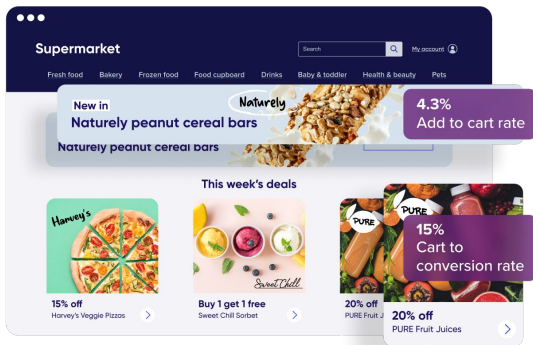
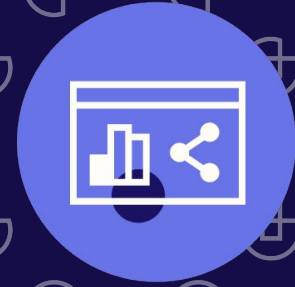


CS Retail Media

Product and retail media performance in real-time

CS Retail Media enables retailers to share product and retail media performance data directly with brands through self-serve analytics dashboards.



With third-party cookies set to be phased out, brands are turning to retailers' first-party data inventory to keep driving sales through product media placements.

Retailers can optimize their online real estates by giving brands insights into their customers' behavior and the real-time performance of their products.



The challenge

Historically, product performance data sharing between retailers and brands has been limited to monthly or quarterly sales volume reports at best. Brands are blind to understanding customer behavior and digital shopper experience and incapable of making timely data-driven decisions.



The solution

With CS Retail Media, retailers can give brands self-serve access to the online performance data of the products brands sell on their site. Together, retailers and brands improve the digital shopper experience and retail media performance that drives product sales for brands and revenue for retailers.



Benefits

Retail media analytics

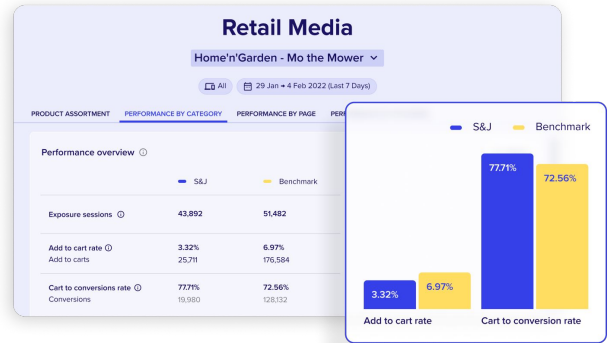
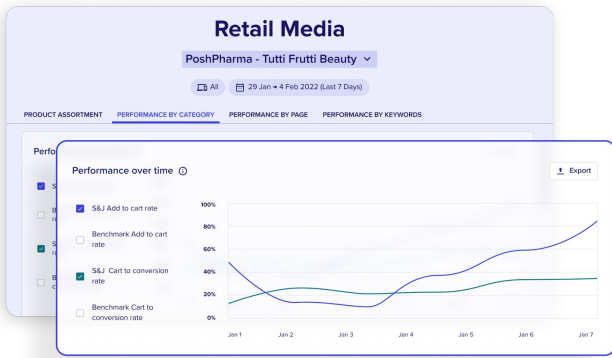
Track and measure the impact of promotions on product engagement and sales to optimize for ROAS (Return on Advertising Spend).

Digital shelf analytics

Get real-time performance data on exposure, engagement and conversions per product, page group, URL or keyword.

Competitive Intelligence

Understand product performance against competing products and optimize against the category benchmark.



Self-serve access to real-time data

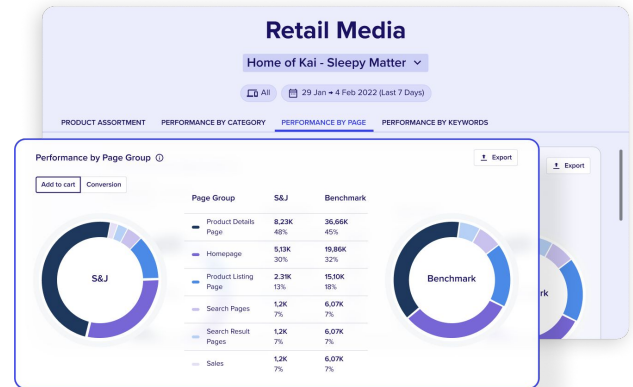
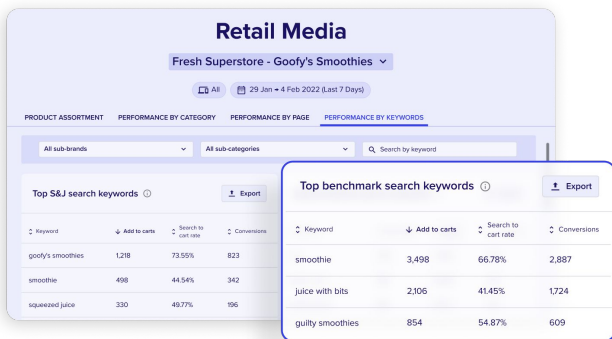
Product and campaign performance data directly from the retailer's website

- Self-serve access for brands to assess each of their products and campaigns.
- Real-time data for timely and efficient decision making
- No overhead costs for the retailer.

Category benchmark

Category context and a target for the product brands to beat. Brands can:

- Spot under and over-performing products within the category
- Optimize for a better shopper experience
- Identify which products and pages to promote.



Search keywords

Improved product listings for shoppers to get what they want faster. Brands can:

- Uncover how their products are found and which keywords convert to sales best.
- Compare to the best converting category keywords and optimize for them.

ROAS & impact on sales

Brands can track performance data and see results for themselves:

- More exposure from search optimization, placement or promotion.
- Higher conversion to cart because of product listing optimization or price promotion.
- Increased sales because of improved shopper experience and retail media investment.



About

Contentsquare delivers the power to make the digital world more human. Its AI-powered platform provides rich and contextual insight into customer behaviors, feelings and intent – at every touchpoint in their journey – enabling businesses to build empathy and create lasting impact.

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