



Data Standards:

The Key to Driving Increased Revenue for Retail Media Networks

Retail Media Networks (RMNs) are exploding, offering significant new revenue streams for retailers. But in this rapidly expanding market, success hinges on one crucial element: **high-quality data**. Implementing robust data standards is non-negotiable for RMNs looking to maximize performance and attract advertiser budgets. Data standards define how your data is structured, formatted, and exchanged, ensuring it's consistent and accurate for every decision.

Why Data Standards Matter for Your RMN

Transform Challenges into Advantage



Precise Targeting:

Consistent data means hitting the right audience for better ad results & RMN revenue.



Boosted Efficiency:

Automate data cleansing & validation, freeing resources from manual tasks.



Stronger Security:

Protect customer data & brand reputation, with clear access protocols.

Powering AI: Make Your RMN Future-Proof

Fuel Smarter Decisions and Lean into an AI-Driven Future



Serve hyper-relevant ads with clean, consistent metadata for AI-powered recommendations and dynamic creatives.



Leverage AI for content creation, as well as performance attribution.



High quality and consistent data is the foundation for effective AI model training, and allows for smarter forecasting and optimization.



Differentiate your RMN in a rapidly evolving space by prioritizing partners who offer data transparency, seamless integrations or data sharing, and allow clean standards to set the stage for being the competitive edge.

Driving RMN Revenue: Proven Impact

Unlocking Revenue with Data

Walmart Connect:

Grew revenue to \$2.1B (2021) by leveraging first-party customer data and automation for better targeting & pricing effectiveness.

Target Advertising:

Increased revenue to \$1.7B (2021) with first-party buyer data driving efficient ad serving & strong advertiser ROI.

Takeaway:

These leaders show how leveraging first-party data and automated systems is a direct lever for increased revenue & sustained RMN success.



**Talk to Our
Team to
Learn More**

**Ready to Unlock Your RMN's
Full Revenue Potential?**

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