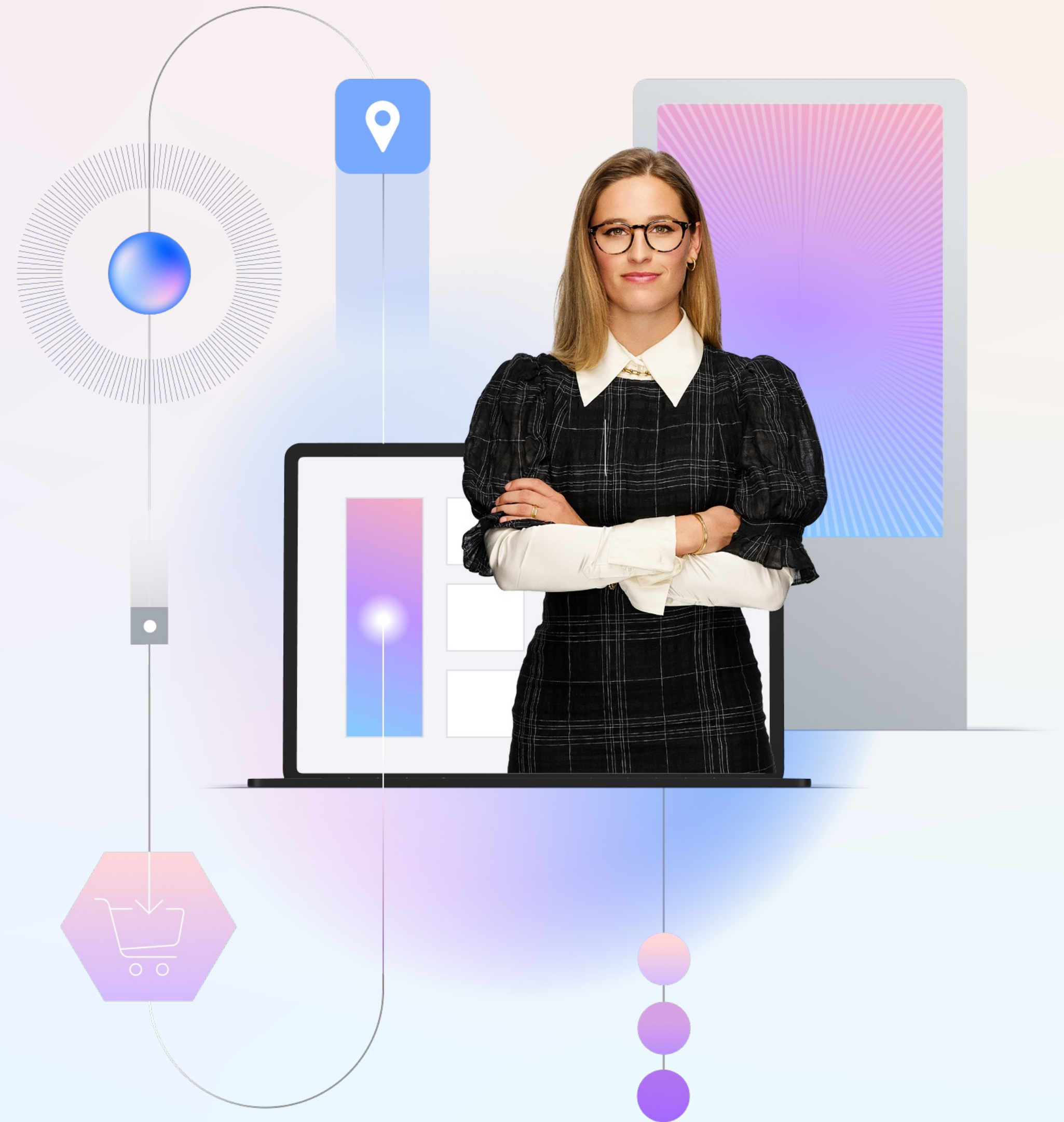
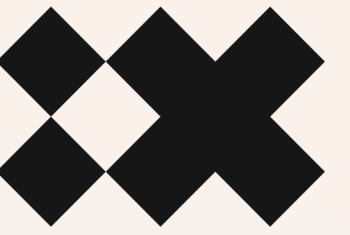


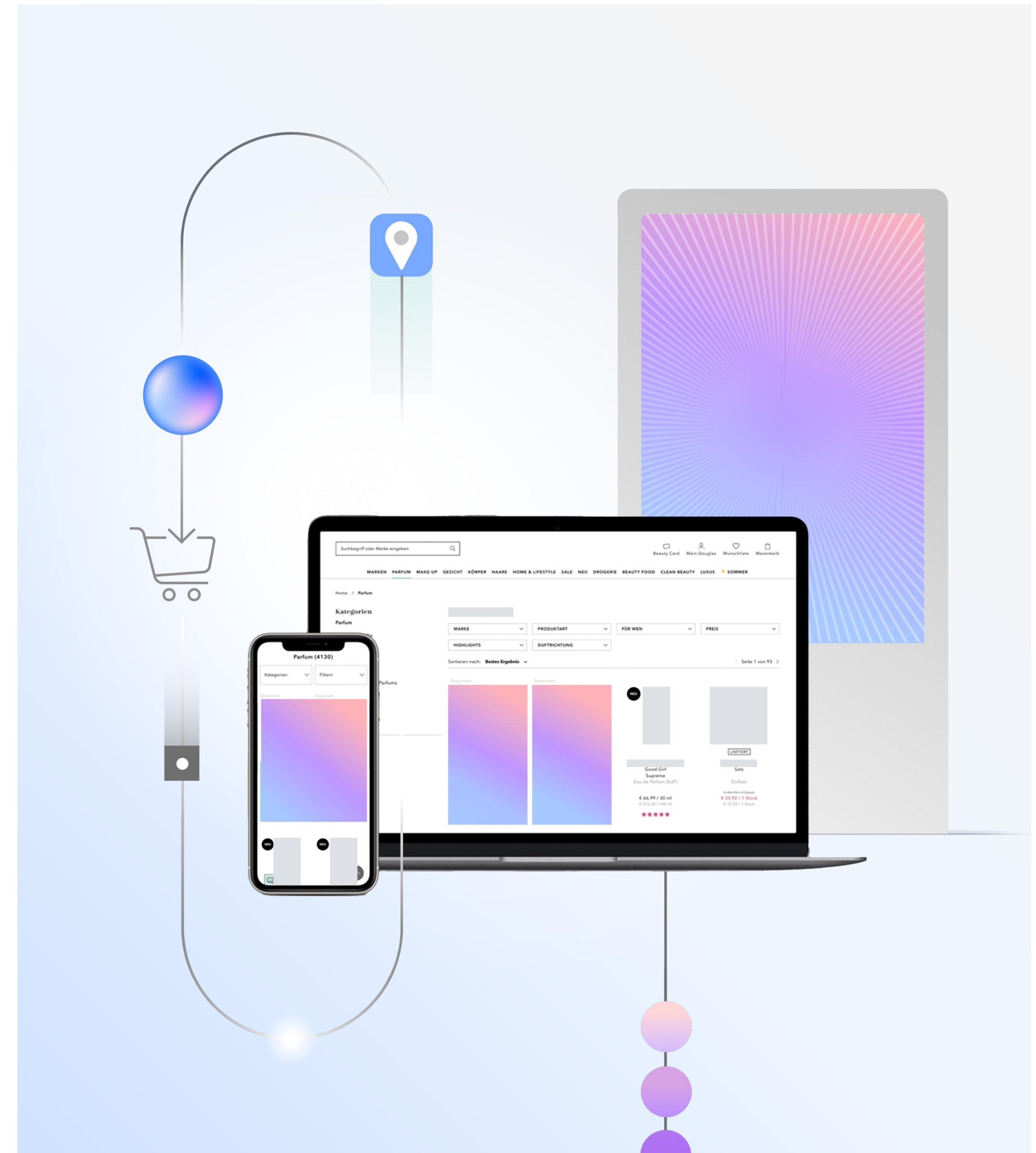
The Future of Retail Media: Self-Service Platforms as a Game Changer



Unlocking new revenue for retailers and brands

Retail media is evolving into one of the most dynamic growth areas in digital marketing. What began as a side business for large e-commerce platforms has become a strategic revenue driver for both retailers and brands.

At the center of this shift: Self-service platforms that enable advertisers to launch data-driven campaigns more efficiently and allow retailers to tap into entirely new revenue models.



Retail Media

From trend to strategic powerhouse

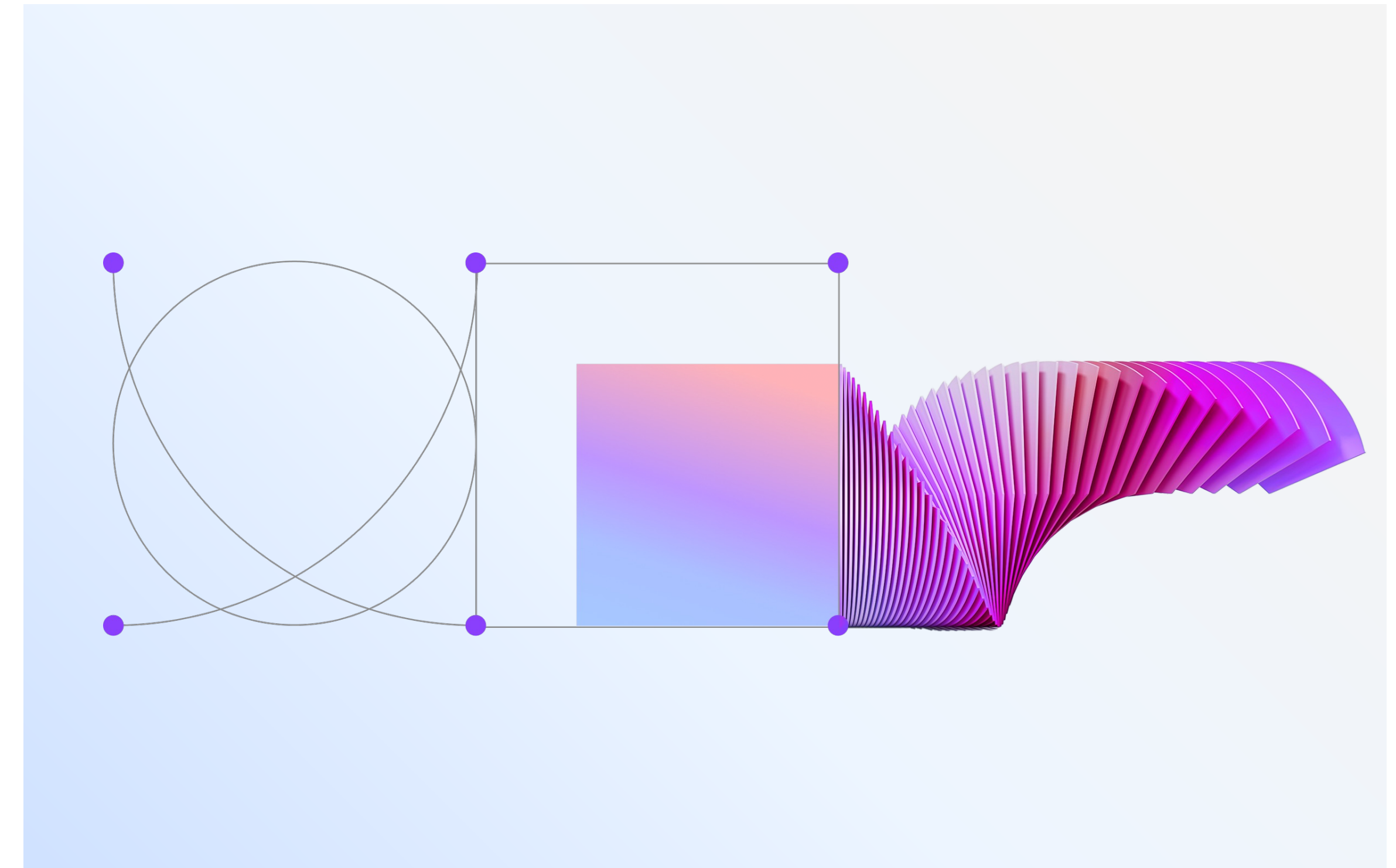
Retail media refers to advertising directly on a retailer's digital platforms — from banners on product pages and sponsored listings to personalised newsletter placements.

Unlike traditional digital advertising, retailers benefit twice: they generate ad revenue while boosting sales of their own products.

Retail media holds enormous potential, and with the right technology, especially self-service platforms and AI-powered solutions, that potential becomes both scalable and economically viable. For retailers, it opens up new revenue opportunities; for brands, it enables precise targeting right at the moment of purchase.

30%

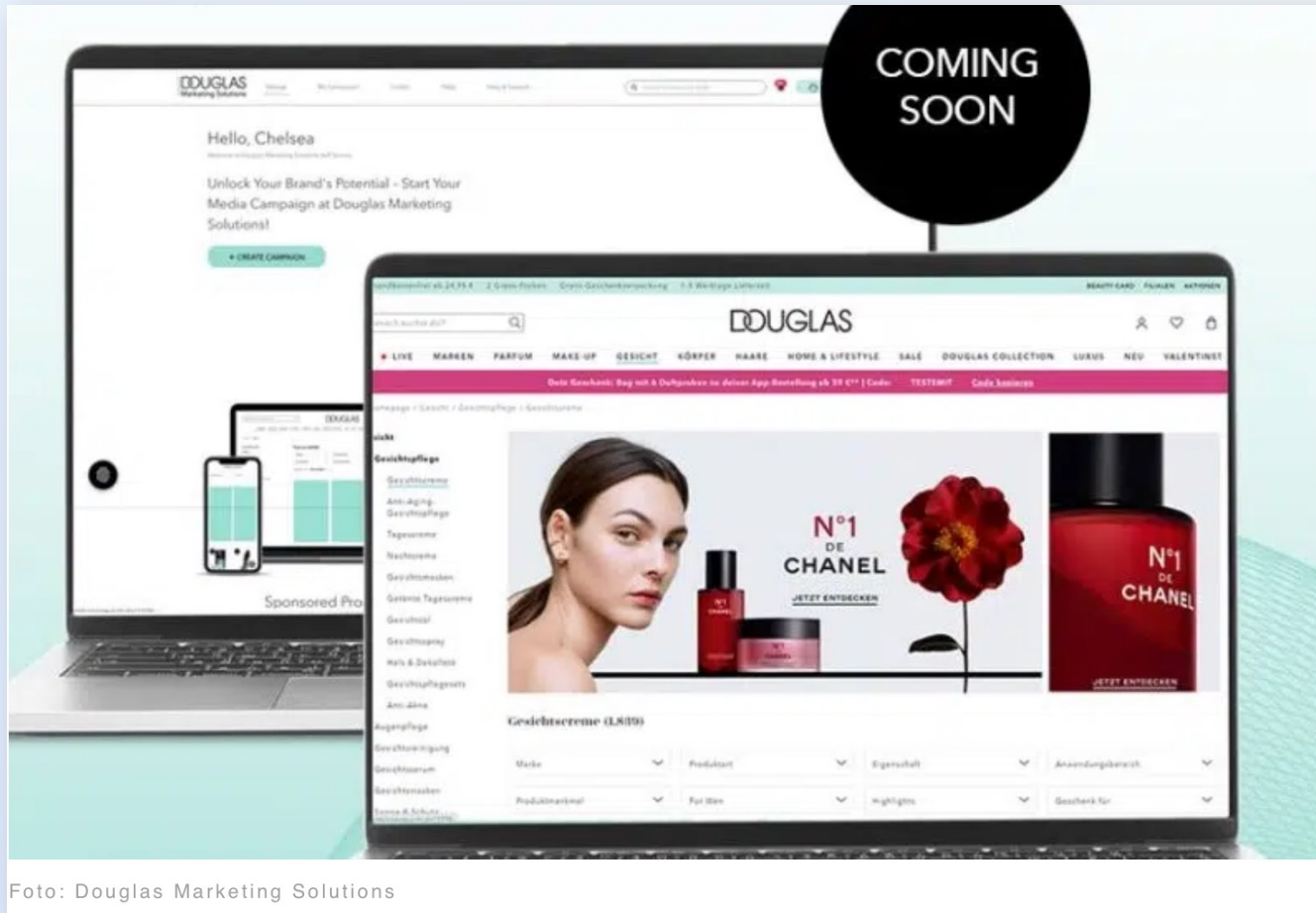
According to eMarketer, retail media will account for nearly 30% of all digital ad spending in the U.S. by 2027, and the trend is gaining momentum in Europe as well, fueled by technological innovation.



Retail Media

Retailer and media powerhouse

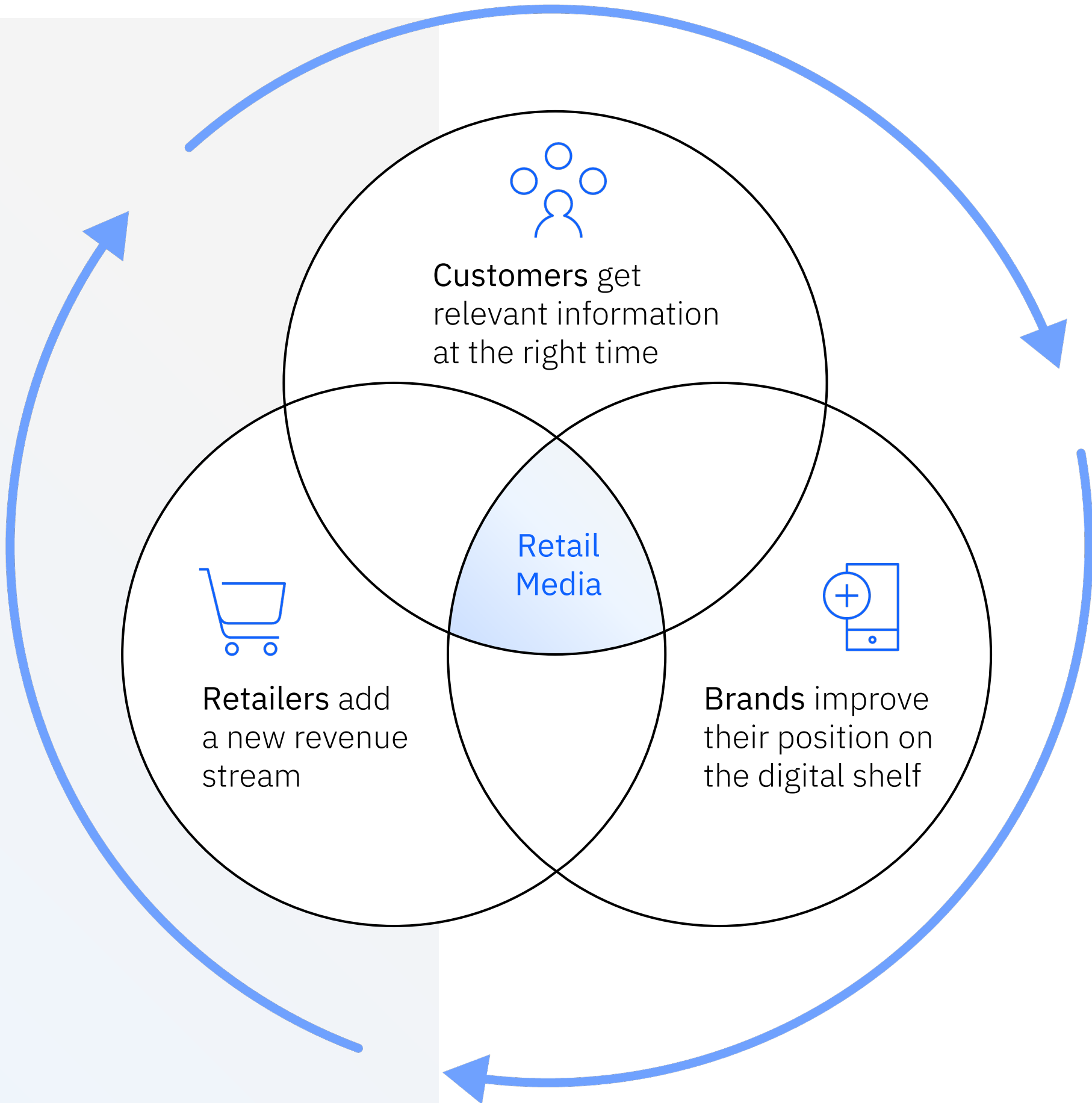
By monetising website traffic, app usage, and first-party customer data, retailers can build high-margin revenue streams and offer brand partners unrivaled access to consumers at the point of purchase.



NEWS

Retail Media at Douglas: self-service platform and new data data partnerships

5 DECEMBER 2024



Retail media and omnichannel

dm helps suppliers with more and more data

In-store advertising network

Edeka expands Retail Media nationally

Additional business for retailers thanks to more targeted advertising for brands

7 October 2024

KNOW - HOW

Retail Media: The evolution from online boom to POS revolution

“Retail Media is also becoming more interesting for non-endemic customers”

New revenue streams

Retail media platforms offer a wide range of monetisation opportunities that retailers should actively leverage:

Monetising ad space

Retailers can strategically monetise a variety of digital placements, including Sponsored Products, Display Ads, and video formats.

Segmented pricing

Through dynamic pricing based on placement, traffic, seasonality, and target group, premium ad slots can be sold at a higher value.

Performance-based models

Using CPC (cost-per-click) or CPA (cost-per-acquisition) models, retailers can generate additional revenue with minimal risk, especially effective for long-tail advertisers.

Data-driven add-on services

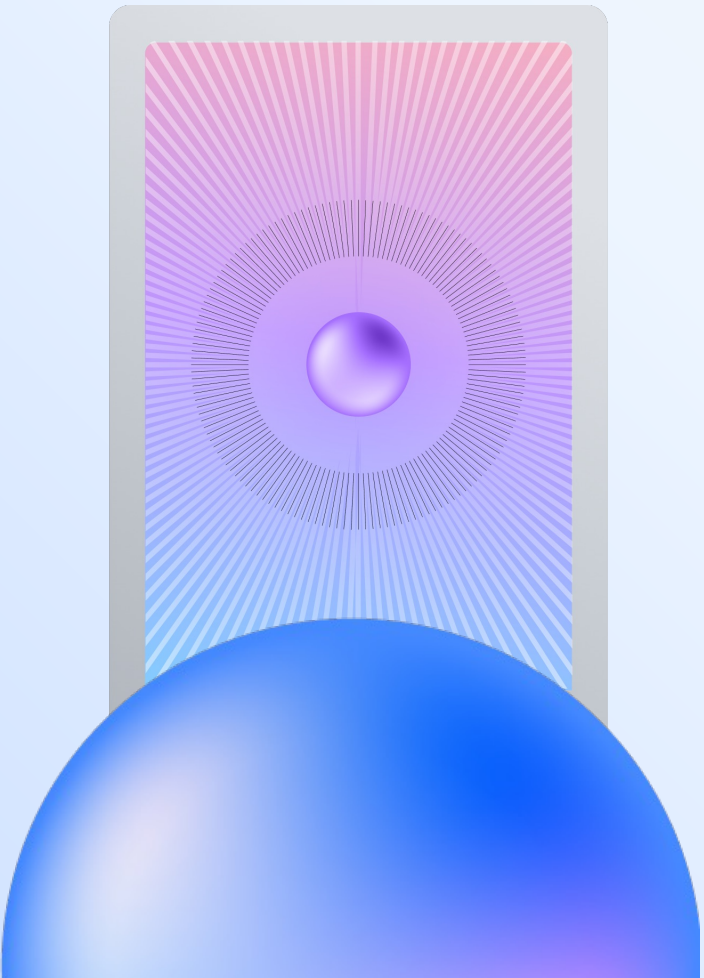
Retailers can offer access to audience segments, insights, or advanced targeting options for an additional fee.

\$180 B

is the projected size of the global Retail Media market by 2025. And it's still growing.

>15%

market growth compared to the previous year.



Self-Service Platforms: Key to scaling and monetisation



Self-Service Platforms:

The heart of modern retail media strategies

A key success factor for retail media is the implementation of self-service advertising platforms. These platforms allow advertisers to independently book, manage, and analyse campaigns, similar to Google Ads or Facebook Business Manager.

The advantage: Retailers save resources on operational management while also expanding their offerings to smaller or mid-sized brands. At the same time, advertisers benefit from flexible planning, real-time optimisation, and transparent performance tracking.

Self-service platforms are much more than just an efficiency lever. They open up new, scalable revenue models for retailers and make their advertising inventory attractive to a broader range of partners, from global brands to niche players. With automated booking and management, manual effort is reduced, while advertisers benefit from greater control and flexibility.

They offer both:

1. Strategic advantages
2. Operational advantages

... which we'll outline on the next slide.

1. Strategic advantages

In addition to the monetary benefits, the introduction of a retailer’s own retail media platform, especially as a self-service model, brings long-term strategic advantages:

Business model expansion

Retail media opens the door to digital advertising – a highly profitable side business alongside core retail operations.

Stronger brand relationships

Targeted media offerings enable strategic partnerships with brands that go beyond classic product listings.

Equal partnerships

More transparency, flexibility, and autonomy for advertisers build trust and strengthen collaboration.

Competitive differentiation

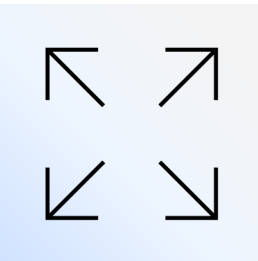
A thoughtfully designed self-service portal with powerful advertising features positions the retailer as an innovative player, especially in comparison to platforms like Amazon.

Greater independence from third parties

Retailers maintain control over their data, revenues, and customer experience through their own platforms.

2. Operational advantages

Automation and scalability



The self-service approach significantly reduces the manual effort required for campaign management. Even smaller advertisers can be served efficiently, without increasing headcount.

Faster time-to-market



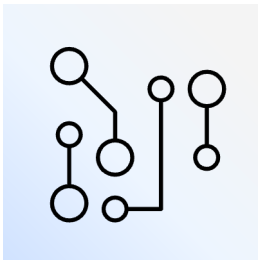
Advertisers can launch campaigns within minutes, which is ideal for short-term promotions or seasonal campaigns.

Clear ROI attribution



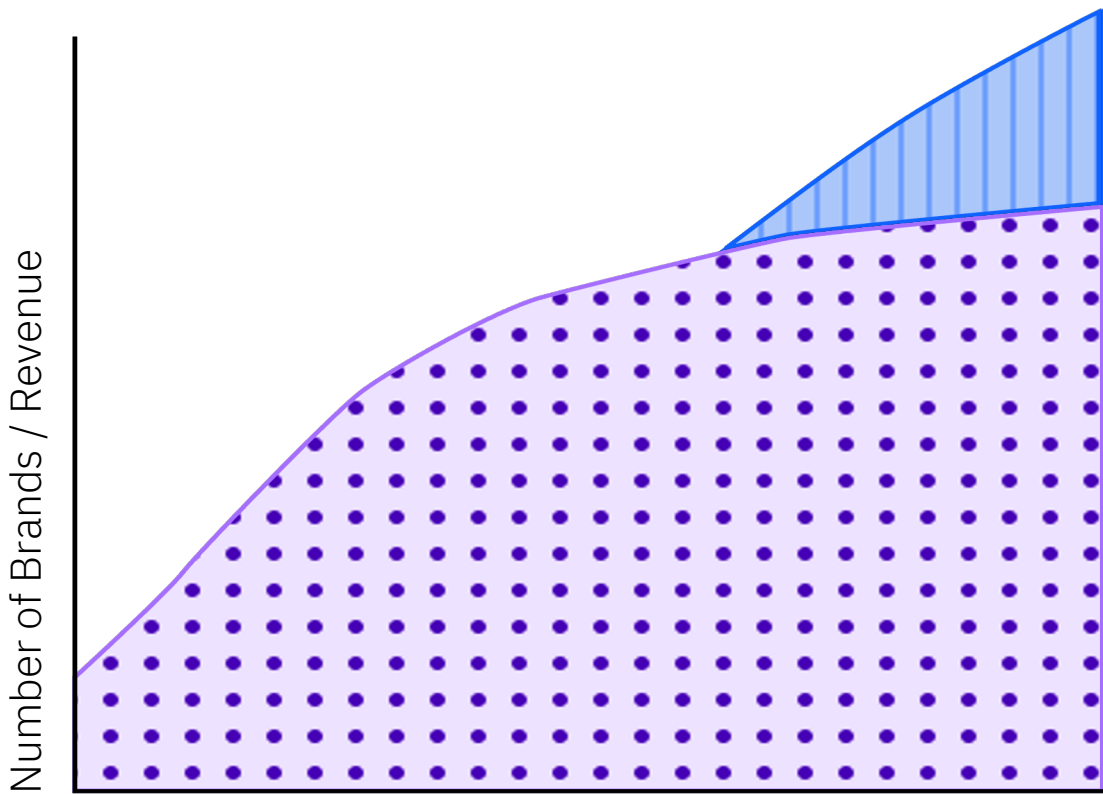
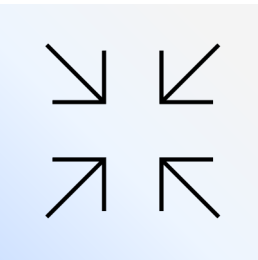
Both retailers and advertisers gain clear insights into the correlation between advertising and sales performance.

Real-time optimisation and transparency



Retailers can offer their partners detailed dashboards for real-time campaign management, leading to better results and higher satisfaction.

Revenue of self-service-retail media platforms

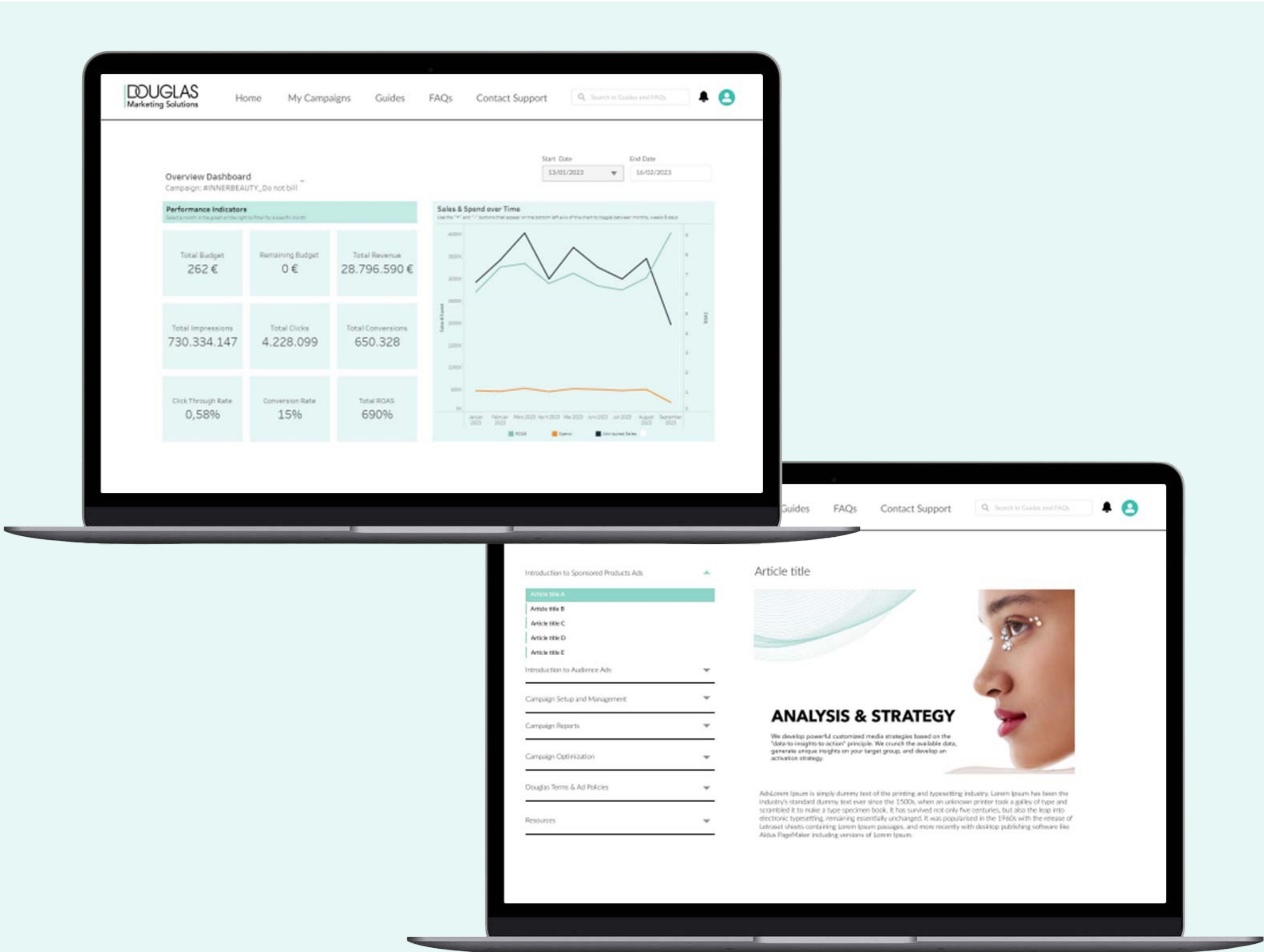


Customer Project

Self-service retail media in action

The DOUGLAS Group launches a scalable retail media platform for brands and agencies.

Europe’s leading omnichannel provider for premium beauty, in collaboration with IBM iX, is launching a self-service portal that provides brands with direct access to retail media inventory – an intuitive, integrated, and efficiently scalable solution.



The starting point

Retail media is gaining strategic importance, but for many smaller brands and agencies, entry has been previously hindered by high barriers, including manual bookings, lengthy coordination processes, and limited access to inventory.

Together with IBM iX, the DOUGLAS Group sought to find a solution that would scale its retail media business more efficiently, connect with new target groups, and future-proof its media sales.

The solution

To make retail media more efficient and scalable, the DOUGLAS Group partnered with IBM iX to develop a self-service platform based on Salesforce Media Cloud. The platform provides brands and agencies with direct access to DOUGLAS' inventory, including automated onboarding, self-service campaign setup, audience segmentation, as well as real-time reporting and billing. It reduces manual workload, speeds up campaign activation, and simplifies the day-to-day marketing business.

The result

The example of the brand ANNEMARIE BÖRLIND clearly demonstrates the effectiveness of retail media via the new DOUGLAS self-service platform:

- Campaign period: 12.02.–31.03.2025
- 7,409 clicks on retail media ads
- 36.04 % conversion rate (SPA) (Benchmark: 7.85 %)
- € 14,05 ROAS (SPA) (Benchmark: € 3.97)
- +31 % increase in ROAS by strategically combining sponsored product ads with audience ads

33 %

of retail media revenue is expected to run through the platform in the medium term

>1.000

activated brands enabled by scalable campaign management

100 %

automated onboarding & billing

More efficiency

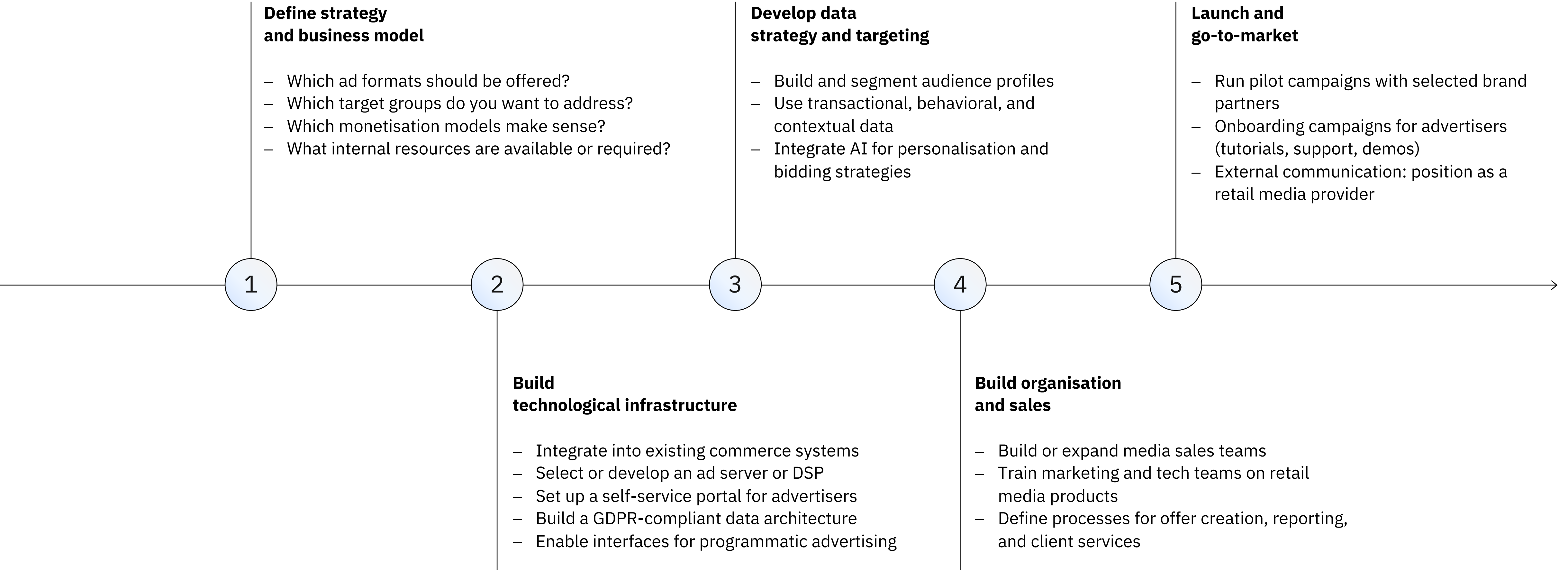
for longtail advertisers, agencies & category teams through intuitive self-service usage

Retail Media: Building your own platform



Key milestones

Building a retail media platform involves several technical, strategic, and organisational steps. The most important milestones include:



Leverage professional expertise

A technology and implementation partner like IBM iX can deliver real value at every phase of the project.

The key advantages:



Technological expertise

1.

IBM iX specialises in implementing digital platforms, particularly within the IBM ecosystem (e.g., utilising Watson and Cloud Pak). We bring deep expertise in backend integration, data architectures, ad tech systems, and experience design.

→ Especially when it comes to integrating commerce and advertising systems, technical precision is essential.

Faster time-to-market

2.

With pre-built modules, frameworks, and experience from similar projects, IBM iX can significantly accelerate the development of a retail media platform without compromising on quality.

→ Instead of spending months on concept development and trial-and-error, the go-live can take place much earlier.

Tailored solutions, not one-size-fits-all

3.

Unlike standard platforms, IBM iX enables fully customised solutions aligned with your processes, brand, and business goals.

→ The result: A unique, differentiated retail media platform – not just another off-the-shelf marketplace.

Avoid costly mistakes

4.

IBM iX’s experience helps avoid common pitfalls, such as fragmented data architectures, poorly scalable systems, and data privacy issues.

→ A professional partner thinks ahead – technically, legally, and economically.

Strategic consulting included

5.

IBM iX is not just a technical implementer, but also a strategic sparring partner: Which formats work for which target groups? How do you design an attractive self-service offering? Which KPIs matter?

→ The result isn’t just a platform – it’s a fully functioning business model.



Conclusion

Self-service platforms are transforming retailers from pure sales channels into data-driven media powerhouses. They lay the foundation for sustainable growth in retail media – operationally efficient, strategically smart, and financially attractive.

Retailers who invest in building their own retail media platform are laying the groundwork for a future-proof business model.

However, this journey requires deep expertise in technology, data strategy, UX, and commerce.

A partner like IBM iX can significantly accelerate this process, make it more secure, and elevate it to a strategic level, from platform architecture all the way to operational execution.



What are you waiting
for? Let's get started!

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