

ONE FOR **RETAIL.**



Go Beyond the Basket with The Exchange Lab



THE CHALLENGE

It's the era of empowerment. Enabled by technology and bombarded by choice, consumer expectations are higher than ever. Gone are the days of traditional bricks and mortar – open a store, source products, buy one, sell one, repeat. Offering customers an online channel meant launching an ecommerce site and hoping for the best.

Today, consumers are embracing omnichannel at lightning speed. For retailers to truly stand out, engage potential customers, build loyalty and crucially drive ROI, they require technologies that are agile, data-driven and intuitive.

SO HOW DO YOU TRAVERSE THIS NEW DIGITAL LANDSCAPE WHILE PUTTING YOUR CUSTOMERS FIRST?

proteus[•]

THE POWER OF PROTEUS IN PROGRAMMATIC ADVERTISING

We are the world's largest programmatic marketplace, integrated with more platforms and partners than any other player in the digital space. Utilizing Proteus – our unifying programmatic platform – we consolidate the industry's leading demand side platforms (DSPs), data, verification and measurement tools in a single view, at scale, with full transparency – so you can engage your most relevant customers and hit your campaign objectives.



When using 3 DSPs for the retail sector, compared to one, there is on average a **29% increase in performance**



The best performing DSP varies campaign to campaign for **3 out of 4 advertisers** – identified and optimized by Proteus

What's in it for you?

We take a consultative approach; each strategy is bespoke – we put you first so you can put your customers first. We combine industry innovators with market-leading technology across multiple devices and channels – during the crucial consumer consideration period – all in real-time.

Here's how we can help you:

PERSONALIZE YOUR MESSAGE: Dynamic Creative Optimization (DCO) moves the conversation closer to a one-to-one relationship with your consumers to influence their consideration through particularly relevant offers and increase ROI

GET CLOSER TO YOUR CUSTOMER: Combine Proteus with your martech stack to leverage CRM, 1st, 2nd and 3rd party data to enrich user experience, deliver maximum value and fuel a virtuous cycle of insights to inform your wider marketing mix

TARGET AT SCALE: Engage the widest possible pool of consumers by the incremental reach achieved via a multi-platform solution

ATTRACT AND CONVERT: Engage both brand and performance campaigns in programmatic, bringing new potential customers to your site and increasing purchases overall. When using a multi-platform approach there is on average a 28% performance increase when prospecting new customers

RESPOND IN REAL-TIME: Brands can respond to current events and news in real-time building brand equity by engaging with your customers in a flexible and iterative way

DID YOU KNOW?



25% of online sales are made on mobile devices and by 2020 will account for 45%¹



10% of sales in the USA are made online with **43% from Amazon**²



UK online sales have **increased by 19%** year on year³

Proteus is designed to transform programmatic advertising for retail business just like yours.

DROP US A LINE: CONTACTUS@THEEXCHANGELAB.COM