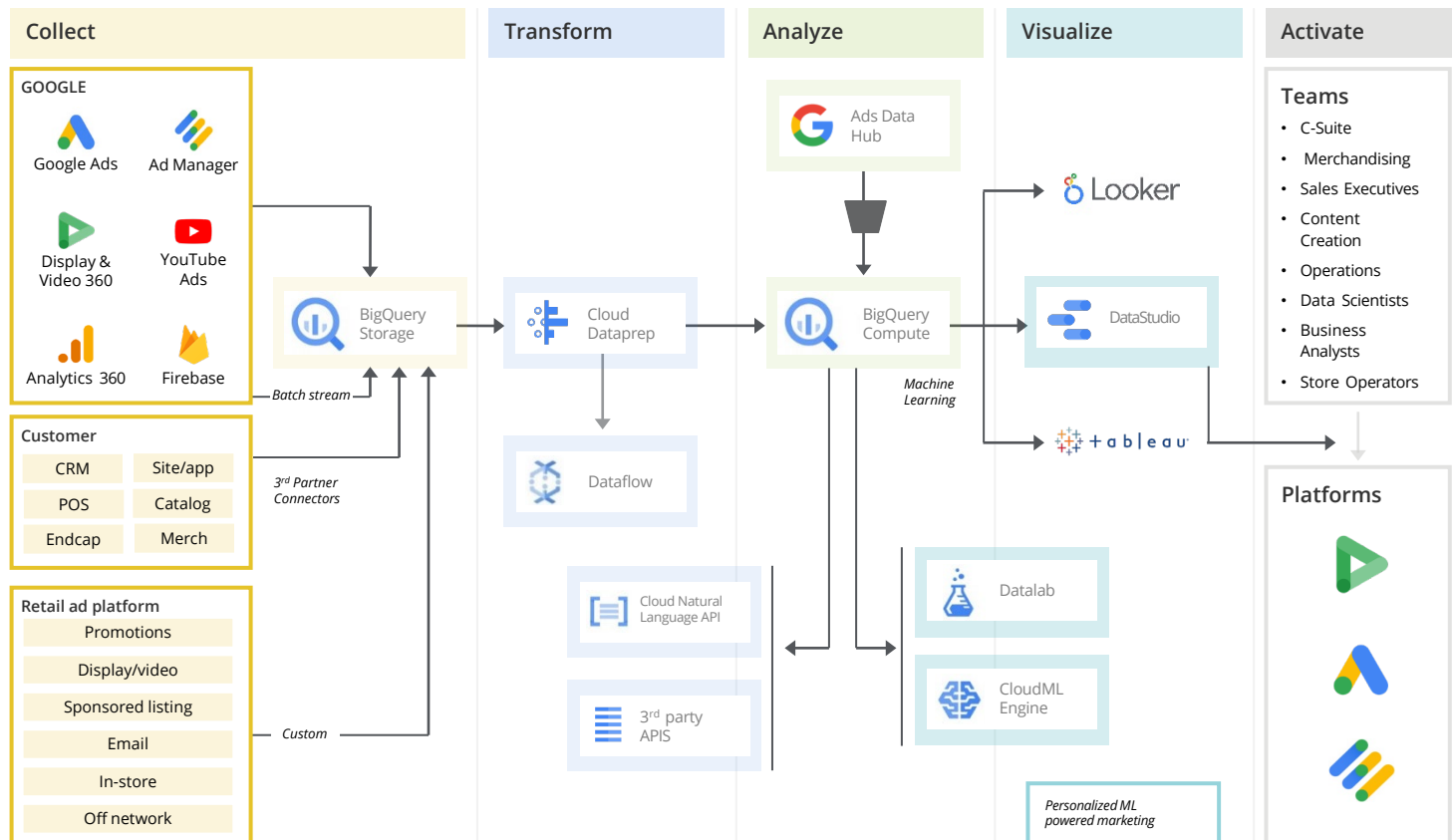
- Sell-Side Platform
- Tag Manager
- Retail Promotional Ad Platform
- Platform Integrations
- Data Collection Strategy
- Data Storage Solution



Insights & Analytics

- Reporting Dashboard
- Closed Loop Measurement
- Insight Generation

Retail Media Network—Technical Components



Source: Copyright © 2023 Deloitte Development LLC. All rights reserved.

Start the conversation



Kelly Leger
Managing Director
Customer & Marketing
Deloitte Consulting LLP
kleger@deloitte.com



Maziar Sattari
Managing Director
US Customer & Marketing
Deloitte Consulting LLP
msattari@deloitte.com



Chris Danson
Managing Director
Retail & CPG Alliance Lead
Deloitte Consulting LLP
cdanson@deloitte.com



Chrissie Del Tatto
Senior Manager
Customer & Marketing
Deloitte Consulting LLP
cdeltatto@deloitte.com



Stephanie Moran
GSI Strategic
Partnerships
Google Cloud
moranstephanie@google.com

This publication contains general information only and Deloitte is not, by means of this publication, rendering accounting, business, financial, investment, legal, tax, or other professional advice or services. This publication is not a substitute for such professional advice or services, nor should it be used as a basis for any decision or action that may affect your business. Before making any decision or taking any action that may affect your business, you should consult a qualified professional advisor. Deloitte shall not be responsible for any loss sustained by any person who relies on this publication.

All product names mentioned in this document are the trademarks or registered trademarks of their respective owners and are mentioned for identification purposes only. Deloitte & Touche LLP is not responsible for the functionality or technology related to the vendor or other systems or technologies as defined in this document. As used in this document, "Deloitte" means Deloitte & Touche LLP, a subsidiary of Deloitte LLP. Please see <http://www.deloitte.com/us/about> for a detailed description of our legal structure. Certain services may not be available to attest clients under the rules and regulations of public accounting.

Copyright © 2023 Deloitte Development LLC. All rights reserved.