

Business Case Study





Transforming **Profi's Stores** into **High-Performing Retail Media Channels** in **Under 3 Months** with Footprints AI

How Footprints AI enabled Profi (Ahold Delhaize) to unlock new revenue streams through private AI, omnichannel media delivery, in-store analytics, and access to a ready-to-scale retail media ecosystem.

CLIENT		Profi Romania (Ahold Delhaize)
INDUSTRY		Grocery Retail
CHALLENGE		Absence of a retail media network and limited internal expertise
SOLUTION		Footprints AI's white label technology, go-to-market support, compliance and operations guidance, media sales, and execution
RESULT		Retail media revenue started and scaled in less than 3 months
TIME TO REVENUE		9 weeks
REVENUE INCREASE FROM NON-TRADE		20X driven by retail media

→ SUMMARY

In today's retail landscape, data is the new commodity. Traditional trade marketing models, reliant on static in-store promotions, are being replaced by AI-driven retail media digital solutions that enable real-time targeting, omnichannel reach, and direct sales attribution.

Profi, Romania's largest supermarket chain, embraced this transformation by partnering with **Footprints AI**, unlocking a powerful **high-margin retail media network** that generated **20X in retail media sales in 2024, with another 2.5X projected in 2025**. By leveraging real-time **in-store behavioral insights and transactional data**, Profi successfully turned its **1,800+ store network into a dynamic retail media platform** that delivers unparalleled ad efficiency and ROI for brands.

→ CHALLENGE

Profi, Romania's largest private employer with over 1,800 stores, sought to diversify revenue streams and act fast on the retail media wave. However, they faced significant challenges:

- ⚠ **Limited In-House Expertise:** No internal teams specialized in retail media monetization, including product pricing, operational excellence and business model.
- ⚠ **Technological Gaps:** Absence of a platform to analyze consumer behavior, to generate brand-friendly media audiences and deliver precise advertising across in-store and online.
- ⚠ **Speed to Market:** Need for rapid deployment to capitalize on market opportunities.



We were looking for the proper way to approach retail media, let alone how to make it profitable quickly, without disrupting our own sales performance & marketing campaigns.

Gaëtan Pacton
CEO, Profi



As **Romania's largest retailer**, Profi reaches well **over a million unique shoppers each day** and **several million each month**, with **summer peaks** rising even higher across both urban and rural locations. However, like many retailers, its advertising revenue was primarily tied to trade marketing budgets, limiting its ability to attract net-new media spend from brands and agencies.

The challenge was clear: Profi needed to **monetize its shopper data** to create a sustainable, high-margin **retail media business** that could scale beyond traditional supplier agreements. The solution required **a fully integrated retail media ecosystem**, offering advertisers **addressable, omnichannel, and performance-driven campaigns** across in-store, on-site, and off-site media placements.

→ STRATEGY

Profi selected Footprints AI due to their unique capability to turn In-Store Behavior & Transactions into the most powerful and profitable Ad Targeting & Media-to-Sales Impact Measurement.

Profi selected Footprints AI for its comprehensive, turnkey solution:

- ✓ **Complete Proprietary Platform:** Combines private AI technology for analytics, profiling and measurement with omnichannel campaign management software that uses existing media and IT infrastructure (no extra infrastructure cost).
- ✓ **Complete Monetization Services:** We handle everything from media sales to campaign management and strategy – no additional hires required for Profi.
- ✓ **Rapid Deployment:** Proven track record in launching major projects in under three months.
- ✓ **Ecosystem Access:** Established relationships with brands and media agencies.
- ✓ **Compliance and Best Practices:** Expertise in legal frameworks and operational execution.



We wanted a business partner that could bring the full package and deliver profits rapidly, with a strategic understanding of our long term goals. Footprints AI's technology and premium pricing strategy was spot on.

Călin Costinaș
Deputy CEO, Profi



By partnering with Footprints AI, Profi transformed in-store behaviors and purchases into the new “cookies” of the media market, providing advertisers and media agencies with:

- **Profiling** each and every shopper for real-time audience segmentation.
- **Targeting** based on actual shopping patterns, not guesswork.
- **Seamless omnichannel ad delivery**, ensuring the right message reaches the right shopper at the perfect moment.

- **Advanced measurement and attribution**, linking every ad exposure to its actual sales impact.
- **Premiumized ad pricing** driven by exclusive and precise audience insights, maximizing both ad efficiency and revenue per impression.
- **Self service access to measurements, campaign reporting, performance and results.**

This strategy allowed Profi to **offer a premium retail media network**, attracting **brand advertisers beyond trade budgets**, unlocking **new revenue streams** previously untapped by traditional retail promotions.

→ EXECUTION

Profi partnered with Footprints AI to build and launch Romania's most advanced Retail Media Network in under 12 weeks. From data integration to live campaigns, the execution was designed for speed, accuracy, and minimal lift from Profi. Within just 3 months, a full suite of audience-based media capabilities—including transactional data integration, existing in-store screens and radio infrastructure integration, mobile and web SDKs, and AI-driven targeting—was activated. Backed by Footprints AI's white label tech, pre-trained private AI models, managed services, and ecosystem access, Profi transformed from zero media monetization to a validated, revenue-generating RMN, ready to scale.

The transformation timeline:

- **Weeks 1–2:** Onboarding and technology integration, including private cloud setup and transactional data integration.
- **Weeks 3–4:** Development of go-to-market materials, team allocation, legal compliance frameworks, pricing and commercial policies.
- **Weeks 5–6:** Audience segmentation using AI models for profiling and targeting, inventory planning.
- **Weeks 7–8:** Activation of media sales, engaging brands, including endemic and non-endemic, and media agencies.
- **Weeks 9–12:** Launch of initial campaigns, with revenue generation commencing.



Footprints AI managed 90% of the process, allowing us to focus on our core business.

Cătălin Pavel
Digital & Data
Director, Profi





Profi
transformed
from zero media
monetization
to a validated,
revenue-generating
retail media
network

AI-Powered Audience Profiling & Targeting

- Integrated Footprints AI's **real-time data processing engine**, capturing every store visit and transaction.
- Enabled **predictive audience segmentation**, ensuring ads reach high-propensity shoppers.
- Provided brands with **full-funnel ad attribution**, linking exposure to sales.

Omnichannel Retail Media Monetization

- **In-Store Digital Screens & Audio Ads** – Engaged shoppers at key decision points.
- **Retailer's Website & App Ads** – Extended reach to Profi's digital customers.
- **Off-Site Programmatic & Social Ads** – Retargeted shoppers beyond the store.
- **Dynamic Ad Delivery & Premium Pricing** – AI ensures ad budgets are spent only on primary target audiences, dynamically adjusting delivery to maximize impact, efficiency, and return on investment.





End-to-End Media Sales & Campaign Management

- **Footprints AI fully operates** Profi's retail media network.
- **Brands & agencies gain full self-service access**, enabling them to plan, execute, and measure campaigns in real-time, leveraging Footprints AI's advanced analytics and targeting tools.
- **Campaign performance is continuously optimized**, ensuring high-impact ad spend efficiency.

Technology and Data Transformation: Unlocking Premium Ad Pricing

- **In-Store Analytics:** Capturing store visits and purchases allowing to determine audience building, measuring every ad that is delivered to a known shopper profile.
- **AI-Driven Measurement & Attribution:** Every media touchpoint is linked directly to sales outcomes, proving ROI and ensuring brands pay only for measurable impact.
- **Predictive Audience Modeling:** Using past purchase data, Footprints AI dynamically segments audiences, ensuring brands only pay for ads that reach the most relevant customers.
- **Premiumized Retail Media Pricing:** With full visibility into media-to-sales efficiency, Profi now sells retail media at rates that reflect the true sales impact, rather than relying on traditional CPM or trade marketing benchmarks.
- **Superior Ad Performance:** Profi's digital, omnichannel, and AI-enabled retail media outperforms analog retail media systems by 10-20X in effectiveness for brands and agencies.

**16x**

Revenue Growth

**42x**

More Profit

**5-8x**

Higher ROAS

**+20%**Avg. Incremental
Sales Uplift

→ RESULTS

Profi became the leader in Retail Media by tapping into Footprints AI's End-to-End Retail Media Ecosystem. While other retailers are still figuring out how to assemble their retail media tech stack, Profi accelerated past them by leveraging the full-service platform and monetization ecosystem already built by Footprints AI.

Rather than building from scratch, Profi unlocked new revenue streams by integrating with Footprints AI's pre-built infrastructure — including private cloud AI models, omnichannel media inventory, and active brand and agency relationships. This allowed Profi to go to market quickly, outperform traditional channels, and emerge as a top retail media destination in Romania without needing to create their own network or sales force. Footprints AI provided the system — Profi just switched it on.

Revenue Growth & Business Impact

- **20X More Profit from Retail Media in 2024** – Compared to previous in-house efforts, Profi achieved an almost **20X profit increase** after adopting Footprints AI's **technology, self-service platform, premium pricing, demand generation services, and ad campaign management**.
- **On track for a further 2.5X growth in 2025.**
- **Rapid Scaling Without Overhead** – In just three months, Profi expanded its retail media profits with **zero FTEs and no extra infrastructure cost**.

Market Leadership & Scale

- **Romania's Largest Retail Media Network** – Live in **1,800+ Profi stores**.
- **100% Shopper Profile Accuracy** – Ads targeted based on **real purchase behavior, not assumptions**.
- **First Fully Addressable In-Store Media Solution** – Linking online and in-store ads directly to sales impact.

Higher ROAS & Performance for Advertisers

- **5-8X Higher ROAS Compared to Trade Marketing** – Brands see superior ad efficiency.
- **+20% SKU-Level Sales Growth for Top Advertisers** – Proven impact on retail sales.
- **Premium Ad Pricing Model** – Profi retail media outperforms traditional advertising channels.



We transformed anonymous traffic into media audiences with predictable purchasing behavior, offering brands increased performance and complete visibility on sales results from advertising investments.

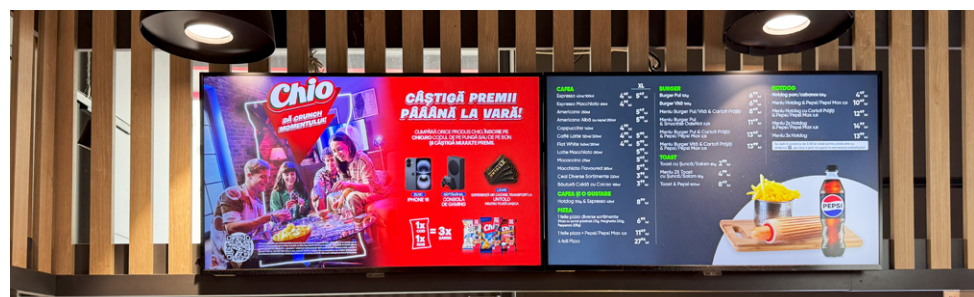
Dan Marc
CEO, Footprints AI



→ KEY TAKEAWAYS

Profi's success is a blueprint for the future of retail media — proving that with Footprints AI's end-to-end platform and ecosystem, retailers can skip the complexity and immediately tap into high advertiser demand. Unlike fragmented, siloed, and slow-to-scale industry attempts, Footprints AI delivers a ready-to-monetize infrastructure that bridges the gap between brand demand and retailer execution — turning missed opportunities into measurable revenue, fast.

- ✓ **Self-Service for Brands & Agencies** – Access to real-time reporting, audience insights, and campaign execution, reducing dependency on traditional media buying cycles.
- ✓ **Retailer-Operated Plug-and-Play Model** – Profi scaled its retail media business with zero FTEs and no extra infrastructure cost, relying on Footprints AI's fully managed service.
- ✓ **AI-Powered Predictive Audience Targeting** – Ensuring ads reach shoppers based on real retail browsing & purchasing data and the high-value insights generated out of it: household disposable income, life stage, life style, brands and product affinities.
- ✓ **Cross-Channel Omnichannel Execution** – Seamlessly linking in-store, on-site, and off-site advertising for full-funnel impact.
- ✓ **Premium Ad Pricing Justified by Performance** – Every campaign is optimized in real time, ensuring brands only pay for high-impact, high-ROI placements.
- ✓ **100% ad attribution across the entire path to purchase** – Closing the loop from ad exposure to conversion.



“

Footprints AI enabled us to transform our shopper data into a powerful media asset, creating an entirely new, high-margin revenue stream. Our retail media business is now scalable, profitable, and unmatched in Romania.

Cătălin Pavel
Digital & Data
Director, Profi



→ PURCHASES & IN-STORE BEHAVIORS ARE THE NEW COOKIES

Profi's journey from a **traditional trade marketing model** to a **high-performance, scalable retail media powerhouse** demonstrates the **massive revenue potential of AI-driven shopper data monetization**. As advertisers shift budgets toward **measurable, data-rich retail media channels**, Profi's **projected revenue for 2025** sets a benchmark for success in Romania and beyond.





footprints-ai.com



Dan Marc
CEO

dan.marc@footprints-ai.com



Izabela Lamatic
Head of Retail Partnerships

izabela.lamatic@footprints-ai.com