

Profitero

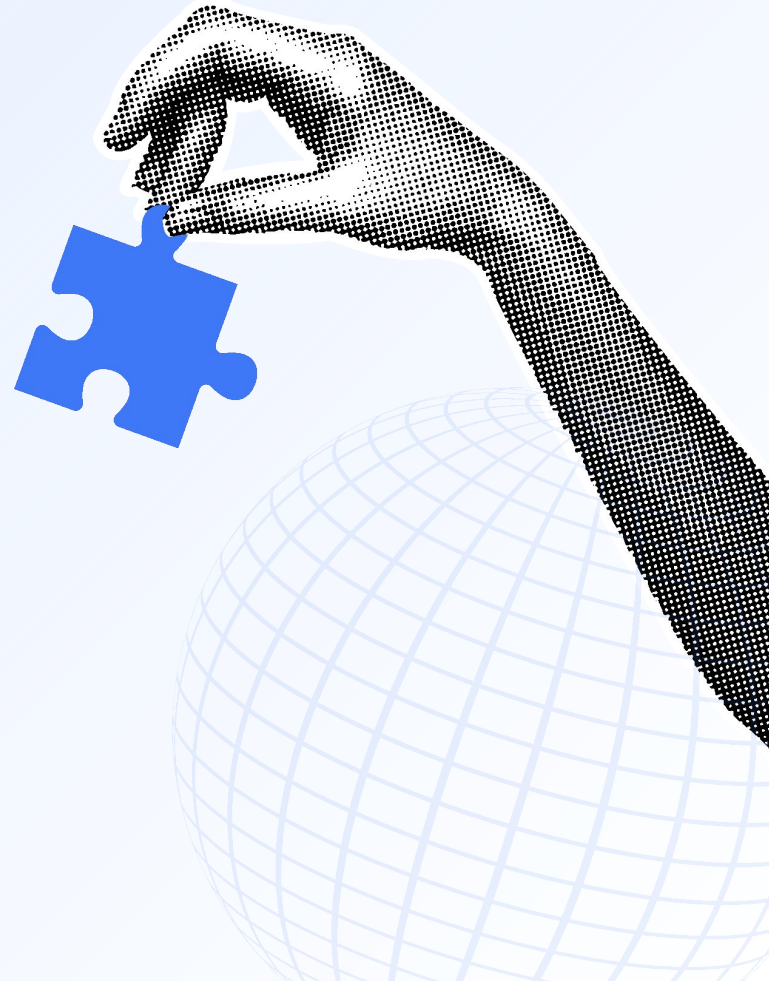
# The power of connecting the digital shelf to retail media



Your retail media strategy might be feeling chaotic...

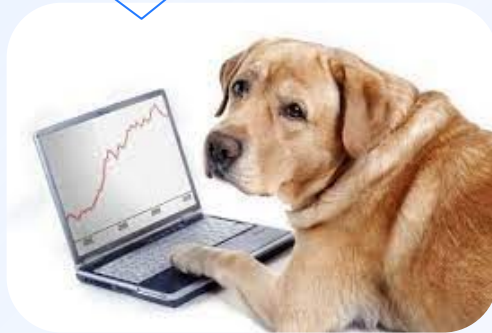


**Digital shelf data** can  
act as a missing piece  
to **unlock efficiency and**  
**improve sales results**



# Consumers purchase based on two key factors

Is the product affordable compared to others in my search?

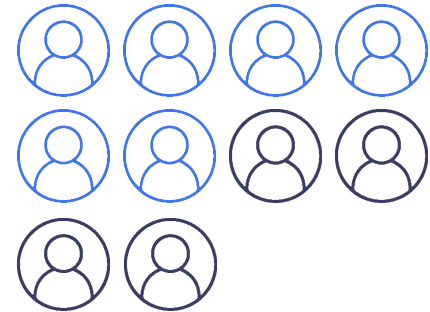


Is the product available?



## 6 in 10

shoppers switch brands when their preferred product is unavailable



# As the funnel collapses, retail media budget ownership and spend allocation **are shifting**

Between ownership disparities across different channels & areas of the funnel, brands risk wasted spend and reduced efficacy of their media. It's imperative that brands find ways to bring teams together and promote integration, from planning to implementation to measuring & optimizing.



Download the 2024  
eComm Organizational  
Benchmark Study

Which team has the most control regarding ownership and management of your onsite / offsite retail media budget?

Onsite Budget  
Ownership

32%

Owned by eCommerce  
Shopper Marketing

Offsite Budget  
Ownership

38%

Owned by Brand  
Marketing

VS

VS

29%

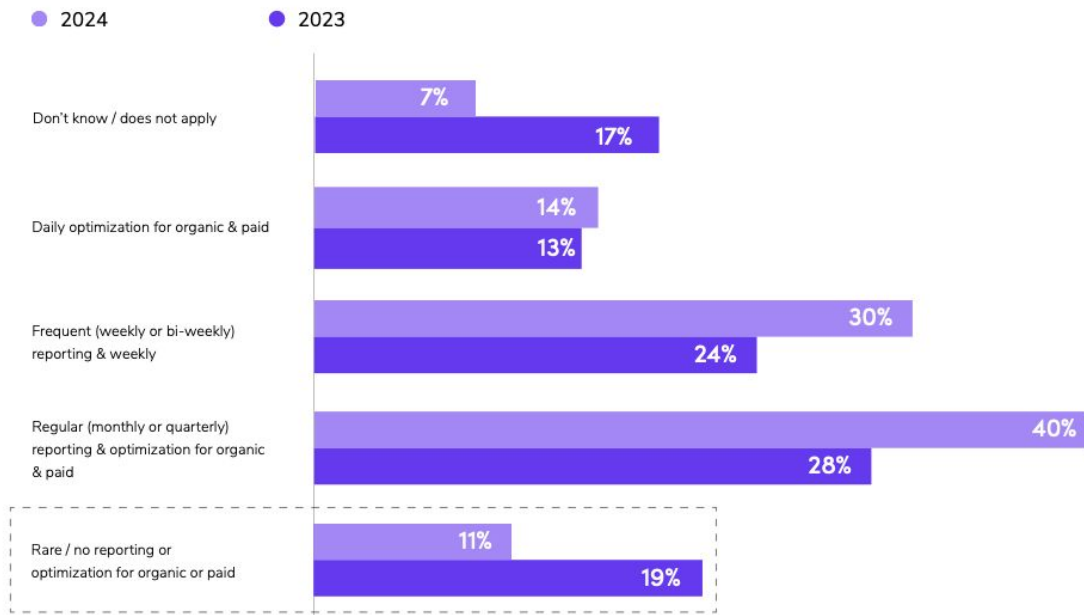
Owned by Brand  
Marketing

27%

Owned by eCommerce  
Shopper Marketing

# Retail media **reporting & optimization** frequency is on the rise, but major gaps remain

In your RETAIL SEARCH MANAGEMENT, how would you describe your organization's approach to reporting & optimization on average



% of brands with at least bi-weekly search reporting and optimization:



**58%**  
Leaders

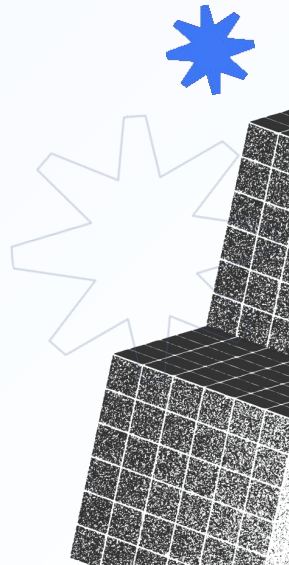


**40%**  
Everyone else

# Integrating digital shelf data into media campaigns improves **retail media efficiency**, **wins new buyers**, and **lowers costs**

## THE DATA MUST BE:

- ◆ Full category - Visibility into the pricing and availability of your competitors (including private label brands).
- ◆ Granular - Daily, store-level digital shelf signals to effectively optimize campaigns.
- ◆ Reliable - Highly accurate data with minimal outages and the shortest possible lag.
- ◆ Accessible - Dashboards, integrations, APIs and exports along with automated tools to apply key insights to media campaigns.



# Profitero turns data into a strategic advantage

An expert team, Shelf Intelligent Media and Shelf Intelligent Content solutions


1. **Attack.** Know when competitor products are out of stock or experiencing price increases.
2. **Defend.** Adjust your bid amounts when products lose “Best Seller” or other badge statuses.
3. **Prevail.** Predictive intelligence tools systematically unlock your next best actions for boosting traffic and conversion.

The screenshot displays the Skai Campaign management interface. At the top, there's a navigation bar with the 'skai' logo, 'Campaign management' dropdown, and a search bar. Below this, the 'Keywords' section shows a table with columns for 'KEYWORD', 'MATCH TYPE', 'MY PRODUCTS AVAILABILITY (PR...', 'MY PRODUCTS BUYBOX WON (PR...', and 'COMPETITOR PRODUCTS AVAI...'. The table contains several rows with Amazon logos as keywords and 'Exact' match types. A filter bar above the table indicates 'Competitor Products Availability (Profitero): 90%-100% +9 more'. Below the table, a 'Rule > Create Profitero Rule' dialog box is open. It has a sidebar with steps: 1. Basic Information, 2. Automation Setting, and 3. Apply to. The 'Basic Information' step is active, showing fields for 'Rule Name' (Increase budget when competitors OOS), 'Running Time Zone' (PST/PDT - Pacific Standard/Daylight Time, Los Angeles), 'Running Date' (07/10/2023), 'Exclude Date', 'Send Email' (toggle), 'Category' (Food → Beverages → Energy Drinks → Energy Drinks), and 'Competitive Brand' (Red B... x Red Bull Sugarfr... x Rockst... x +2).



# Digital shelf data drives stronger KPIs across DSPs

BABY CARE



7%  
Less waste

 theTradeDesk


DOG TREATS



+54%  
ROAS

 Walmart Connect

BEAUTY



+36%  
NTB ROAS

 amazon ads

# Dog treats brand drives 54% ROAS lift on Walmart DSP

After using Profitero to uncover competitors' Availability & Price changed more often than their brand, an established dog treats brand leveraged Profitero's SIM automation to place bid modifiers based on brand OOS & price, competitor OOS & price and zip code.

**\$1M+**

Avg. daily bid changes automated

**+54%**

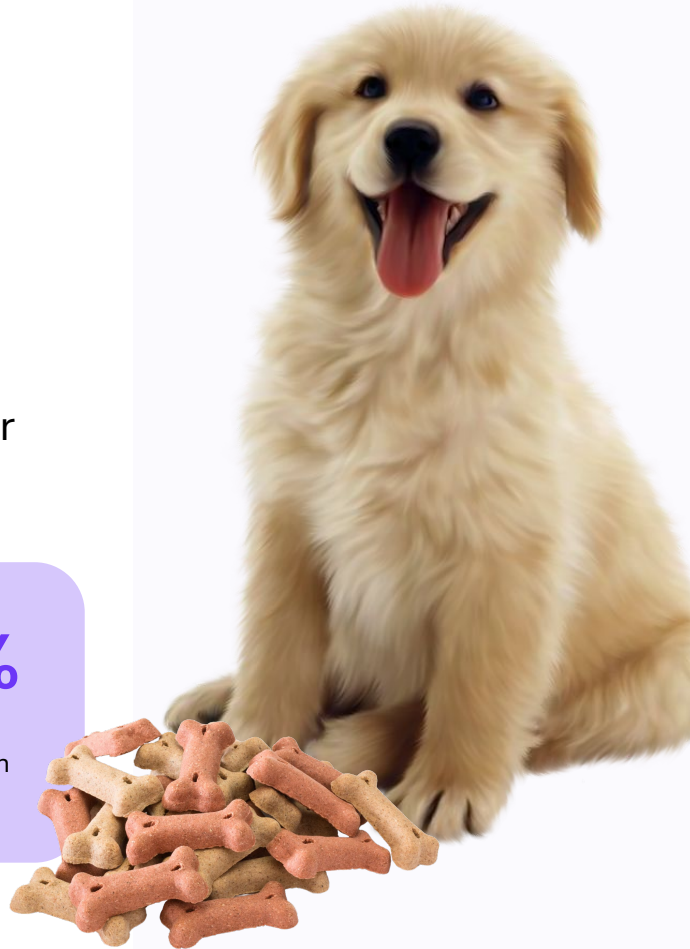
Increase in ROAS

**83%**

US zip codes reached

**-32%**

Lower Cost Per Acquisition (CPA)



# A leading beauty brand achieved:

**3X**

Faster acquisition

**+48%**

NTB buyers

**-7%**

Lower Cost  
Per Acquisition  
(CPA)

**skai** 



# A leading coffee manufacturer achieved:

**1000**

Bid optimizations

**+293%**

Increase in  
ROAS

**+38%**

NTB sales

**-57%**

Lower Cost  
Per Acquisition  
(CPA)



# Comprehensive digital shelf data helps brands adapt campaigns to win — here's what we've learned works

**1**

**Understand where there's opportunity.**

Using daily store level pricing you can outbid when strategic.

**2**

**Protect yourself when OOS or out-priced.**

Monitoring inventory and lowering ad spend in coordination is just as important.

**3**

**Scale data insights to repeatedly win.**

Put process and technology in place to use intelligent defensive and offensive media strategies

# Key takeaways

- ◆ Smart and effective **retail media buys** require **digital shelf data**
- ◆ **Changes in price or OOS moments** for you or your competitor is the **time to act**
- ◆ Optimizing your retail media requires **ongoing automation to scale** and deliver market impact



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Benchmark Study

# Questions?

Don't hesitate to reach out!



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Thank you!