The role of third party tech in the

~~STANDARDISATION~~ *GROWTH* OF RETAIL MEDIA

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Hi, I'm

MATT VIGNIERI

Chief Revenue Officer

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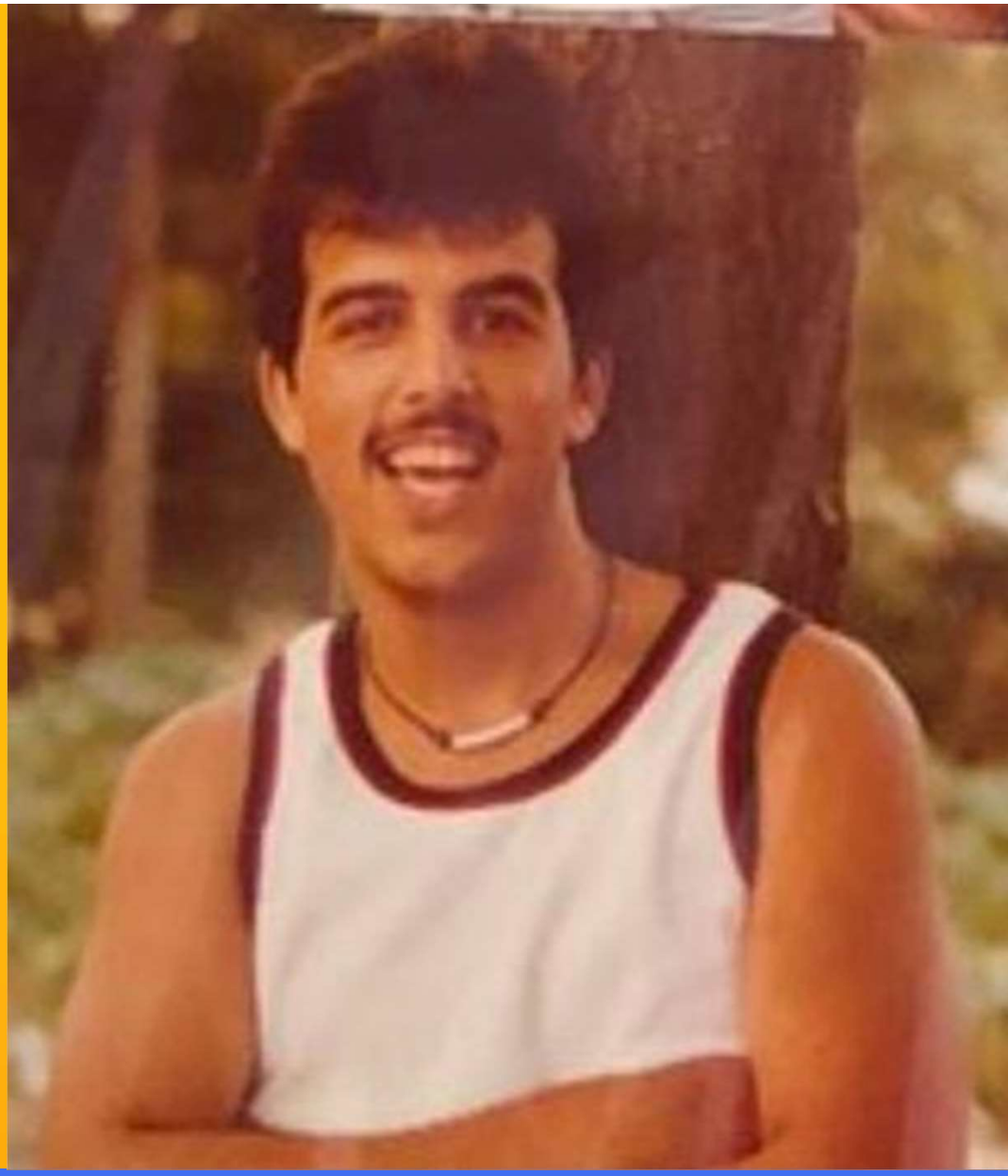

Skai has been at the forefront of digital advertising for 17 years

2006 — 2010 — 2014 — 2017 — 2020+

SEARCH

SOCIAL

MOBILE

RETAIL MEDIA

RETAIL MEDIA EXPANSION

CitrusAd, CR, very, ASDA, zavvi, Albertsons, Sainsbury's, LOOKFANTASTIC, PromoteIQ, currys, Argos, Morrisons, gopuff

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- **What we've learnt** about standardisation from search marketing
- **Where Skai adds value** in the retail media standardisation discussion
- **What we need from retailers** to help accelerate their growth

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Thomas Cook

↑93%

revenue

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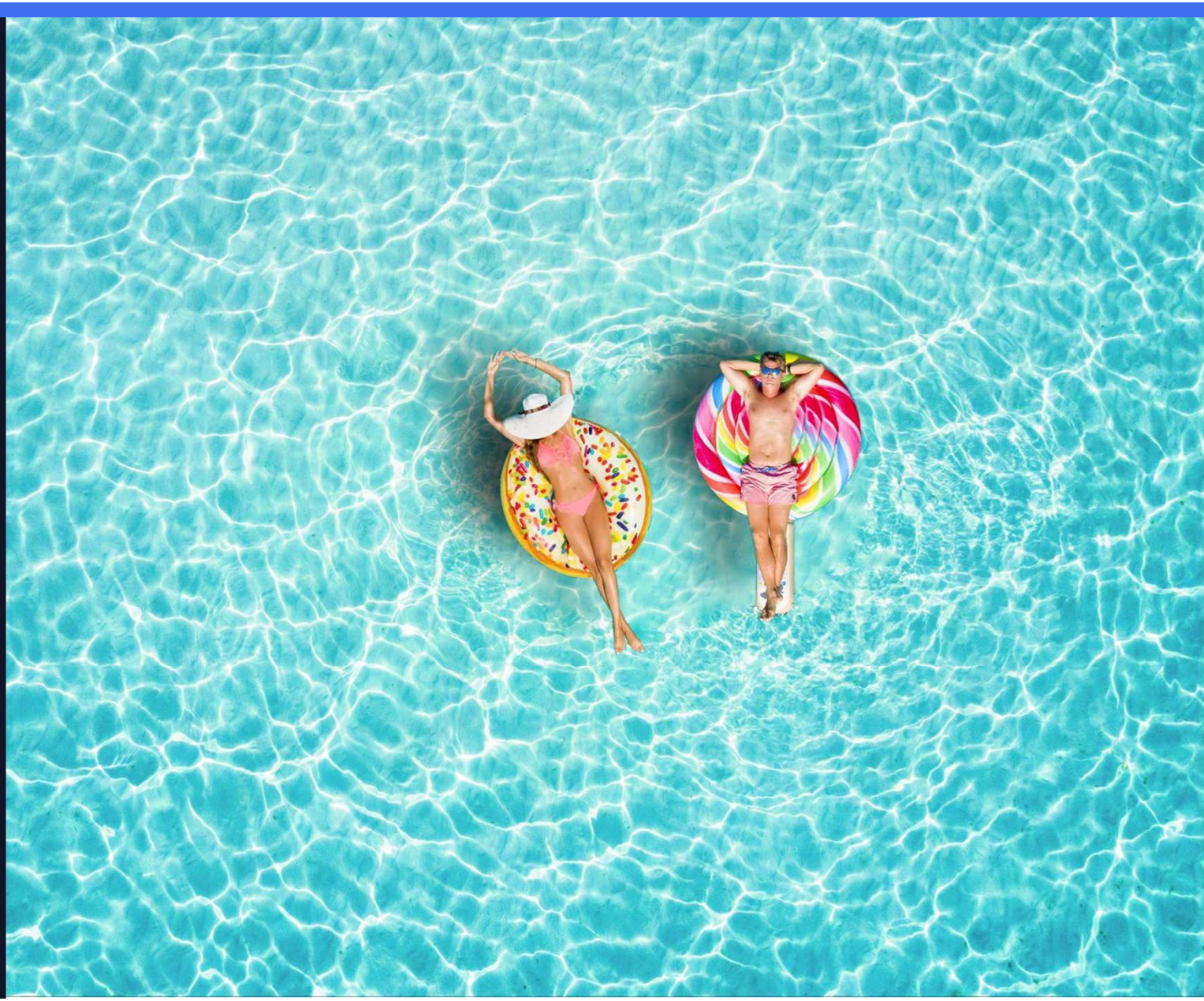


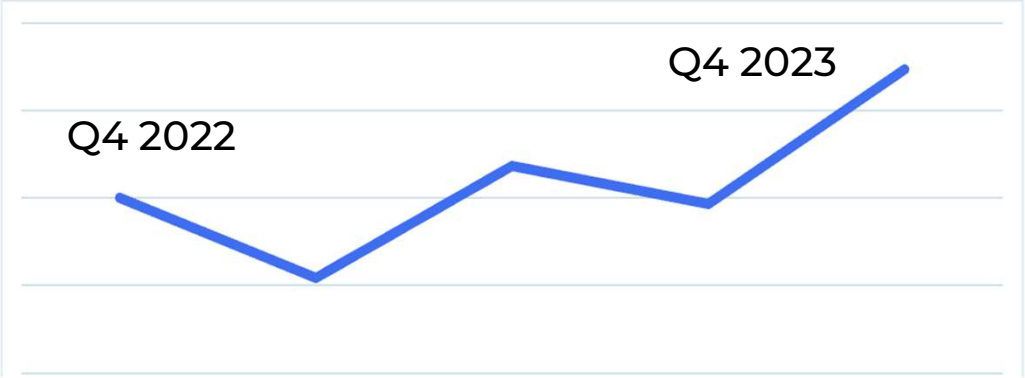
Walmart Connect

Walmart benefited from aligning with Amazon on a second price auction model

↑29%

year-on-year

Same Store Growth on Walmart Connect



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To scale, advertisers need

GREATER
Transparency

GREATER
Connectivity

GREATER
Control

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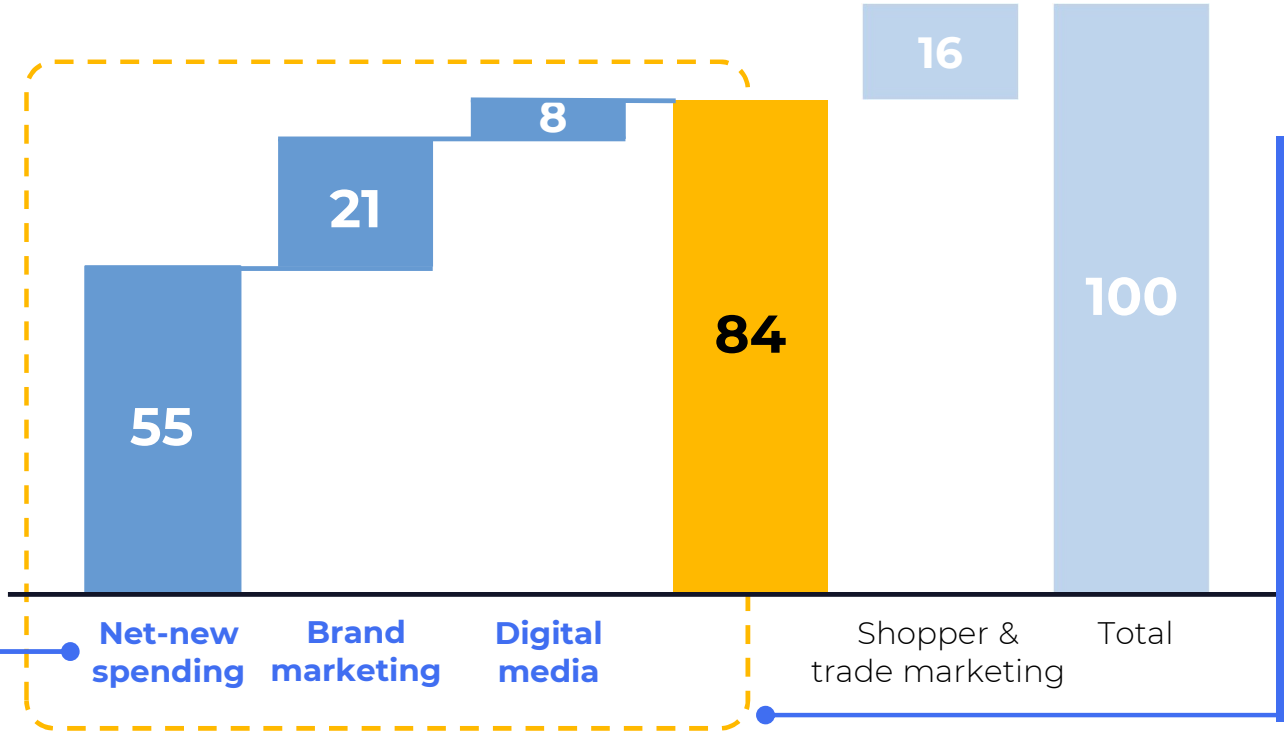
Performance = Reinvestment

38% of net-new spending is from advertisers reinvesting after performance gains



84% of new retail media spend will come from budgets currently not as accessible to retailers today

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amazon ads

A data-driven success story

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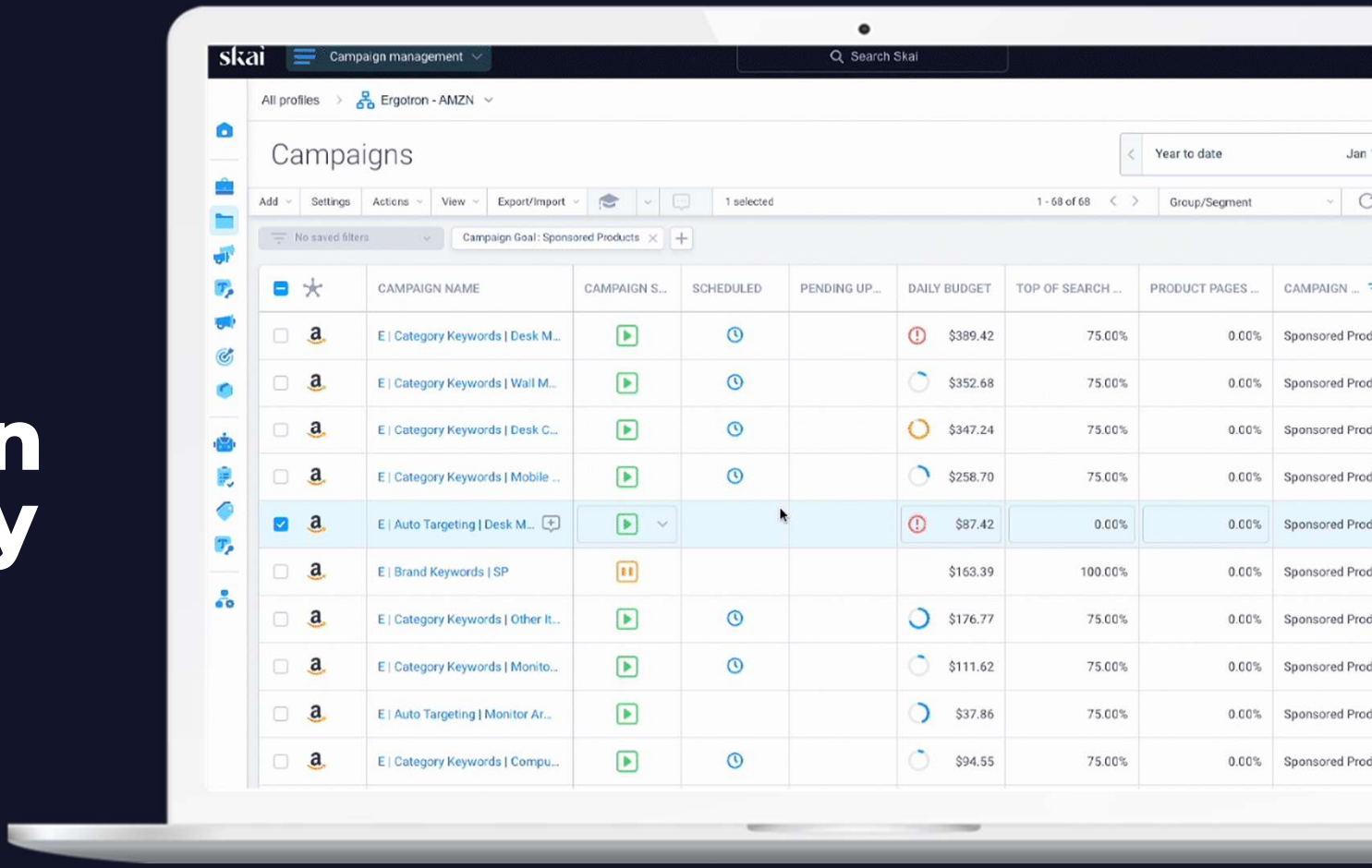
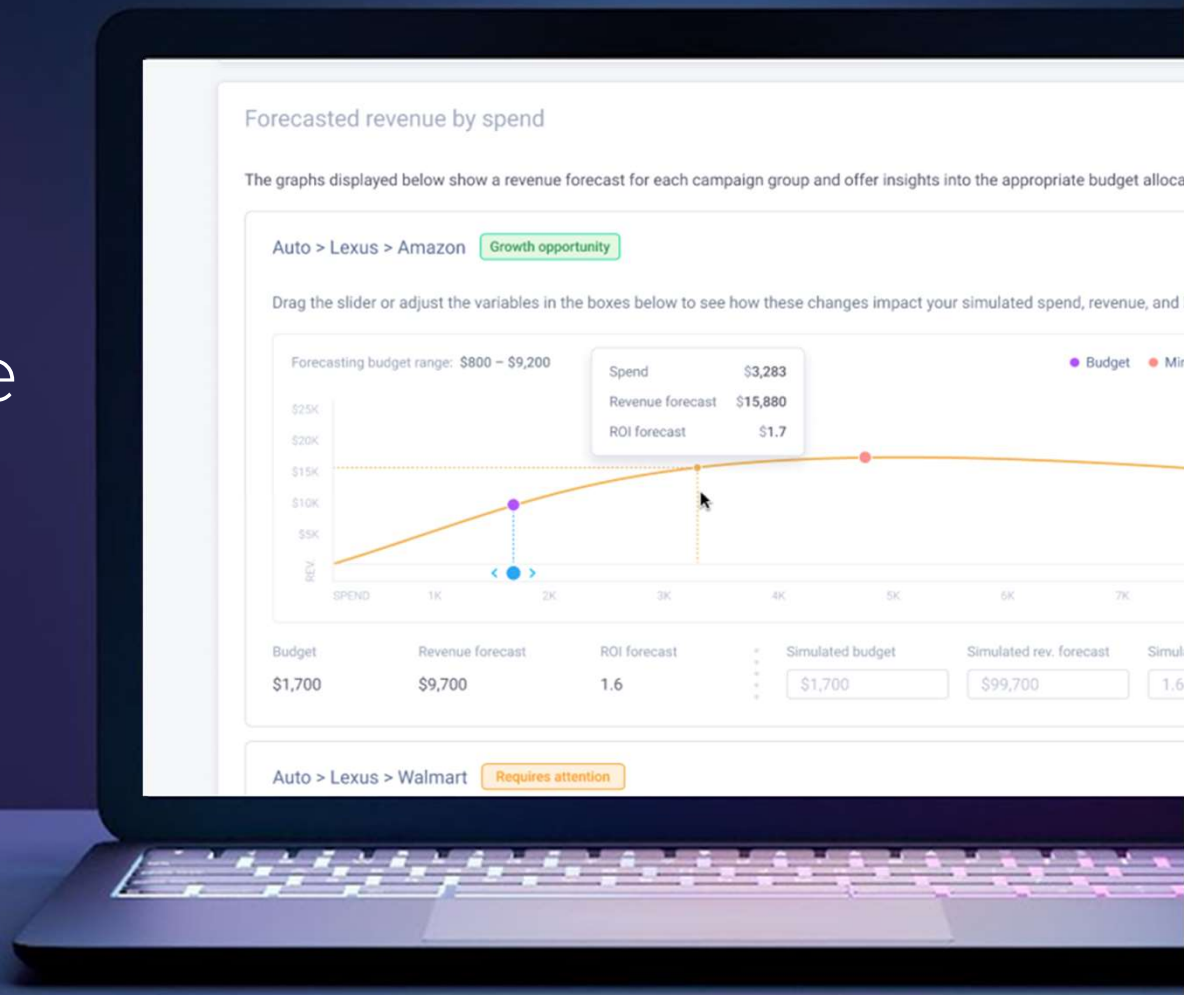


The *only* platform to connect all performance media in one place



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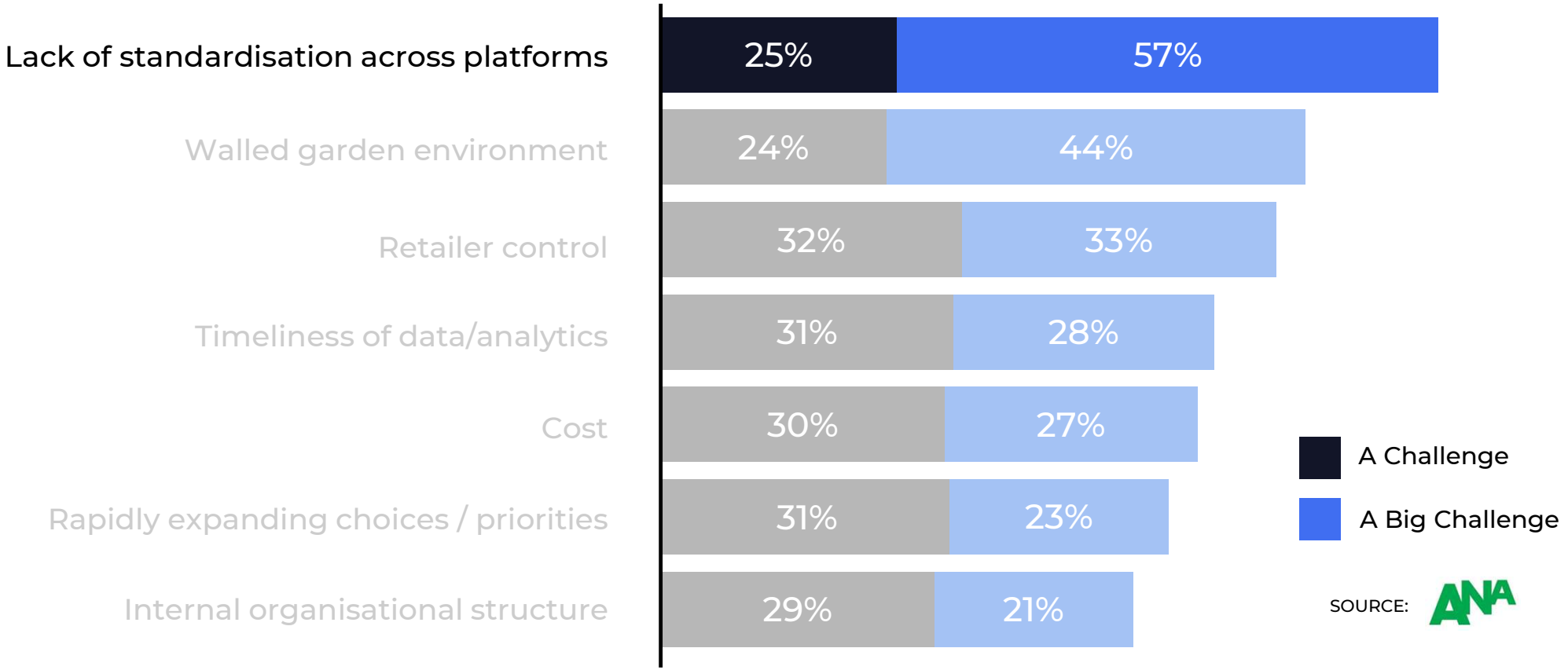
Biggest Challenges with Retail Media Networks According to Ad Buyers



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Our ask from the retailers

1. **The right data** at the right cadence, with some level of consistency.
2. **An API-first approach** that has been built to stand the test of time.
3. **Clarity about how to translate KPIs** and get comfortable with us sharing it!

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Thank you!

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