

# RETAIL MEDIA NETWORKS

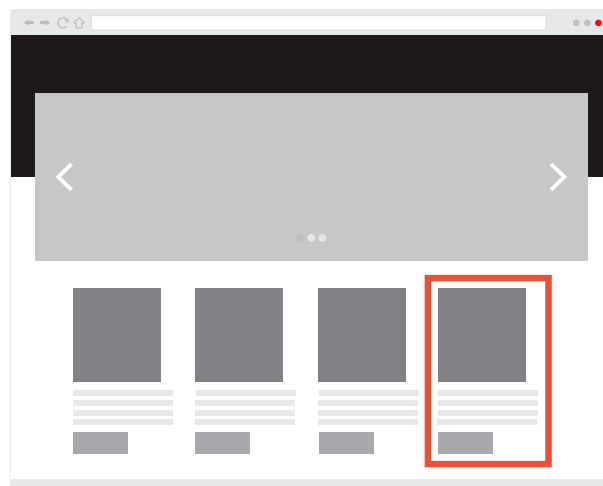
Recent studies have projected that ad spend on retail media networks will reach \$52 billion (about \$160 per person in the US) next year. Take advantage of the opportunity to maximize your products' return by advertising on top retail sites where many users are already doing their online shopping. The media networks not only allow brands to advertise on their sites, but also utilize top sites' 1<sup>st</sup> party data to target shoppers with a high propensity to purchase their products.



## MANY REASONS TO EXPLORE RETAIL MEDIA NETWORKS:

- **Premium brand-safe inventory** eliminates worry about where your products are being advertised
- **1<sup>st</sup> party data targeting** creates a direct solution for a cookieless world
- **Intent-driven audiences** that are already in the market to purchase
- **Solutions for every step in the funnel** from awareness to creating loyalty

## ADVERTISE ON TOP RETAILERS:



## PREMIUM PLACEMENTS:



HOMEPAGE



PRODUCT DETAIL PAGES



SEARCH RESULTS



CATEGORY PAGES

## PUTTING YOUR BEST FOOT FORWARD:

Whether it be increasing your brand or products' awareness or increasing your revenue, Cybba can carefully craft a strategy that will be sure to bolster results.

**Contact Cybba today to feature your products on top retail media networks!**

Email: [marketing@cybba.com](mailto:marketing@cybba.com)

Source: eMarketer