



Key Takeaways

Retail Media Rundown: The Keys to Unlock Success Across Retailers

Session 1: How to Meet the Consumer Mindset in Q4 and Beyond with Roundel, Target's Media Network

- Seasonality and shopping behavior evolves throughout the year. It's imperative that a media strategy is built to be dynamic and tailored to the brand/season.
- Search is a key component of traffic on Target.com. With 370M+ combined Target.com searches between July-Sept 2022, it's important to lean into Target Product Ads.
- Roundel's ad type offerings, such as Target Product Ads, Programmatic, and Multivendor Campaigns, offer brands the tools to tell a full story and maximize reach and conversion.

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Session 2: Crafting Success Through Audience Insights and Data-Driven Strategies

- Develop a plan of attack - based on:
 - Where your current customers are also shopping.
 - Leaning into your USP.
 - Getting the right product, in front of the right people, at the right retailer.
 - Starting with wins from other channels.



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Session 3: Revolutionizing Retail Strategy: Unified Approach to Underpin Performance

- Let selling goals and advertising intent steer holistic Retail Media prioritization.
- Ensure advertising efforts are structured for success, starting with operational soundness.
- Use the most advanced technology available from each retailer/RMN to drive performance.
- Centralize Retail Media performance so you can convert insights to action more quickly.



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Session 4 : Maximizing Q4 Impact: Retail Media Synergy

- Amperity provides a world class customer data platform from which to optimize paid media efforts using 1st party data. Identity resolution and unified data create a super robust data foundation, while marketer-friendly interfaces and direct connectors create operational efficiencies.
- The Trade Desk puts the power of advertiser's data at the forefront, whether that's activating anything from first-party data to retail data. We take pride in doing so in the most privacy conscious manner through our own platform and through partnering with other technology platforms.
- Tinuiti experts combined with the partnerships we utilize ensure that our clients have access to leading technology and strong data segments to set our customers up for success.