



Retail Media Intelligence Solution

Powering ads that work for customers, retailers and brands



Boosted by the pandemic, the adoption of e-commerce and digitalization have been accelerated, changing the age-old brand-retailer relationship. By creating new revenue streams, the digitalization of shopping behaviours enables retailers to monetize their first party data and deliver insights for brands to better understand their customers. In the race towards media monetization, is your organization ready to seize the \$100Bn retail media opportunity?

Leveraging AI, CiValue's retail media solution enables retailers to increase their margins by accelerating the launch of their retail media network with an end to end solution for data management, automated activation and measurement & attribution.

How to achieve a successful Retail Media strategy?

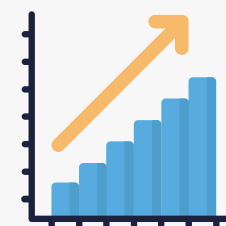
According to the Boston Consulting Group, the Retail Media Organization is typically built around seven functions: account and partner management, data and analytics, automated activation, measurement and attribution and Ad operations. Yet, for most retailers, the lack of skills, and the data silos between digital and physical channels inhibit them from deploying a successful offering.

In order to overcome these challenges, and accelerate your path to retail media, we have created a solution that helps you leverage your first party data to automatically serve ads that matter to your customers and your brands, and to close the loop by measuring them adequately.

CiValue's RETAIL MEDIA INTELLIGENCE SOLUTION

CiValue's retail media intelligence solution is a unique SaaS platform, leveraging AI, that brings together the ability to achieve granular view of the customers across all channels and to gather insights into the risks and opportunities for advertisements, all delivered in a single portal to view and launch campaigns based on predictive audience building, and collect measurements on the impacts of your ads across all channels, while aligning with your brand partners.

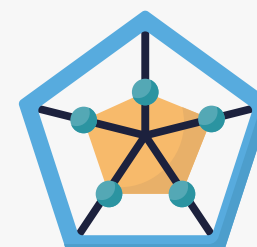
KEY BENEFITS



Seize the \$100bn retail media opportunity and increase ROAS over time

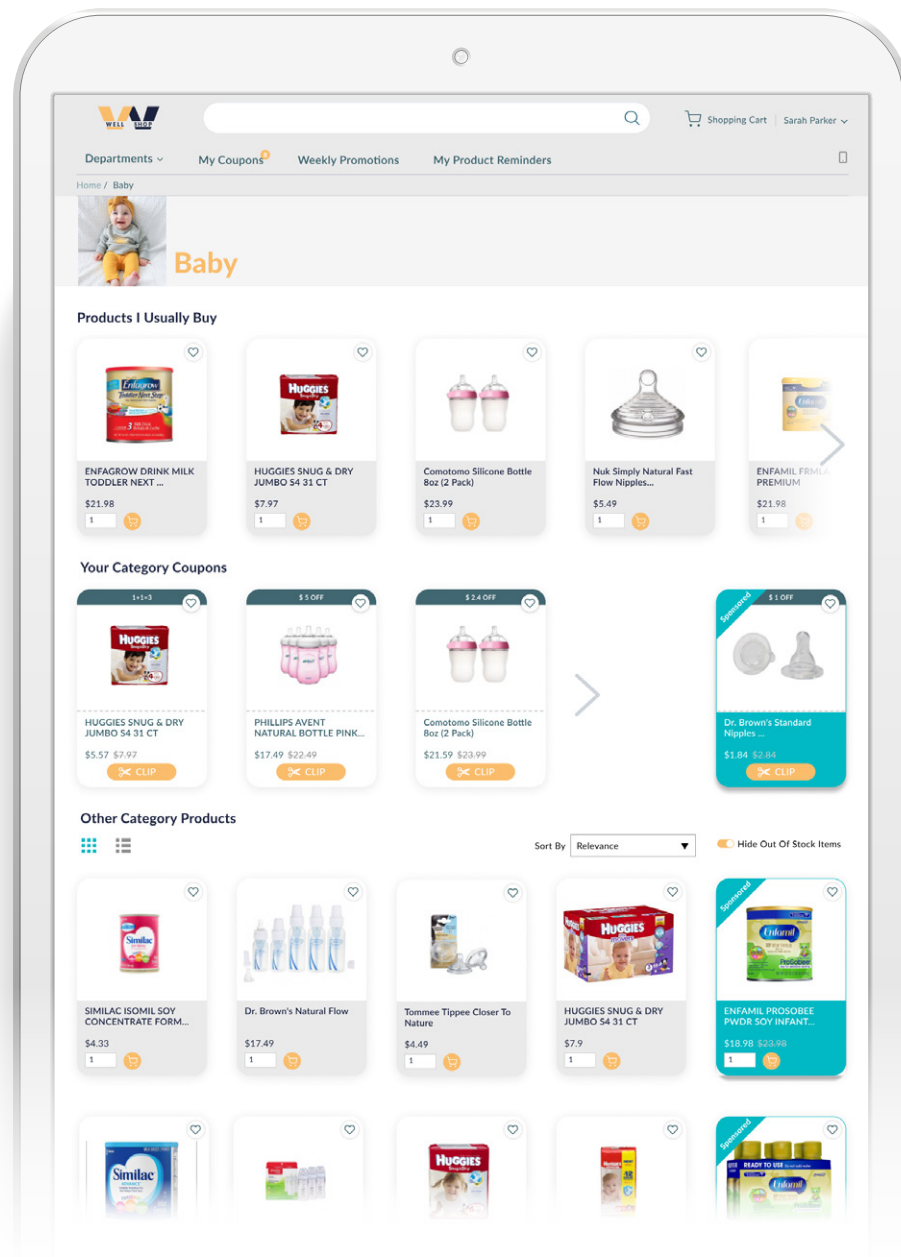


Shorten your time to hyper targeted ad campaigns



Overcome data siloes and simplify tracking and attribution

THE CiValue ADVANTAGES



Know what your customers want to see

- Discover granular customer preferences & behaviors by leveraging CiValue's customer DNA
- Proactively identify risk and opportunities for brands and retailers

Launch campaigns in just a few clicks

- Embedded offer and ad definition processes
- No coding needed
- Make the most relevant offer with real time ad scoring

Find the perfect audience match for your objectives

- In app dedicated segmentation application
- Predictive audience builder

Understand the impact of your efforts. Across any channel

- Measure the uplift of offers & ad campaigns
- Across Physical and digital channels
- Attribution, continuous impact, impressions, clicks, ROAS, etc.

ciVALUE BRAND PORTAL



Brand Ranking



Sales Drivers



Share vs Competitors



New products Launches



Switching Analysis



Customer Loyalty



External Insights

Access to Insights



Brand Portal



Predictive audience building



Real-time ad scoring

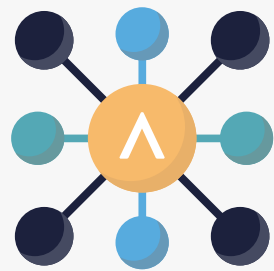


Export custom audiences to social & open web



Automated performance reports

WHY ciValue?



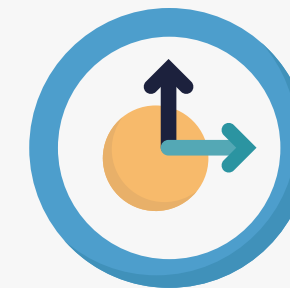
CREATE NEW REVENUE

By monetizing 1st party data



OPTIMIZE AD SPEND

Leveraging AI for smarter audience targeting



FAST TIME TO VALUE

With the industry's only SaaS customer value platform

ABOUT ciValue

ciValue is the only SaaS customer value platform offering retail intelligence, brand collaboration, and personalization & retail media solutions. Up and running in 8 weeks, the solution leverages machine learning and retailer's first party data to accelerate the execution of retail media strategies, cut the time to launch campaigns and close the retail ad loop with measurements across all channels and insights that can be automatically shared with brands. Already processing millions of data points at some of the largest FMCG and specialty retailers across the globe, ciValue powers engagements that matter for retailers, brands and their customers.

SEE IT IN ACTION

