


SHOP

 theTradeDesk®

'The Future of Retail explained'



 theTradeDesk®

Here with
you today

chris.hockin@thetradedesk.com

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Digital Bites



Speaker

Chris Hockin

Director, Business Development | The Trade Desk

 theTradeDesk®

In the next

420_s

Key Takeaways

1

Retail Media v Retail Data

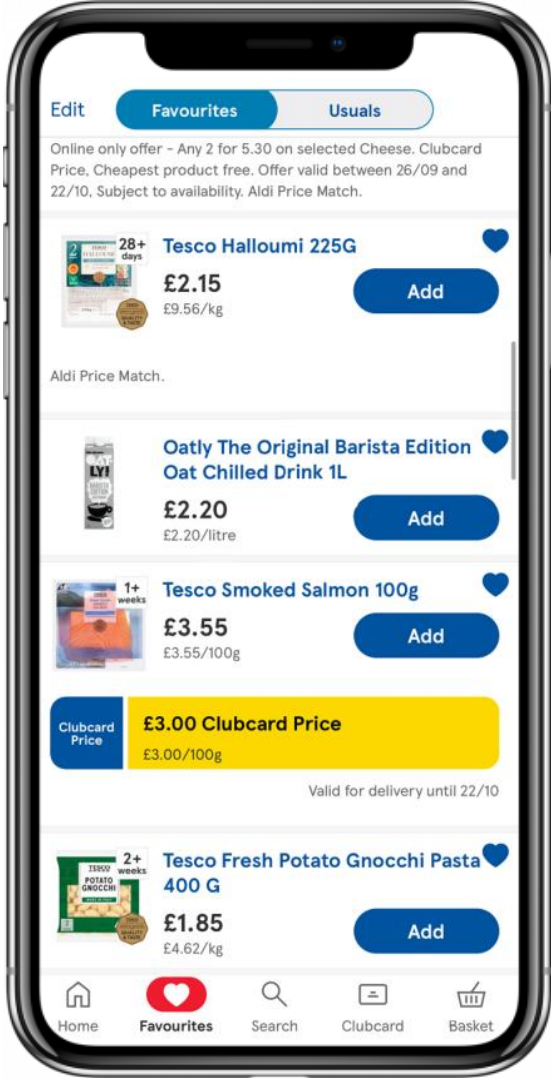
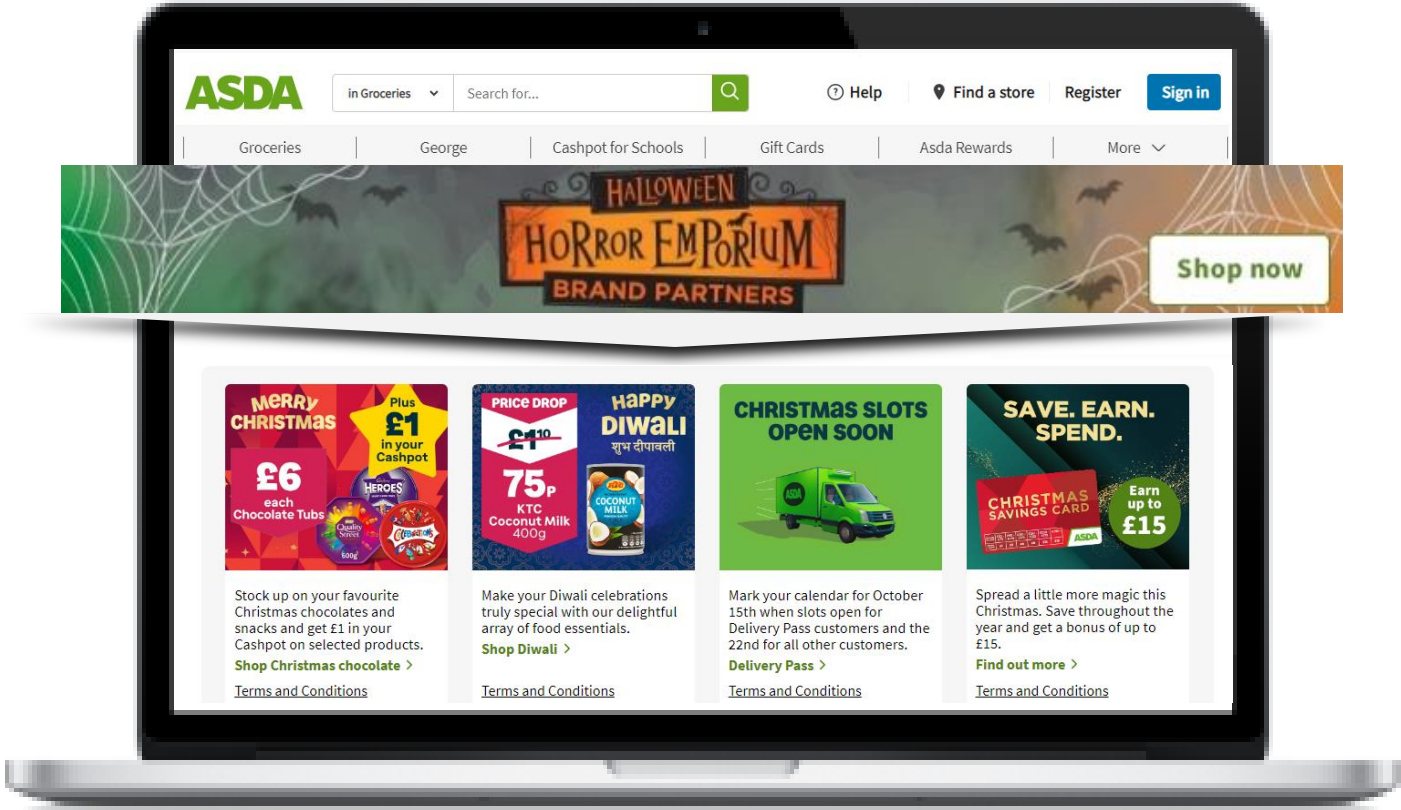
2

The Retail Opportunity

3

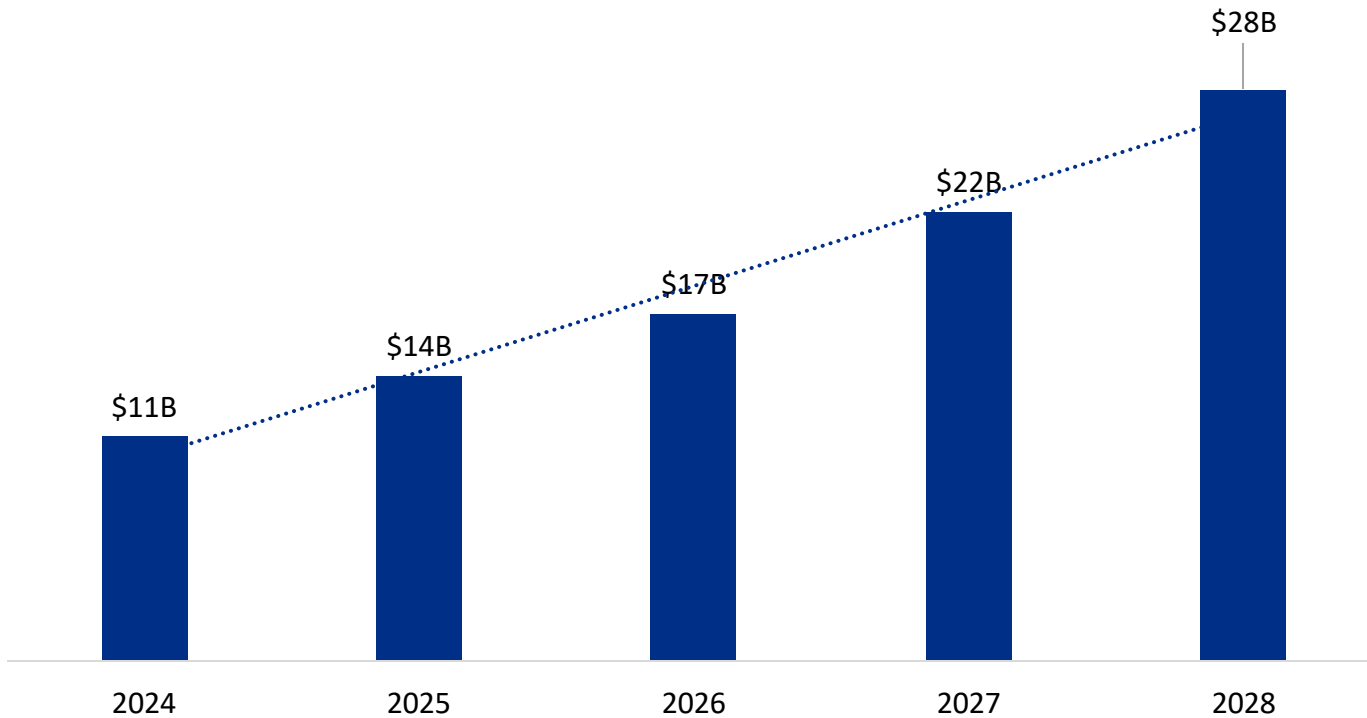
The Effectiveness of Retail

Before we dive in, let's just define the difference between Retail Media and Retail Data



Interest in Retail Data solutions continues to grow

Offsite retail media is the fastest growing form of digital media



56%

Said they planned to increase their spend on offsite media ¹

BUT

55%

of Advertisers listed lack of activation solutions as a top challenge ²

The Trade Desk partners with trusted retailers so advertisers can find customers that are relevant to them

10x

increase in retail data usage across self-serve programmatic campaigns in 2024

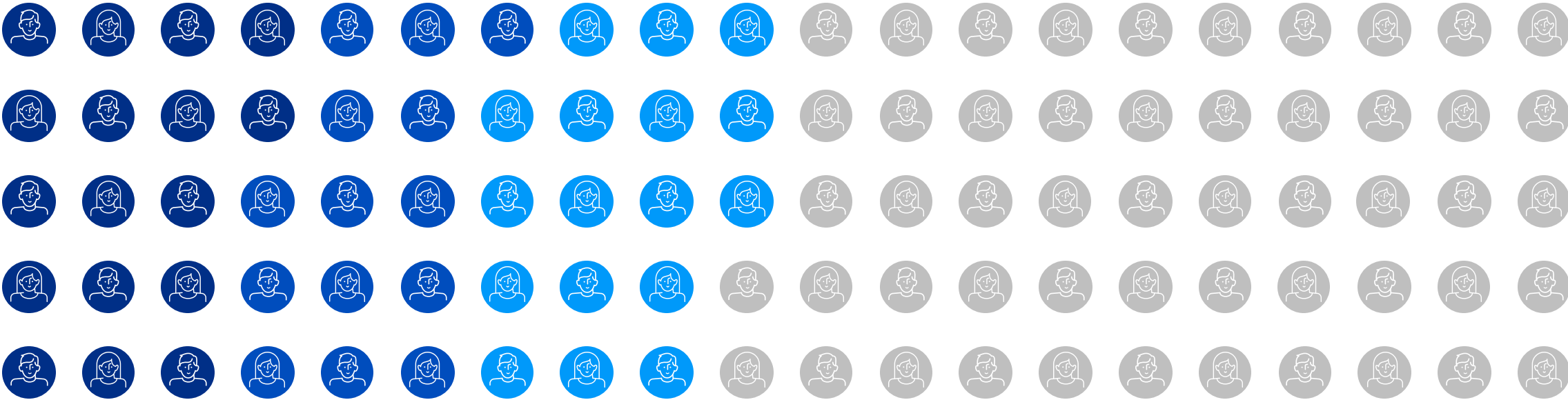


Retail Data gives brands the opportunity to connect with engaged customers that matter most to you, in real-time



Reduce media wastage across the plan

■ Competitor buyer ■ Your shoppers ■ Adjacent Category ■ Out of Category



Optimise creative, audience, channels,
reach and frequency

Retail Data targeting strategies

Awareness & intent



Conversion & performance



Business objective

Category growth

Reach users buying in affiliated categories

Share of voice

Wide reach activation precisely excluding non-category buyers

Product launch

Reach previous purchasers and in-market shoppers for your brand

Win market share

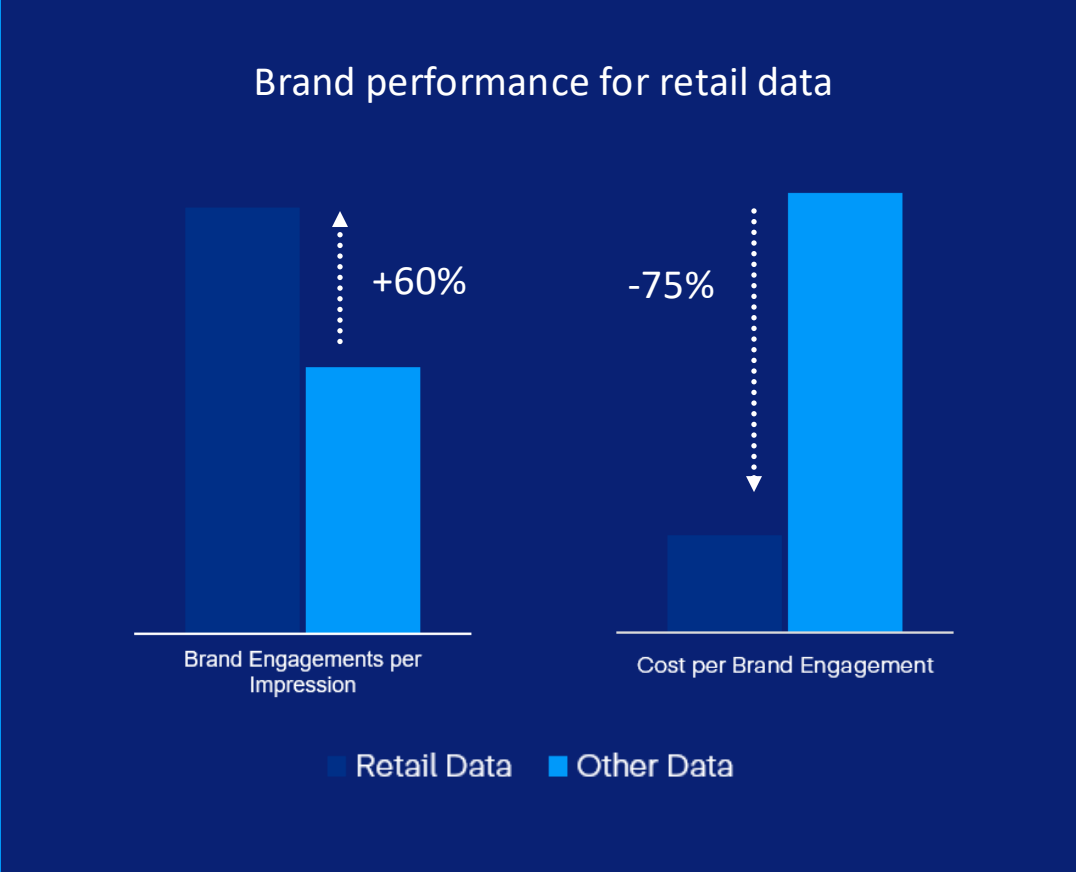
Reach category buyers, excluding your existing brand buyers

Direct Response

Use retail data to target shoppers buying in category and optimise on ROAS

Measure the lift in brand metrics by reaching the most relevant shoppers via Retail Data

Brand Engagement



Brand Lift



Purrfect performance: Nestlé raises awareness of its cat food coupons by 30%

CASE STUDY

Client



Agency



Channel

Display



ABOUT PURINA

Nestlé Purina PetCare produces and markets pet food, treats, and cat and dog litter. It is the second-largest pet food company globally.

CAMPAIGN RESULTS

30%

uplift in coupon redemptions for customers who saw the ads in the app

38%

better cost per acquisition when targeting loyal cat-product purchasers

2,017

in-store coupon redemptions

700,000

unique consumers reached

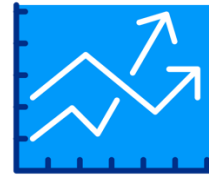
Four takeaways for Retail Data



Multi-retailer



Full Funnel



Omnichannel



Ease of use

