

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



Unlocking new revenue for retailers and brands

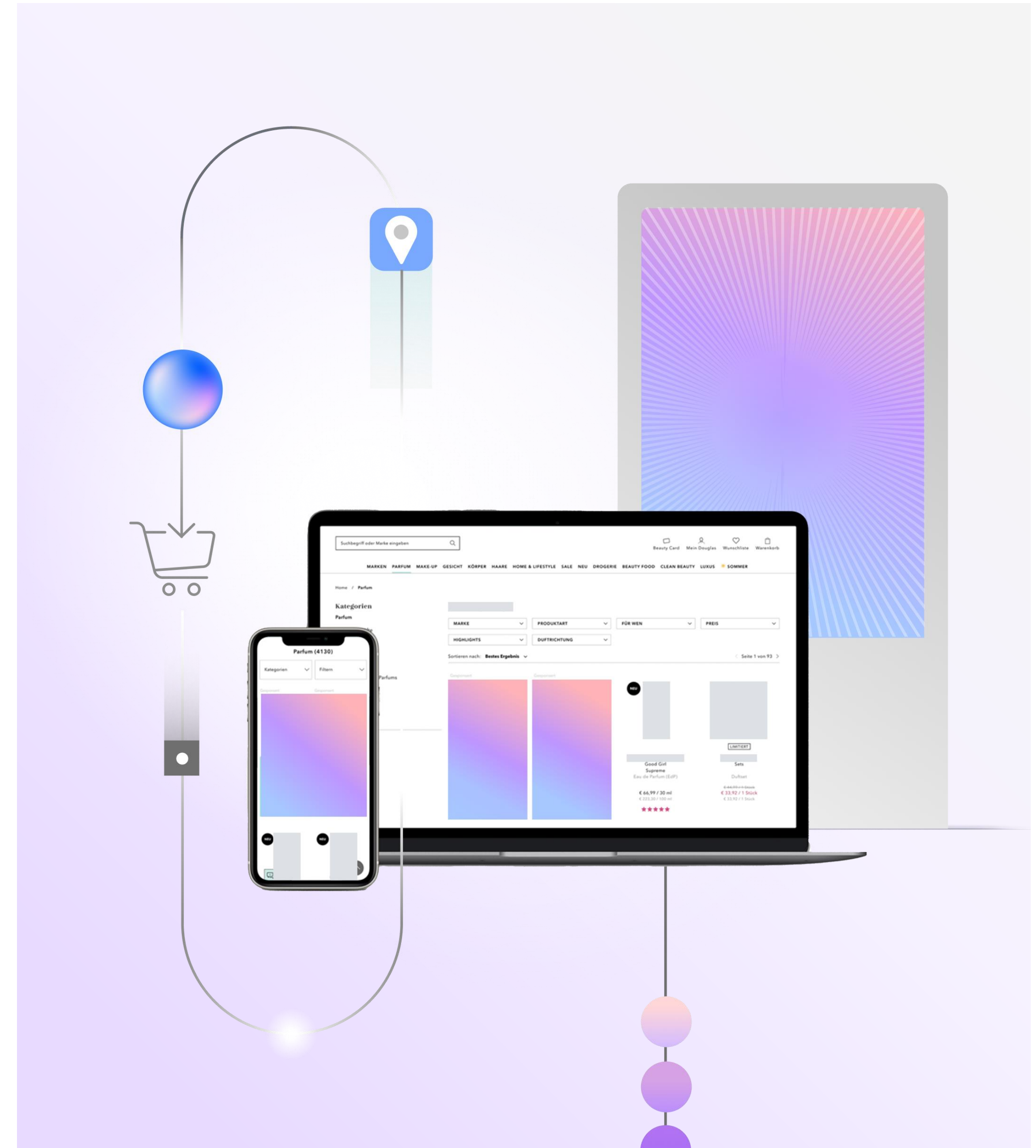
Retail media continues to be one of the most dynamic growth areas in digital marketing. What began as a side business for large e-commerce platforms has evolved into a strategic revenue driver for both retailers and brands.

At the center of this next phase: Self-service platforms that enable advertisers to launch data-driven campaigns more efficiently, while AI, automation and omnichannel activation create new opportunities for scalable growth and monetisation.

€13.3bn

European Retail Media spend in 2025

+16.7% YoY



Retail Media

From trend to strategic powerhouse

Retail media connects brands with shoppers across the buying journey – on-site, off-site and increasingly in-store.

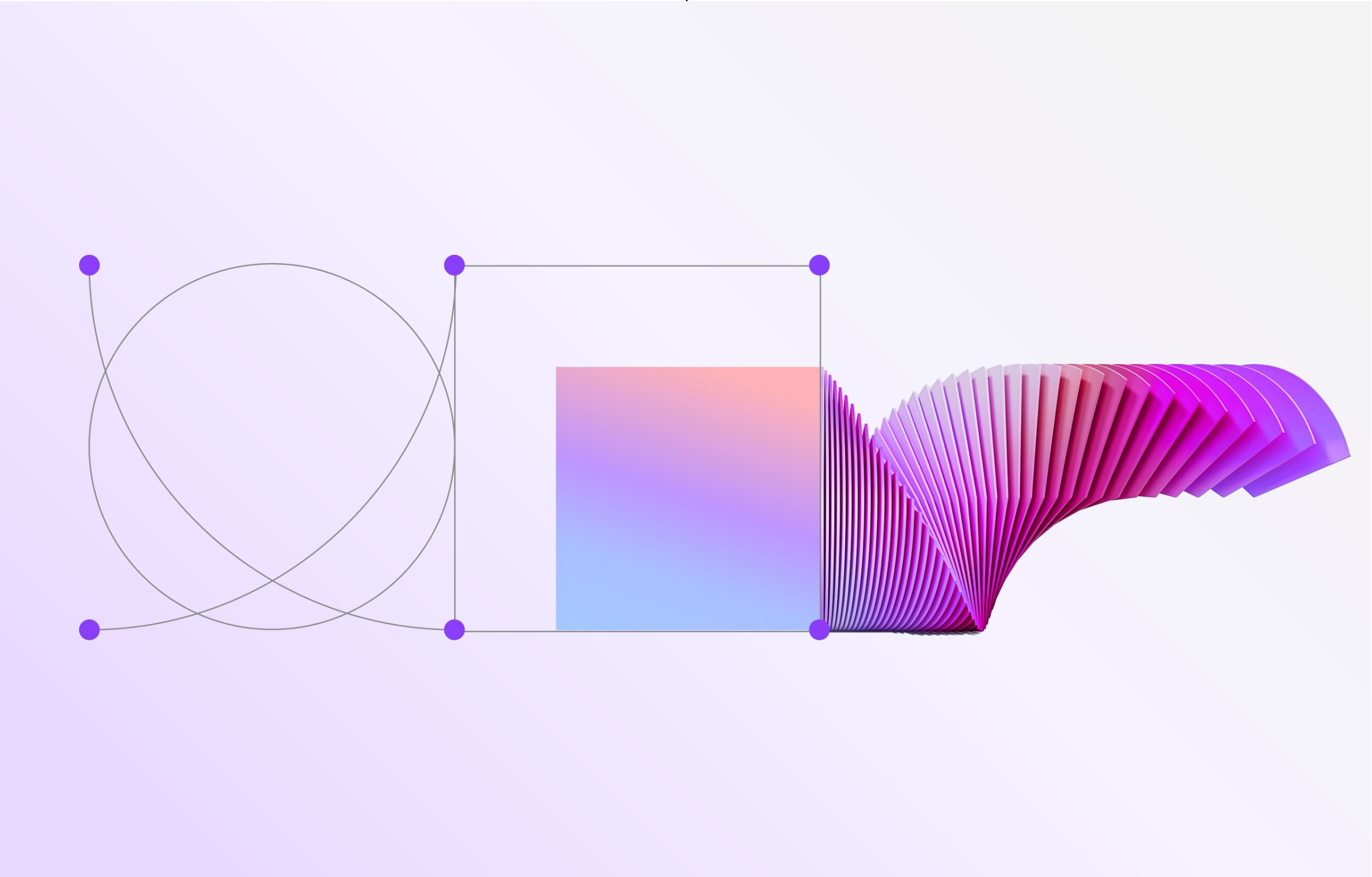
By combining media inventory with first-party commerce data, retailers can create new revenue streams while enabling brands to reach consumers closer to the point of purchase.

Retail media has evolved from an on-site advertising opportunity into a more connected, data-driven and omnichannel ecosystem.

First-party data, self-service technology and AI-powered solutions enable more relevant targeting, scalable activation and measurable business outcomes.

90%+

Over 90% of buyers allocate at least 41% of their digital Retail Media spend to on-site media, while off-site investment continues to gain momentum.



Retail Media

Retailer and media powerhouse

By activating first-party data and media inventory across on-site, off-site and in-store channels, retailers can unlock new high-margin revenue streams while helping brands connect with consumers throughout the path to purchase.

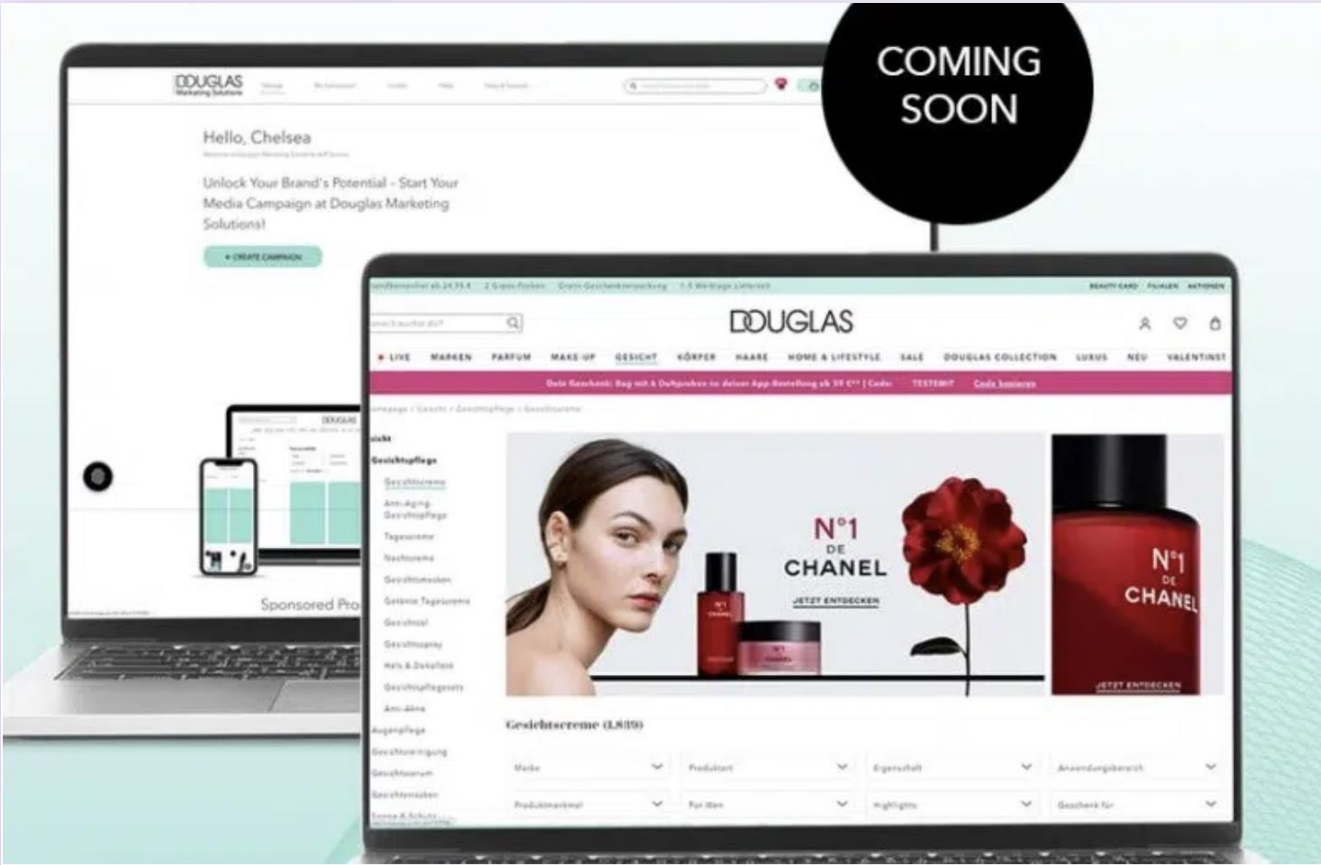


Foto: Douglas Marketing Solutions

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 offers retailers multiple opportunities to monetise their media inventory, first-party data and customer touchpoints across the entire shopping journey.

Monetising media inventory

Retailers can monetise advertising inventory across on-site, off-site and in-store channels – from Sponsored Products and Display to Video, CTV and digital in-store media.

Dynamic & premium pricing

Retailers can optimise the value of their inventory through dynamic pricing based on placement, audience, demand and context – creating premium opportunities for brands.

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 create additional value through first-party audiences, customer insights, advanced targeting and measurement solutions – helping brands better understand and reach shoppers.

On-site

sponsored products
display & video

Off-site

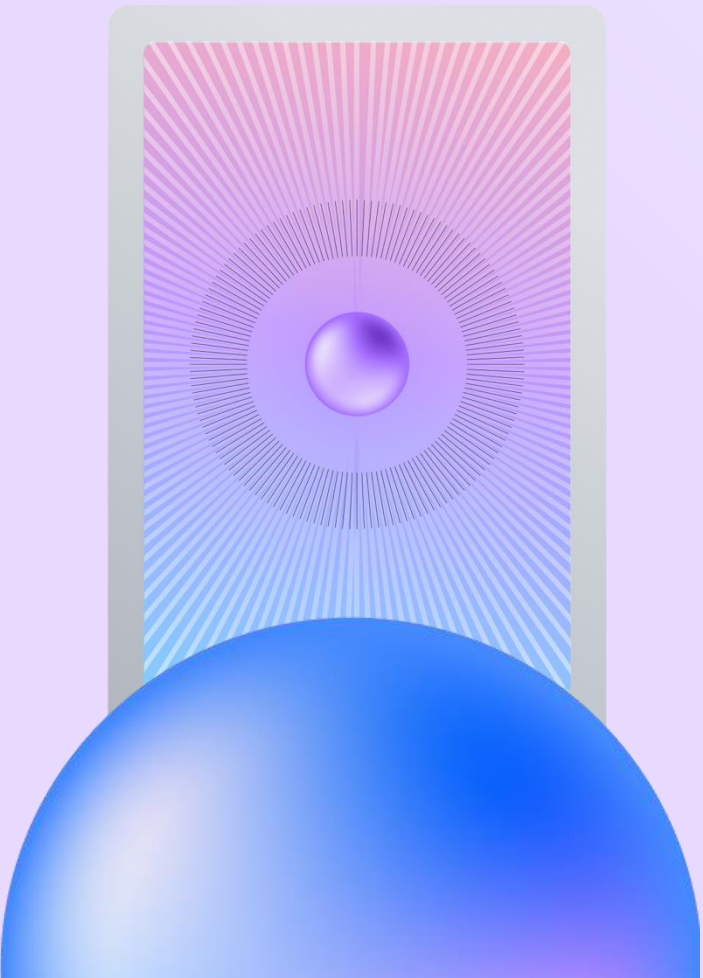
social · ctv · display
dooh · audio

In-store

digital screens
audio · activations

Data & insights

audiences · targeting
measurement · insights



Self-Service Platforms: Key to scaling and monetisation



Self-Service Platforms:

A key enabler for scalable retail media

Self-service platforms are a key enabler for scaling retail media. They allow advertisers to independently plan, book, manage and optimise campaigns across on-site and off-site inventory – with greater control over budgets, targeting and performance..

The advantage: Retailers can reduce operational effort and efficiently serve a broader range of advertisers, while brands benefit from greater flexibility, transparency and real-time campaign optimisation.

Self-service is increasingly becoming part of a broader, connected retail media ecosystem. Combined with APIs, programmatic buying and automation, it enables retailers to open their inventory to more demand while creating a more seamless buying experience for advertisers.

They offer both:

1. Strategic advantages
2. Operational advantages

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

1. Strategic advantages

Beyond direct revenue generation, a strong retail media offering creates long-term strategic value for retailers – strengthening their data capabilities, brand partnerships and competitive position.

Business model expansion

Retail media creates an additional, high-margin revenue stream alongside the core retail business – monetising media inventory, data and customer touchpoints.

Stronger brand relationships

Retail media enables deeper, long-term partnerships with brands by combining media activation, first-party data and measurable commerce outcomes.

Equal partnerships

Greater transparency in audiences, campaign performance and measurement helps build trust and strengthens collaboration between retailers and brands.

Competitive differentiation

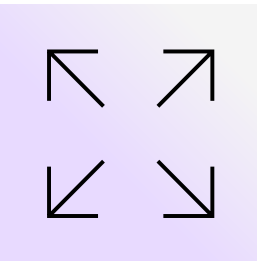
Strong data, media and technology capabilities help retailers differentiate their offering and position themselves as strategic media partners for brands.

Greater independence from third parties

Retailers can turn their unique customer and transaction data into a strategic asset for audience targeting, insights, activation and measurement.

2. Operational advantages

Automation and scalability



Self-service and automation significantly reduce the manual effort required for campaign setup and management, enabling retailers to efficiently serve a broader range of advertisers without increasing operational complexity.

Faster time-to-market



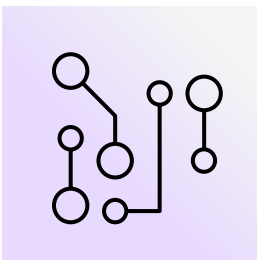
Advertisers can launch and adjust campaigns quickly, enabling retailers and brands to respond more effectively to promotions, seasonal demand and changing customer behaviour.

Accountable measurement



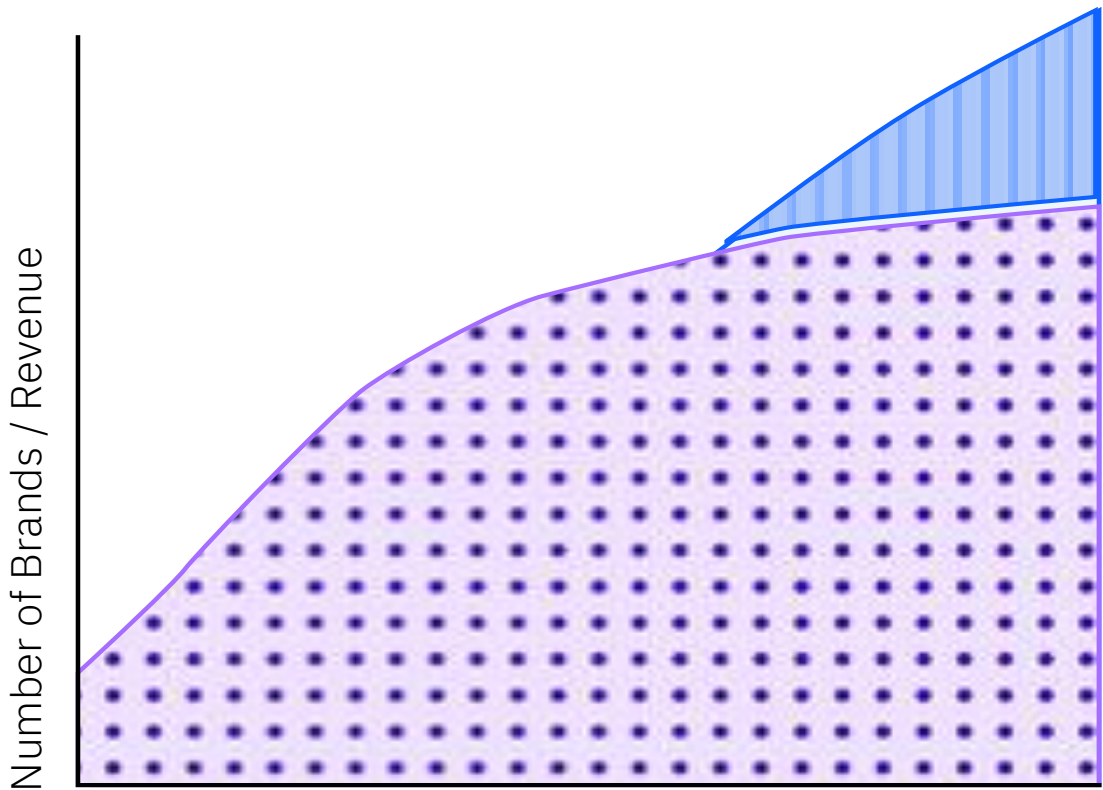
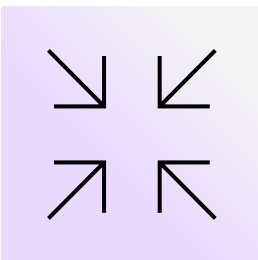
Standardised measurement and reporting provide greater transparency into campaign performance and commerce outcomes, helping brands better understand the impact of their media investment.

Real-time optimisation and transparency



Real-time dashboards give advertisers greater visibility into campaign performance and enable faster optimisation of budgets, targeting and media activation.

Scalable revenue growth



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.



Customer Project

Self-service retail media in action

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:

- 4,955 clicks on retail media ads
- 47,5 % conversion rate (SPA)
- € 23,84 ROAS
- +31 % uplift in ROAS by strategically combining sponsored product ads with audience ads

<15min

fast development

>6.000

brands that have been successfully activated through DMS

100 %

automated onboarding & billing

More efficiency

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

Retail Media: Building your own platform



Salesforce powers the Agentic Enterprise



Alforce
Live Interface

- Claudeforce
- Slackforce
- Coworker
- Headless Toolkit
- ...and more coming soon

Agentforce
Digital Workforce

- Piper Inbound Pipe Gen
- Hunter Outbound Pipe Gen
- Casey Help
- Paige ITSM & HR
- Fin Customer
- Carter Shopping
- Marshall Supply Chain
- Your agent

Customer 360
Apps, Semantics & Workflow Intelligence

- Sales
- Service
- Field
- IT & HR Service
- Marketing (B2B & B2C)
- Commerce (B2B & B2C)
- Revenue
- Industries
- Tableau
- Supply Chain

Data 360
Integration, Federation & Harmonization

- Informatica
- MuleSoft
- Agent Fabric
- Tableau Knowledge
- Metadata Platform

Salesforce Guardian
with Zero Data Retention

- ANTHROPIC
- aws
- Google
- nvidia
- OpenAI
- salesforce

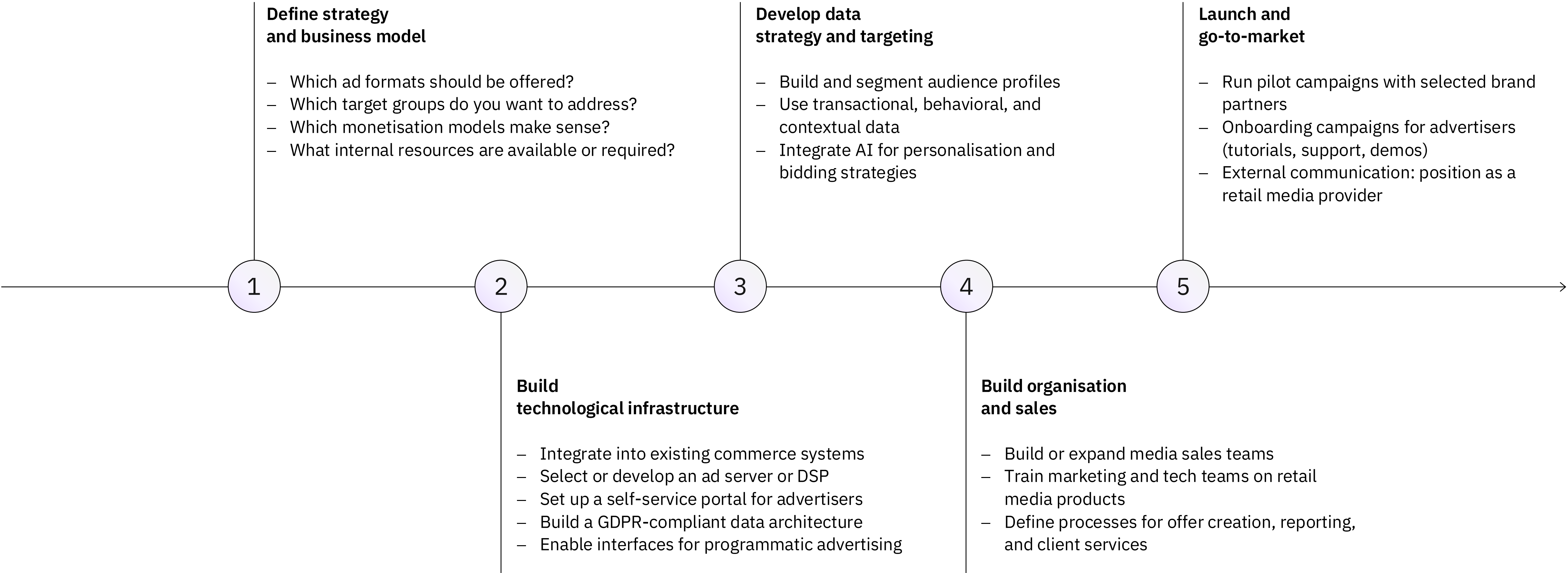


Empowering
Trailblazers
for 20 years

- Community
- AgentExchange & Partners
- Trailhead

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.

Leverage professional expertise

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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