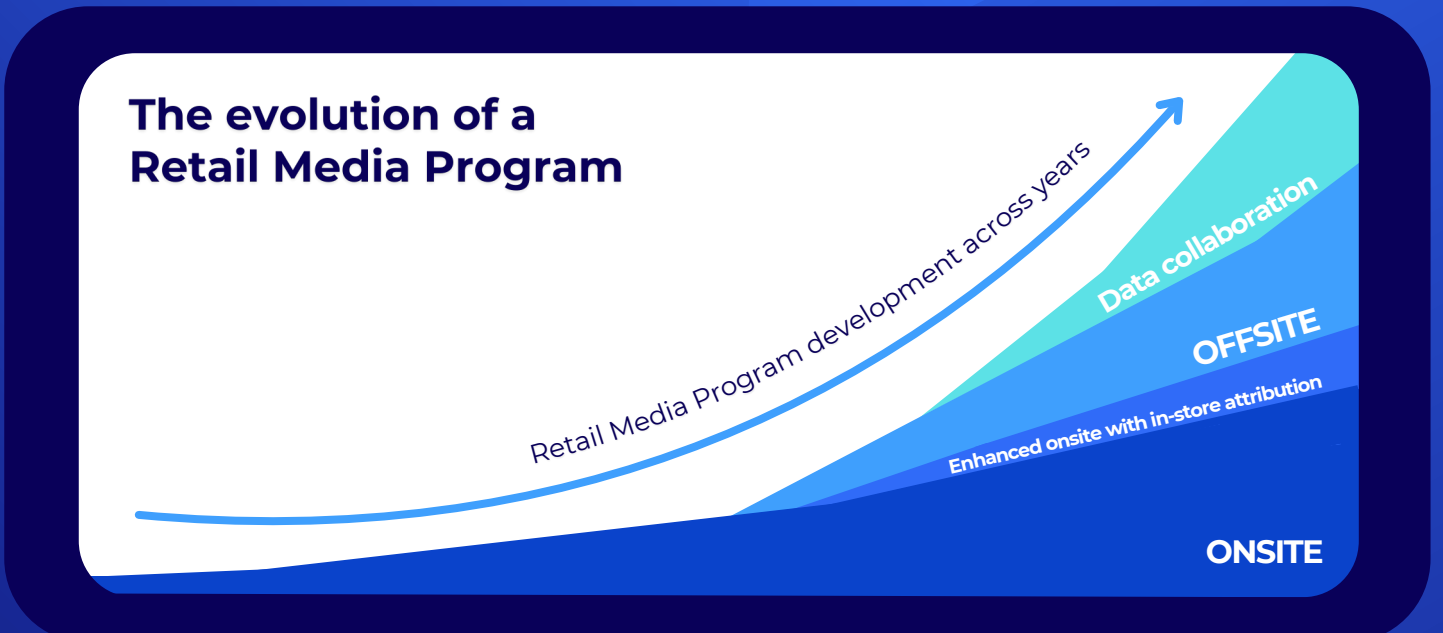
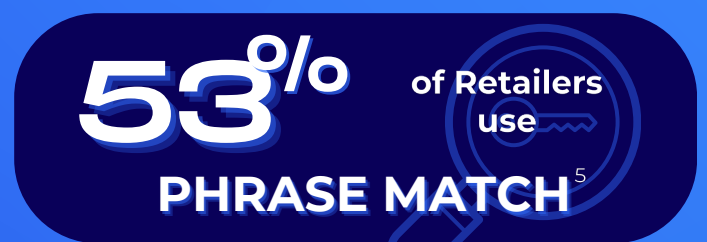
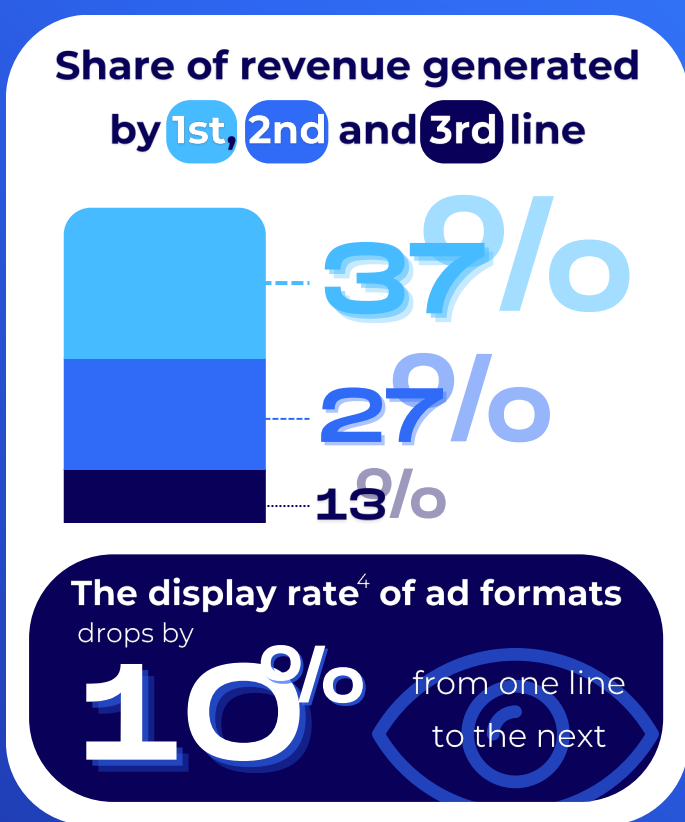
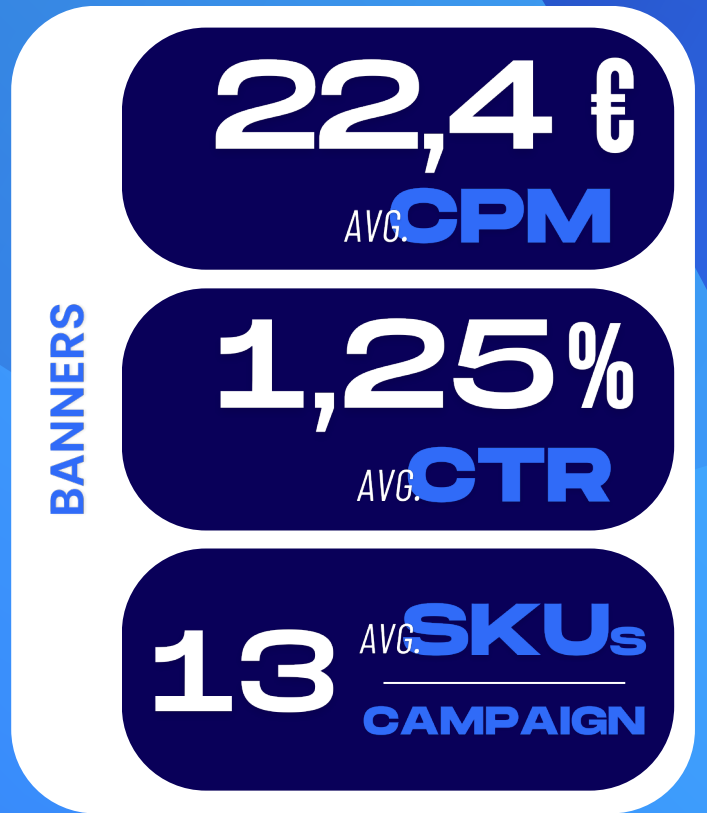


Retail Media Decoded

by unlimitail

2024 Retail Trends

based on the analysis of Unlimitail's retail media network



Data used for this Retail Media research comes from the analysis of 59 e-commerce environments equipped by Unlimitail.

1. CTR (Click-Through Rate): The percentage of users who click on an ad after an impression. **2. Floor Price:** The minimum price set for an ad auction to ensure a baseline value for inventory. **3. Fixed Tenancy:** A pricing model where ad space is reserved for a set period and price, as opposed to the auction model. **4. Display Rate:** the percentage of ads displayed on a screen (triggering impressions). **5. Phrase Match:** A keyword match ensuring the exact phrase of the keyword and/or close variations with additional words. **6. New to brands conversion:** a shopper who has not been a brand shopper over the last 24 months.