

Advantage_

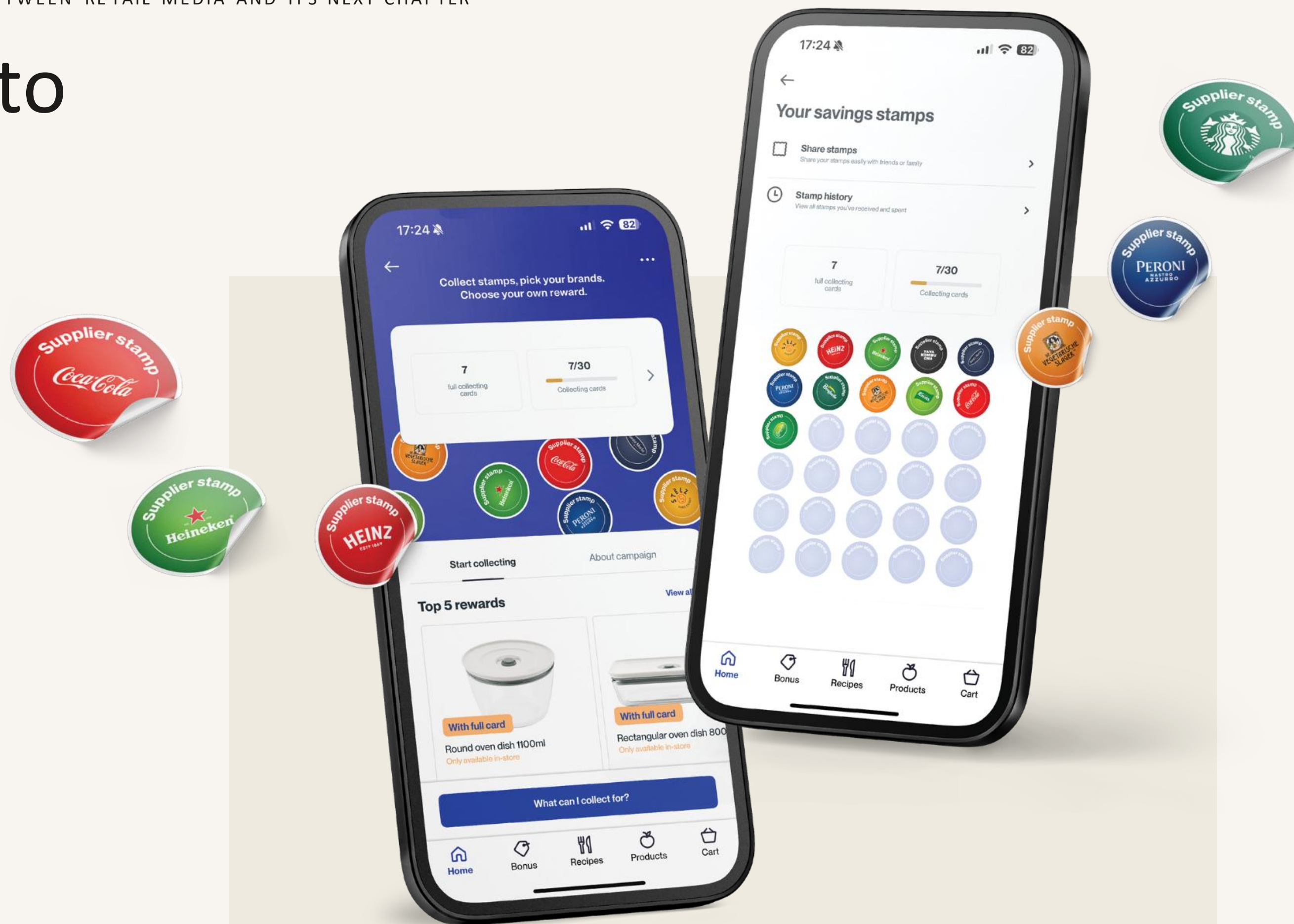
The Multi-Billion Bottleneck

The 4 pillars holding retail media back from its next chapter



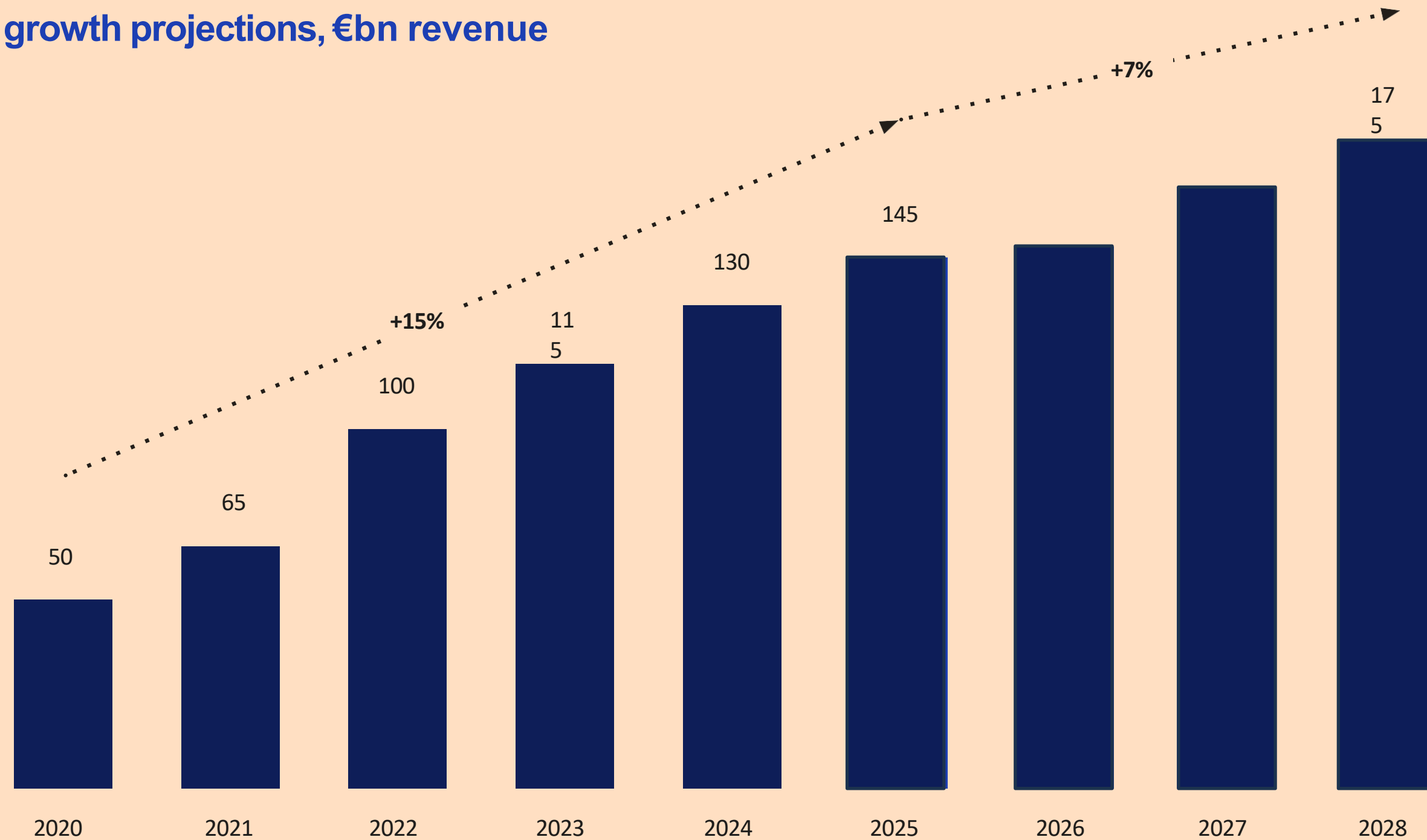
Retail media is key to L's business model

We design and implement exciting tactical loyalty campaigns for grocery retailers all over the world that deliver Total Store Impact.



Globally, growth of Retail Media is expected to slow

Global retail media market growth projections, €bn revenue



Sources: 1) eMarketer, encodify, Criteo, GroupM, Statista, KPMG analysis

Panel of experts



Bhavin Bhuptani

Global Head of Insights L
- founders of loyalty



Peter Harris

CEO
Advantage Group International



Danni Pierce

Chief Sourcing Officer and President Apparel
and Non-Food, Loblaw



Neil Reynolds

Global Chief Customer Officer
Mars



The Multi-Billion Bottleneck

€100bn

In combined global marketing budgets

<10%

Is currently invested in retail media

35 Interviews – 9 Markets – 4 continents – 27 CPG companies and 8 grocery retailers



UK - 5



USA - 5



Canada - 5



France - 5



Germany - 5



Italy - 4



Australia - 3



Benelux - 2



S. Africa - 1

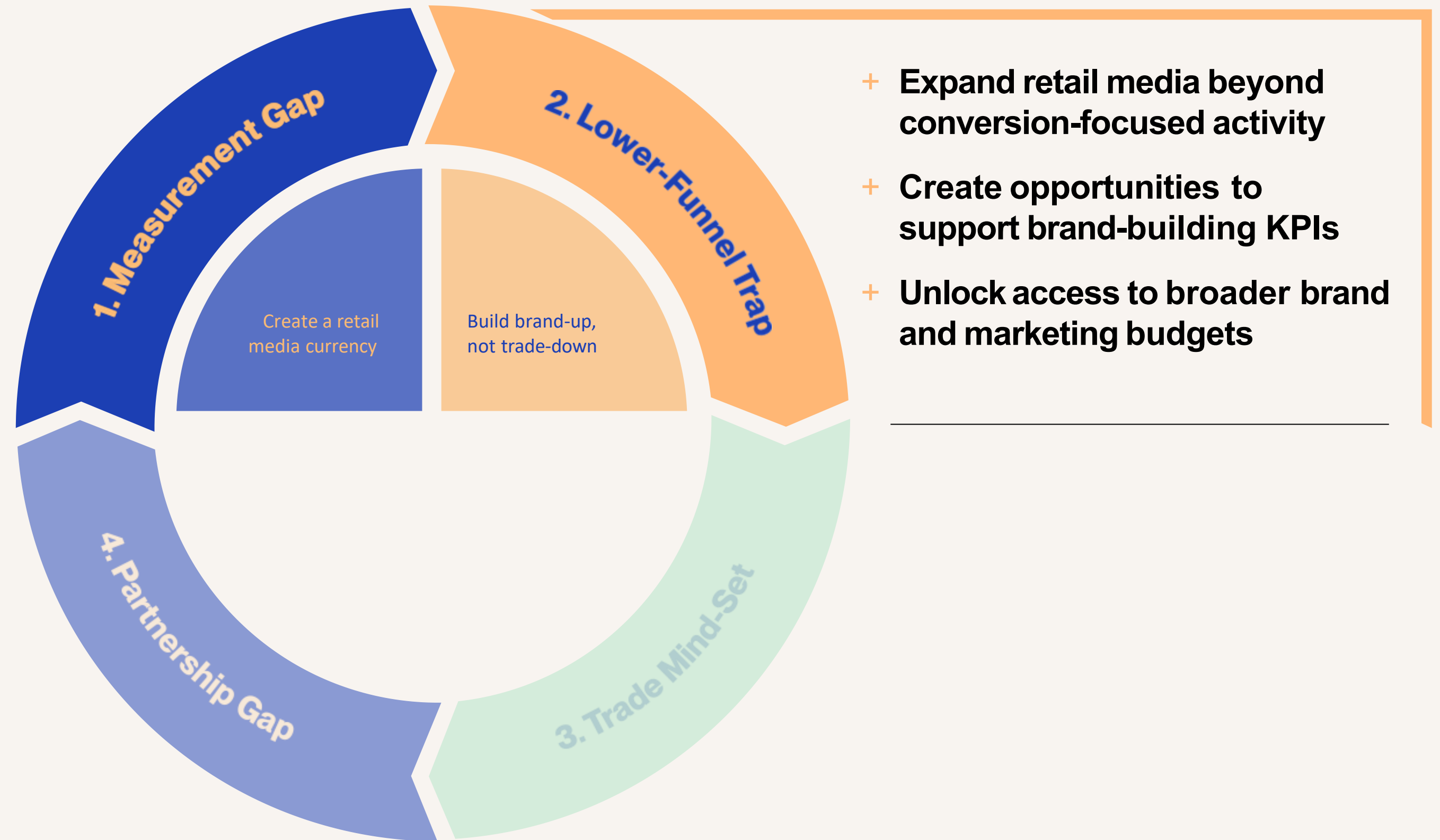
**Retailers and CPGs
consistently
identified the same
barriers to growth.**



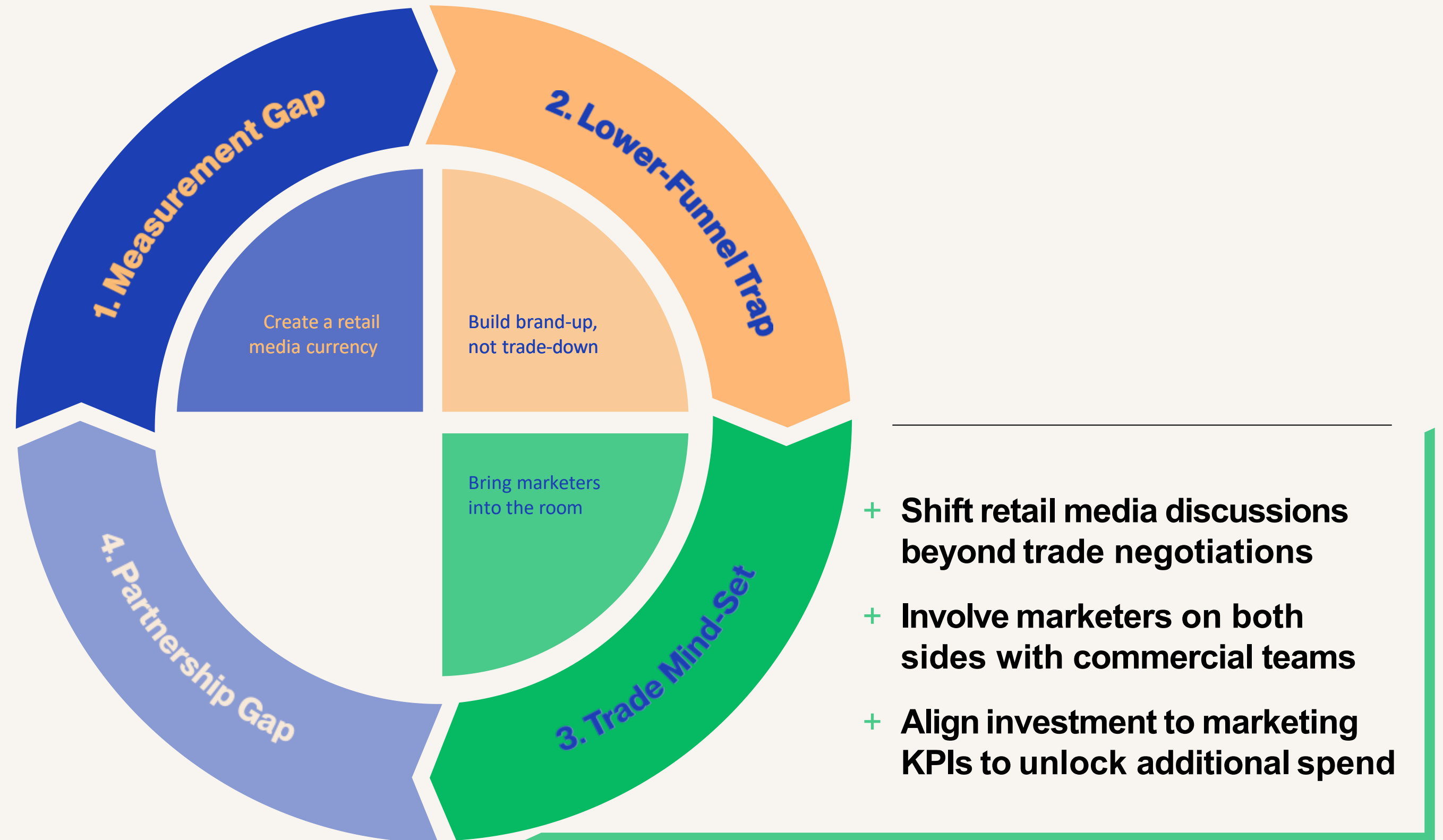
- + Establish a common framework for measuring retail media performance
- + Enable meaningful comparison across retailers and marketing channels
- + Build confidence needed to unlock additional investment



• THE MULTI-BILLION BOTTLENECK: FOUR PILLARS STANDING BETWEEN RETAIL MEDIA AND ITS NEXT CHAPTER

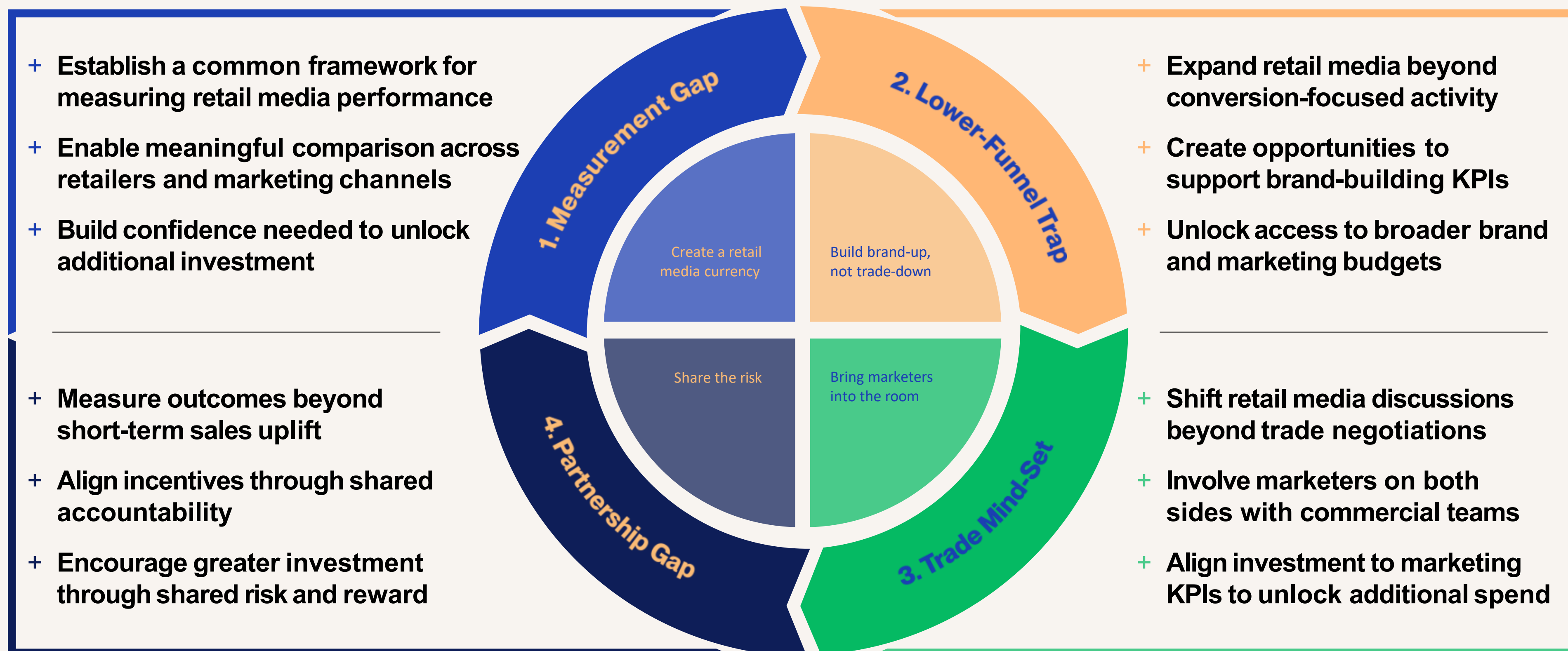


• THE MULTI-BILLION BOTTLENECK: FOUR PILLARS STANDING BETWEEN RETAIL MEDIA AND ITS NEXT CHAPTER





- + **Measure outcomes beyond short-term sales uplift**
- + **Align incentives through shared accountability**
- + **Encourage greater investment through shared risk and reward**



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Find us at our booth



Bhavin Bhuptani
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- founders of loyalty



Peter Harris
CEO
Advantage Group International



Sign up at the QR code to get the full report findings.



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