

MODERNIZE YOUR APPROACH TO RETAIL MEDIA

How to be on the frontier of success



Retail is competitive. And with margins tightening, third-party cookies crumbling and attribution always in question, retailers are on the hunt for new revenue streams.

Walgreens and Amazon have invested in their own robust media networks and are seeing results—but you don't have to be a retail giant to make it a reality for your brand. Here's how to scale quickly with an on-site and off-site advertising strategy built for the new frontier of retail media success.

\$160 BILLION
projected global retail media spend by 2027*

THE TRADITIONAL APPROACH: MONETIZING ONLY OWNED CHANNELS

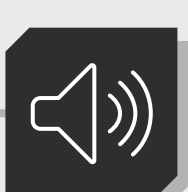
Historically, retailers just monetized their *owned* channels.



Owned website



In-store catalogs & circulars



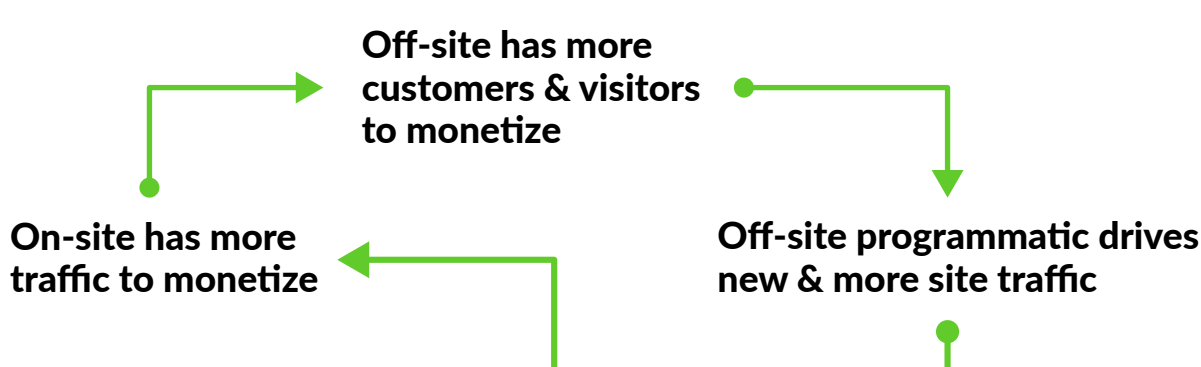
In-store radio



In-store signage & placements

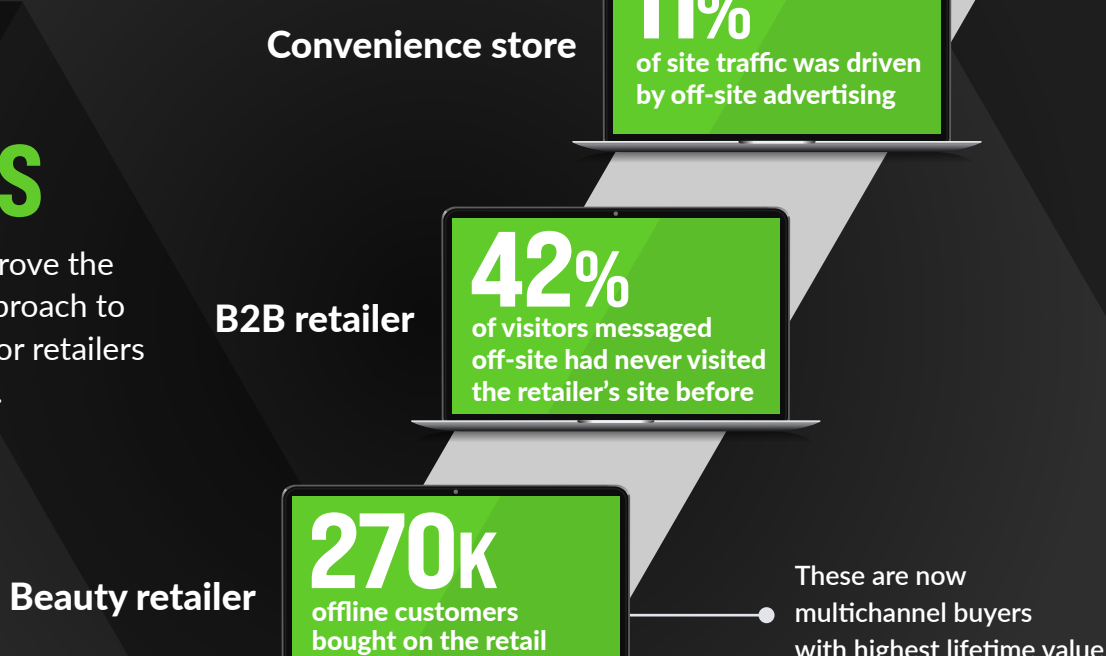
THE NEW RETAIL MEDIA APPROACH: CREATE DEMAND WITH OFF-SITE ADVERTISING

When you extend your campaigns to serving ads across the open web, you can reach all customers, not just the ones who only visit your site and stores. And after you prove to brand partners that your off-site ads drive revenue, advertising on your website will look even more attractive to them.



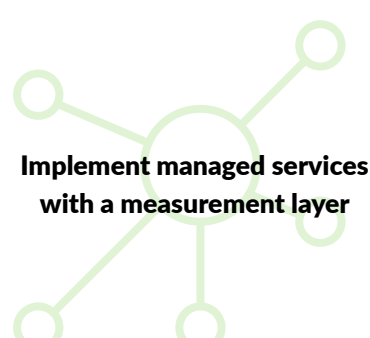
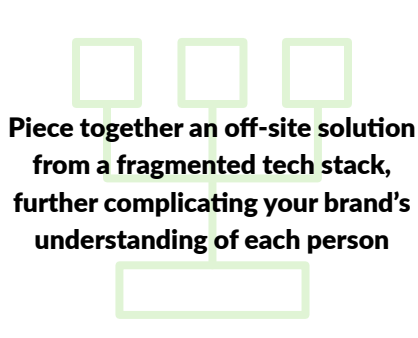
REAL RESULTS

These case studies prove the value of a unified approach to on-site and off-site for retailers and advertisers alike.



YOU CAN TRY TO BUILD YOUR OWN MEDIA NETWORK TO DELIVER ACROSS CHANNELS

There are a few avenues you can take. These options are complex and require **extensive expertise, time and resources**.



OR YOU CAN PARTNER WITH AN EXPERT

With CitrusAd, powered by Epsilon, you'll get your on-site and off-site ads up and running in days instead of the months you'd need to build an entire media network on your own. Our people-based identity provides **access to 2-3x more customers** than other media partners. And with more connections to real people, your brand partners can connect with their best customers everywhere online—generating more revenue for you and your brand partners.

[Learn more about the retail media network we can help you build. >](#)

[Ready to chat with us about creating real connections between your shoppers and brand partners? Schedule a meeting with us. >](#)