

# The Future of Off-site Retail Media:

Unlocking the Power of Creative

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# We've Built a Better Ad Experience for the Ecosystem



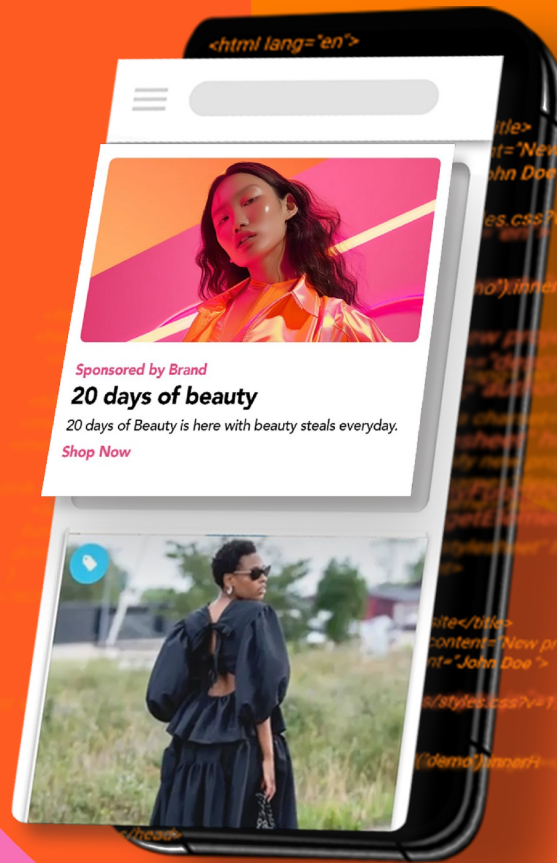
Media technology that supports  
high-quality native formats  
seamlessly integrated within  
content



Creative technology that makes it easy to activate industry-leading formats, that perform



Non-interruptive, non-forced  
experience via unique placements  
and publisher partnerships that  
allow us to deliver flexible templates



# Why Creative is Essential...



**...as the last mile of a  
campaign after  
decades of optimising  
pipes and integrations**



# Creative is Essential



**80%**

of marketers  
consider  
creative quality  
crucial to  
marketing  
effectiveness

MARKETING WEEK, 2023



**70%**

of a  
campaign's  
success comes  
from the  
creative quality

TRIPLELIFT, 2024



**Over 40%**

of marketing  
professionals cite  
ad blindness as a  
top concern

MEDIAOCEAN, 2024

# Marketer's Building Blocks for Success

Creative Technology as the Foundation  
of Digital Advertising

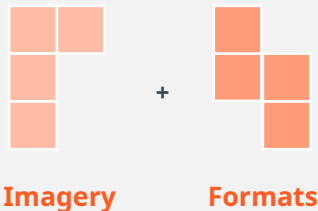
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# Imagery & Formats Have the Strongest Influence on Brand Awareness



## CRITICAL PIECES



## Imagery

is the strongest driver of brand awareness (+16 lift).



## Ad Formats

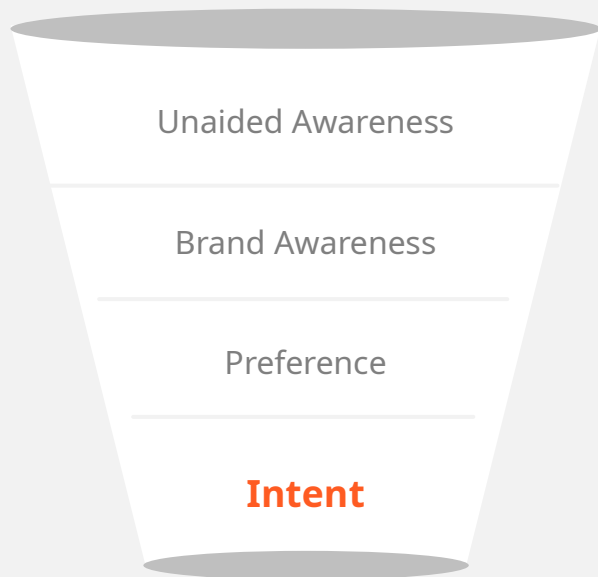
play a major role in engagement, with Native and Online Video leading.



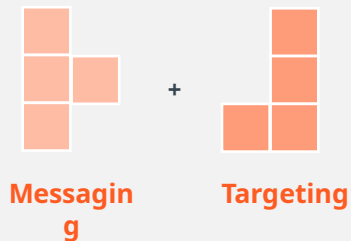
## Messaging

has a lower impact at this stage—creative should focus on storytelling.

# Messaging & Targeting are the Most Critical Drivers of Purchase Intent



## CRITICAL PIECES



## Targeting

ensures relevance—connecting with the right audience at the right time.



## Messaging

inspires action—strong CTAs drive bottom-funnel performance.



## Both

Messaging and Targeting each account for 31% of intent impact.



# Advanced Creative Tech Impact

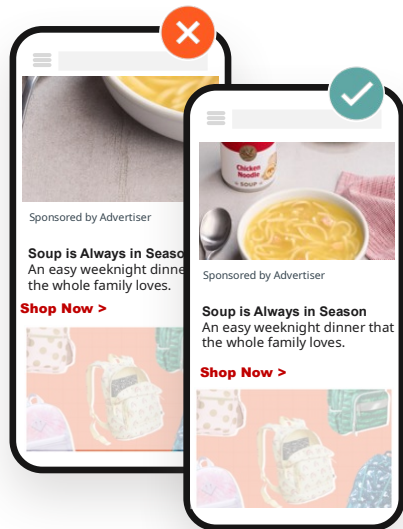
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# Creative Technology Variables Tested

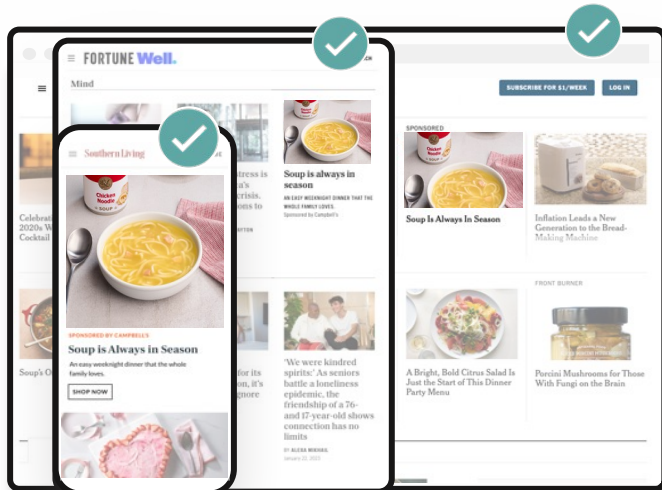
## Computer Vision

Beautiful Creative



Scans each asset to protect key focal areas from cropping and skewing.

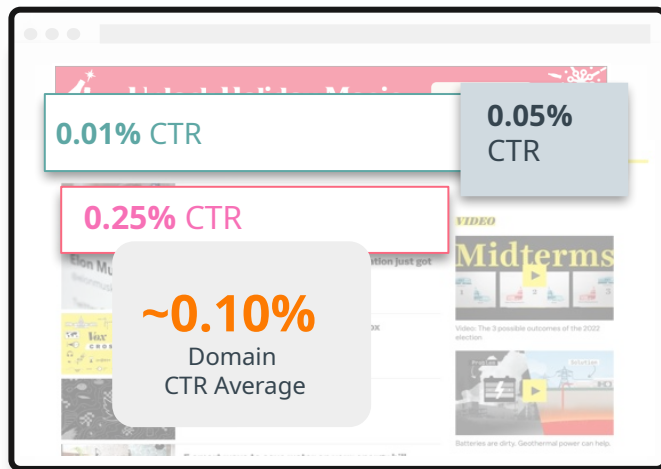
## Adaptive Templating



Adapts advertisers' creative components in real-time, rendering ads that seamlessly match every environment and maintain your brands' look and feel.

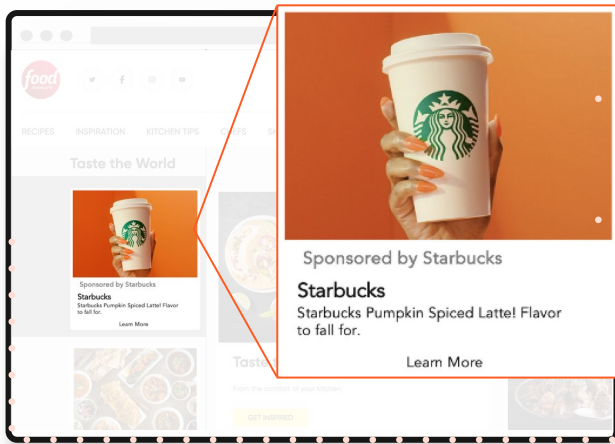
## Placement-level Optimization

Placements That Perform



Platform-wide, placement-level optimization that optimizes towards goals and meets your KPIs.

# Native Format Receptivity Amplified by Advanced Creative Tech



## Computer Vision

+11% increase in Brand Awareness\*

## Adaptive Templating

+66% increase in Messaging\*

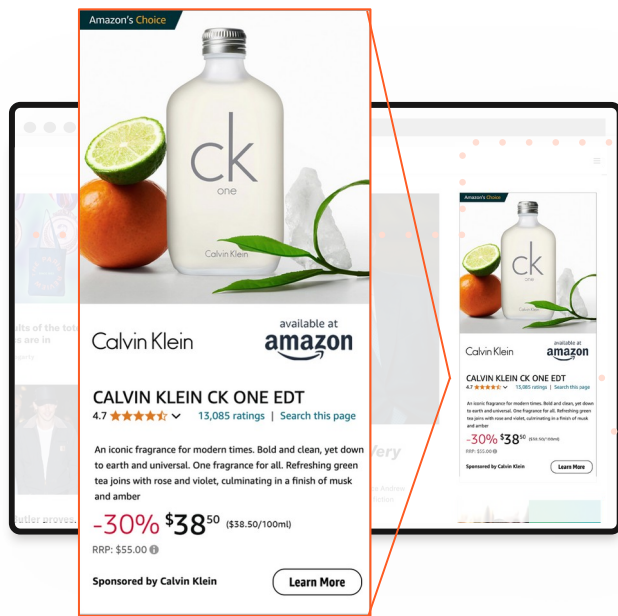
## Placement Optimization

+21% increase in Image Viewability\*

Creative Tech enables proper asset delivery by adapting critical ad components in real-time, all while ensuring ad placement leads to optimal viewing.

*\*vs. when element is not present*

# Retail Media & Creative Tech



## Contextual Relevance

2.85x more engagement

## Dynamic Templating

+36% more informative

## Creative Asset Optimization

1.6x more noticeable

TripleLift's adaptive commerce solutions are customizable formats that highlight retailer components in an interactive, user-friendly, and unique ad experience across quality offsite supply.

# Creative Tech & In-Show CTV



## Contextual Relevance

+18% Better Perception\*

## Proven Templating

+12% Purchase Intent\*

## Creative Tech

+17% Unaided Brand Awareness\*

TripleLift's In-Show Ads are minimally disruptive CTV ad experiences that showcase brands without programming and are proven to drive brand building metrics.

\*vs. when element is not present

# Creative Tech, Audience Data, & Inventory Solutions

to Drive Off-site Growth With Retail Media Partners

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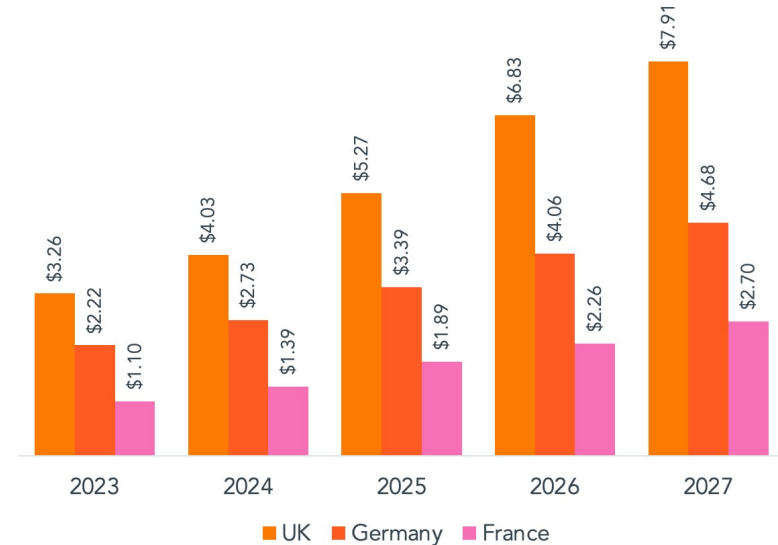
# Why Retail Media?

Time spend consumers shopping online does not equal the amount of advertising budgets going into Retail Media and budgets will follow consumers.

*Note: digital advertising that appears on websites or apps that are primarily engaged in retail ecommerce or is bought through a retailer's media network or demand-side platform (DSP); examples of websites or apps primarily engaged in retail ecommerce include Amazon, Walmart, and eBay; examples of retail media networks include Amazon's DSP and Etsy's Offsite Ads; includes ads purchased through retail media networks that may not appear on ecommerce sites or apps*

## The Retail Media Wave in Western Europe will Crest Highest in the UK

Billions in retail media ad spending in France, Germany, and the UK 2023-2027



# Retail Media Partners: Consumer Insights & High-value Data



## Identifying New Customers

Retail media partners provide brands with access to highly valuable, proprietary shopper data



## Amplifying Brand Signals

Brands can model and amplify their own data against retail signals



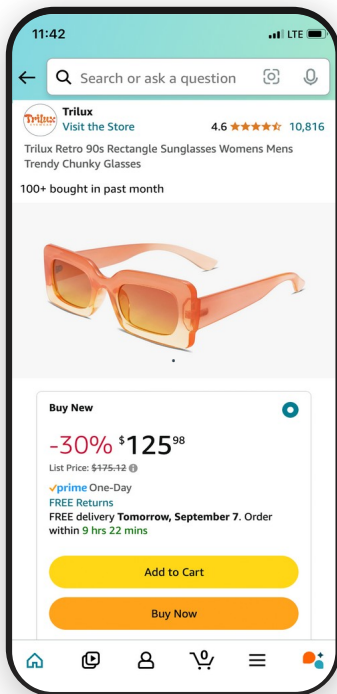
## Powering Off-site

O&O supply has scale limitations, and brands will extend retail signals through 3rd party supply partners

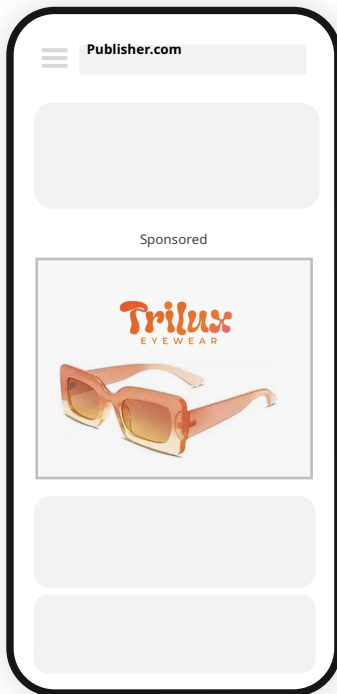
TripleLift **enhances retail media strategy through** creative innovation and engaging formats, premium supply, and audience amplification.



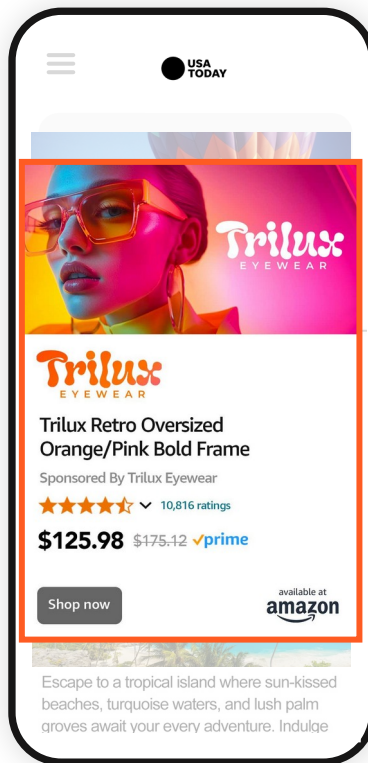
# Bringing the Onsite Experience, Offsite via Native REC



ONSITE



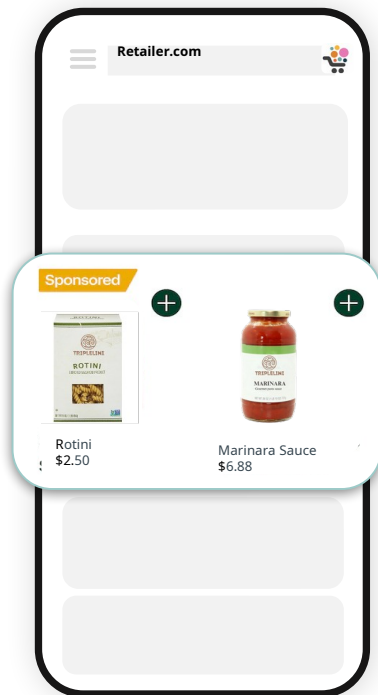
OFFSITE TODAY



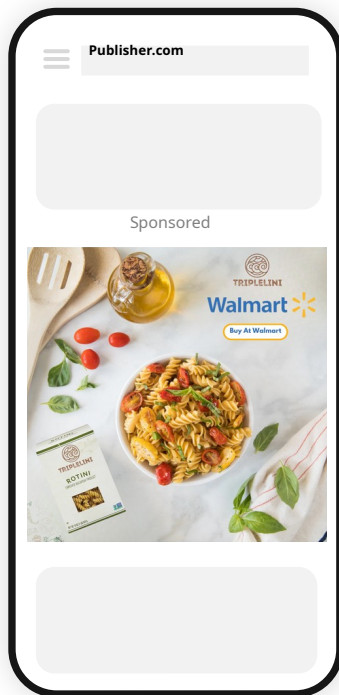
## Native REC with TripleLift

- Larger more engaging ads
- Dynamically updated elements like price and ratings
- ASIN-enabled for simple set up

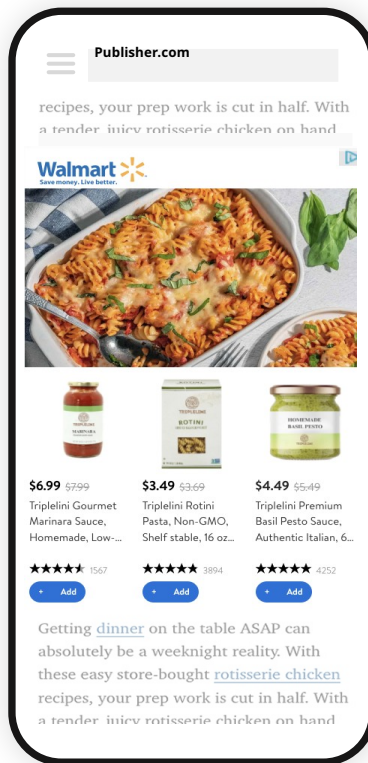
# TripleLift Off-site Opportunity for Walmart Buyers



ONSITE



OFFSITE TODAY



## TripleLift Off-site

- Exclusive Walmart-branded templates capture user attention and help draw consumers back to the retailer site
- Custom-built placements instead of safe frames that allow for larger more impactful creative
- SKU-based ad formats drive positive user experience with real-time elements such as price and availability

# CTV In-Show for Walmart

Highlight key products through elevated creative with interactive elements to influence buying behavior



**3 Brand Logo**  
PNG, max 500 x 500 px,  
Transparent background

**4 Product SKU Image**  
PNG, max 250w x 450h px

**5 QR Destination URL**  
URL only; TripleLift  
builds QR code unit

**1 Walmart Branding**  
Logo & tagline  
(transparent  
background)

**2 Walmart Imagery**  
PNG, 600 x 600 px

**6 Background**  
PNG, 1920 x 1080 px background  
image or (2) brand HEX colors

# Case Study



# TripleLift Delivers for Hardlines/Softlines Customers



**+65%**

More Efficient CPAs  
*Benchmark vs. Campaign*



**10x**

Brand Favorability  
*Benchmark vs. Campaign*



**9.5x**

Increase in Purchase  
Intent  
*Benchmark vs. Campaign*



## CELL PHONE SALES RESULTS

Full Funnel Tactics—NREC, Display, OLV



**5-6.5x**

Total ROAS



**1.5x**

Detail Page Views



**57%**

Increase in Purchase  
Intent vs Competitive  
Products

*\*for viewability-optimized deals*

d3con

triplelift



Thank  
You!

