



Accelerating Retail Media Campaign Performance with Automated Insights



Promotion: AI for Paid Search + Media Activation



About Pacvue

The commerce acceleration platform unlocking cross-retailer & cross-channel visibility, empowering brands to activate retail media based on data-driven insights.

\$150B+

GMV driven for brands

\$15B+

Optimized ad spend via the platform

30+

countries supported

Today's Speaker



JOCELYN JEFFRIES
Retail Media Director

With Retail Media Growing Faster than Any other Media



STATISTICS

\$60B

Amazon
Advertising Revenue

STATISTICS

\$140B

RMN Ad
Spend Globally

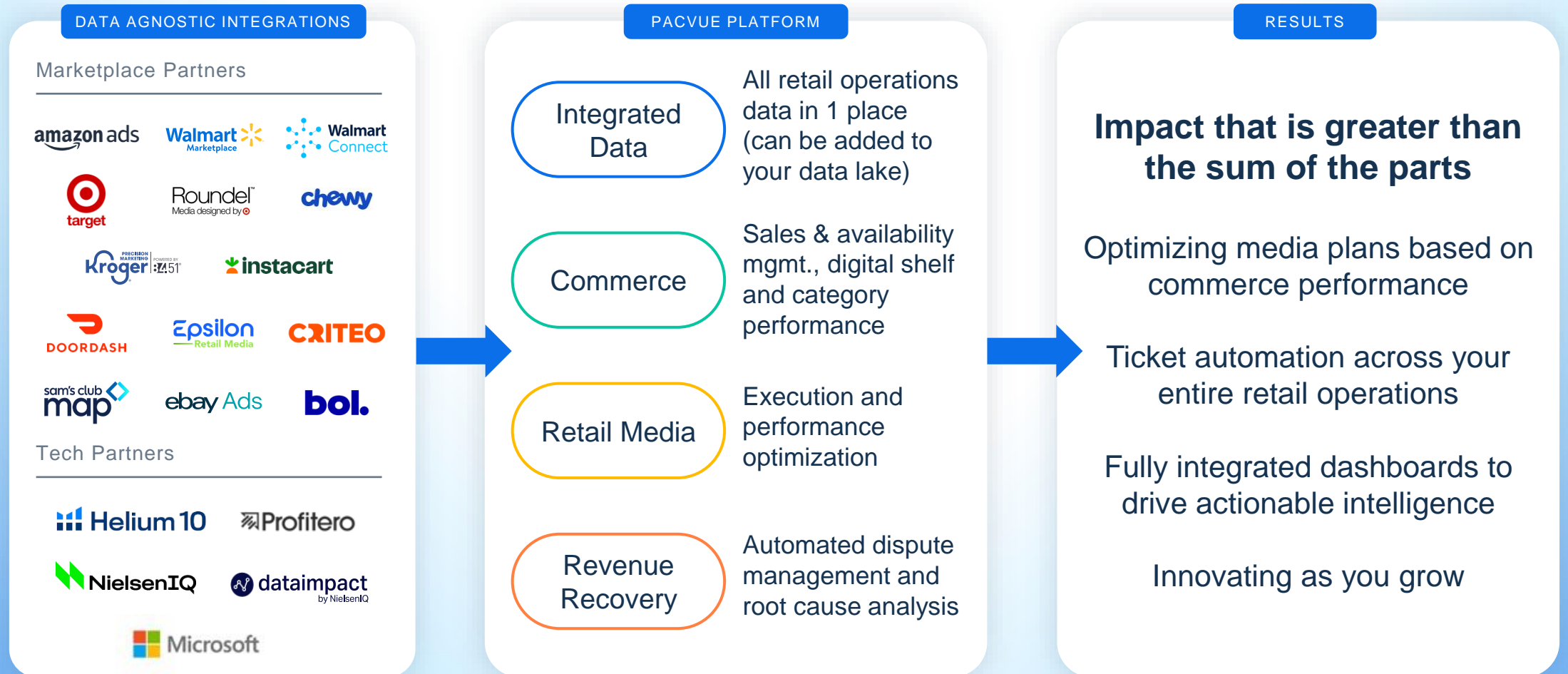
STATISTICS

+22%

Global
Growth

Source: eMarketer

Our unified and data agnostic platform drives outcomes with omnichannel solutions



Our industry-leading clients, partners and marketplaces

CLIENTS

DURACELL®



TUFT&NEEDLE



Nestlé PURINA



TECHNICAL PARTNERS



MARKETPLACES

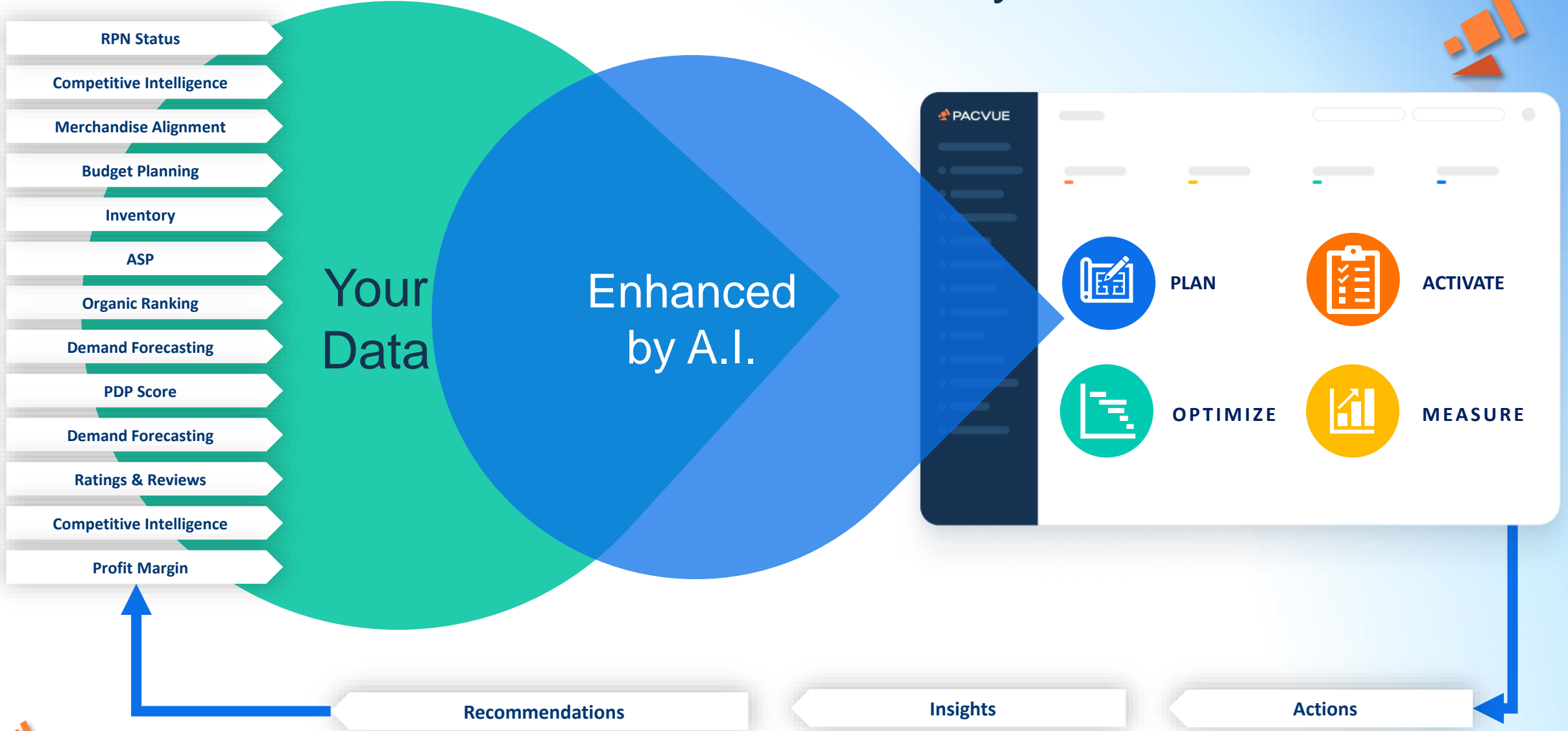


”AI is going to be the single
biggest disrupter and enabler of
marketing”

- Raja Rajamannar, CMO, Mastercard



Pacvue's AI Data Layer



How a CPG company uses **Generative AI Images** for **Sponsored Brand** ads





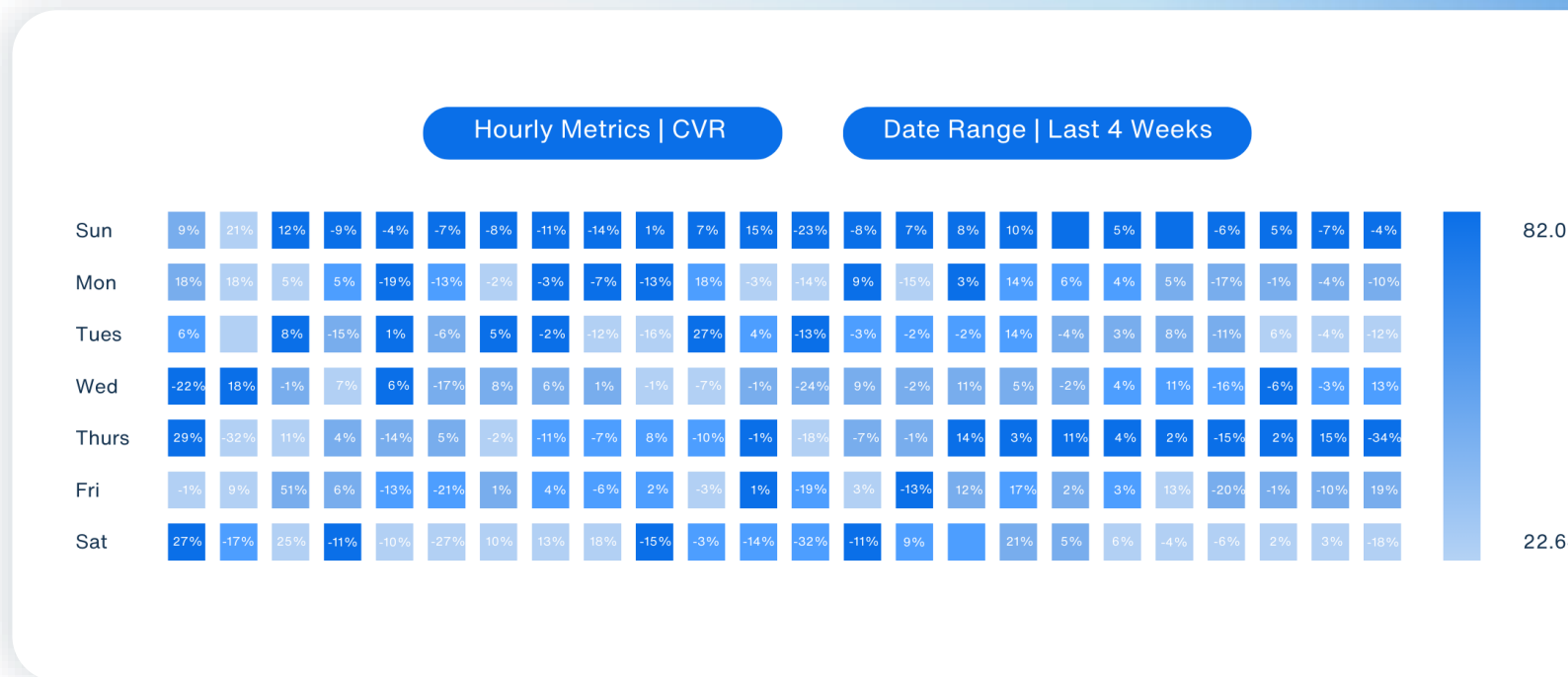
How a vitamin brand accelerated growth with automated dayparting

Goal

A trusted leader in the Health & Wellness category, noticed that campaigns went offline during peak shopping hours on Amazon, leading to missed sales opportunities.

By implementing Pacvue's **automated Dayparting** capabilities, the client:

- Made hourly bid adjustments based on conversion rates, optimizing campaign performance during peak shopping hours and extending campaign duration.



-3%
Cost-per-click

+510 bps
Conversion rate

+28%
Average campaign duration

How to **strategically shift budget with AI** during tentpole events

The Problem:

The brand wanted to support the lead-in period of Prime Big Deal Days effectively while preserving sufficient budget for the "Day Of."

The Solution:

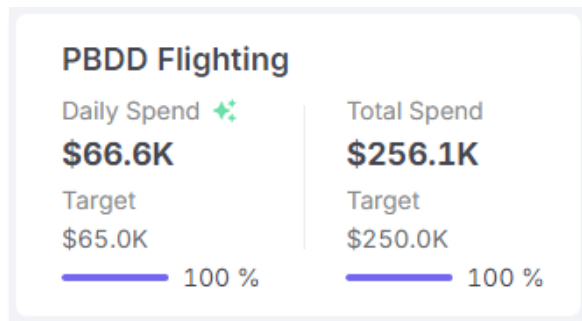
The brand utilized Pacvue's Live Ad Momentum tool, which highlights areas of opportunity to optimize against strategic goals during a tentpole event.

The tool operationalizes the tentpole "war rooms" of the past to make quick and impactful changes during a key moment for the brand.

+263%
Ad Sales Driven During Lead Up Period

+447bps
Ad Conversion Rate

2%
Actual Spend Within 2% of Budget



Thank You!

Contact Us

info@pacvue.com

www.pacvue.com

3
countries

Today's Speaker



JOCELYN JEFFRIES
Retail Media Director