

MOMM

Key Learnings

How to support retailers and platforms in media offers and standardisation

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ABOUT THE SPEAKER

CO-FOUNDER & CEO

Marketing of Moments GmbH

CAREER

- ▶ Director Retail Media – Redcare Pharmacy (2021–2024)
- ▶ Managing Director – MediaCom Hamburg (2018–2021)
- ▶ Managing Partner Digital – MediaCom (2008–2017)

BVDW

- ▶ Lab Lead Retail Media Landscape – Publication of the first German Retail Media ecosystem overview (2024) / Managing Board BVDW Retail Media Ecosystem

 Dennis Götz



RETAIL MEDIA AS A SERVICE

Powered by People!

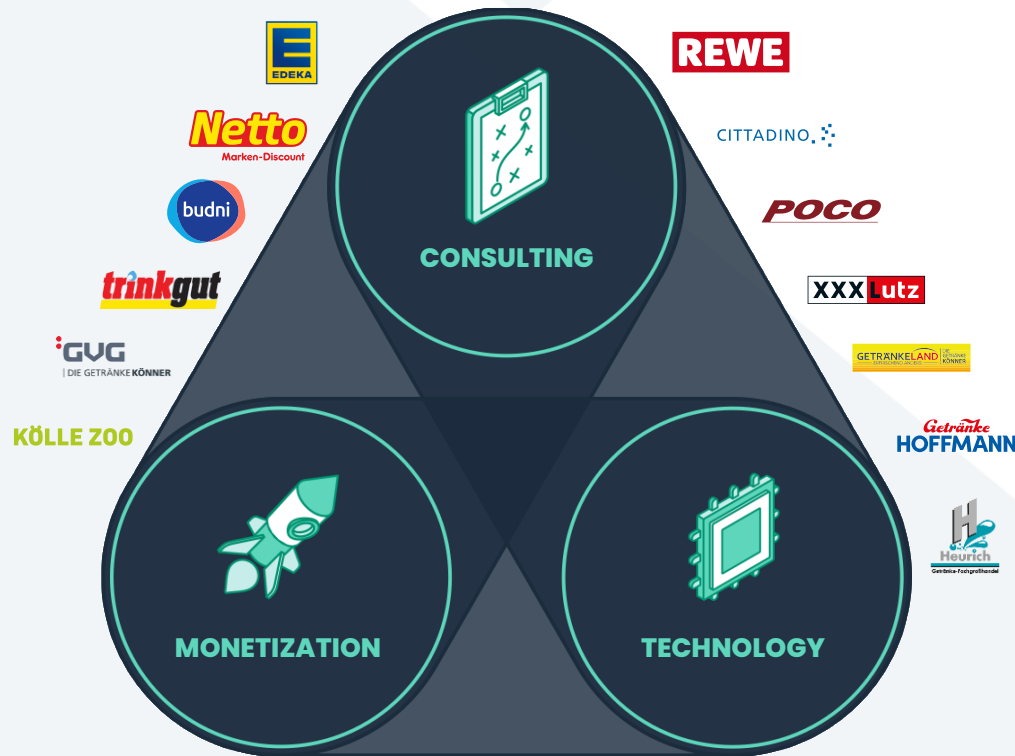
Marketing of Moments is one of the leading providers in Commerce & Retail Media in Germany.

We support retailers & platforms in building their own Retail Media Network – technology-driven, efficient and collaborative.



MOM WITH A PROVEN RETAIL MEDIA TRACK RECORD

Consulting, Technology and Monetization from a Single Source



From conception through technology to monetization of retail media solutions



CONSULTING

The Right Product Setup

- ✓ Status quo check and potential analysis for app, web, newsletter and Offsite
- ✓ Closed-loop concepts for Endemic and non-Endemic
- ✓ Retail Media workshops
- ✓ Business plan finalization



TECHNOLOGY

Tailored Technology

- ✓ Onsite ad server conception
- ✓ Offsite data extension strategies
- ✓ Implementation and project management
- ✓ Tech workshops and onboarding



MONETIZATION

Best-in-class Operations

- ✓ Monetization concepts for direct clients and agencies
- ✓ Campaign management and reporting
- ✓ Interim management

COMMERCE MEDIA – STATUS QUO

The german market



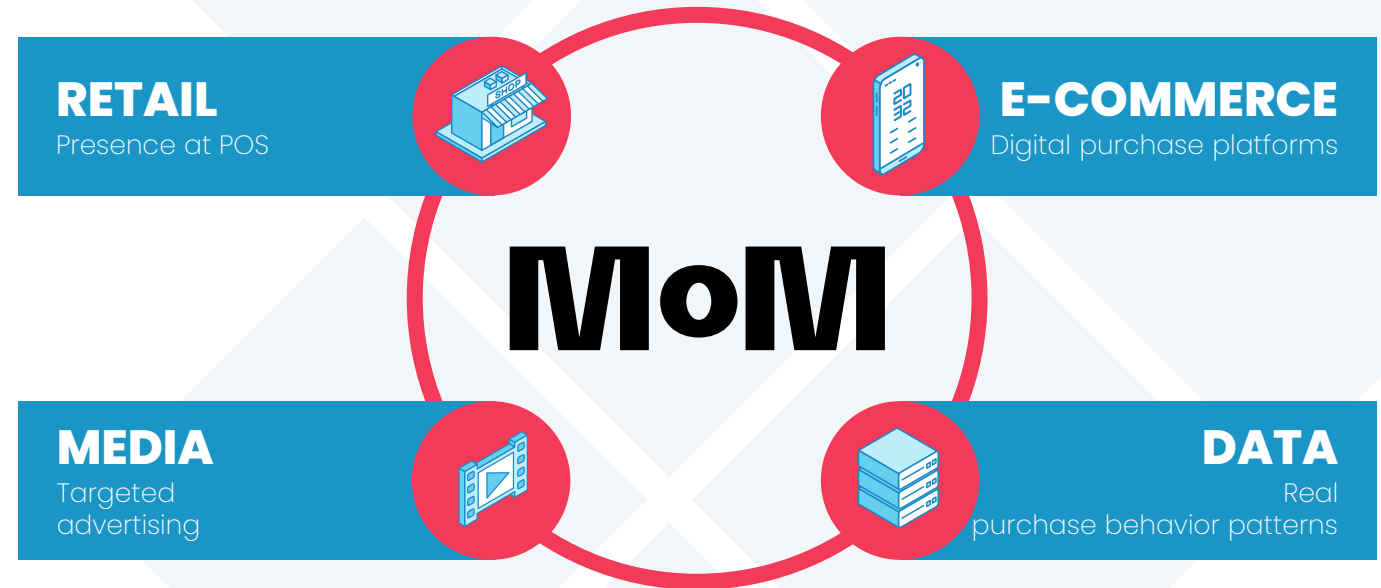
Dies ist ein erster Entwurf zum Thema Commerce Media, der keinen Anspruch auf Vollständigkeit erhebt. Der BVDW wird sich zeitnah tiefergehend mit dem Thema beschäftigen.

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THE NEW ADVERTISING POWER: COMMERCE MEDIA

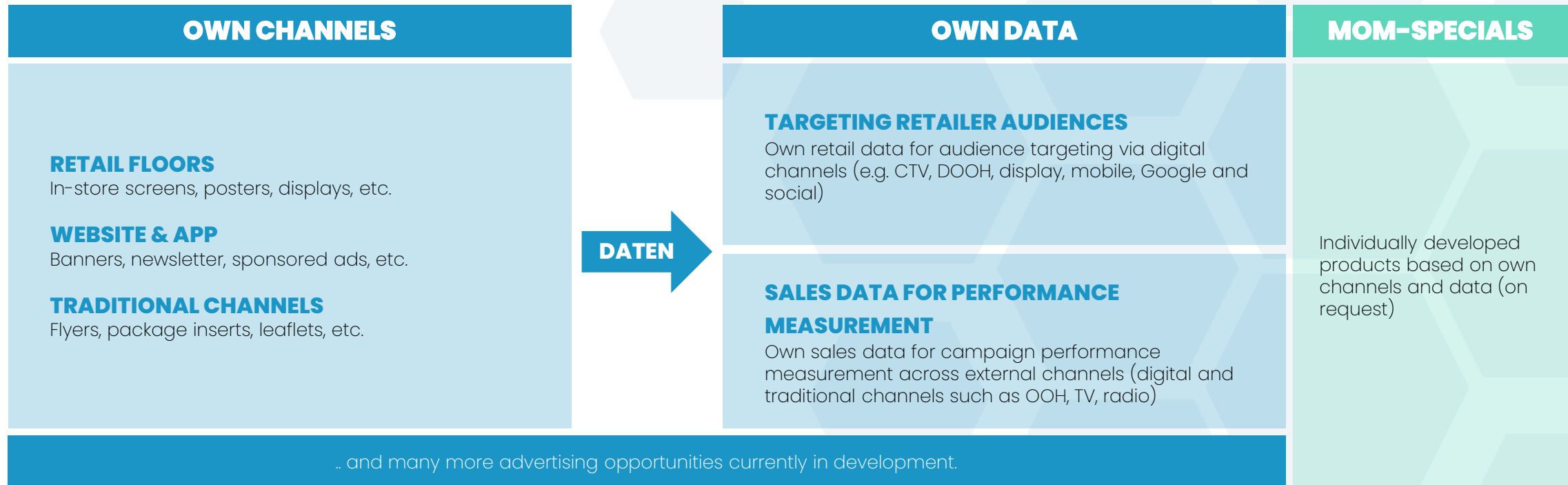
More than an add-on – Commerce Media integrates commerce, data & media

Commerce Media links physical presence at the POS with digital purchase platforms, real purchase behavior data and targeted advertising. This creates a powerful combination that goes far beyond traditional advertising and influences purchase decisions where they are made.



RETAIL MEDIA FOR RETAILERS

We design a tailored Retail Media portfolio for retailers and support operational implementation.



EFFECTIVE RETAIL MEDIA PRODUCT

RETAILER PERSPECTIVE

PREREQUISITES

- Clear inventory strategy: Onsite, Offsite, Instore
- Scalable technology platform (leveraging proprietary data)
- Transparent measurement: Impressions, Clicks, Sales
- Dedicated sales team for advertisers

SUCCESS FACTORS

- Data strategy: 1st-party data as a core asset
- Standardized offerings for easy purchasing
- Full-funnel approach: Awareness to Conversion
- Continuous reporting for brands

RETAIL MEDIA FOR ADVERTISERS

We design Retail Media campaigns for advertisers and support planning, execution and analysis.

ONSITE	OFFSITE	MOM-SPECIALS
<p>MARKTFLÄCHEN In-store screens, posters, displays, wobblers, etc.</p>	<p>AUDIENCE EXTENSION Commerce data for digital channels such as CTV, DOOH, display, mobile, audio, social and Google Ads</p>	<p>Individually developed products based on commerce media channels or data (on request)</p>
<p>WEBSITE & APP Banners, newsletter, sponsored product ads, etc.</p>		
<p>KLASSISCHE KANÄLE Flyers, package inserts, coupons, etc.</p>	<p>.. and many more advertising opportunities currently in development.</p>	

NEW CHANNELS IN THE MEDIA MIX

ADVERTISERS

WHY RETAIL MEDIA?

- Measurability down to the point of sale – a unique advantage
- Target audience reachable at the moment of purchase
- Retailer's 1st-party data as the targeting foundation
- No cookie dependency

RECOMMENDATIONS

- Allocate Retail Media as a fixed share of the budget
- Select retailers based on target audience fit
- Combine Onsite & Offsite for Full Funnel
- Set ROAS and incremental ROAS as KPIs

RETAIL MEDIA ADVERTISING PRODUCTS

Full Funnel Closed Loop



INSTORE

Digital and static POS surfaces at the moment of purchase



OFFLINE

Traditional retail media for promotional support



WEBSITE

Placements on retailer websites and content modules



APP

In-app formats, audience-specific and measurable



AUDIENCE EXTENSION

Digital extension based on retail data

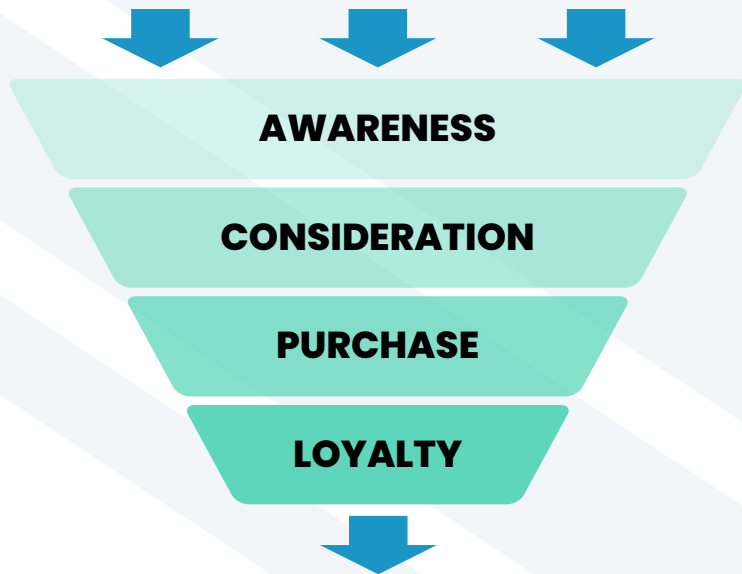


MoM SPECIALS

Custom special formats and category sponsoring

FULL FUNNEL. MEASURABLE. ACTIVATABLE.

Closed loop from contact to purchase



MOM COCKPIT
Insights, Results & Action



CTV

Reach at the moment of use, activatable on a household basis



OOH | DOOH

Visibility in strong environments, plannable by location



COUPONING

Purchase incentive with clear attribution, measurable down to product level



SPONSORED ADS

Placement in the digital assortment, visible in the purchase process



ONLINE VIDEO

Video for decision-making, sequentially controllable



RETAILER APP

Access to existing customers, activatable on a 1st-party basis



INSTORE

Messaging at POS, effective directly at the shelf



NEWSLETTER

Activation of existing shoppers, personalizable based on behavior

FOR BRANDS WITH AND WITHOUT SHELF SPACE

Relevance regardless of placement

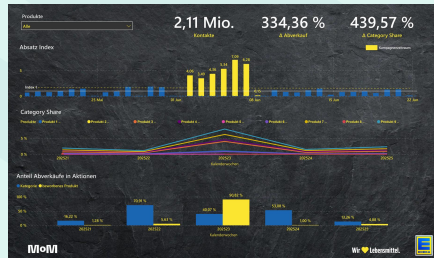
ENDEMIC	NON-ENDEMIC
<ul style="list-style-type: none">✓ Sell-Out✓ Awareness along the customer journey✓ Promotions & new products visible	<ul style="list-style-type: none">✓ Everyday relevance✓ Reach new target audiences✓ National reach & audience proximity

With or without shelf space: Commerce Media gives all brands access to relevant shoppers – data-driven, scalable and close to the purchase.

MEASURABLE RESULTS

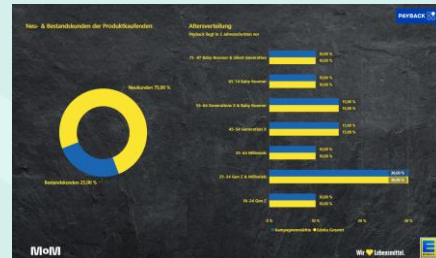
Measurable impact across the entire funnel

SALES REPORTING



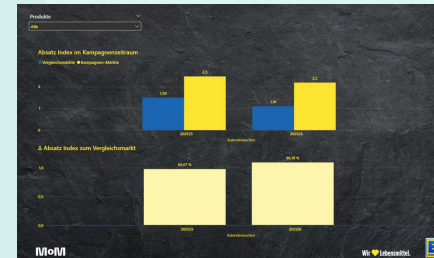
Detailed Sell-Out Analyses show the direct impact of campaigns on product sales.

SHOPPERINSIGHTS



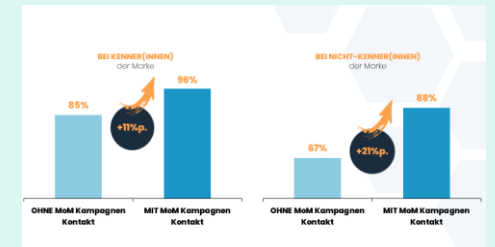
The PAYBACK loyalty program enables not only precise sales reporting based on real purchase and usage data but also delivers valuable shopper insights.

A/B TESTINGS



A/B tests allow campaigns to be systematically compared and optimized. Through the use of twin stores and clearly defined test parameters, effects are made measurable and campaign impact is precisely demonstrated.

BRAND LIFT STUDIES



Our Brand Lift Studies measure the impact of campaigns on brand perception and purchase intent.



MEASURABLE RESULTS

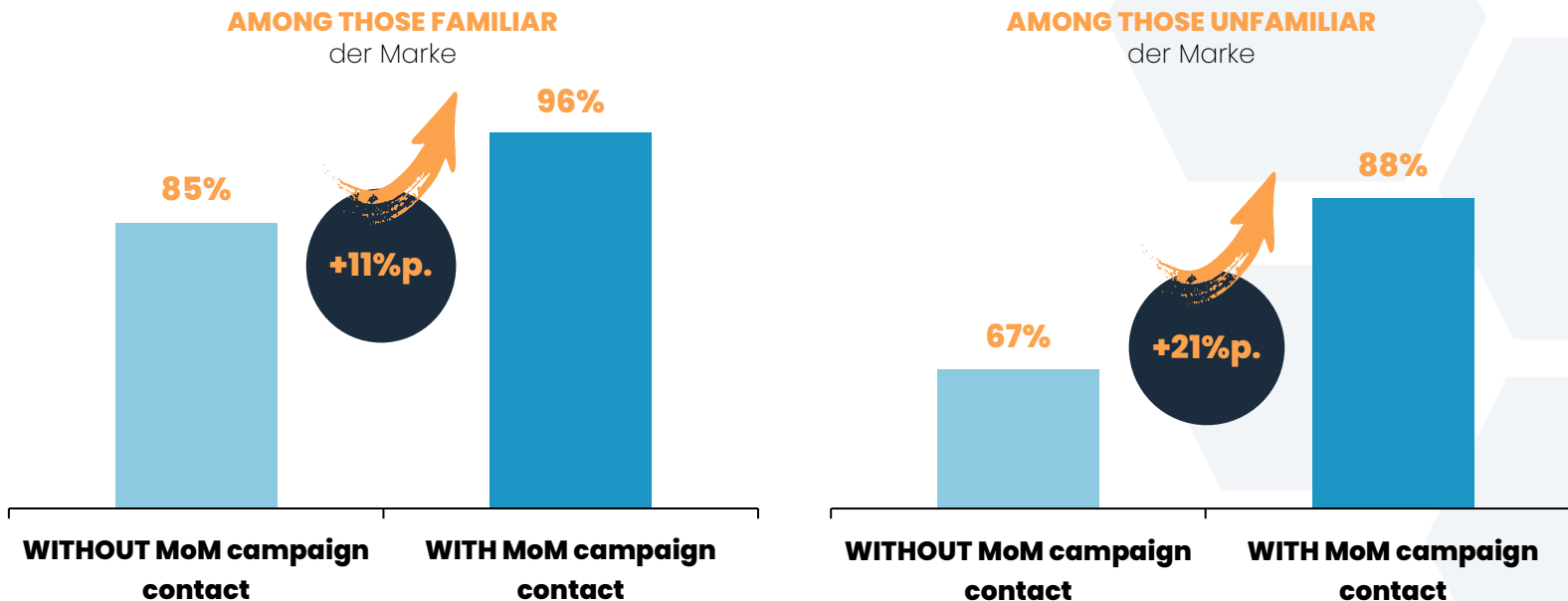
Sales Report

Detailed sell-out analyses show the direct impact of campaigns on product sales.



BRAND LIFT STUDIES – MAKING IMPACT VISIBLE

Positive impact of MoM campaigns on purchase/usage intent



- ✓ **+ BRAND AWARENESS**
increased presence in customers' minds
- ✓ **+ AD RECALL**
campaigns stay in memory
- ✓ **+ PURCHASE INTENT**
clear uplift in sales potential

Our Brand Lift Studies measure the impact of campaigns on brand perception and purchase intent. The Gerolsteiner campaign exemplifies that MoM advertising not only generates reach but also significantly increases usage and purchase intention.

A/B TESTING IN CAMPAIGN OPTIMIZATION

Structured test & learn for better results

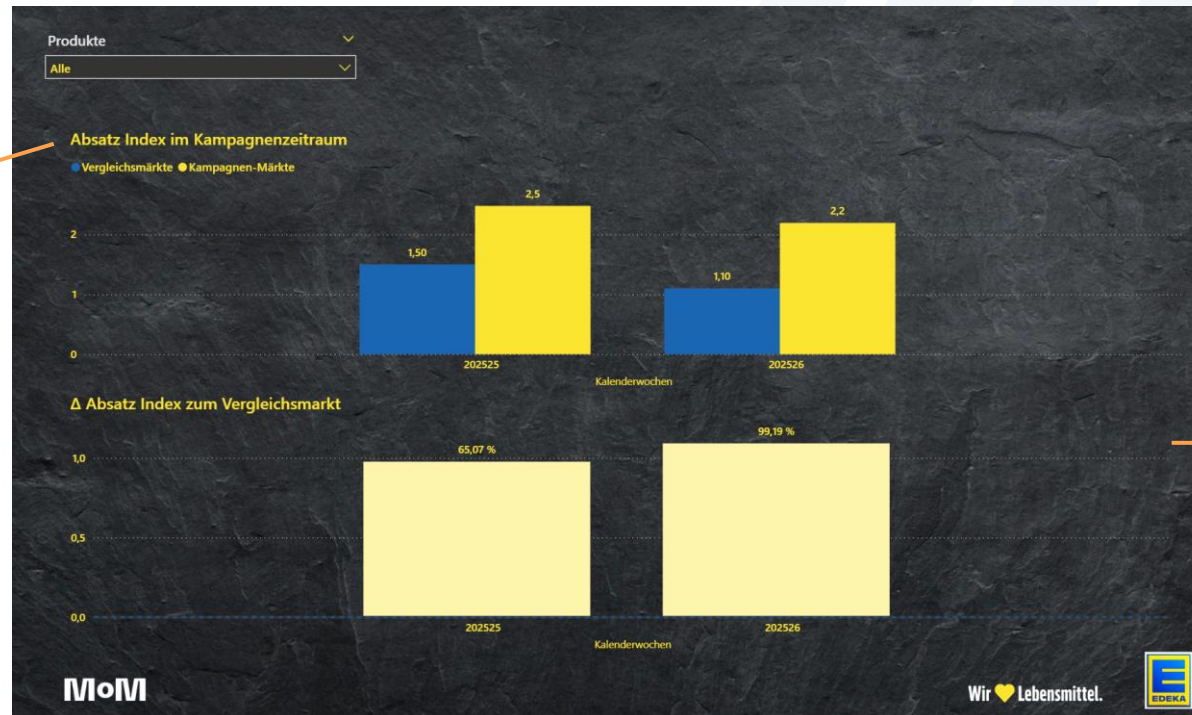
TWIN STORES identical conditions for valid tests	TEST PARAMETERS Variables such as creatives, placement or frequency	REPORTING Results transparent and directly visible in Sales Insight
Structural equality based on ~30 factors (sales area, region, sales volume)	<ul style="list-style-type: none"> ✓ Creatives ✓ Price promotions ✓ Placements ✓ Frequency 	Min. 1 Payout/Minute Reporting: 3 weeks after end Minimum volume: €50,000

A/B tests allow campaigns to be systematically compared and optimized. Through the use of twin stores and clearly defined test parameters, effects are made measurable – and campaign impact is precisely demonstrated.

A/B Test Overview

SALES INDEX DURING CAMPAIGN PERIOD

Average sales index per campaign week in campaign stores and comparison stores.



Δ SALES INDEX VS. COMPARISON STORES

Compared to comparison stores, campaign stores have an x% higher/lower sales index during the campaign period.

THE FUTURE OF COMMERCE MEDIA

OUTLOOK

STANDARDIZATION

- ▶ Unified metrics & KPIs across retailers (BVDW initiative)
- ▶ Shared taxonomies for product categories

TECHNOLOGY

- ▶ Clean Rooms for privacy-compliant data matching
- ▶ Programmatic Integration: RMNs opening up to DSPs
- ▶ AI-powered campaign optimization in real time

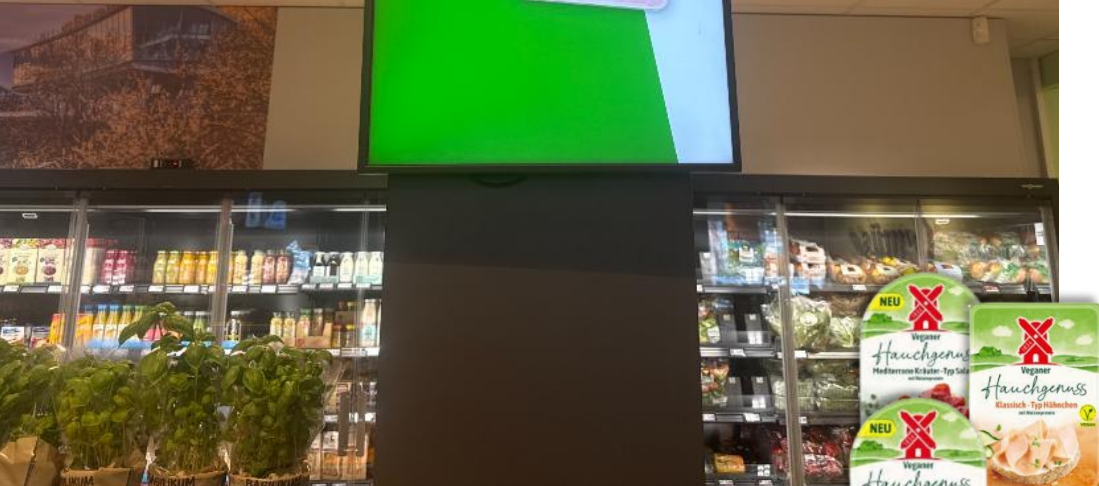
DATA-DRIVEN CAMPAIGN MANAGEMENT

- ▶ From last-click to incremental attribution
- ▶ Full-funnel measurement: Awareness to sales on a single platform
- ▶ Commerce Media becomes a standard component of every media plan



CASE STUDY – RÜGENWALDER MÜHLE

Vegan variety in A/B testing



RÜGENWALDER – A/B TEST AT EDEKA

Effectiveness of the new product proven

With the launch of the new vegan cold cut varieties, Rügenwalder aimed to increase both awareness and sell-through. To clearly demonstrate the effectiveness of Retail Media at POS, an A/B test with test and control stores was conducted.

OBJECTIVE

- ✓ Increase visibility for product launch at EDEKA
- ✓ Achieve sales increase in the vegan range

SOLUTION

- ✓ Digital screens in EDEKA test stores
- ✓ Playout only after listing check (product available)
- ✓ Comparison with control stores without screens (A/B test)

POS DEMONSTRABLY WORKS

Sales and awareness uplift

The A/B test showed clear differences: In test stores with screens, sales increased significantly while control stores remained stable. This clearly demonstrated the impact of POS screens during product launches.

RESULTS

- ✓ **+25% sales uplift during the campaign**
- ✓ **+42% uplift in test stores vs. control stores**
- ✓ Significantly increased visibility at launch

LEARNINGS

- ✓ POS Retail Media effectively supports product launches
- ✓ Efficiency through playout only in stores with availability
- ✓ A/B tests provide clear proof of impact



ANY QUESTIONS?

Let's talk Commerce Media.

MOM

Whether instore, digital or CTV – together we shape the future of Commerce Media.

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