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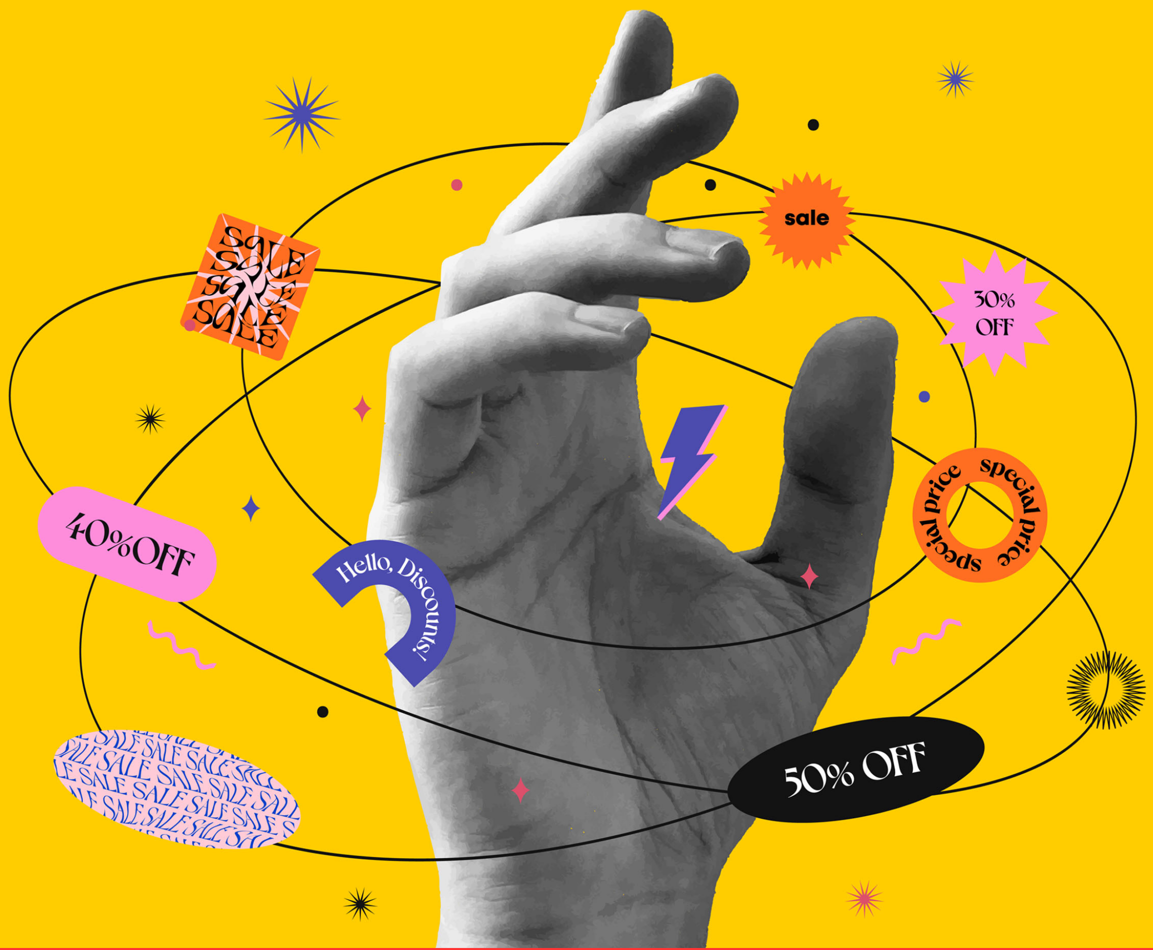


THEMARSAGENCY®

SPECIAL REPORT

RETAIL MEDIA REPORT CARD: EUROPE

A universal tool for effective cross-network evaluation

THEMARSAGENCY

intro duction

Retail media in Europe: with huge growth predicted in an extremely fragmented market, how easy is it to navigate?

With IAB predicting that the retail media industry in Europe will reach €25B by 2027, there is a huge amount of growth to be had — and fast.

As the market continues to grow and more and more retail media networks launch across Europe, the challenge to determine the best investment becomes even more complex.

The Mars Agency's Retail Media Report Card was first launched in the US in Aug 2022 (and then extended to Australia last quarter), and it has been widely viewed by the industry as an effective tool for brands to compare retail media network capabilities and help determine where and how to allocate their retail media investment. It has also played a part in helping retailers to understand how they stack up and inform their future product roadmaps; our first European edition is here to serve a similar purpose.

To compile this first edition of the Retail Media Report Card, we have partnered with nine retail media networks, all key players within three of the most established countries in Europe for retail media; the UK, France and Germany. For future editions we will be doing a deeper dive into additional markets and retail media networks.

From this initial report, it is interesting to see how evolved each country is in their retail media journey and just how much progress has been made. Although the European market is much more nascent than the US, retail media has still already become an incredibly powerful tool for brands to reach their target audience effectively. By partnering with these networks, brands can tap into the retailer's customer base and gain access to valuable customer insights. This allows brands to deliver relevant and personalised marketing to shoppers, increasing the chances of driving conversion right at the point of purchase.

Source: IAB Europe

intro duction

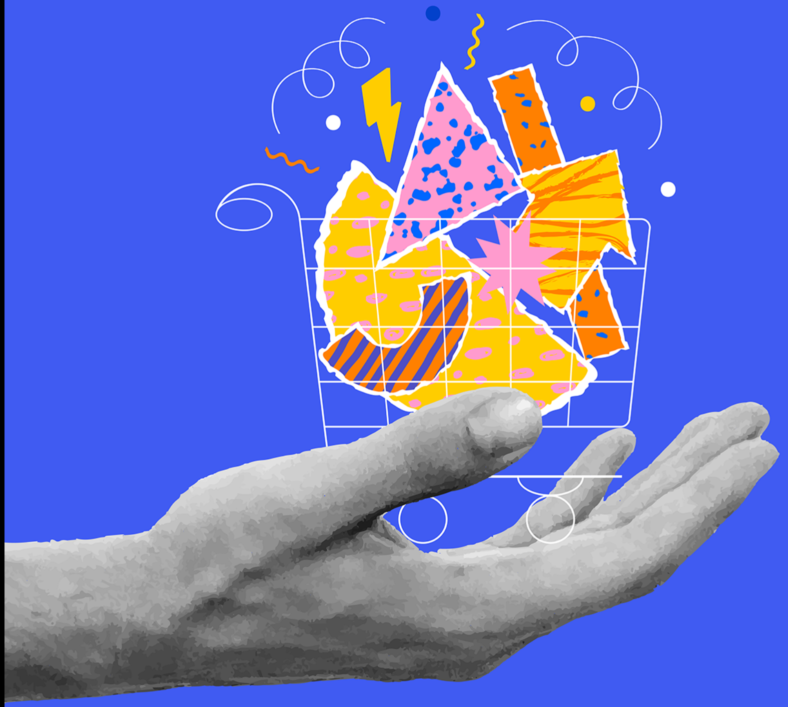
Although retail media is an incredibly powerful tool in the commerce marketer's toolkit, it can be extremely complex for brands to navigate the market. Among the frustrations we hear from clients are the many differences in capabilities not only from one market to the next but at each retailer; the fact that legacy structures internally make it hard for brands to plan holistically; that language barriers across the vast European markets force some planning and tactics to be managed locally rather than regionally; and, let's not forget, the lack of standards in the measurement and insights that networks provide.

It is therefore extremely important to understand as much as possible about each retail media network so you can effectively plan and invest your marketing spend where you will achieve the best results.

Our goal with this Retail Media Report Card is to provide valuable insights and recommendations to our clients, helping them select the best retail media partners across Europe by giving them a transparent overview of the capabilities at key European networks and make investing in retail media a simpler proposition.

We hope you enjoy the first European edition of The Mars Agency's Retail Media Report Card, and we trust this will become a key driver in helping your teams make informed decisions on their investments.

When it comes to making informed decisions on the best retail media networks to invest in, there are three important ways to begin evaluating.



HOW TO PICK THE RIGHT RETAIL MEDIA PARTNERS

First, it is essential to assess each network individually, considering its role in your overall retailer relationship and how it helps achieve brand goals. Retail media is now a critical part of supplier-retailer dynamics and joint business planning, so this broader context must always be considered when making investment decisions.

The second method is much more objective and involves comparing retail media networks based on key performance criteria, evaluating the strengths and weaknesses of each and the potential opportunities they provide for your brand. Our Retail Media Report Card can help make these assessments.

The third approach is a softer assessment, but it is important to consider some of the added value and **wider opportunities you can gain through the retail media investment,** such as partnering with retailers on their key seasonal event tentpoles and customer moments throughout the year.

Also consider partnering with brands in and outside of your category to drive awareness and reach new customers. And proactively look for innovation opportunities and test & learns with these networks.

When it comes to retail media, collaboration is key, both internally and with each retailer partner you decide to work with.

LEARNINGS FROM THE US MARKET

Global spending on retail media advertising is expected to reach $130 billion by 2025, according to Morgan Stanley, with US outlays accounting for more than half of the total.

The scope of the US retail media marketplace is, as one might imagine, equally massive: conservative estimates put the number of networks vying for the advertising dollars of brand advertisers at 80 or so, which includes retailers of all channels and sizes, third-party operators seeking to build scale by uniting smaller retailers, and even some non-retail operations like hoteliers and financial institutions seeking a piece of the advertising pie.

It's fair to say that the Retail Aggregator (mass retail) category also leads the US market, given the fact that Amazon commands three-fourths of all current spending (34 billion USD) and Walmart follows quite distantly at No. 2 (3.2 billion USD). From an advertiser perspective, however, grocery is far and away the most active, category which makes large US supermarket operators like Kroger and Albertsons viable players, and grocers of any size worthy of some attention.

But don't be fooled by all that size and scope, retail media networks in the US are most definitely still in the developmental stages of establishing platforms that effectively and efficiently meet the needs of both advertisers and shoppers while generating alternative revenue for retailers. While there are learnings to be had, there also are innovations that European retailers can lead.

LEARNINGS FROM THE US MARKET

Through our deep experience helping clients navigate the retail media landscape, as well the partnerships we've established with the networks themselves, The Mars Agency has identified the following fundamentals as the most important "table stakes" needed to help brands maximise their marketing activity.

Robust audience targeting:
The ability to segment the retailer's shopper audience into distinct target groups to drive efficiencies and meet business goals.

Measurement:
Access to robust, sophisticated data that can measure incremental sales growth and other metrics to accurately evaluate performance against business objectives.

Self-service/automation:
The ability to manage campaigns directly rather than working through a retailer-provided service.

Transparency:
Above all else, networks should strive for complete transparency in both their data sharing and their general ways of working with advertising partners.

Reach/Unique audience:
Despite all the unique benefits, retail media is still an advertising opportunity.
If networks can't deliver volume (either in sheer numbers or market share), they need to offer a unique audience that advertisers can't easily reach elsewhere.

Offsite opportunities:
Access to the retailer's first-party data for targeting through social media, entertainment platforms and other third-party sources as a means of driving traffic and sales.

Platform integration:
Allowing advertisers to use the retailer's first-party data to develop programs through an internal or third-party demand side platform.

EVALUATED RETAIL MEDIA NETWORKS

For this edition of the Retail Media Report Card we have covered nine retail media networks with coverage across Europe but with focus on the UK, Germany and France. Please refer to the RMN icon key below throughout the report pages.

MARKET	RETAIL MEDIA NETWORK	RETAILER	RMN ICON IN REPORT
EUROPE	amazon ads	amazon	a
UK	Tesco Media and Insight Platform. Powered by dunnhumby	TESCO	T
UK	NECTAR 360	Sainsbury's, Argos	N
UK	bmg Boots Media Group	Boots	B
UK	ASDA Media Partnerships	ASDA	A
GERMANY	REWE GROUP	REWE	R
FRANCE	unlimitail	Carrefour +12 additional Retail Partners	
FRANCE	INFINITY ADVERTISING	Intermarché, Casino, MONOPRIX, franprix	In
FRANCE	conso RÉGIE	E.Leclerc	

USING THE REPORT CARD

The Mars Agency has established 70 criteria for evaluation that can be grouped into 5 key performance areas.

The specific criteria for each Performance Area reflect tangible capabilities, services, and offerings, such as the network's ability to customise the audience, provide access to sales data, or advertise through social media channels. Additional information about each network's capabilities can be found in their One Pager individual profiles. See the Glossary at the end of this report for definitions of key criteria.

5 key performance areas

1_TARGETING

How robust is the network's overall audience? How sophisticated is its ability to engage with specific shopper segments? Can it target beyond its own site? We evaluate each network's Targeting capabilities based on 15 criteria ranging from audience scale to conquesting opportunities.

2_MEASUREMENT & REPORTING

What is the level of data transparency and reporting sophistication for the network's results? Does it provide access to customer and sales data? Can it distinguish between online and offline sales? We evaluate each network's Measurement & Reporting capabilities based on 10 criteria ranging from programmatic sales measurement to custom analysis opportunities.

3_MEDIA OPPORTUNITIES

How well does the network connect with shoppers along the entire path to purchase, both onsite and across the digital landscape? Is it offering in-store opportunities along with digital media? We evaluate each network's Media Opportunities across 22 potential touch points ranging from onsite search to in-store radio.

4_INNOVATION

Does the network consistently develop next-level media opportunities incorporating new tools and technologies? Is it keeping pace with evolving shopper demands? We evaluate each network's Innovation strengths based on 14 criteria ranging with a new focus on self-serve capabilities.

5_PARTNERSHIP

Does investment unlock other opportunities with the retailer? Does the investment satisfy broader vendor commitments? Does the network provide creative flexibility? We evaluate each network's Partnership strengths based on 9 criteria ranging from training programmes to JBP opportunities.

USING THE REPORT CARD

This public report represents a snapshot of the work we do to evaluate retail media networks. Naturally, we present a more complete assessment in our work with clients and often in direct discussions with the retail media networks themselves — who, in many cases, appreciate the competitive comparison and the potential guidelines for improved collaboration with brand partners that this evaluation provides. In fact, nearly all the networks are helping The Mars Agency compile this report.

The Report Card presents a clear view into the relative strength and sophistication of each retailer. In this way, brands can easily identify the industry leaders, versus the developing platforms, versus the networks that are trailing the marketplace in key performance areas.

As the marketplace is maturing and advertisers are refining their expectations, we have defined Table Stakes across each of the performance areas. Table Stakes criteria are identified in the first column of each Performance Area scorecard.

We use this report as a method of evaluating the relative investments that should be considered across the landscape of networks. They are not, however, intended to be used for making straightforward “yes or no” determinations on investments because there are many other factors that should impact those decisions.

That, in fact, is the next exercise we undertake with our clients: creating a framework for investment that sets parameters on how much to spend at each retailer - a decision that, at some level, we believe should be determined by the capabilities and sophistication of the retail media partner.

This framework also provides guidance on tactic selection, which again should be based on each retailer’s capabilities and sophistication level. It is here, at the tactic level, where brands can — and should — more comfortably make “yes or no” funding decisions based on the Report Card . (As always, the brand’s specific goals and KPIs should be considered)

While this specific process isn’t necessarily the “be all, end all” solution, we have found it extremely effective at helping The Mars Agency’s clients evaluate retail media network capabilities to guide their investment decisions.

It has also helped our clients conduct more open, informed investment discussions with their retail media network partners by clearly identifying where they fall within the competitive landscape in terms of meeting the commerce marketing needs of brand partners.

••• Targeting Criteria

TARGETING CRITERIA

"Table Stakes" core criteria that all networks should offer

Targeting Criteria										
Audience Scale (10M + Shoppers)	●	●	●	●	●	●	●	●	●	●
Audience Growth (10%+ YOY)		●	●	●	●	●		●		●
Purchase-based Targeting (1P Data)	●	●	●	●	●	●	●	●	●	●
Keyword Targeting (Search)	●	●	●	●	●	●	●	●	●	●
Geo-Targeting (Post Code or Store-level)	●	●	●	●	●	●	●	●	●	●
Behavioural Targeting (e.g. Browsing behavior)	●	●	●	●	●	●	●	●	●	●
Contextual Targeting (e.g. Site Placement/Location)	●	●	●	●	●	●	●	●	●	●
Demographic Targeting	●		●	●	●	●	●	●	●	●
Competitive Conquesting			●	●	●		●	●	●	●
Templated Audience Segments (e.g. Millennial Mums)	●	●	●	●	●	●	●	●	●	
Custom 1P Audiences (Unique "from scratch" segmentation)	●		●	●	●		●	●	●	●
Clean Room / Brand Audience Ingestion				●	●				●	
Retargeting / Site Pixeling		●	●	●	●	●	●		●	
Retailer- or Banner-Specific Targeting			●		●		●		●	
Science-led Predictive Audiences		●	●	●	●		●		●	

MEASURMENT & REPORTING CRITERIA

Standard Media Metrics (e.g. Impressions, CTR, CPC)	●	●	●	●	●	●	●	●	●	●
Closed-Loop Attributed Sales & ROAS (1P Data)	●	●	●	●	●	●	●	●	●	●
100% Deterministic Sales Data	●	●	●	●	●	●	●	●	●	●
Total Omni Sales Data	●	●	●	●	●	●	●		●	●
% New Buyers	●	●	●	●	●		●	●	●	●
Sales Lift & iROAS (via A-B/exposed vs. unexposed test)	●		●	●	●		●	●	●	●
Sales Lift & iROAS (True incrementality)			●	●	●		●	●	●	●
Viewability, Fraud Transparency (Direct or via 3P Tags, onsite)				●						
Media Mix Modelling				●						
Custom / Ad Hoc Analysis	●	●	●	●	●		●		●	●

MEDIA OPPORTUNITIES

Onsite Search: In-Grid Sponsored Products	●	●	●	●	●	●	●	●	●	●
Onsite Search: Search Banners	●	●	●	●	●	●	●	●	●	●
Offsite Search (e.g. Google)	●				●		●			
Onsite Display	●	●	●	●	●	●	●	●	●	●
Offsite Display	●	●	●	●	●		●	●	●	●
Email (Brand-sponsored spot or Stand-alone)	●	●	●	●	●	●	●	●		●
Mobile App Integration	●	●	●	●	●	●	●	●	●	●
Facebook	●	●	●		●	●	●	●	●	●
Instagram	●	●	●		●	●	●	●	●	●
Pinterest	●	●	●				●	●	●	●
TikTok					●✦		●			
Snapchat							●	●	●	●
YouTube		●			●		●	●	●	●
Social Influencers	●			●			●			
CTV	●		●	●	●		●	●	●	
Streaming Audio (e.g. Pandora)	●		●	●	●		●	●		
Digital Out of Home (DOOH)	●	●	●		●	●	●		●	●
Sampling (In-store/Digital)	●	●	●	●	●	●	●		●	●
In-store Radio	●	●	●		●	●	●		●	
Publication (Print or Digital)	●	●	●		●	●	●	●	●	●
In-store POS (non-digital traditional media)	●		●		●	●	●		●	
In-store Digital Signage (all digitised screens/signage in-store)	●	●	●		●	●	●		●	

✦ Available through Argos only

Innovation Criteria

INNOVATION CRITERIA

Self-Serve Onsite Search	●	●	●	●	●	●	●		●	●
Self-Serve Programmatic (DSP or PMP)		●	●	●	●					
Self-Serve Onsite Display			●	●	●					
Self-Serve audience segmentation (Custom 1P audiences)			●	●	●					
Self-serve predictive audiences			●							
Self-serve measurement/reporting (Real time)	●	●	●	●	●		●		●	
Self-serve media insights			●	●						
In-store Scan As You Shop (Ad capable)			●							●
Shoppable Content		●	●	●	●	●			●	
Augmented/Virtual Reality				●	●					
Livestream Shopping				●					●	
1P Data Sharing with 3P Providers / Publishers	●			●	●				●	
Dynamic Creative Optimisation (DCO) / Personalisation				●			●	●		
Loyalty Programme Alignment	●	●	●	●	●	●	●		●	●

PARTNERSHIP CRITERIA

JBP Process for Retail Media	●	●	●	●	●	●	●	●	●	
Retailer-Level JBP Integration	●			●		●	●	●		
Annual Planning / Top-to-Tops	●	●	●	●	●	●	●	●	●	●
In-Store Opportunity Leverage (e.g. Distribution / Incremental display)				●	●	●	●		●	
Partner Training Programmes / Certifications		●	●	●						
Dedicated Account Reps	●	●	●	●	●	●	●	●	●	●
Dedicated Data Analytics / Other Resources		●	●	●	●	●	●	●	●	●
Creative Flexibility (incl. Self-serve certification)	●	●		●	●		●			
First-to-Market Test & Learns	●	●	●	●	●	●	●	●	●	●

RETAIL MEDIA NETWORK: ONE PAGERS

amazon ads

RETAIL MEDIA NETWORK
Amazon Ads

RETAILER
Amazon

MARKET
Europe (EU5)

YEAR LAUNCHED
2012

AUDIENCE SIZE
34M+ UK shoppers & 238M across EU5 in 2023

KEY PARTNERS
Adobe, AppNexus, Criteo, Circana, Audience Project, Oracle, Nielsen, Trade Desk, Kantar

RECENT DEVELOPMENTS
Advertising on Prime Video is launching in Q1 2024, allowing brands to target 15M+ UK consumers with Amazon 1P shopping data with ads through the TV and film content included in a customer’s Prime subscription.

ANALYSIS
Amazon continues to dominate in the retail media space and the launch of advertising on Prime Video is predicted to have a big impact on the industry, continuing their conquest of full funnel media.

In parallel to its growing capabilities, Amazon Ads has continued to provide measurement solutions that let brands understand the impact of their investment in retail media. Amazon Marketing Cloud (AMC) enables brands to combine Amazon insights with their own signals to create a holistic and singular view of their audiences. Although having launched back in 2021, AMC is still fairly complex. But many brands are beginning to partner with agencies that have measurement expertise that can help them understand the data and inform their planning upfront using the insight.

ON THE HORIZON
Potential integration with Meta platforms Facebook and Instagram, allowing shoppers to quickly and easily purchase with their Amazon account.

We expect to see a big focus on growth among non-endemic brand advertising across Amazon in 2024. Amazon’s huge amount of 1P data allows brands that are not sold on Amazon to reach their audience through dynamic and creative owned formats such as Twitch, Freevee, FireTV, Prime Video, etc.

Tesco Media and Insight Platform.

» Powered by dunnhumby

RETAIL MEDIA NETWORK
Tesco Media & Insight Platform

RETAILER
Tesco

MARKET
UK

YEAR LAUNCHED

Tesco and dunnhumby have been partnered on retail media for over 18 years and launched Tesco Media & Insight Platform in 2021

AUDIENCE SIZE

21M+ active Clubcard households

KEY PARTNERS

Sky, ITVX, Channel 4, The Trade Desk, Google, Meta, Pinterest, LiveRamp, InfoSum, CitrusAd, DV360, JCDecaux, Barrows Global

RECENT DEVELOPMENTS

Since launching their self-serve media portal dunnhumby Sphere back in January 2022, the platform has provided brands and agencies with a simplified way to plan, execute and measure Tesco retail media campaigns directly via Insight, Audience Targeting, Channels, Optimisation and Measurement modules. Over time, Tesco continue to onboard additional channels and capabilities through their self-serve proposition.

Additional channels have recently been launched into market such as in-store Connected Display Screens, Scan as you Shop (SAYS) and offsite media through Channel 4, Pinterest and The Trade Desk.

The recent launch of the SAYS ad formats shows the continued focus that Tesco has on "The Connected Store." Although it has only just launched, there are already further increased capabilities such as geo-targeting and audience targeting, on their roadmap, along with a further rollout of the new devices to more of their store estate.

ANALYSIS

Tesco has created and leant into a data-led, targeted approach when it comes to their media opportunities, partnerships and the digitisation of Clubcard. And has been ahead of the curve with some of their media launches over the past couple of years, with a Pinterest partnership and a focus on Connected TV across Channel 4, ITVX and Sky.

Tesco is currently leading the way with their self-serve proposition within the UK market due to dunnhumby Spheres ability to not only activate digital media campaigns but also in-store media. Their varied portfolio means brands can also utilise the UK's largest retail out-of-home digital display network with over 500 SmartScreens or plan their retail media across a range of onsite and sponsored media placements.

ON THE HORIZON

We expect to see further enhancements to their self-serve proposition, with further channels due to be available such as Pinterest, Onsite Display and SAYS. There are also several beta tests/pilots underway to increase their measurement and targeting capabilities:

- Media mix modelling,
- Viewability/fraud transparency,
- Scaling clean room capabilities with data matching opportunities.

We also expect to see a continued focus on digitising their Connected Store proposition, given the millions of shoppers they serve every week in over 2,800 stores.

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NECTAR 360

RETAIL MEDIA NETWORK
Nectar 360

RETAILERS
Sainsbury's & Argos

MARKET
UK

YEAR LAUNCHED
2012 as insight 2 communication and in 2019 rebranded as Nectar 360

AUDIENCE SIZE
20.3M - largest coalition loyalty programme in the UK

KEY PARTNERS
Clear Channel, CitrusAd, Meta, DV360, YouTube, Channel 4, InfoSum

RECENT DEVELOPMENTS
After Nectar launched their self-serve digital trading platform (DTP) in Q4 last year, brands and agencies have been able to build, optimise, and report on digital campaigns using the platform's 1P data.

Nectar 360 has been focused not only on driving capabilities through partnerships including their Channel4 CTV proposition but also on the digitalization of their stores, recently doubling their advertising screen inventory with an expansion to 820 stores that are part of their Sainsbury's Live Network.

This November, in partnership with CitrusAd, Sainsbury's became the first European retailer to offer audience-targeted banner campaigns. Enabling brands and agencies to use key demographic segments from the Sainsbury's Insight Platform, the capability was made available for use on Sainsbury's Ecommerce Media Platform, driving more relevancy at a lower cost.

ANALYSIS
With over 30 direct and store channels and a longstanding loyalty programme, Nectar 360 enables brands and agencies to reach Sainsbury's and Argos customers with granular data targeting. It is clear they are focused on creating a more targeted proposition for brands and agencies.

ON THE HORIZON
We expect further launches from Nectar360 regarding the digitalisation of the store in 2024. Over time, the Sainsbury's Live partnership will employ ad tech to help connect the retail media offering across onsite, offsite and in-store, all using Nectar insight.

There also is an ambitious onsite and offsite roadmap in progress.

RETAIL MEDIA NETWORK
ASDA Media Partnerships

RETAILER
ASDA

MARKET
UK

YEAR LAUNCHED
2012

AUDIENCE SIZE
15M

KEY PARTNERS
Criteo, Clear Channel

RECENT DEVELOPMENTS
Asda was one of the last retailers to jump into the loyalty pool, having launched with a trial in October 2021, Asda Rewards is now available across all of Asda's stores. With a 'pounds not points' loyalty offering Asda has recently introduced advertising assets and capabilities on the programme for suppliers to incorporate as part of their retail media plans.

With a new leadership team appointed in March 2023, Asda Media Partnerships is focused on growing their media proposition for advertisers through their new Audience Based Solutions.

ANALYSIS
Asda Media Partnerships' managed service has a solid proposition currently available to brands through with a suite of in-store POS, Asda Magazine, digital screens in stores, and onsite audience targeting. Self-serve is currently only available through their Criteo partnership across sponsored products, search and onsite display.

It will be interesting to see how they start to incorporate Asda loyalty placements into their retail media plans. Currently, given the infancy of the programme, there only are a select number of placements with limited targeting capabilities available to brands. That, however, provides a great opportunity to test and reach Asda's most loyal customers but not a way to drive scale for the moment.

ON THE HORIZON
Expect some announcements about integration with Connected TV & open web publishers in the coming months as Asda are focused on enabling brands to reach their audiences through more targeted media.

Asda will also be focusing on their proposition for non-endemic brands heavily in 2024. We also will see a huge network expansion to 1,000+ stores, bringing new media offerings to smaller formats and more Q-commerce trials as Asda branches out from being a big box retailer into more convenience and on-the-go shopping occasions.

Boots Media Group

RETAIL MEDIA NETWORK
Boots Media Group

RETAILER
Boots

MARKET
UK

YEAR LAUNCHED

2021

AUDIENCE SIZE

16.2M with over 1M people added to the adcard loyalty audience in the past year

KEY PARTNERS

Criteo, Meta, LiveRamp, InfoSum, Circana, The Trade Desk

RECENT DEVELOPMENTS

Boots Media Group has launched a 1st party data ad solution named Audience360 that already provides advertisers with omnichannel and new to brand measurement of social channels (Meta, Pinterest, Snap, YouTube), programmatic (open web display and video, native advertising), audio (Spotify), CTV (ITV) and DOOH.

Within a continued store digitalisation strategy, BMG also recently placed 350 digital screens at Boots storefronts to trial dynamic creative — and is experiencing sales uplifts of +51%. They have also upgraded their in-store radio proposition to a digital platform now live in 232 stores.

Self-serve insights are now available across several of their key digital channels with further capabilities to be rolled out in 2024.

ANALYSIS

Since launching in 2021, BMG has been working fast and furiously to ensure they have a robust, fully omnichannel offering for advertisers. And they have truly proved themselves to be credible with the Audience360 data ad solution. Although focused heavily on capabilities driving their online digital proposition, digitalisation, too.

ON THE HORIZON

Audience360 will continue to expand to include further channels, including TikTok and CTV through partnerships through Channel4 & Sky. BMG is also aiming to develop further media analytics capabilities (CLV, category rank, etc.) to provide suppliers with an a la carte, holistic 1st party data ad service.

In parallel to their Audience360 expansion, they are also developing self-service capabilities across programmatic and onsite display to cater to the goals of brands and agencies. There are some advancements that have been trialled this year with partner Criteo that will be launching soon, with some further opportunities in the healthcare category due to launch in 2024.

BMG has big ambitions to re-imagine the Boots store over the next few years so there will be plenty more developments to look out for, including potential new formats and screens as well as further rollouts and dynamic capabilities for the new digital radio proposition.

RETAIL MEDIA NETWORK
REWE Group

RETAILER
REWE

MARKET
Germany

YEAR LAUNCHED
2015

AUDIENCE SIZE
30M weekly in-store

KEY PARTNERS
CitrusAd, Google Ad Manager, SSP1, Snowflake

RECENT DEVELOPMENTS
As the retail media arm of Germany's largest grocer, REWE Group has spent the year focused on growing its retail media capabilities by adding a whole suite of products to their ecommerce tools:

- Sponsored Product Ads within Category and Search in the REWE Online Shop via self service through CitrusAd.
- Targeted Onsite Display Ads with 1st party data audiences.
- Social ads with audience targeting

To stand up their omnichannel offering they have also recently launched touchpoints such as delivery truck branding and, most excitingly, programmatic DOOH at REWE.

ANALYSIS
Media formats are currently focused on the REWE grocery brand, which has typically had a stronger ecommerce offering with some diverse targeting options. However, REWE now has one of the largest in-store networks in Germany for DOOH at over 3,000 stores. The recent launch of their programmatic capabilities enables brands to stand out, reaching customers as they enter store. The initiative starts to create a digitised omnichannel offering for brands at scale through DSPs via SSP1 in Germany and the DACH DOOH booking market.

ON THE HORIZON
REWE is working on some major enhancements to their media capabilities including an extension of their onsite and offsite inventory, along with 1st party data-based audience extension capabilities. We also expect to see further media capabilities launch across the rest of the REWE Group on ZooRoyal and an increased DOOH proposition at PENNY.

They also have a highly anticipated closed loop reporting platform launching in 2024 with improved dashboard capabilities.

INFINITY ADVERTISING

RETAIL MEDIA NETWORK
Infinity Advertising

RETAILERS
Intermarché, Casino Group, Franprix and Monoprix

MARKET
France

YEAR LAUNCHED
2022

AUDIENCE SIZE
17M offsite and 14M onsite

KEY PARTNERS
RelevanC, Lucky Cart, Octopia, LiveRamp and TF1 Pub (for segmented TV advertising), Teads (data) and BudgetBox

RECENT DEVELOPMENTS
Iinfinity has been quite busy, with recent updates including onsite search, one-to-one promotion (at Intermarché), fidelity challenges (Casino), segmented TV through an exclusive deal with the French commercial television network TF1, enabling offsite activation across IPTV, desktop, mobile and tablet with over 500+ segments available, including the measurement of the impact in-store sales.

ANALYSIS
Priding themselves on 100% coverage of French Territory, Infinity Advertising is the result of a union between Intermarché and the Casino Group that also covers Franprix and Monoprix.

Having only launched only in January 2022, they have a strong digital offering with solutions from behaviour to purchase, such as:

- **Infinity Outreach** – Offsite, premium media and social channels.
- **Infinity Inview** – Promotion across their brands' ecommerce sites.
- **Infinity Spotlight** – Sponsored products.
- **Infinity Engage** – Rich display media across their brand sites.
- **Infinity Yourdeals** – Personalised promotions based on purchase history.

ON THE HORIZON
Among the plans are onsite video, closed loop-measurement and cross-measurement by channel.

unlimitail

RETAIL MEDIA NETWORK
Unlimitail

RETAILER
Carrefour Group

MARKET
France

YEAR LAUNCHED

2023

AUDIENCE SIZE

80M+ shoppers worldwide, 45M loyalty cardholders worldwide

KEY PARTNERS

CitrusAd, Epsilon, LiveRamp

RECENT DEVELOPMENTS

In June 2023, Carrefour Group and Publicis Groupe announced the creation of Unlimitail, a joint venture dedicated to addressing the retail media market in Europe and Latin America. This new entrant already boasts 13+ retailer partners covering several verticals and 120+ million clients worldwide.

ANALYSIS

The announcement of the Carrefour-Publicis partnership and launch earlier in the year was huge within the industry and confirmed analyst predictions that we would start to see Network consolidation, especially across fragmented markets. Across their 13 retailer partners, Unlimitail promise to build a retail media alliance with an unparalleled network of inventories.

ON THE HORIZON

With the tech integration of CitrusAd powered by Epsilon, Carrefour is reinforcing online activation capabilities for brands, especially by enabling onsite and offsite reconciliation and developing new onsite formats and inventories.

They have worked to develop a homogenous offering across their geographies to enable multi-country activation.

They have also developed data collaboration capabilities to enhance audience extension opportunities with partners Meta, Snapchat, Pinterest, and more recently with YouTube and addressable TV. The objective is to go even further in 2024.

conso RÉGIE

RETAIL MEDIA NETWORK
ConsoRegie

RETAILER
E.Leclerc

MARKET
France

YEAR LAUNCHED
2016

AUDIENCE SIZE
16M monthly unique visitors

15.9M loyalty card holders

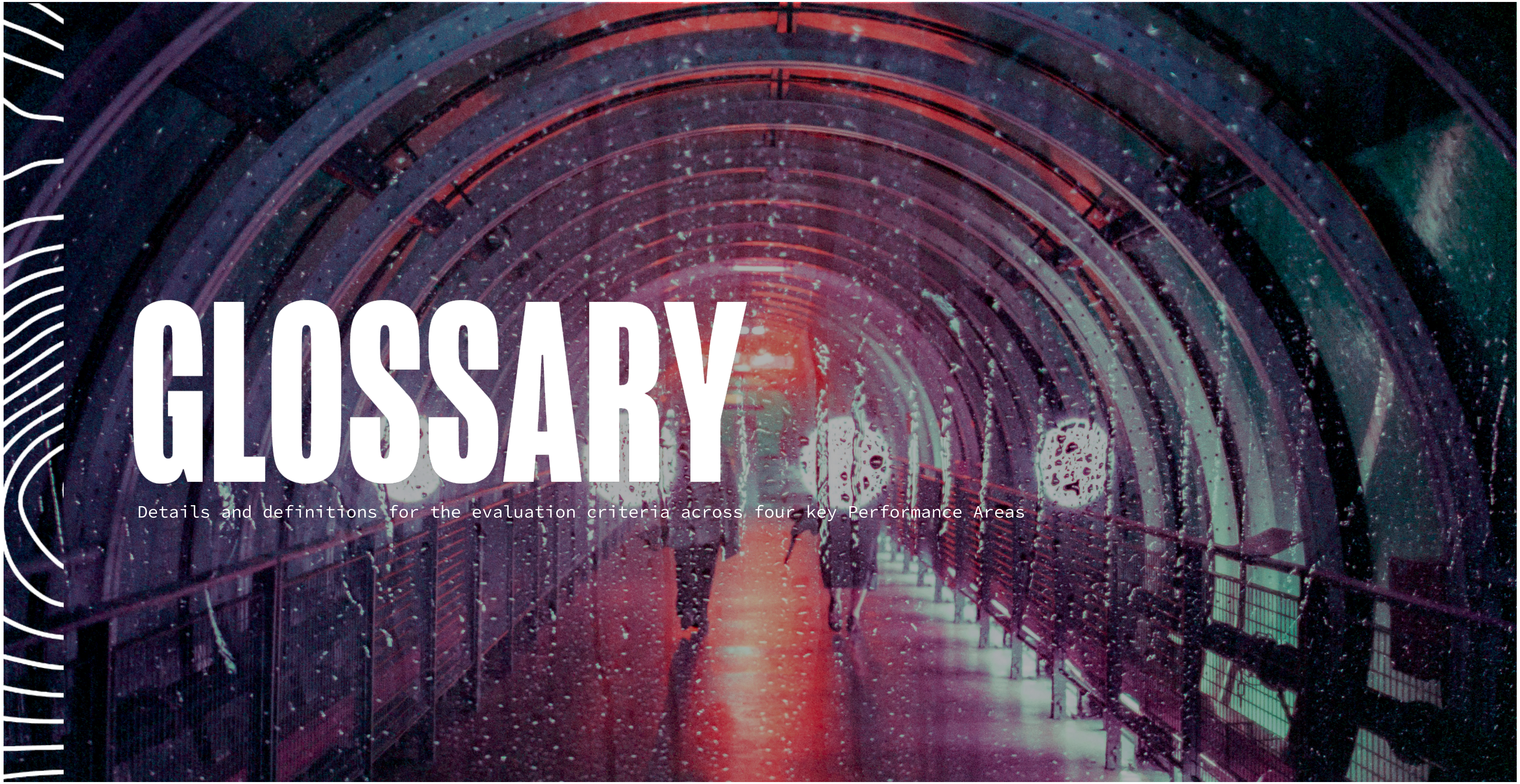
KEY PARTNERS
Criteo, BudgetBox, Mediaperformance, In-Store Media, Phenix Groupe, Lucky Cart, LiveRamp

RECENT DEVELOPMENTS
ConsoRegie recently launched display banners on E.Leclerc's website and physical digital out of home screens on their pharmaceutical network.

ANALYSIS
Having launched back in 2016, ConsoRegie operates a full multi-channel advertising solution featuring display, digital and data across the E.Leclerc ecosystem. They have a large, robust range of media including gamification across 5 key multi-brand events during the year.

We particularly love the terminal drive-up screen that allows brands to maximise visibility when employees are collecting orders, and the suspended digital screens strategically placed in the cross-aisle of the food areas in E.Leclerc centers.

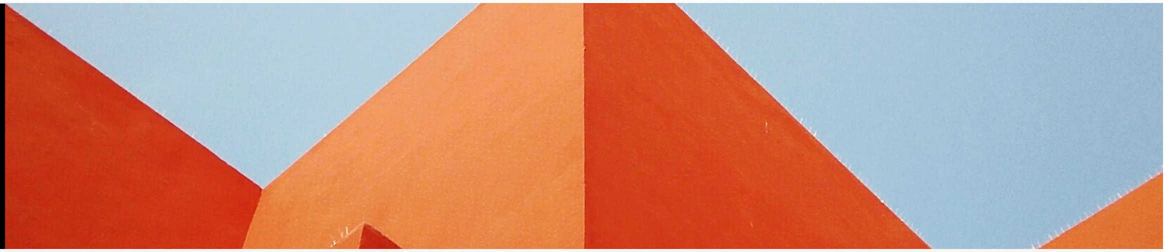
ON THE HORIZON



GLOSSARY

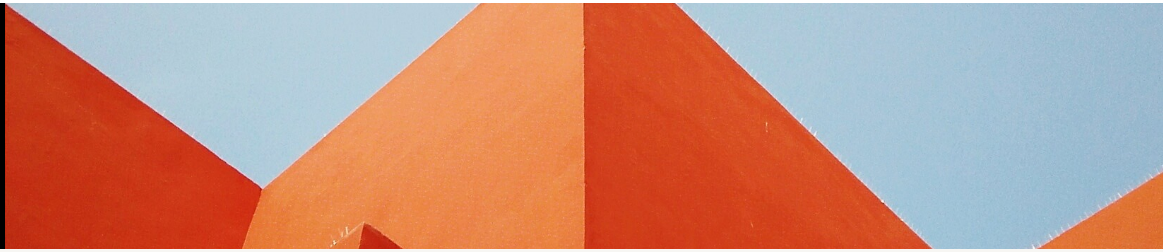
Details and definitions for the evaluation criteria across four key Performance Areas

GLOSSARY
TARGETING



Audience Scale	The retail media network has an audience of at least 10 million shoppers.
Audience Growth	The retail media network's audience has grown by at least 10% year over year.
Purchase-Based Targeting	The availability of a proprietary first-party database of shopper sales data.
Keyword Targeting	The ability to buy top-of-page placement in the search results of keywords or target ads based on keyword searches.
Geo-Targeting	The ability to target campaigns to specific locations such as postcodes or store footprints.
Behavioral Targeting	The ability to target campaigns based on specific shopping activity on the retailer's website such as browsing or search.
Contextual Targeting	The ability to place ads in specific locations on the retailer's website or within relevant content off-platform.
Demographic Targeting	The ability to target campaigns to specific personal characteristics.
Competitive Conquesting	The ability to target campaigns to your competitors' shoppers.
Templated Audience Segments	The ability to leverage pre-built audience segments (such as holiday entertaining or Millennial shoppers) that are available to all advertisers.
Custom 1P Audiences	The ability for the advertiser to create unique "from scratch" audience segments from the retailer's 1st party data that are not available to other advertisers.
Clean Room / Brand Audience Ingestion	The ability to share anonymized brand data for targeting and measurement.
Retargeting / Site Pixeling	The ability to leverage tracked behavior on the retailer's platform to conduct retargeting campaigns.
Retailer Targeting	The ability to target campaigns at the banner level (e.g., Tesco vs. Whoosh).
Custom 1P Audiences Self-Service	Audience is landed into client account
Science-led Predictive Audiences	The ability to build audiences based on likelihood to buy.

GLOSSARY
INNOVATION & MEASUREMENT & REPORTING



Standard Media Metrics	Commonly accepted methods of digital media measurement such as impressions, click-through rate, and cost per click.
Closed-Loop Attributed Sales & ROAS	The use of the retail media network's own 1P data to measure sales and resulting ROAS (return on ad spend).
100% Deterministic Sales Data	The retail media network exclusively leverages 1P data for reporting rather than modeled or extrapolated data.
Total Omni Sales Data	The retail media network reports both online and brick & mortar sales impact.
% New Buyers	The retail media network reports the number or percentage of buyers who are new to your brand.
Sales Lift & iROAS (via A-B/exposed vs. unexposed test)	The ability to measure a campaign's sales impact by conducting A/B (Exposed vs. Unexposed) testing on the retail media network's audience.
Sales Lift & iROAS (True incrementality)	The ability to measure a campaign's true incremental sales impact by analyzing granular data points among actual buyers such as new-to-brand, purchase frequency, or basket ring.
Viewability, Fraud Transparency	The retail media network provides access to, or the ability to utilize, outside ad quality measurement tools (like MOAT, DoubleVerify, or IAS) for managed service executions.
Self-Serve/Real-Time Reporting	The ability for advertisers to access reports directly, in as close to real time as possible.
Media Mix Modeling	The ability to gauge the unique impact of each specific tactic within a campaign through multi-touch attribution, mixed modeling or predictive analysis, either in-flight or post-event
Custom/Ad Hoc Analysis	The ability for advertisers to create or request their own custom analysis/reports.
Self-Serve Insights	The ability for advertisers to access and request insights directly through a self-serve portal.
Self-Serve Onsite Search	Does the retail media network allow advertisers to launch, measure and optimize search activations via self-serve ad platforms, either through the retailer's own platform or 3P services such as Criteo, CitrusAd, Skai and Pacvue?
Self-Serve Programmatic	Does the retail media network have a demand side platform (DSP) or private marketplace (PMP) that lets advertisers directly manage offsite programmatic campaigns?
Self-Serve Onsite Display	Does the retail media network have a platform allowing advertisers to directly manage onsite display campaigns?

Shoppable Content	Does the retail media network offer opportunities for advertisers to create shoppable content (such as recipe pages or click-through videos)?
AR/VR	Is the retail media network creating shopper engagement opportunities around the emerging technologies of augmented and virtual reality?
Livestream Shopping	Is the retail media network hosting live sponsored shopping events on digital platforms or do they have partnerships available to stage them?
1P Data Sharing	Does the platform let advertisers use its 1P data for campaigns handled by 3P service providers/publishers outside of its own partner network?
Dynamic Creative Optimization (DCO)	Can advertisers use 3P creative tools (such as AdForm or Flashtalking) to mass-personalise ad experiences to drive shopper engagement?
Loyalty Programme Alignment	Does the retailer have a loyalty programme that can be leveraged for retail media network activity?
JBP Process for Retail Media	Does the retail media network offer joint business planning and/or preferred partnerships for brands and agencies?
Retailer-Level JBP Integration	To what extent is retail media network activity integrated into the broader JBP process between the retailer and advertiser?
Annual Planning/Top-to-Tops	Does the relationship include standard business opportunities such as annual planning and top-to-top meetings?
In-store Opportunity Leverage	Can the retail media investment earn value-added activation in stores (like increased distribution or incremental display)?
Partner Training Programs/ Certifications	Does the network offer formal training and education opportunities to help brands and agencies understand and optimize the platform?
Dedicated Account Reps	Does the retail media network provide advertisers with a direct point of contact?
Dedicated Data Analytics/Other Resources	Does the retail media network have dedicated internal resources for data analytics and other key business needs?
Creative Flexibility (Self-Serve Certification)	How much control does the advertiser have over campaign creative/messages? Can advertisers earn creative certification to develop ad units directly within the platform?
First-to-Market Test & Learns	Does the retail media network offer opportunities to conduct first-to-market test & learns on new offerings before activating them at scale?

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MEET THE TEAM

Katrina Smart

Commerce Media Director, Europe

Ethan Goodman

EVP Global Commerce Media

The Mars Agency is an award-winning, independently owned, global commerce marketing practice. With talent around the world, we connect people, technology, and intelligence to make our clients' business better today than it was yesterday. Mars' industry-leading MarTech platform, Marilyn®, helps marketers understand the total business impact of their commerce marketing, enabling them to make better decisions, create connected experiences and drive stronger results. Learn more at themarsagency.com and meetmarilyn.ai.

For a deeper dive on these retailers or a custom report, email ksmart@marslondon.co.uk.

THEMARSAGENCY

The information in this report has been collected from various industry sources by The Mars Agency and, in most cases, verified by the retail media networks themselves. Factual information represents the best available data at the time of publication. The Mars Agency has made every effort to be as accurate and up to date as possible with this information. In certain cases, platform assessments reflect objective evaluations determined by considering industry best practices and The Mars Agency's own experience and expertise.

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