



HAVAS Market

UNLOCKING THE NEXT WAVE OF

# Retail Media with **Data**



# Has Retail Media Peaked — or Just Begun?

**Retail media took off with explosive growth — and it's only just getting started.**

Retail Media has rapidly emerged as one of the fastest-growing channels in advertising — expanding at four times the pace of the overall ad market\*. While much of this growth has been driven by onsite media investments, a new chapter is unfolding.

**Retail Media Networks are evolving beyond walled gardens**, enabling brands to engage consumers across the full purchase journey — from inspiration to conversion. Walmart Connect, for example, extends brand reach both within and outside of Walmart's ecosystem.

As **consumer behavior becomes more omnichannel**, brands must rethink how they activate media across a fragmented landscape. Leading retailers like REWE are setting the pace, using unified data to create seamless, personalized experiences across in-store and digital channels.

Meanwhile, as **budgets shift from traditional media and trade marketing**, data-driven performance is becoming the new benchmark. Amazon's Marketing Cloud is helping brands uncover richer, privacy-safe insights through clean room technology — a signal of the industry's evolution toward intelligence-driven strategy.

Just as Google built its dominance on the power of connected data, **the next era of retail media will be defined by collaboration, connectivity, and measurement**. Brands that embrace this shift will unlock smarter targeting, deeper insights, and more measurable growth.

With the combined strength of Havas Market's retail media expertise and CSA's results-oriented approach to data analysis, Havas is leading this transformation for the brands we champion, helping clients harness retail data, design smarter media strategies, and drive performance across the entire commerce value chain.



# Retail Data: The Fuel Behind Smarter Retail Media

To unlock the full value of Retail Media, brands need to tap into its most powerful asset: retail data.

Retail data captures verified, real-world consumer behavior — from in-store purchases to online browsing and shopping activity. Unlike traditional marketing data, which often relies on self-reported or third-party signals, retail data is grounded in actual transactions, making it **uniquely qualified and actionable**.

In-store, retail data reflects a shopper's past purchases — accessible when customers are identified through loyalty programs or digital profiles. Online, it goes deeper: revealing searches, product views, abandoned carts, and cross-brand comparisons. This level of granularity enables **precise, performance-driven targeting**.

Leading retailers are already unlocking this potential. Tesco, for example, uses its proprietary CDP (Dunnhumby) to turn customer behavior into insight — activating personalized campaigns that improve both brand relevance and sales conversion.

▶ ***“Google captures your intentions, Facebook your emotions, and Amazon your transactions.”***

*Scott Galloway, NYU Stern school of business marketing professor.*



Going a step further, Gen AI allows us to dynamically tailor product content to match shopper intent, platform nuances, and category content. In retail media, product content is creative, and AI-powered catalog optimization boosts ad relevance, increases conversion rates, turning catalogs into high-[performing media assets in real time, at scale.

With the right technology — such as Customer Data Platforms (CDPs) — and the right partner, **retailers and brands can harness this data to power end-to-end strategies:** from insight generation and media activation to measurement and optimization.

Havas Market and CSA work with brands to connect these data signals across the commerce journey — transforming data into meaningful results and smarter investment decisions.

# Precision, Performance, and Personalization — for Everyone

As shopping journeys grow more connected and fluid, every consumer interaction becomes a valuable signal — from in-app browsing and digital carts to in-store purchases and loyalty scans. Together, these touchpoints create a rich, real-time view of how people research, choose, and buy products.

Retail media provides rich behavioral signals, but visibility across platforms is often fragment. By using AI predictive modeling systems that learn from incomplete signals, we're able to estimate performance with prevision. CSA's proprietary framework ingests diverse data sources — platform-reported conversions, experimental lift results, media performance reports, and behavioral trends — not as fixed truth but as dynamic predictors to calculate the most probable impact of each touch points for every channel at every moment.

Predictive measurement gives brands and retailers a deeper understanding of customer preferences, intent, and behaviors — enabling more personalized engagement and smarter marketing decisions. And the results are not just meaningful for brands. Today's consumers demand seamless, relevant, and consistent experiences — whether they're scrolling on a phone, shopping in-store, or switching between both. Retailers and brands who can meet this expectation will win both loyalty and performance.

## What's in it for each player?

### FOR CONSUMERS

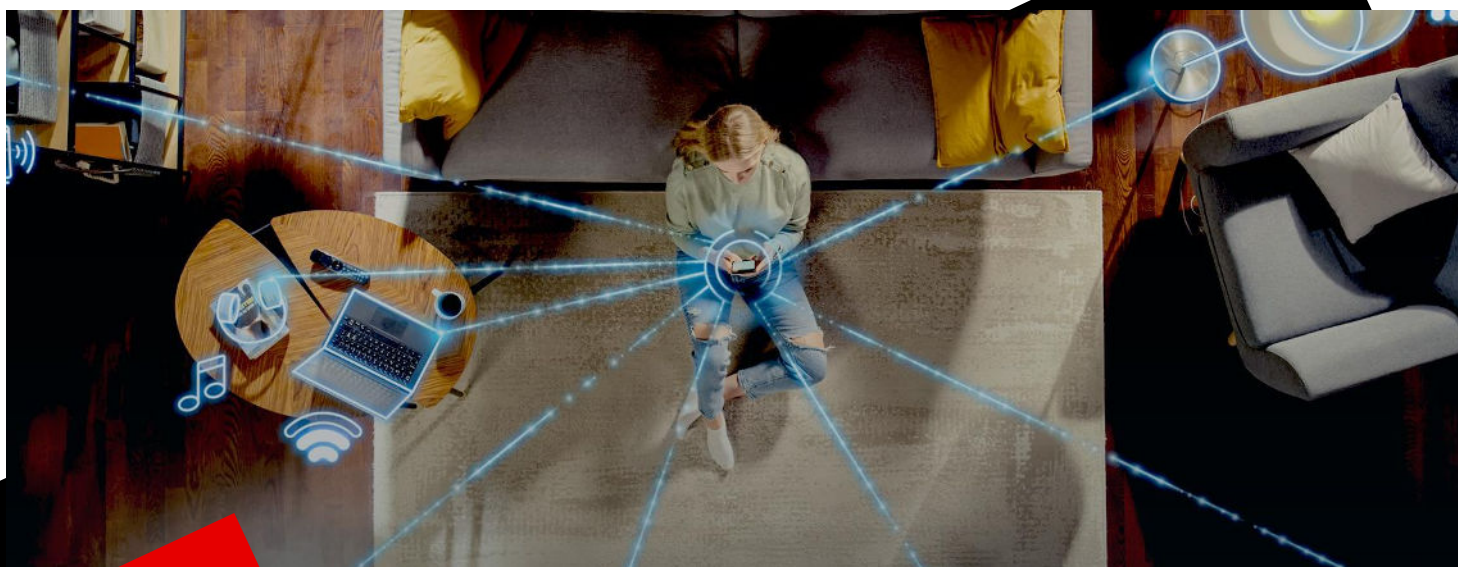
They enjoy a more relevant, rewarding experience — discovering products that match their needs, and receiving tailored promotions that feel timely and valuable.

### FOR BRANDS

Retail data becomes a powerful growth lever — helping marketers better understand their audience, refine strategy, and drive performance through smarter targeting and creative personalization.

### FOR RETAILERS

Data-driven insights enable better inventory and pricing decisions, more efficient promotions, and a frictionless omnichannel experience that builds customer loyalty and lifts sales.





With Havas Market and CSA, brands gain a strategic partner to connect these elements — designing, implementing, and measuring commerce campaigns that are not only data-informed, but built for accountability, agility, and growth.

We support clients across the full value chain — from data strategy and audience segmentation to activation and performance optimization — helping turn retail intelligence into results.

# Activating Retail Data for Smarter Results

Retail data must be activated to turn insight into impact.

With the right strategy, retail data empowers brands to deliver more relevant, measurable, and performance-driven campaigns. It enables precise audience targeting, tailored creative, and transparent performance tracking — all critical to maximizing the value of media investment.

Here's how Havas Market and CSA help brands unlock the full potential of retail data:



## INTELLIGENCE

Gain deep insight into consumer behavior, purchase patterns, and market signals.

**Intelligence Insight:** Consumers exposed to a brand's video are significantly more likely to convert within three days on platforms like Amazon.



## DESIGN



## ACTIVATE

Use these insights to craft high-impact media campaigns, reaching qualified audiences across platforms.

**Design & Activate Strategy:** Retarget high-intent shoppers with Sponsored Ads within key conversion windows.



## MEASURE

Enhance transparency in performance attribution and results tracking to refine future strategies.

**Measurement Framework:** Compare ROAS and conversion rates for exposed vs. non-exposed audiences to continuously refine strategy.



# 4 Tips to Build Smarter Retail Strategies with Data at the Core

**In today's retail landscape, success starts with data — and depends on what you do with it.**

Retail data enables brands to deeply understand consumers, deliver precision targeting, and measure impact more effectively than ever before. But to unlock its full potential, brands must go beyond data collection and build connected, outcome-driven strategies that span planning, activation, measurement, and optimization.

That's where the alchemy of Havas Market and CSA comes in. Havas Market partners with brands across the entire value chain — from business intelligence and audience strategy to media planning, creative development, and performance analysis — and CSA brings a customer focused approach to data analysis that ensures every action is relentlessly driving business value.

Together, We bring together commerce, technology, AI & ML, and retail data expertise to design campaigns that are data-powered and results-obsessed, helping brands drive growth, improve efficiency, and elevate the consumer experience. And with our Converged.AI operating system powering collaboration across the globe, the experience is seamless, agile, and can be tailored to organizations at all levels of data maturity.

## 1 OPTIMIZE ADVERTISING INVESTMENTS

Incorporate data accessibility into media mix planning and allocate budgets strategically, leveraging performance analytics and consumer insights

## 2 REFINE AUDIENCE TARGETING

Leverage retail and media insights to refine customer segmentation and deliver a seamless, personalized experience throughout the entire funnel

## 3 STRENGTHEN OMNICHANNEL ENGAGEMENT

Integrate offline and online data to create seamless interactions across all touchpoints and establish a strong omnichannel strategy

## 4 ENHANCE MEASUREMENT & TRANSPARENCY

Leverage advanced analytics to monitor results, enabling precise performance attribution and ongoing optimization



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**THANK YOU**