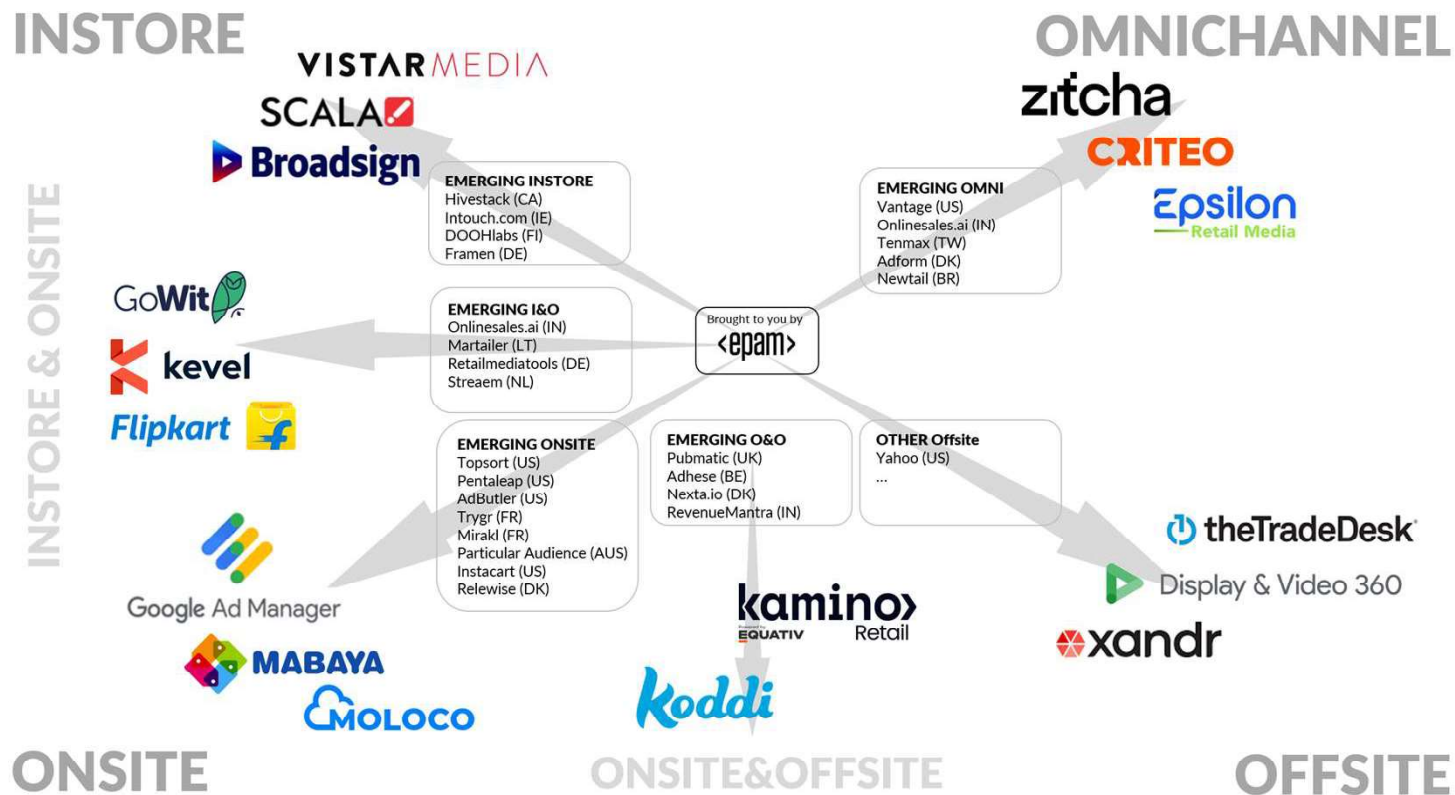


# RETAIL MEDIA PLATFORMS



This mapping of vendors in the retail media platform space, shows the positioning and scale of each of the platforms reviewed across Instore, Onsite and Offsite capabilities.

The Omnichannel category ranges across the other three channels and covers the capability to book, manage and report on those channels jointly even if Instore is via a partner CMS.

The Instore capability covers primarily screens within stores, their accompanying CMS and management.

The Onsite capability covers sponsored products and onsite display but excludes gamification, promotions and coupons.

Offsite capabilities cover platforms that power campaigns outside of the retailers' own properties.

Vendors shown with a logo appear as segment leaders and scored higher on scale and capabilities than the rest.

The analysis was made on the basis of a survey, review of publicly available and crowdsourced data. It claims neither to be precise nor to include every solution in the market. For deeper analysis or vendor selection, please contact our consultants.

