

Better.
Faster.
Stronger.
Smarter.



CitrusAd & Admixer Advertising collaboration aims to deliver best results for Retailers

Admixer Advertising is a technical partner of CitrusAd in Central and Eastern Europe and offers access, implementation, and support for all CitrusAd solutions.

Admixer Advertising offers a wide range of services for Online Retailers



Provide retail media solution

Providing best in class retail media solution to streamline media sales and ad-serving



Ad platform setup and enablement

Ad platform roll-out, setup and implementation, retailer team onboarding and trainings



Sales efforts and ad supply monetization

Outsourcing your business development and connecting to the retail media network demand.



Consulting

Expert support, assessment, estimation in all matters of retail technology and monetization.

Who We Are Today?

CitrusAd was built to solve the problems wholesalers, retailers, brands, and agencies regularly complain about:

- Lack of transparency and control
- Managed service only – lack of cost-effective self-serve options
- Brands being charged “off the top” – reducing working media dollars
- Inadequate reporting capability and frequency
- High tech fees
- Illogical relevancy between search and results

Exponential growth in 2020 and into 2021:

- 50+ features and platform enhancements driven by client input
- 10 new clients across electronics, appliance, apparel, pet, home & kitchen, grocery, department store, baby
- Added a sales & (consultancy) services division staffed with 50+ retail media experts with large retailer experience across sales, operations, creative, programmatic, and analytics

Progressive Grocer
INDUSTRY NEWS | RESEARCH | DIVERSITY AND INCLUSION | TECHNOLOGY | CENTER STORE | PARTNER | SOLUTIONS | E-COMMERCE

Publicis Groupe Acquires CitrusAd In Major Retail Media Move

Grocers using CitrusAd platform poised to benefit from ownership by global ad giant

Mike Troy
Editorial Director, Grocery Group

The four-year-old CitrusAd retail media platform used by grocers such as Fry's, Safeway and Kroger has been acquired by Publicis Groupe for an undisclosed sum.

The deal comes amid dramatic growth of retail media and expectations of further increases as major advertisers are drawn to the targeting, transparency and measurability of retail media. The CitrusAd platform, which offers self-service capabilities for brands, is used by 70 retailers globally, according to Publicis Groupe. Plans call for CitrusAd to function as a standalone business within Publicis Groupe's Epsilon business.

It's not every day you find a partner the size of Publicis Groupe that not only shares the same vision and entrepreneurial spirit as CitrusAd but who can apply their advertising prowess and muscle to a transaction concerns the company's CEO Brad Moran, co-founder and CEO of CitrusAd.

CitrusAd founders Nick Pasch, left, and Brad Moran.

INTELLIGENT CIO
Retail Media | Retail Media | Retail Media

SUSTAINABILITY

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OTHER REGIONS

Nectar360 partners with CitrusAd to launch world leading retail media platform to brands

RETAIL | SOFTWARE | FOOD STORES | UNITED KINGDOM
Published May 12 December 2020

Nectar360, part of the Sainsbury's business, is working with market leading retail media technology company CitrusAd, to launch a retail media platform that enables brands and ad agencies to launch targeted sponsored product banner advertising and return on investment (ROI) reporting and analytics across Sainsbury's.co.uk.

Nectar360 builds equity and personal connections with customers for the biggest UK and global brands. It uses and operates best-in-class UK loyalty programme, linking some of the UK's biggest brands to build impactful relationships with their customers. Nectar360 manages Sainsbury's and Asda shopper marketing services, using insights and media expertise to connect the Sainsbury's businesses, F&CC brands, GM brands and their customers.

The Nectar360 partnership with CitrusAd technology empowers an enhanced understanding of the customer's shopping journey and enables the Sainsbury's business to deliver a more personalised experience.

MOST READ

- Get To Know: Mark Lippert, CEO, XMO
- Getting closer to business with data ethics in AI
- The 5 most common insider attacks on a network
- Reduced time for scheduled releases and millions saved with data automation
- Putting technology at the heart of customer experience in hospitality

About CitrusAd

CitrusAd powers private marketplace retail media for more than 50 retailers in 22 countries and is quickly becoming the preferred Ad platform for some of the world's largest companies.

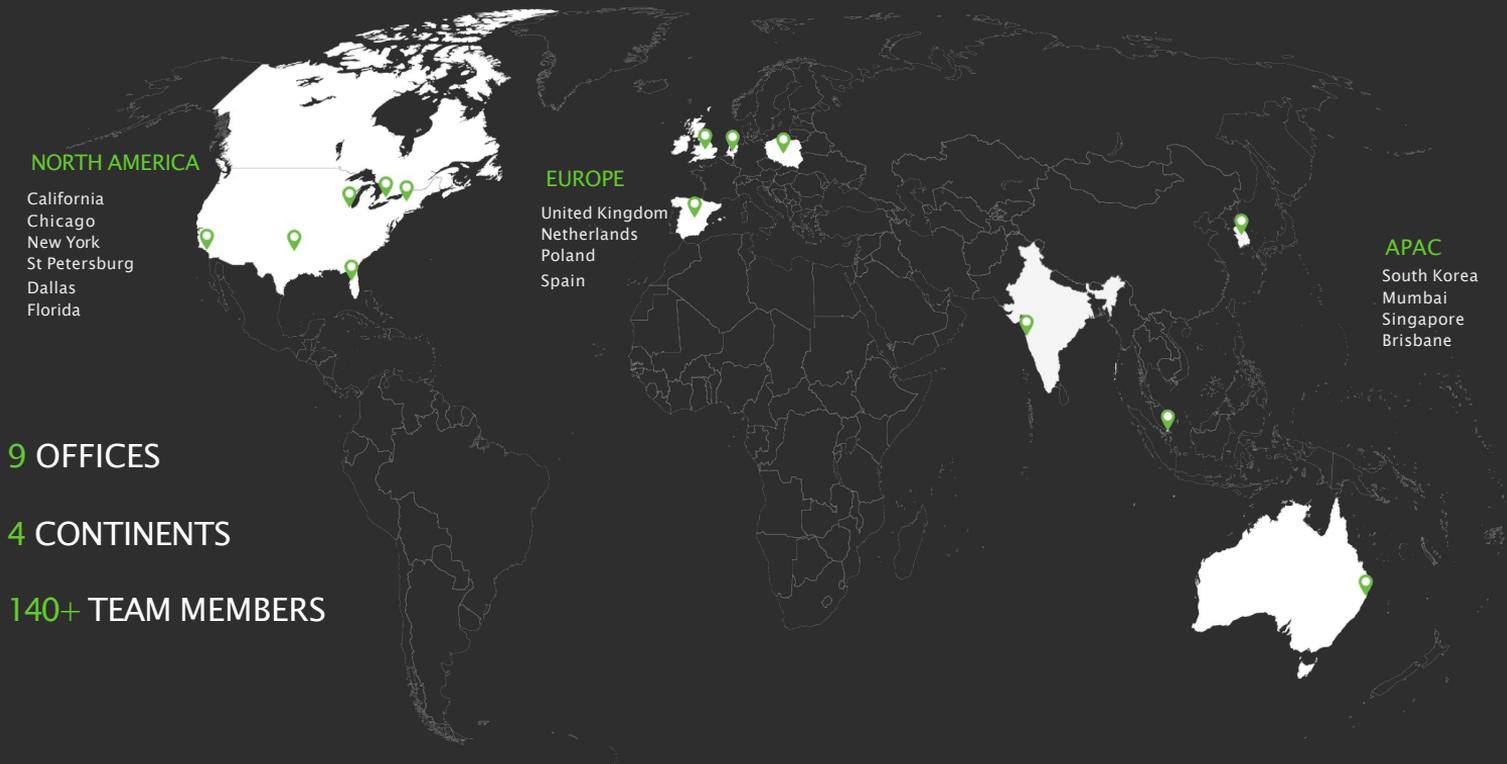
Serving more than 50bn Ad Requests per year, CitrusAd provides Private Marketplace advertising software to 10 of the top 50 e-commerce companies in the world including 6 of the top 10 online Grocery & Pharmacy Businesses.

Our Services also extend to:

- Ad Serving Technology
- Analytics & Measurement
- Sales & Account Management
- Operations
- Creative Production
- Consulting & Strategy



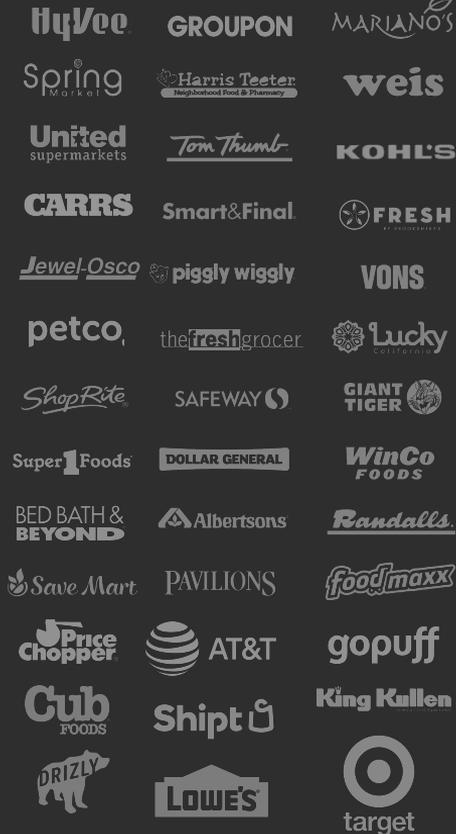
CitrusAd Global Resource



9 OFFICES
4 CONTINENTS
140+ TEAM MEMBERS

CitrusAd Global Retailer Partners

North America



Europe



APAC



CitrusAd Retailer Partnership Timeline



CitrusAd FMCG by The Numbers

Logos on a page are one thing, but cold, hard statistics and client references are what prove that CitrusAd is the most effective retail media platform in FMCG. Just like our API and our user interface, we hide nothing. Including some of the most important (and often overlooked) statistics that prove that CitrusAd is an effective retail media program. Our relevancy engine along with our self serve capability and easy to use UX allows hundreds of brands to manage their own campaigns, increasing competition, ad relevance and overall revenue for retailers.

Average Statistics based off CitrusAd Tier 1 FMCG Retailers using private marketplace technology



\$13.33
Avg Banner CPM



3,055
Avg Active Products



1.63%
Avg CTR



\$951,961
Avg Monthly Revenue for SPA (not including banners)



61.65%
Avg Conversion Rate



382
Avg Active Suppliers

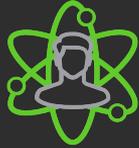


\$0.82
Avg CPC



33.68%
Avg Saturation Rate

CitrusAd Benefits Overview



Improved Shopping Experience

Our real-time personalization engine uses your 1st party data effectively, ensuring the right products are put in front of your customers.



Streamline Your Business

Our platform consistently cures labour intensive processes costing your business money. It's proving to be our greatest impact, making you more profitable!



Real-Time Reporting

A manual headache we solve with our real-time reporting dashboards pushing out to your advertisers the analytics they expect in digital media.



One Complete Ad Server

A truly scalable platform enabling retailers to consolidate their media software into one platform to deliver all your digital media requirements to brands.



Native Ad Serving

Superior speed and performance in ad serving, avoiding ad blockers, under 50ms ad delivery and out performing the more traditional platforms in all the key digital media ROI metrics.

The Problem We're Solving

Brands and sellers demand point of purchase advertising, self service capability and real time analytics, provided to them by advertising giants like Google, Facebook & most notably Amazon.

Retailers hold quality customer data, but lack the technical resources to achieve the desired offering at scale, leaving a ~\$120bn opportunity on the table and further financial leakage to those with better platform offerings.



Manual Processes

Media is manually sold, placed and reported on. Large costs and time input result in low website saturation.



Monetizing Data

Monetising 1st party data and digital assets efficiently at scale requires heavy resourcing.



Lack of Automation

Only large advertisers are engaged. Tail end advertisers are neglected leaving a smaller quality ad pool.



ROI Reporting

Reporting back to advertisers is scarce and infrequent (not real time).



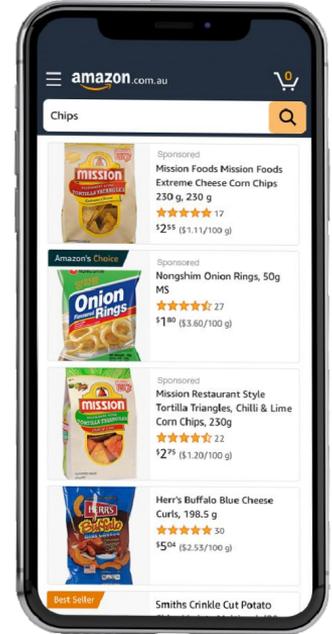
Software Solutions

Multiple software solutions to achieve product and display media ads for brands.

Sponsored

AMAZON'S AD BUSINESS ALONE IS SET TO GROW TO \$38BN BY 2023¹.

50% OF ITS FORECASTED \$38BN IS EXPECTED TO COME FROM GOOGLE'S AD REVENUE.



The Solution

Launch your own ad platform technologically capable of rivalling Amazon's DSP with CitrusAd's white label, personalised ad platform. Unlock your 1st party data and capture lucrative revenues whilst at the same time, streamlining existing ad sales and delivery processes with native sponsored products, display, and responsive banner media.

Key Solutions CitrusAd Provides:



Self Serve or Managed

Self serve and managed service ensuring greater scale & saturation of advertisers. All with crystal clear ROI measurement for brands and retailers.



Off-site Media Server

Personalised sponsored products, native display ads, brand pages, email and in-store screen media placements. All in one platform using your first party sales data.



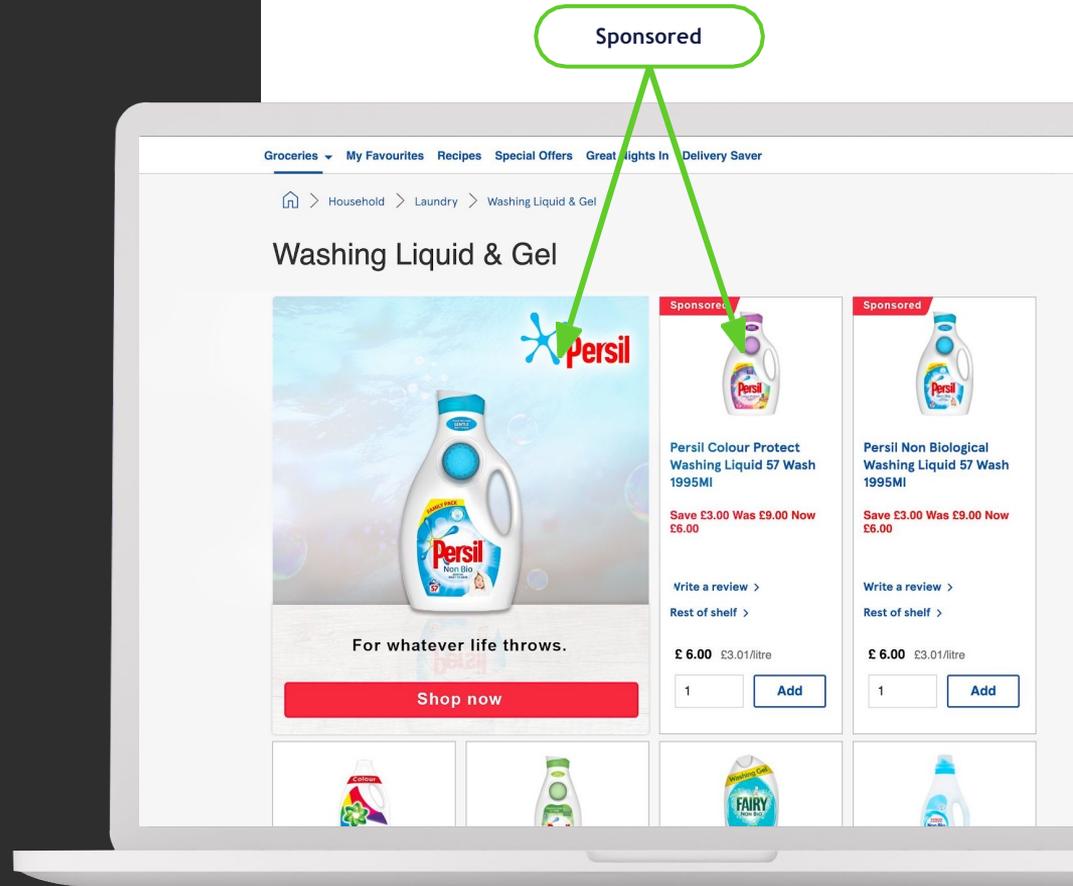
SaaS Pricing

SaaS "pay per ad request" flexible pricing model. Use as an internal content serving CMS as well as an external ad platform.



Server Side Integration

Server side, native ad delivery avoiding ad blockers, supporting app ads, and delivering ads in sub 50ms minimising latency.



Why Sponsored Search?

“Search is retail’s fastest growing ad format, increasing 22.5% YoY to \$13.12bn in 2019”. What makes retail search advertising so impressive, is that “56.5% of advertisers see it as a growth opportunity, not a necessary evil” *

With 46.3% of retail digital ad dollars being spent on “search” in 2019, it is evident that advertiser behaviour has shifted for good, and retailers should feel bullish about adopting their own “search advertising” strategy.

The combination of possessing 1st party sales and loyalty data along with having a bricks and mortar presence, the value that retailers provide to advertisers is greater than any opportunity that social media platforms, search engines or even Amazon can offer to them.

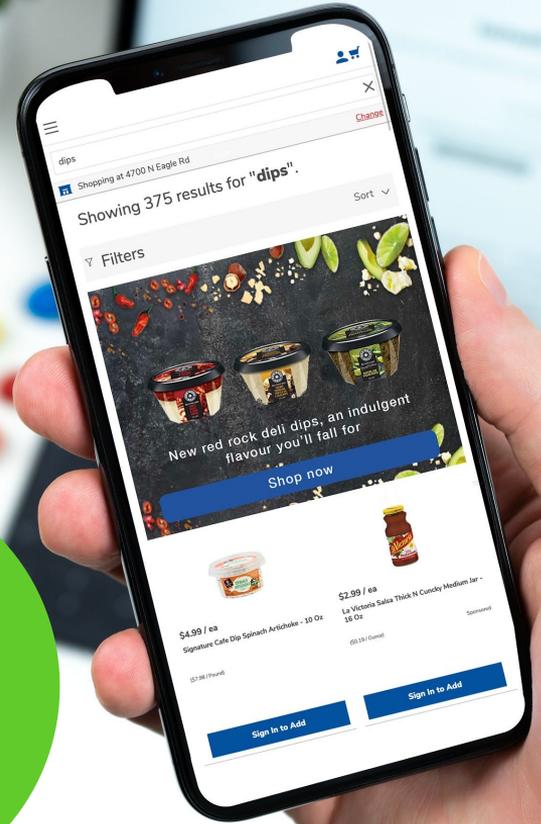
Retail advertisers want lower funnel activity, crystal clear, real-time reporting and detailed customer targeting. Hence, they are shifting their digital funds from platforms like Facebook and Google and into retail. Retailers have all but one piece of the media jigsaw, and that is the why the CitrusAd platform was created.

CitrusAd provides the very best of what retailers and brands both want, providing a personalised, self-service based ad platform capable of challenging and beating Amazon.

*eMarketer Report - Aug 5th 2019

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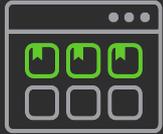
IT'S PREDICTED CONSUMERS WILL SPEND AN ADDITIONAL \$183 BILLION PURCHASING SOMETHING ONLINE IN 2020, A SYSTEM THAT IS OPTIMISED WITH THE CONSUMER IN MIND IS IMPERATIVE FOR E-COMMERCE SUCCESS.



Our Platform

Our proprietary technology offers multiple ad formats in one place so you can get your brand message across and measure the performance of your Campaigns in one convenient location.

Comprehensive solution with real-time reporting



Sponsored Products

CitrusAd provides native ad placements in premium top row locations across its retail partners



Display Ads

CitrusAd offers banner ads across all its retail partners in order to showcase your brand message.



Brand Pages

Enhance your own brand experience within the retailer environment using our brand page tool.



Real-Time Reporting

Included with all media buys via our self-serve platform providing key data points to understand performance.

Platform Snapshot

- Native Ad Serving
- Self Managed
- Real-Time Reporting
- Fixed Tenancy (guaranteed placements)
- Precise One to One Conversion Attribution
- Retailer Specific Measurement
- Higher Quality More Targeted Audience

Native Sponsored Products

Executed the Right Way for Great Placement

Native Server to Server Ad Placement:

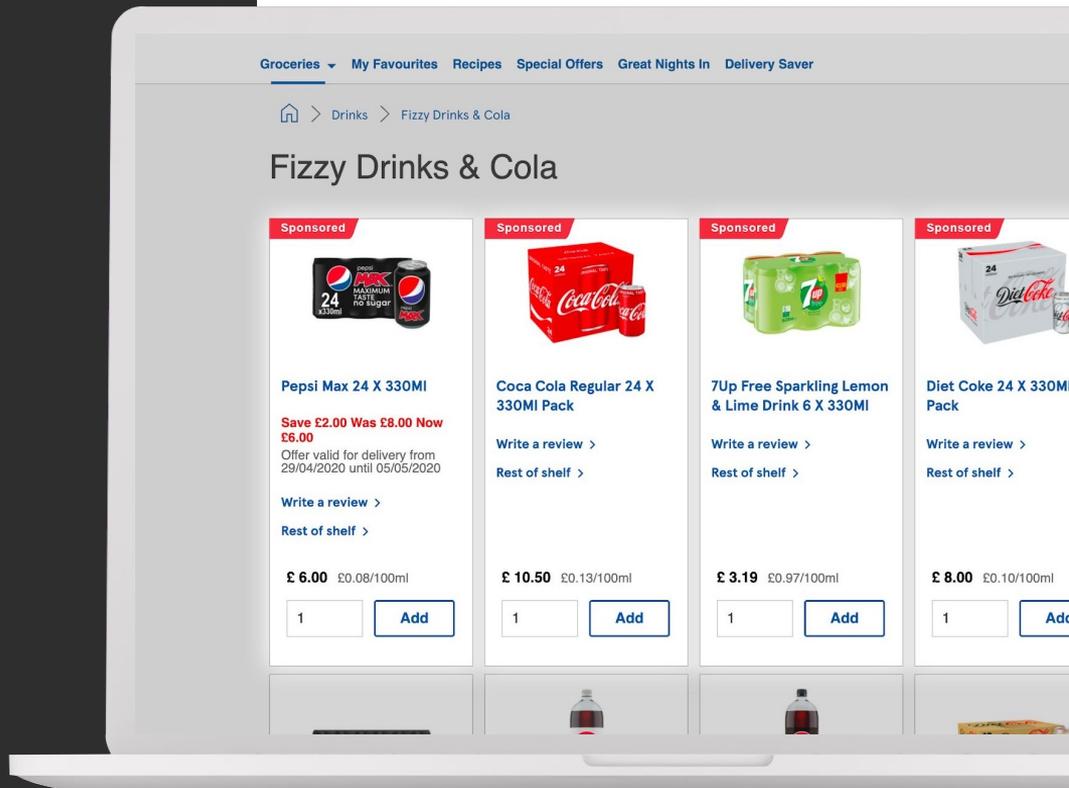
- Superior speed & performance
- No ad blockers
- Maximising reach, clicks and sales

Personalisation & Relevance Efficacy

- Utilising 1st party data
- More targeted and cost effective
- Increasing key metric CTR & conversion rate performance

Offline Attribution

- Accurate ROI metrics in real-time
- Adjustable attribution window
- Tag verification

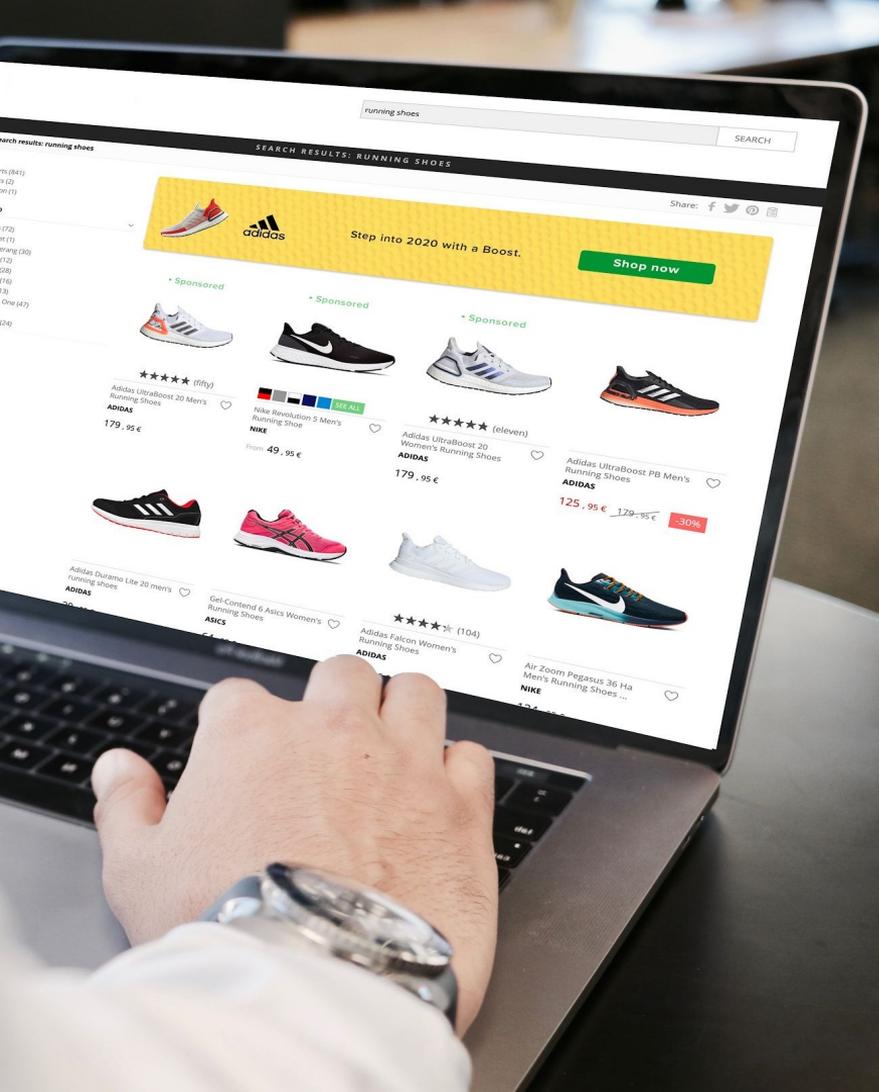


It's not just what media you sell, but how you sell it

Due to popular demand CitrusAd has released a 'Fixed Tenancy Sponsored Product Placement' capability, launched to provide top brands with guaranteed premium online shelf space with real-time transparent reporting and retailers with guaranteed revenue predictability.

- Brands get guaranteed product placement making the CitrusAd platform highly lucrative and valuable against other search channels.
- CitrusAd guarantees ROAS of between 250–500% attracting brands to commit large funds to the program.
- Flexible long term, medium term and short term packages available to brands to ensure maximum saturation and revenue for your site.
- Our relevancy engine still ensures that relevant content is being served by ensuring the brand has selected between 10–15 (high selling) products per search term.





Native Fully Responsive Banner Ads Simply Better Performance and Placement

- Natively placed to blend in well within the content on the website
- Linked to your products for improved relevancy & cost effectiveness
- Preview window to see how your creative will look across all devices
- Real-time measurement of all key metrics
- Increased brand awareness and absolutely influence online and in-store sales

Introducing Single & Double Tile Ad Options

- Sit perfectly in the actual product carousel
- Superior CTR performance ranging from .7% right up to 7% CTR



In 13 Weeks, Category Market Share Grew by +500 Points

Responsive Bafifiers Case Study: Cleaning Products

Objective:

During a 13week period, a cleaning product brand launched a new product line with a sponsored product and a single tile banner ad alongside it. In this period, the brand saw record sales both in store and online including a 5% market share increase proving the effectiveness of the banner tile.

Results:



1.07% Banner
CTR



200K
Banner
Impressions



10% of in-store
customers up-sold



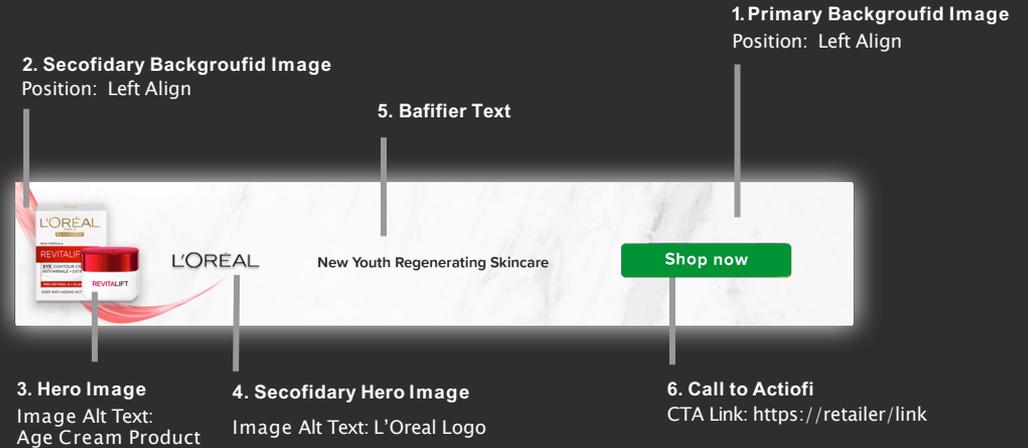
Responsive Banner Ads

Natively served banner ads with real-time personalization positioned in the grid of your eCommerce product carousels.

Complemented by an ad style congruent to each retailer's eCommerce design and layout including fonts, call to action (CTA) buttons and other style guidelines to complement and enhance the online shopping experience. Bringing a welcome change from programmatic display ad media that can look out of place with little to no relevance to the shopper visit.

Guidelines ensure content is more accessible to those with a range of disabilities including;

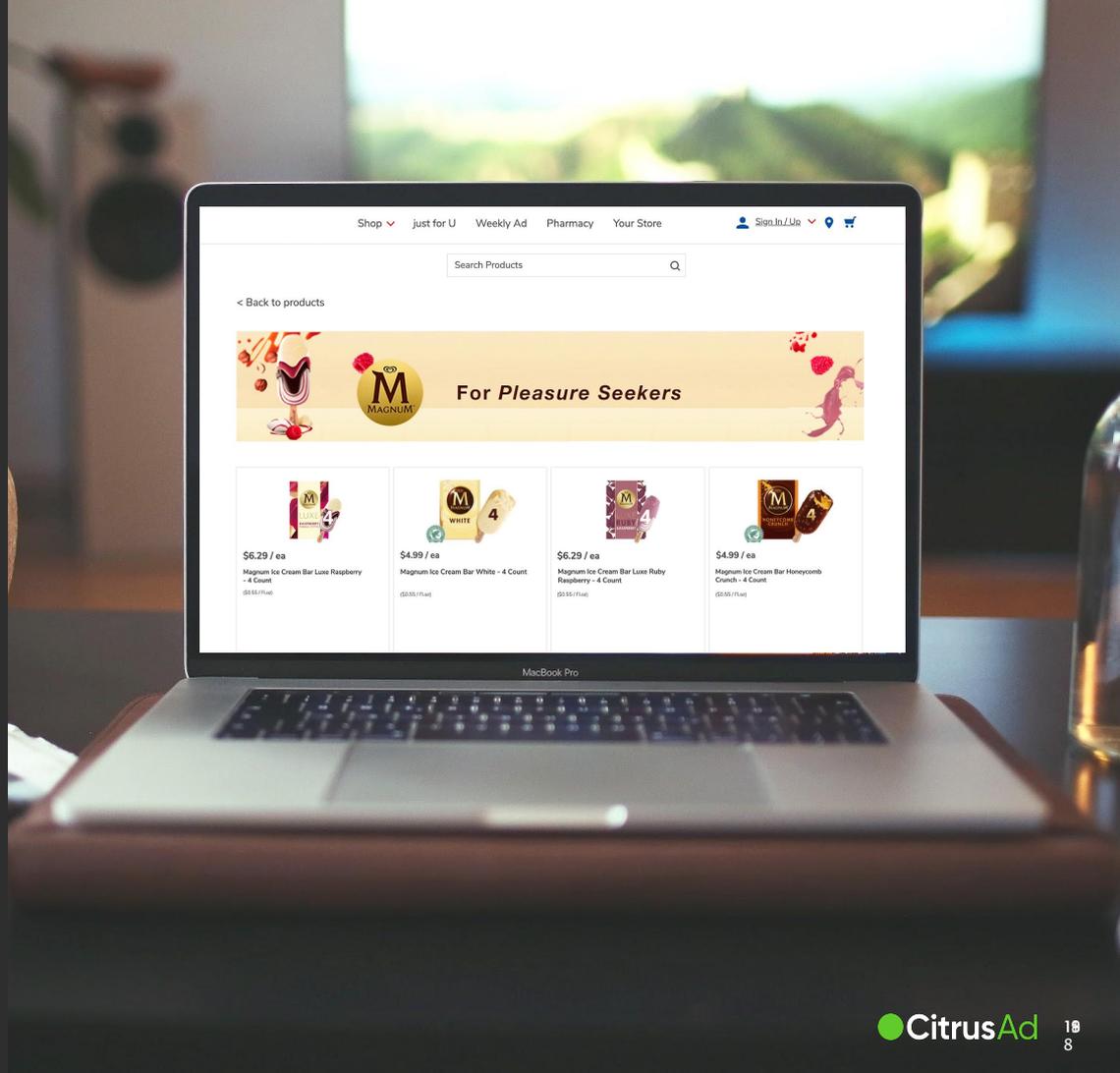
- Vision impairment
- Hearing impairment
- Mobility issues
- Photosensitivity



Brand Pages

Brand pages give brand the opportunity to provide more of their brand story, for the breadth of products on your platform. They are very attractive to brands, encourages the, to drive traffic to your platform via their pages – paid for marketing. Growth in rich content investment on platforms like yours.

The simple brand page was created for small to mid sized brands that don't have a lot of creative on hand. For this ad type, all a brand has to do is select products, upload a banner and set destination URL.



Rich Brand Pages

The rich brand page experience is designed largely for the Tier 1 brands who want to build microsites within a retailer environment, allowing them all of the branding privileges without compromising the customer ever leaving the website. These pages are heavier in content and can contain videos, logos, sub category images as well as products. This type of page allows a bigger brand like Nestle to showcase many of their brands by creating sub category images that link off to another brand page specifically showcasing that brand. These pages are vastly popular for retailers as they generate greater revenue and a paid source of inbound website traffic with brands driving customer to the retailer site from off-site platforms.



Case Study

Sponsored Product sales of **\$2.2 m** during the 100 day period, up 22%

Sponsored Product Case Study: Drifiks Products

Objective

Increase sales and overall brand exposure of an emerging challenger brand via a sponsored product trial on CitrusAd over 100 days.

Overall goals were to increase sales uplift, influence online to in-store purchasing, and improve click through rate and product position.

Results

1007%

Ad ROAS

72.17%

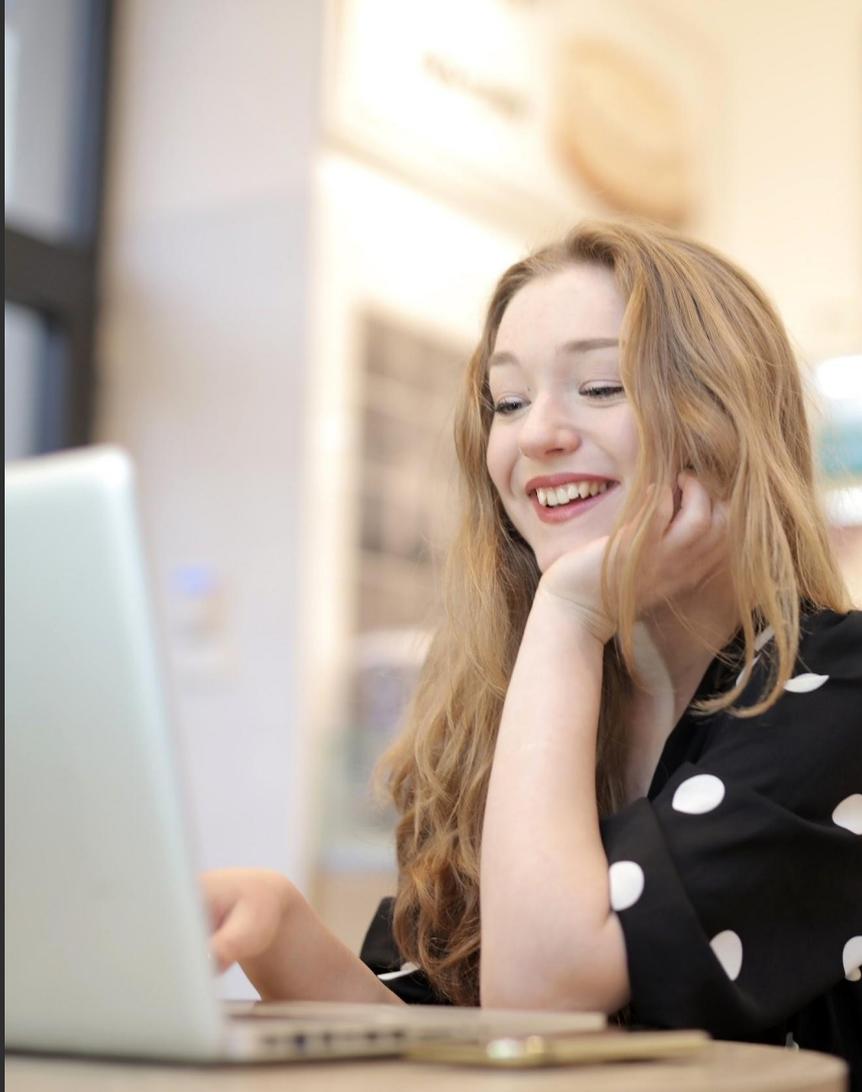
Ad Conversion Rate

963K

Ad Impressions

60% Total Online Sales were Sponsored SKUs

Total online sales for the sponsored products during the 10 day period were \$2.2m. This was a 22% increase vs the 100 day period prior, equating to a total online sales increase of ~\$400,000 in new product sales for just a \$20,000 investment from the client.





+500 Point category market share growth

Sponsored Products & Responsive Banners Case Study: Cleaifiifig Products

Objective

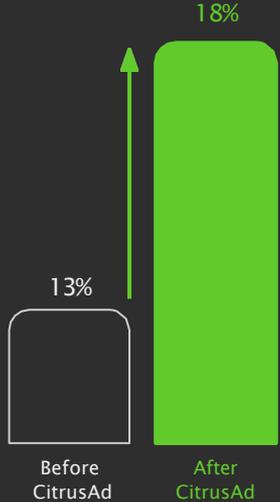
Increase sales and market share of a new product launch for a major grocery supplier's products in key online search positioning and upsell existing customer to the new, more expensive product.

Results



30%–40% of existing online customers up-sold to the new, more expensive product.

Over the 13 week period, responsive banners combined with sponsored listings resulted in a 500 point category market share growth, moving the brand from 13% to 18% category market share. In addition, 10% of in-store customers were also upsold to the new product.



\$1.03 Million sales increase in sponsored products

Sponsored Product Case Study: Drifiks Products

Objective

Increase sales and exposure of a major beverage supplier's products in key online search positioning.

Overall goals were to increase sales uplift across the brand with heavy sales growth for promoted products and improve online positioning.

Results



Ad ROAS



Ad Conversion Rate



Ad Impressions

200% Sales growth of promoted products

Promoted products made \$12.6m in online sales in the 145 day time period. This was an 8.7% increase on the previous period equating to 1.03m in new sales. Additionally there was 39.4k Ad clicks and Ad CTR of 2.92%





Conquesting Market Share From Direct Competitor

Sponsored Product & Banner Case Study: Efieryg Drifiks

Objective

Directly conquest market share from a direct competitor by targeting relevant keywords like “energy drinks”, “energy” and “caffeine drink”

Results

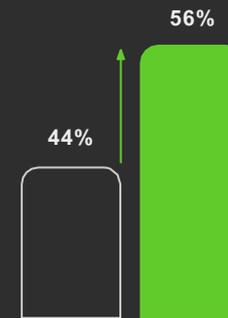
Over a 20 day period market share on promoted SKUs greatly improved. The campaign achieved an overall ROAS of 420%, with a total banner impressions of 5,000,000.

+91% Market Share Movement



Product 1Vs Direct Competitor
+82%

+24% Market Share Movement



Product 2 Vs Direct Competitor
+12%

○ Competitor

● Client

Category market share growth from 13% to 18%

Responsive Banner Case Study: Hair Care Products

Objective

Display high value native banner ads, that remain on-brand with retailer voice. All whilst simultaneously allowing brands to express their product benefits.

Results

By utilising native responsive banners with sponsored products



**Banner
Impressions**



**Existing Customers
Up-sold**



**In-store Customers
Up-sold**

A combined approach

By utilising native product tile banners, the supplier's product listings were accompanied by rich branded media directly within the point of purchase. Doubling down on their product launch with native banners allowed them to turn their top search terms into their own miniature branded pages.



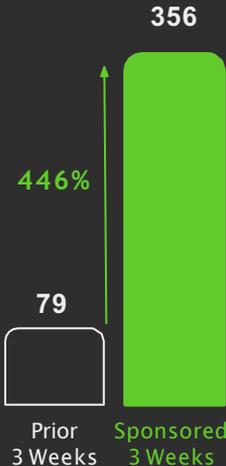


Does online shelf space influence our Total Sales?

Case Study – Brand A

446% Increase in Average Weekly Total Sales

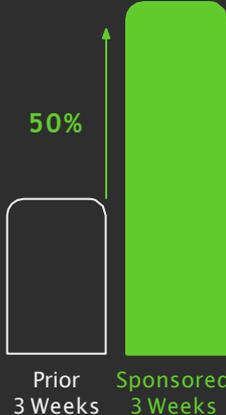
Units sold 3 weeks prior to a campaign compared to the first 3 weeks.



Case Study – Brand B

In 3 Weeks Total Sales Grew 50%

Units sold 3 weeks prior to a campaign compared to the first 3 weeks.

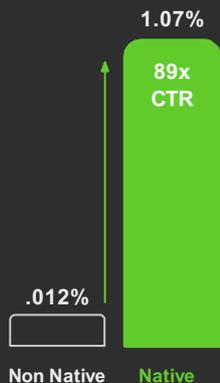


Native banners receive high click through rates than non native banners.

Why so successful?

Ads are served in individual components. Retailers handle how each component renders, maintaining the look, feel and responsiveness of their site. As content is being served from the back end, ads do not get blocked by ad blockers. By imitating the appearance of merchandising content, advertisers manage their own campaigns and creative, while retailer's generate income.

- ✓ No Adblock
- ✓ Look & Feel
- ✓ Creative Control



How does it work?

Each component is sent to the front end and rendered by css. Instead of a single static image, components are rendered dynamically to each browser.

This approach allows a single banner to look native and appealing at any size.





Womens Fashion & Beauty

Sponsored Products Case Study: Performafice Clothifig

Industry: Fashion & Beauty

Gender: Womens

Category: Performance Clothing

+4976%
PoP

Impressiofis

+1967%
PoP

Clicks

+300%
PoP

Sales Uplift

+326%
PoP

ROAS

+1508%
PoP

Page Views

Mens Fashion & Beauty

Sponsored Products Case Study: Clothifig (T-shirts - Sifiglets)

Industry: Fashion & Beauty

Gender: Men

Category: Clothing (T-shirts - Singlets)

+340%
PoP

Impressiofis

+321%
PoP

Clicks

+38%
PoP

Sales Uplift

+1127%
PoP

ROAS

+42%
PoP

Page Views





Womens Fashion & Beauty

Sponsored Products Case Study: Dresses

Industry: Fashion & Beauty

Gender: Womens

Category: Dresses

+55%
PoP

Impressiofis

+154%
PoP

Clicks

+150%
PoP

Sales Uplift

+188%
PoP

ROAS

+51%
PoP

Page Views

Mens Fashion & Beauty

Sponsored Products Case Study: Sfieakers

Industry: Fashion & Beauty

Gender: Men

Category: Sneakers



Contact

to learn how start using Retail Media opportunities for your website

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