



DRIVE OMNICHANNEL GROWTH WITH NEW MARKETING PARTNERSHIPS POWERED BY VANTAGE

Helping retailers grow their customer base and nurture profitable relationships with brand partners and to drive sales.

Background

Vantage is the world's only integrated digital co-op advertising platform. Built to exceed sales targets quickly and with minimal investment, Vantage helps retailers and their brand partners engage shoppers wherever they are when they are most likely to buy, maximizing ROAS.

Exclusive technology partnerships with platforms like Facebook and Google allow Vantage to leverage shopper data in ways that others can't. Specialized AI and machine learning capabilities build campaign strategies and audiences for retailers and brands in real-time and unlike other marketing platforms, Vantage automatically executes on those strategies to increase sales and boost customer lifetime value.

“ Vantage gave FreshDirect a new way to connect with our vendors and make the most of our retail data. From one vendor alone, we are seeing over 73x ROAS!”

Michelle Harmon-Madsen, SVP Brand Partnerships, FreshDirect

Get Massive Returns on Minimal Investment

Vantage is both a Google Global Partner and a Global Facebook Marketing Partner (FMP). The game-changing Digital Co-op Advertising Platform helps retailers:



Aggregate big marketing dollars of the small ad budgets of their long-tail brands



Monetize shopper data safely with minimal investment of resources



Improve relations with all brands by offering a new way to partner



Demonstrably show Return On Ad Spend (ROAS)



Drive profitable new customers to their retail site and in store



Convert browsers into buyers



Re-engage the best of their past customers



Increase the overall lifetime value of the customer

“ The numbers are incredible. For example, retargeting campaigns with ROAS in the stratosphere, make working with Vantage a no-brainer for Lowe’s”

Scott Simon, Director of Online Merchandising & Customer Experience, Lowe’s

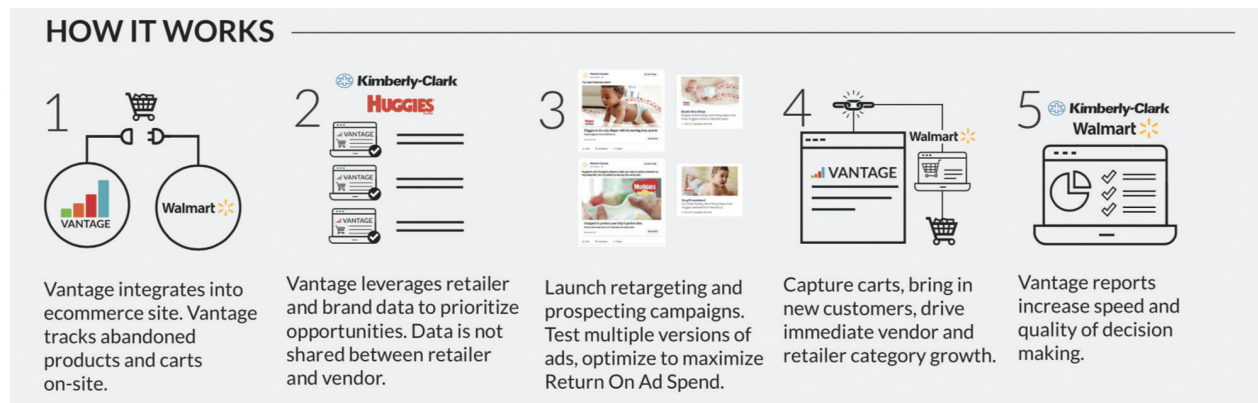
Boost Long-Tail Profitability

The Vantage Digital Co-op Advertising Platform makes online advertising easy to manage and both affordable and profitable for smaller brands and the retailers who want to partner with them. Vantage enables retail merchandisers to partner with their whole roster of brands and collaborate to drive mutual sales of longtail brands with small investment.

Power Up Existing Vendor Relationships, Leave The Heavy Lifting To Us

Think of Vantage as an extension of your vendor merchandising, ecommerce, and marketing teams. Vantage works with brands to develop and launch ad campaigns.

Vantage can be a free-standing program or added to an existing vendor co-op program. Vantage can even manage partner success meetings on behalf of the retailer: holding quarterly progress meetings, offering guidance and support.



“ Our collaboration with Lowe’s and Vantage is going great! We have never had the largest partnership / ad budget to offer our retail partners, but Vantage allowed us to get in the game. This has become an invaluable tool for our Digital Marketing and Ecommerce teams and has vastly improved our collaboration with Lowe’s.”

Alex Giraldi, Digital Marketing Coordinator, Cub Cadet Snow Blowers, MTD

Partner with Vantage to provide a smarter, more profitable customer experience and unlock new revenue today!

Email: partnerships@gotvantage.com

