

Your Retail Media Architects

Retail Media
for
Retailers

Retail Media with MEDIA Central

1: From hype to profit : Retail Media for Retailers

Marketing opportunities & profit drivers

Advertising:

Media business on own inventory and digital channels

Insights:

Information service about insights into consumer behaviour

Partner Programms:

Strengthening customer relationships via loyalty programmes/networks

Content Design & Production:

Increase consumer interaction with content

Benefits for Retailers & Brands

Retailer:

- Additional sources of revenue
- Generation of insights
- Increase in turnover

Brands:

- Measurable PoS campaigns incl. online/offline linking
- First-party data
- Direct increase in sales

Advertising Subsidy vs. Marketing Budgets

Conditions

Advertising Subsidy

- Financial support for retailers to **increase sales**



Retail Media

Marketing Budgets

- **Monetizing** the media reach & customer insights of retailers
- **Control of the information** provided (e.g. data & analyses) remains with the retail

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2: Data utilisation and technical requirements

Insights to boost success

PoS frequency data /
digital frequency data

Data from inventory
management

Data from market
research

Campaign data

Consumer data

Technological requirements

Tech ecosystem

for the management of data &
insights

Analysis tools

for continuous evaluation and
optimisation

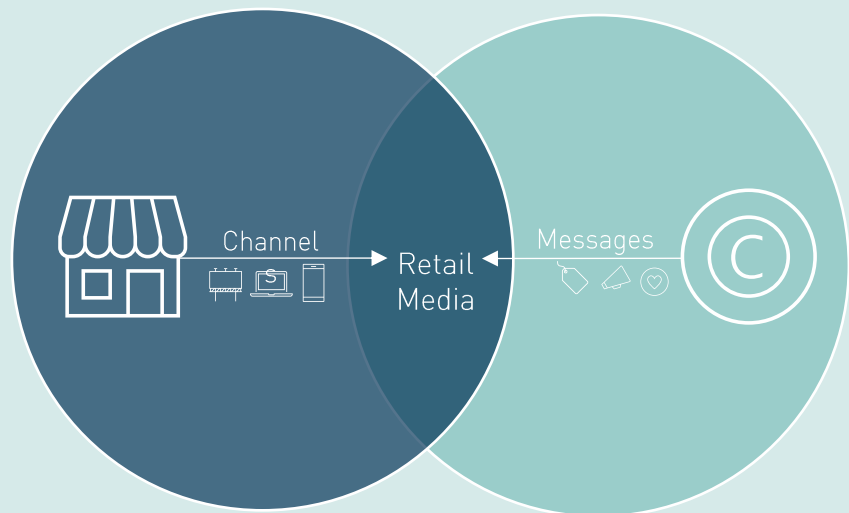
Covered by the campaign management & booking tool from MEDIA Central

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3: From Insights to Impact – with MEDIA Central

Unique position of MEDIA Central

- Service provider and partner to retailers for over 25 years
- Brand-independent retail experience
- Independent of media agencies
- Focus on the retailer: marketing the inventory with the retailer in the lead



Retail Media Architects

1

Unrivalled trading expertise:

In-depth understanding of trading landscapes and markets, especially at a local level

2

Expertise:

European leader in the management of customer frequency in retail

3

Retail experience:

Longstanding industry knowledge and trend forecasting through our own market research and long-term customer relationships

Interested in finding out more about your options?
Please feel free to contact me!

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