VANTAGE SOLUTIONS FOR ENTERPRISE RETAIL MARKETING

CO-OP ADVERTISING

Vantage is innovating with retailers and brands, driving new models of collaboration and digital co-op advertising.

Vantage acts as a trusted intermediary and connects real retailer and shopper intent data to create a holistic view of the shopper at scale. This insight helps retailers and brands reach consumers all along their purchase journey.

Data-driven online advertising campaigns from Vantage provide retailers with increased site traffic, new customers, and performance so strong that brands never question the allocation of their shopper marketing and trade dollars to your retail environment.

DYNAMIC DISCOUNTING

Vantage delivers retailers the ability to dynamically test and optimize their online shopper marketing efforts with our state-of-the-art dynamic discounting engine.

Personalized promotion targeting helps retailers focus on volume, revenue and profit without wasting money on a one-size-fits-all promotion.

Using real-time shopper intent behavior and Artificial Intelligence, the Vantage Dynamic Discounting Engine can recommend appropriate discounts and promotional offers to each customer at the right time to close the sale.

RETAIL ADVERTISING

Vantage makes it easy for retailers to own the customer experience and grow their ecommerce and in-store business using AI, advanced analytics with psychometric profiling, and programmatic advertising solutions.

We help retailers focus on why your customers are there, what's driven them to be interested in your online store, and when they have the highest probability of buying.

With key data and insight, Vantage builds a personalized path to purchase helps retailers understand shopping behaviors, multi-variate test, and personalize content through highly targeted and automated online marketing that keeps customers coming back time after time.

AI, ADVANCED ANALYTICS, & REPORTING

Vantage helps the world's largest retailers unleash the power of their most valuable assets: their data and their customers.

Vantage delivers real-time business intelligence driven by AI to help you generate more revenue, cultivate loyal customers, and drive profitability.

Uncover hundreds of ecommerce insights across performance metrics, product sales, and customers. Instantly track Key Performance Indicators like Abandoned Cart Rate, Repeat Customer Rate, Average Order Value, and others to build and automate high-quality ecommerce reports.

Quickly visualize future trends to support strategic planning with Vantage Forecasting.

Vantage has a compelling suite of products and services to help enterprise retailers apply Artificial Intelligence (AI) to the four Ps of marketing:
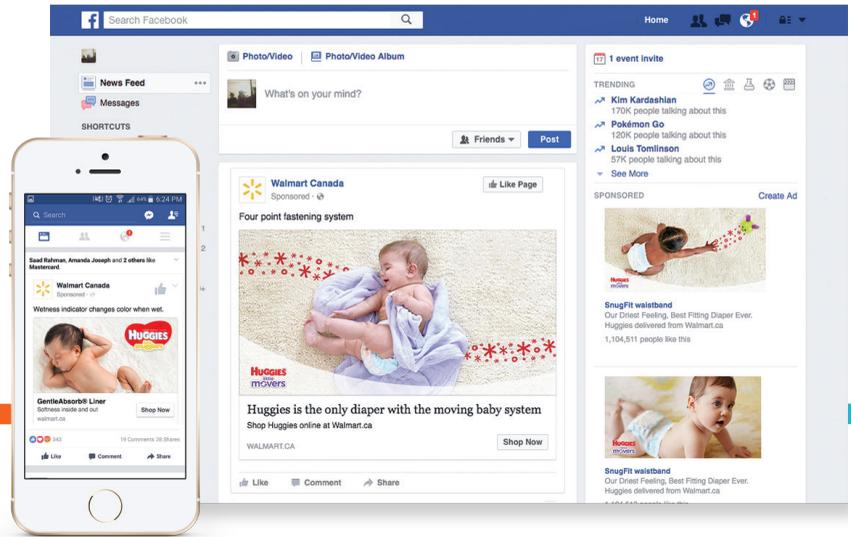
PROMOTION

PLACEMENT

PRICING

PRODUCT

VANTAGE

Case Study |
Digital Co-Op Advertising Campaign Walmart & Kimberly-Clark: Huggies

Collaboration drives new ecommerce business models.
Ecommerce will never be the same.

Key Audiences Targeted for Marketing:

- Brand-loyal shoppers
- Competitor-loyal shoppers
- Value shoppers
- Abandoned carts
- Lookalike audiences

Key Insights:

- Real-time sales, conversions, abandoned cart and repeat customer rate
- Kimberly-Clark percentage of cart size, product affinities, weighted cart ranking
- Optimized ad spend across loyal customers, competitors', and undecided shoppers
- Tested thousands of variations of ads, optimized in real-time, driving increased sales
- Key shopper segments and their shopping habits

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Vantage helped us use data to refine the customer experience and drive customers to complete a sale. You can get real benefits and see a lift in the overall business working with a partner like Vantage.

TONY LONG, Global Ecommerce Capability Lead, Kimberly-Clark.

Contact | partnerships@gotvantage.com

*Insight available may vary retailer to retailer

VANTAGE