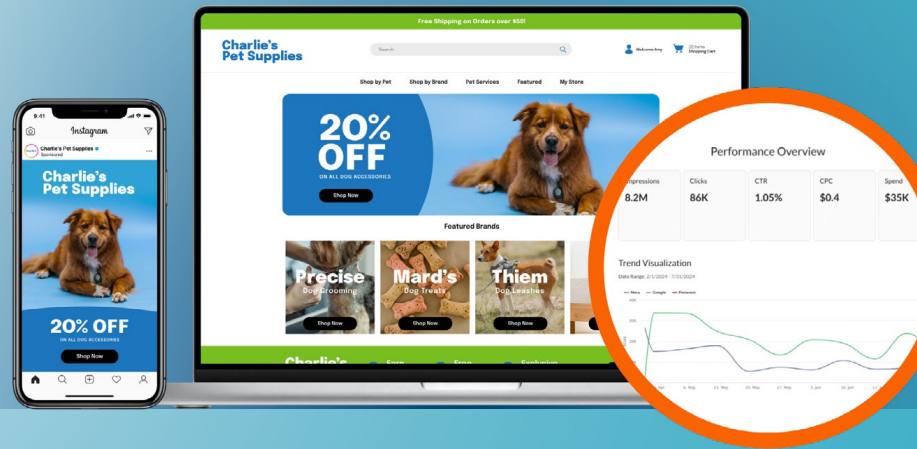




# Orchestrate your retail media business through one platform



## The rapidly evolving retail media landscape

Today's retail teams responsible for building and growing their company's retail media business face significant challenges such as integrating diverse advertising technologies, effectively utilizing first-party data, and maintaining consistent brand messaging across multiple channels. Additionally, managing and analyzing vast amounts of data for actionable insights, ensuring cost-effective operations, and expanding into new channels add a layer of complexity. To scale for tomorrow, retailers must connect disparate data sources, unify cross-functional teams, and streamline their technology stacks to improve operational effectiveness.

## A platform built for scaling your retail media business

Vantage solves the challenges of managing the entire process through a unified platform that functions as an orchestration layer to seamlessly integrate diverse teams, advertising technologies and data. The platform enhances collaboration and efficiency, allowing retailers to scale their media initiatives effectively. It also supports expansion into new channels, maximizing reach and impact.

## Key Benefits

-  **Scalable integrations**  
*Build and evolve your best-in-class tech stack*
-  **Unify and automate workflows**  
*Improve collaboration and information flow across teams*
-  **Connect and control data sources**  
*Create holistic customer profiles for advanced omnichannel targeting*
-  **Deliver seamless advertiser experiences**  
*One platform to plan, execute, and analyze campaigns*
-  **Provide self-serve and managed services offerings**  
*Attract a broader range of advertisers*
-  **Closed loop measurement**  
*Link advertising efforts to sales outcomes for more accurate ROAS*

“Vantage established a foundation and jumping off point for our retail media business that simplified our workflow and drove real performance for our advertisers. It proved a model in which we could efficiently operate while still meeting the needs of our clients.”

DREW CASHMORE  
HEAD OF OMNI-CHANNEL  
STRATEGY AND OPERATIONS  
WALMART CONNECT



# A single comprehensive platform to manage complex omnichannel campaigns



Manage your entire retail media business from a single, comprehensive platform. From ad sales and media planning to creative assembly and financial reconciliation, Vantage streamlines your operations for maximum efficiency and effectiveness.

## Capabilities



### Connected Data

Bring all your data sources together for a comprehensive view of your customer, driving accurate insights, informed media decisions and competitive measurement.



### Integrated Tools

Strengthen your retail media network with integrations into leading data, demand, measurement and other third-party platforms. Streamlined data flow and resources enhance campaign effectiveness and maximize ROI.



### Automated Workflows

Streamline operations with AI-powered, automated workflows, reducing manual tasks and minimizing errors. Enhance productivity and improve business agility with efficient process automation.



### Unified Teams

Enable seamless collaboration and visibility across your organization by connecting teams with a unified platform. Break down silos between retail media, merchandising, marketing and more.

## CASE STUDY

### How The Home Depot gets more done with Vantage

The Home Depot Orange Apron Media team operates one the largest retail media networks. They collaborate with thousands of brand partners to plan, build, and launch offsite campaigns on Facebook, Instagram, Pinterest, Google, as well as onsite.

Before using Vantage, launching a campaign required logging into separate platforms for each channel, resulting in a manual, error-prone process that limited vendor spending.

Now, with Vantage, all channels are managed from a unified workflow, allowing omnichannel campaigns to be executed in minutes, significantly boosting productivity, speed to market, and increased ad spend.

