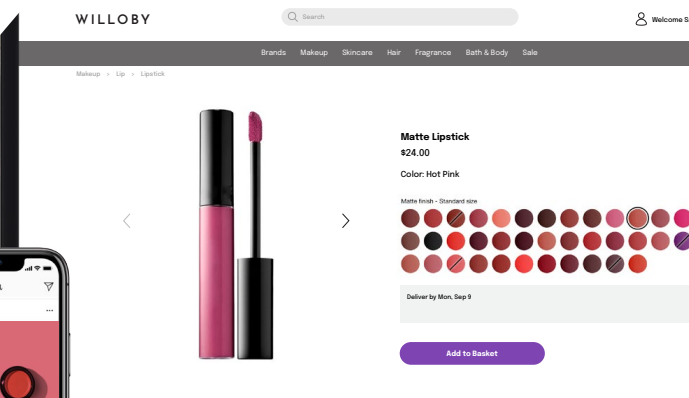


eGUIDE

Orchestrating a Future-Ready Retail Media Business

3 Foundational steps to unify, launch and scale a successful network

 VANTAGE



3 Steps to Orchestrating a Successful Retail Media Business

1. Connect the Data

2. Unify Teams

3. Integrate Technology

Contents

Current State of Running an RMN	3
Pain Points of the Process	4
<hr/>	
Introducing a Better Way to Manage and Automate the Process	5
Step 1: Connect and Control the Data	7
Step 2: Unify the Teams and Automate Workflows	8
Step 3: Integrate the Technology	9
Case Study: Putting the Retail Media Orchestration Layer to Work	10
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Bringing It All Together: One Platform, A Unified Data Model, and Many Integrations	11

Current State of Running an RMN – Pain Points of the Process

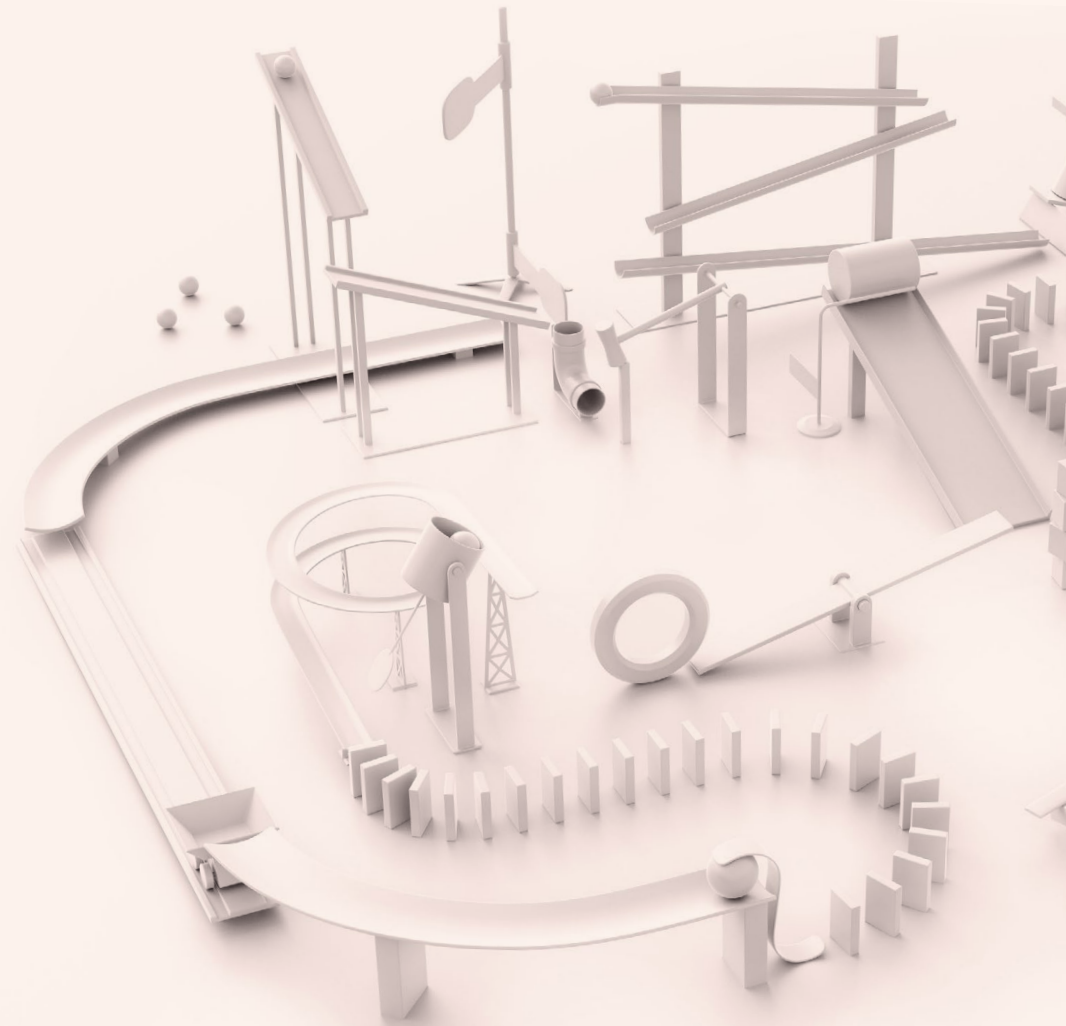
Managing a retail media network (RMN) can often feel like navigating a maze of complexities, where planning and executing campaigns requires brands to log into multiple disparate systems for different channels such as Google, Facebook, Pinterest, and your own commerce site.

This fragmented approach not only prolongs the process of launching a retail media campaign but also increases the likelihood of errors and complicates reporting outcomes.

Data scattered across various platforms makes it challenging to optimize campaigns effectively, leading to frustration among brands who encounter friction instead of the streamlined buying experience they expect.

To alleviate these pain points, the following eGuide will introduce a new approach that we refer to as the orchestration layer. This layer unifies disparate systems and processes into a cohesive operation where retailers can simplify management, enhance profitability, and boost operational efficiency, ultimately, making it easier for brands to engage and transact.

In this evolving market, the demand for a more integrated and efficient approach is clear.



Top 3 RMN Operational Pain Points

1. Data Integration Issues

- ⚠️ Difficulty integrating data from various disparate sources.
- ⚠️ Problems with data accuracy, consistency and privacy compliance.

2. Operational Inefficiencies

- ⚠️ Manual processes that lead to time-consuming workflows.
- ⚠️ Silos between teams causing communication breakdowns and reduced productivity.

3. Technological Hurdles

- ⚠️ Managing a mix of outdated and incompatible technologies.
- ⚠️ Scalability issues as the business grows and evolves.

\$100B+

“Within the next 2 to 3 years, BCG projects the US retail media market to be over \$100 billion in revenues – more than three times the amount in 2021.”

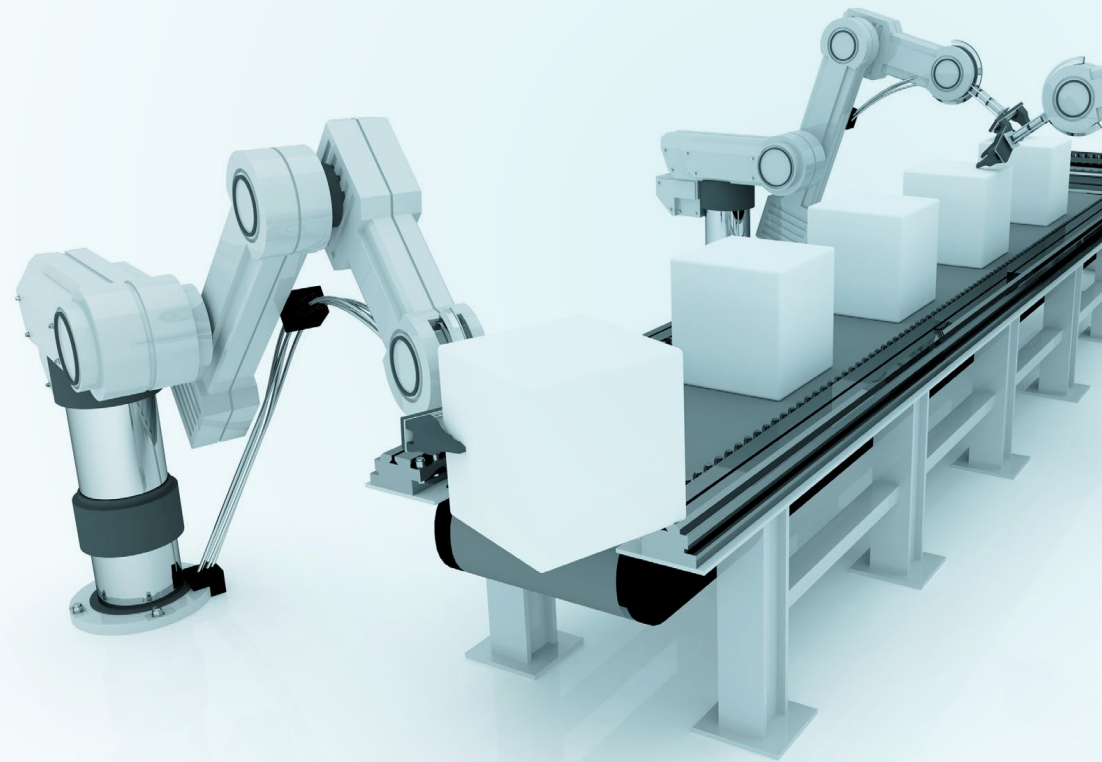
BCG, “HOW RETAIL MEDIA CAN TOP THE CMO AGENDA”

Introducing a Better Way to Manage and Automate the Process

The rise in the sheer number of media channels has given retailers and brands the ability to reach consumers easier than ever before, but many organizations are still operating as a fragmented business.

However, there is a better way to manage your retail media network that first starts with treating it as a cohesive business unit rather than a collection of disparate parts. Then, retailers should incorporate a process that connects retail teams to the right data and technology while automating the workflows. This unlocks better efficiency and effectiveness across all retail operations.

Here is where the orchestration layer acts as the connective tissue that unifies the fragmented parts to ensure that everyone from ad sales and media planning to creative assembly and financial reconciliation is working in concert for maximum efficiency and effectiveness.



Introducing a Better Way to Manage and Automate the Process

This advanced orchestration layer automates and streamlines the entire process to get the most out of your:

1. Data

from centralized data management for real-time insights and better decision-making, as well as enhanced data security, and compliance.

2. People

through enhanced collaboration by unified teams, and improved communication and workflow management.

3. Technology

through the seamless integration of new and existing technologies offering a scalable infrastructure that supports growth and flexibility.

Here, we dive deeper into these three critical components – data, people and technology – and what they look like before and after adding the unified layer to show how retailers can orchestrate a future-ready retail media business.



Are You Ready for Retail Media 3.0?

BCG reports that while Retail Media 3.0 is only now starting to emerge, it has the power to unlock the full potential of retail media and elevate it to a truly strategic media option.¹ In this phase, RMNs will:

Tap broader brand and media budgets by investing in technology, offering media excellence on par with the big advertising giants.

Leverage partnerships with brands, and provide brands with access to point-of-sale first-party data (something Google and Meta don't have).

Have senior-level marketers evolve their view of retail media from a tactical channel to a powerful, strategic opportunity to reach and, more importantly, engage with valuable audiences.

Step 1

Connect and Control the Data

When it comes to retail media networks, BCG's latest survey shows that brands want to combine data and insights, while respecting consumer privacy, to strengthen their campaigns, enable effective ad performance, and reach a bigger audience.¹

Before...

adding a retail media orchestration layer, disparate data sources lead to fragmented information and inefficiencies, including difficulty in accessing real-time data insights.

After...

implementing a unified platform with a retail media orchestration layer, there is a unified data management system providing a single source of truth, with real-time data access and analytics for informed decision-making.

BCG adds that several leading networks have gone to market with insights-focused products that give brands broader access to data to drive their decision-making.¹

"The third wave of retail media is about business impact, not just marketing impact. How do we get closer to the data signals in the right way to unlock value for all stakeholders?" said a strategy director at Roundel, Target's retail media network.¹

What's the Benefit?

- ✓ Improved data accuracy and reliability.
- ✓ Enhanced ability to track and measure campaign performance.

Media Planner Customer Success

The media team of a Fortune 500 home improvement retailer leveraged the Media Planner capability within the Vantage platform enabling the team to directly use the Spend Opportunity feature to take advantage of upsell opportunities with suppliers. Results led to the quantifying of \$75k upweight for one of its brand users with the confirmation of the additional dollars spent in a very short timeframe.

Step 2

Unify the Teams and Automate the Workflows

It is estimated that there are upwards of 200 retail media networks available for brands with each selling five to 10 or more, and the average brand works with 25 media partners, 22 media agencies, and 23 ad tech platforms every quarter.²

Additionally, P2PI's 2024 State of Retail Media study found that less than a third (28%) of CPGs have created dedicated retail media teams to keep up with the growth of the channel.

That said, it is no wonder that the people involved in these business functions from media planning to execution, billing, and more – list fragmentation as the biggest hurdle to success. Not to mention the sheer confusion around what platforms are best for each unique business, how to measure performance across systems, etc.

Before...

adding a retail media orchestration layer, the involved teams work in silos with minimal communication across solutions and systems. There is manual input and outdated processes that lead to delays and errors.

After...

implementing a unified platform with a retail media orchestration layer, there is a seamless collaboration between cross-functional teams and automated workflows increase efficiency and productivity.

BCG also reports that leading retail networks are investing in technology so that they can offer self-service solutions that make navigation and scaling up much easier for brands and marketing agencies.

"They are automating their media buying and optimization processes in response to advertiser demands. This shift away from manual approaches streamlines networks' operations because it requires fewer resources and supports rapid scaling for both top-tier and long-tail customers."¹

By removing the barrier of executing individual buys across each RMN and the challenges that come with tracking them, CPGs can then turn their focus to increasing their media spend – a win for all parties involved.

What's the Benefit?

- ✓ Streamlined operations and reduced manual effort.
- ✓ Faster and more accurate campaign execution.

"Retail media ad spend comes from various budget sources: digital budgets, traditional media budgets, shopper marketing and trade and promotion marketing. All of these budgets are managed by different CPG teams (e-commerce, trade, shopper, brand). The most mature brands have started building joint teams to build connected customer journeys, deliver a consistent customer experience and get a 360 view of their marketing spend with a retailer."

Julie Jeancolas, Global Head of Product, Strategy and Partnerships for Retail Media and Personalization, Dunnhumby²

Step 3

Integrate the Technology

Every retailer is different. Many retailers suffer from legacy architectures in their retail businesses overall making it complicated to manage integrations with multiple disparate point solutions. They likely do not have true APIs or systems that talk to each other. So, there becomes a minimal likelihood that they can build effectively with best-in-class solutions.

Additionally, retailers that want to integrate AI in the future, effectively understand consumers across multiple touchpoints, or truly want to measure ROAS – the only way to do that is by unifying the platform, otherwise, the people, data and technologies simply won't talk to each other.

Before...

adding a retail media orchestration layer, retailers are dealing with a mix of incompatible technologies that create operational challenges. This makes it difficult to scale and adapt to new business needs.

After...

implementing a unified platform with a retail media orchestration layer, retailers can achieve a flexible and scalable technology stack that is tailored to business requirements, along with the easy integration of new tools and technologies as the business evolves.

What's the Benefit?

- ✓ Enhanced operational flexibility and scalability.
- ✓ Future-proof technology infrastructure supporting long-term growth.

Benefits of a Unified Platform

Reduced campaign-level costs

>20%

Reduced campaign error-rate by

~60%

Direct net-revenue impact

~+7%

Putting the Retail Media Orchestration Layer to Work

Putting the unified retail media orchestration layer to work for your business can help retailer teams (internal, brand, and tech partners) plan, execute and optimize their omnichannel campaigns quickly and efficiently.



Before...

Utilizing a unified retail media orchestration layer, one Fortune 500 retailer's campaign launch required:

- 8 different systems
- 38+ incremental steps
- 100+ data elements entered
- A full day to execute the campaign

After...

Implementing a unified retail media orchestration layer, that same retailer was able to launch a campaign with:

- Only 3 systems
- Limited data entry
- Campaign execution within minutes

Each team – from planning to execution – was not only able to improve campaign launch speed and performance but also ROI through real-time optimization.

Bringing It All Together

One Platform, A Unified Data Model, and Many Integrations

While the retail media landscape faces many common challenges, there is still an opportunity for growth.

With the Vantage Retail Media Orchestration Layer™ retailers can leverage a true partner with the technology and solutions they need, while still having access to all their other tools without the need to manage the complex integrations themselves. So, they get a best-in-class platform, and the requirements to prepare for the next iteration of the retail media landscape, without having to do the heavy lifting.

The Retail Media Orchestration Layer™ streamlines operations, drives sustainable growth and enables a competitive advantage. Explore these strategies to improve your own RMN and unlock its full potential.

VISIT [GOTVANTAGE.COM](https://gotvantage.com) TO LEARN MORE

1 [BCG](#), "How Retail Media Can Top the CMO Agenda"

2 [Econsultancy](#), "15 stats that capture the evolution of retail media networks"



At Vantage, we empower retailers to seamlessly manage and optimize their retail media networks through our unified orchestration platform. By integrating disparate technologies and centralizing data, we streamline operations, enhance collaboration across teams, and enable real-time insights for smarter decision-making.

Our platform simplifies the complexity of retail media management, allowing retailers to launch and scale campaigns efficiently across all channels. With Vantage, retailers can focus on driving growth and delivering exceptional value to their brand partners.