

**RETAIL MEDIA**

**Unlocking the Power of Retail Customer Data**

**Roundtable Summary**

- **Synopsis:** Retail Media is shifting the market by enabling Retailers and Manufacturers to work together on customised strategies that drive shopper engagement, increase value for end users and conversion for optimal marketing returns. Join us to discuss the benefits and use cases of Retail Media from the lens of both Retailers and Brands.

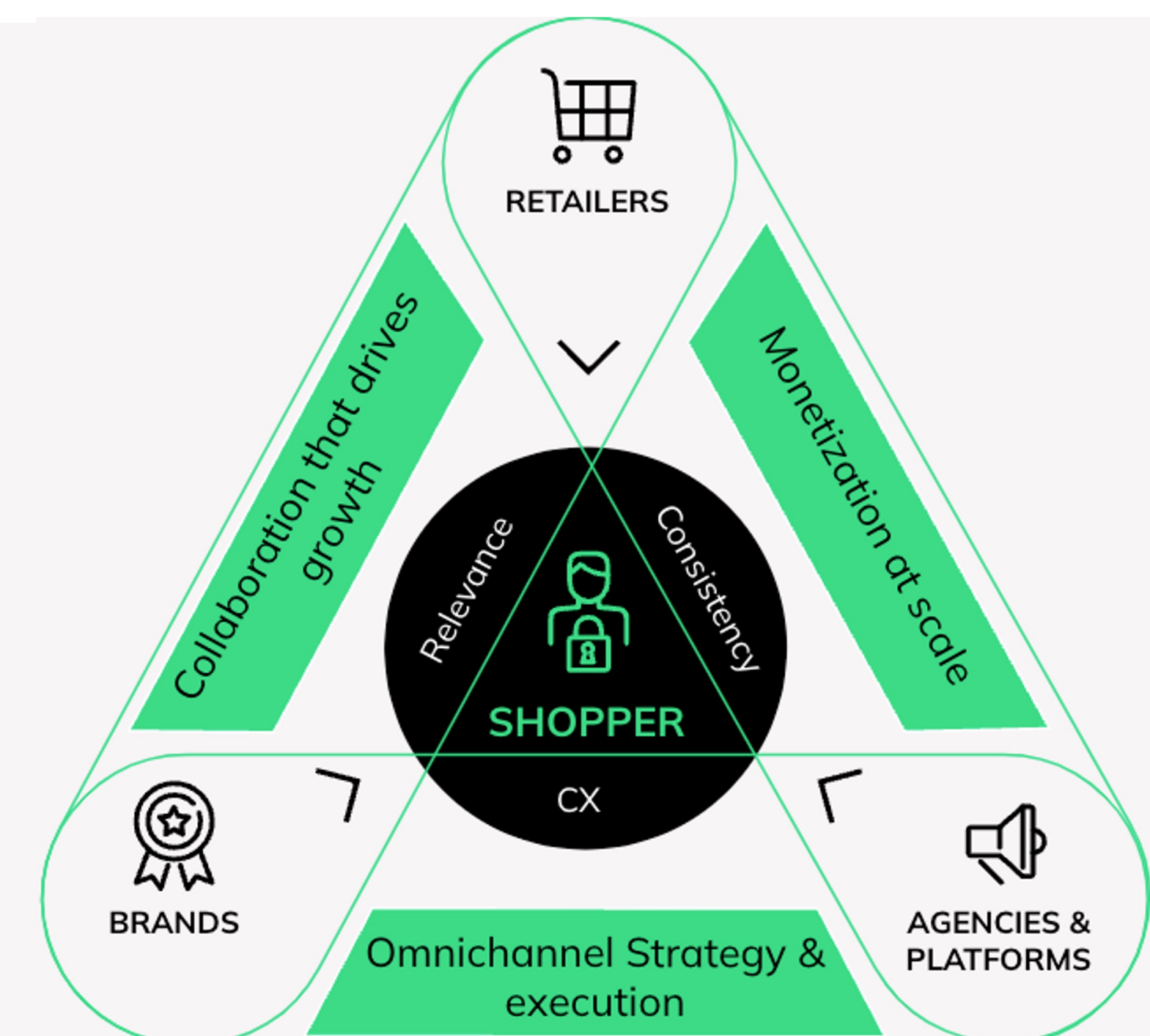
**1. What is Retail Media and key players in the ecosystem?**

▶ **Why is it a revolution now? The power of shopper data**

The Retail Media revolution delivers value by bringing customer data into the equation to activate campaigns in onsite (retailer owned) and offsite (external media) properties.

▶ **Shoppers benefit from key players collaborating in the ecosystem**

Retailers, Brands, Agencies & tech platforms all collaborate to add value to the Shopper experience by delivering the right message at the right time, with the right value offer.



**2. Where does the value of data reside?**

▶ **The value of 1P data: What it is, how to get it and what to do with it?**

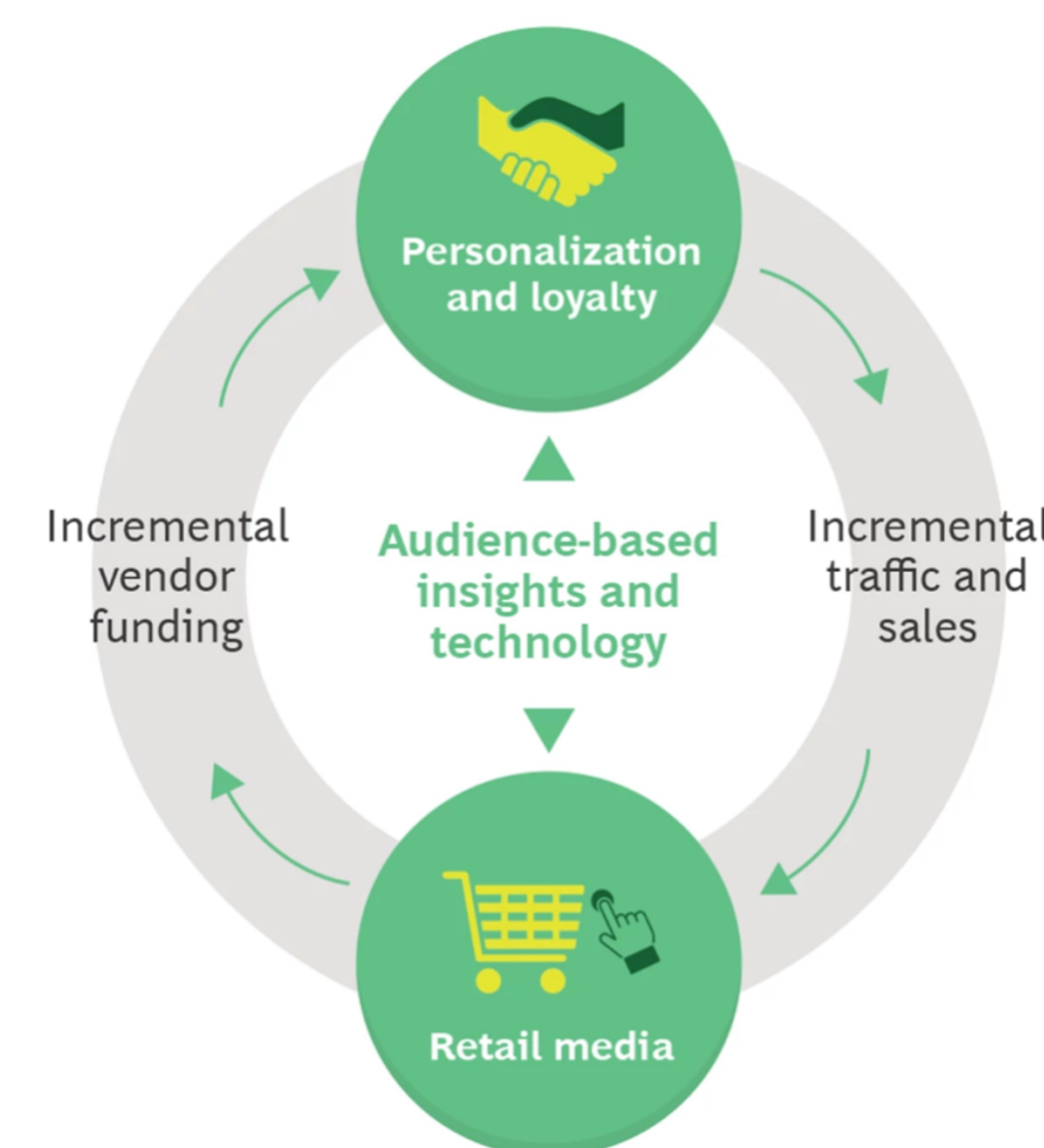
Brands often don't have access to their own shopper data, but when they do, they can power their own retail media use cases. Discuss strategies to obtain and use 1P data.

▶ **The power of collaboration: What is the value of 2P & 3P Data?**

There are many sources for 2nd and 3rd party data, with custom or bespoke solutions. Things will change in the cookie-less future, so opportunities for collaborations will arise.

▶ **The value of retailer data: Is it only defined by shopper data?**

Retail Media is all about linking high value Retail Audiences & Ad inventory. The intersection of both media and shopper data can be leveraged in many ways.



**3. Why integrate Retailer data into a Brand's Strategy?**

▶ **Use Case:** Listerine maximizes in-store activation effectiveness through Retail Media

▶ **Other potential use cases:** How would you extract value from Retail data collaboration to boost your Brand performance beyond media activation?



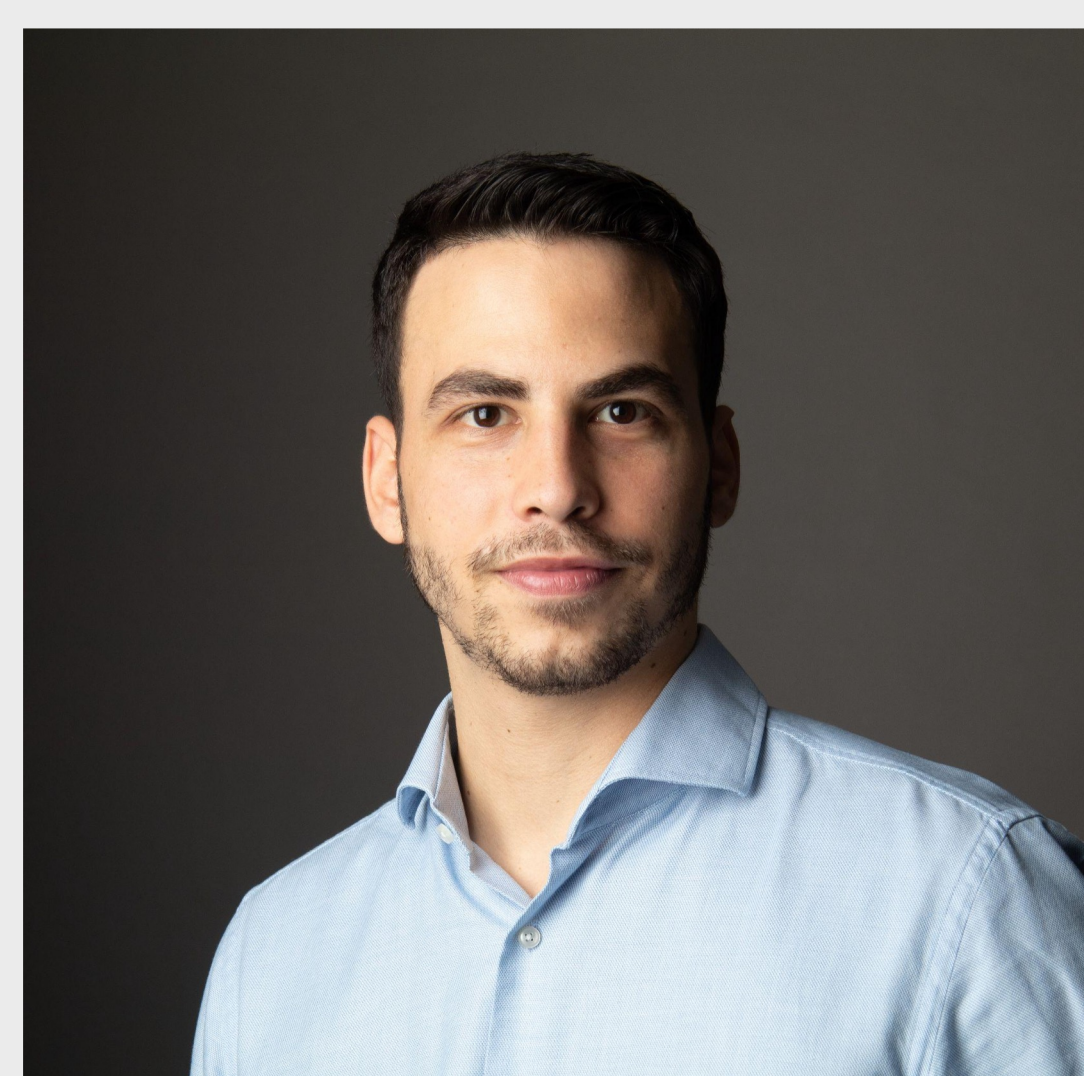
**Roundtable Chairs**



**Stanislas Lajouanie**

VP, Sales & Marketing,  
Continental EU  
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**Efthymios Psarafftis**

EMEA Audiences &  
Segmentation Strategy Manager  
J&J – Kenvue

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With extensive experience in consulting for the CPG & Retail industry, Stan created a company (Acuity Data) to provide data analytics services to the industry, which was acquired by LiveRamp in 2020. At LiveRamp, he has kept on working with retailers and CPGs across 9 countries to maximise the value of their data and collaboration opportunities.

Efthy's broad experience in digital transformation of consumer products has enabled him to focus on delivering cross-functional strategic projects that are highly data driven, with impact on brand strategy, media planning, activation and measurement.

Join them to discuss how to unlock the power of Retail data and find out how their collaboration unlocked value for Kenvue (J&J).