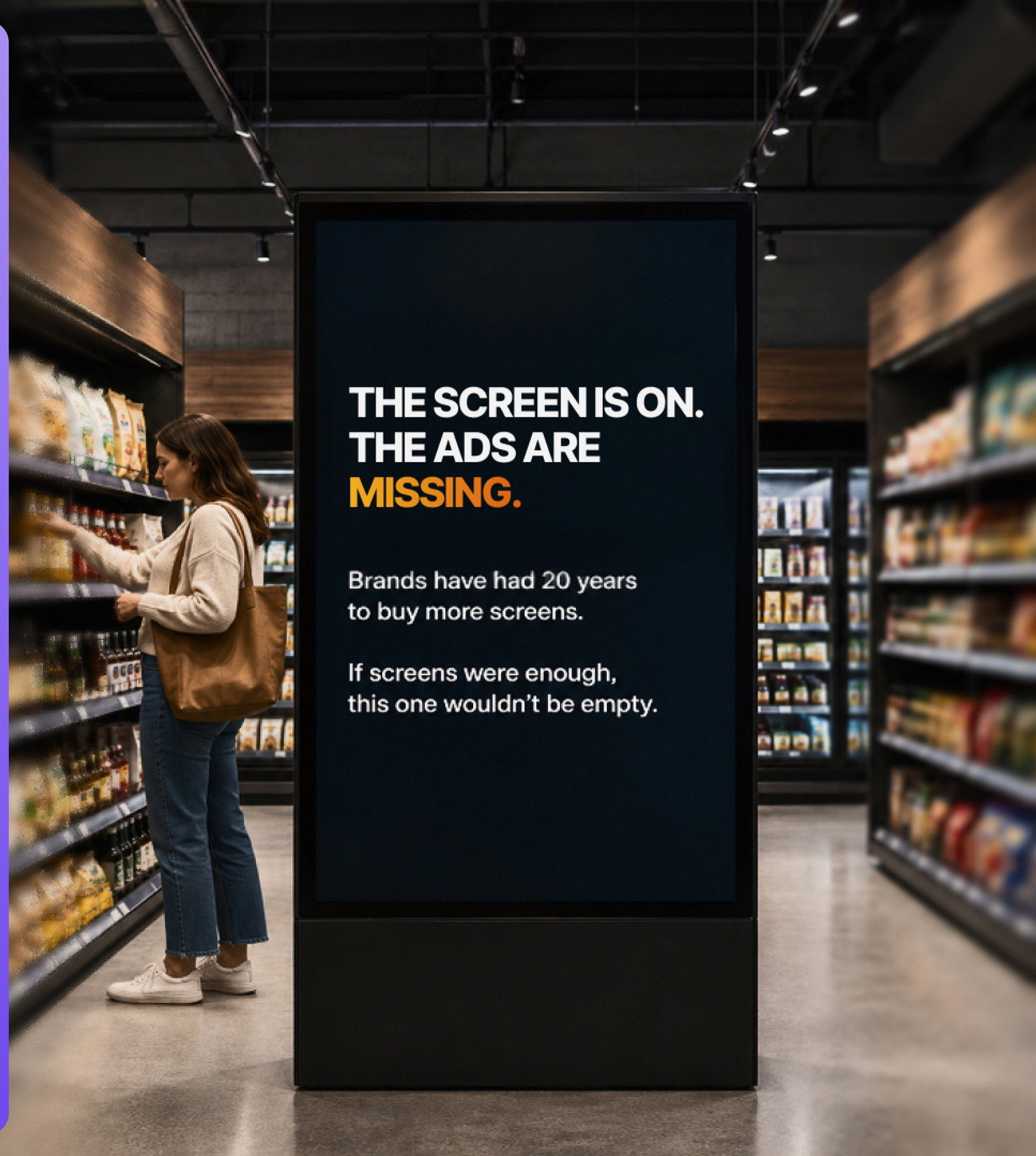
Footprints AI

Next-Gen Retail Media & Insights

Turning Retail Media's Promise Into Sales Growth



Dan Marc
Founder & CEO



Hi, I’m Dan Marc
Founder & CEO at Footprints AI.

About me

20+ years in digital business transformation, media & AI

Serial entrepreneur with 2 successful business exits

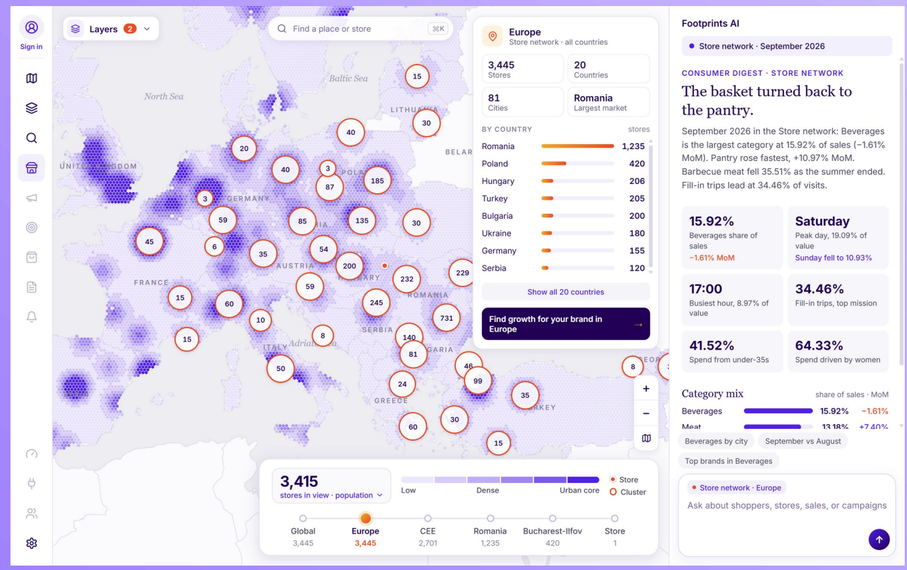
Recognized with Google’s Best Use of Tech & Deloitte Technology Fast 50

The Footprints AI Innovation

AI to understand and predict physical shopping behavior.

Leading next-gen retail media marketplace.

Most advanced in-store measurement & incrementality attribution.



The elephant problem with Retail Media.



THE GOOD NEWS

Retailers’ sites, apps and stores are now a media channel.

Retail media: advertising sold on a retailer's own digital and physical properties, targeted with first-party shopper data, measured against real purchases.

$197B



global retail media spend forecast for 2026, 16% of all advertising, on its way to $312B by 2030.

No. 3

The third-largest advertising channel in the world, after search and social.

> TV

Overtakes linear TV and connected TV combined this year.

+14%

The fastest-growing digital channel — ahead of video and social.

THE BAD NEWS

8/10

retail media initiatives never attract net-new budget beyond existing supplier spend.



THE UGLY NEWS

Retail media’s competition goes beyond retail.
It competes with every other media channel.



Google

Meta

Amazon Ads

TikTok

DOOH

CTV

Programmatic

Linear TV

Trade budgets follow sell-in.
Retail media budgets follow sell-out.



Supplier
makes the product

SELL-IN



Retailer
owns the shopper

SELL-OUT



Shopper
buys the product

Trade budgets

from suppliers' commercial & trade teams

Value: trade metrics

volume | distribution | margin

Performance, digital & brand budgets

from brand managers directly + agencies mandated for brand growth

Value: shopper, sales & media metrics

incremental sales | ROAS | reach | conversion

The retail media platform 3.0 capability gets the media budgets.



1.0

Supplier monetization

Trade packages, promo funding, shopper activation, placements sold through the commercial relationship.



2.0

Commerce media

Sponsored products and on-site formats still funded largely by trade and shopper budgets.



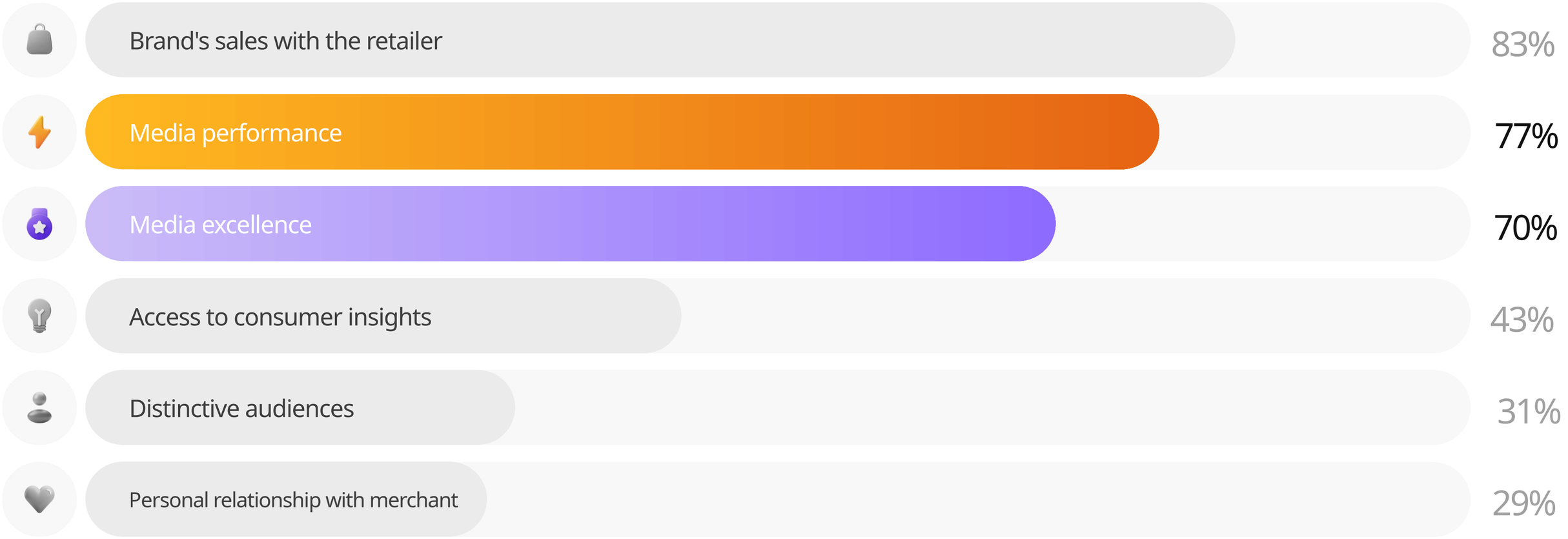
3.0

Brand & media budgets

Audiences, omnichannel activation and closed-loop proof competing directly with the media giants.

Brands already told the market what they buy.

Share of CPGs citing each criterion when allocating retail media spend (BCG, CPG Retail Media Benchmarking Survey, 2024)



Retailers are selling new inventory.
Brands are buying growth.

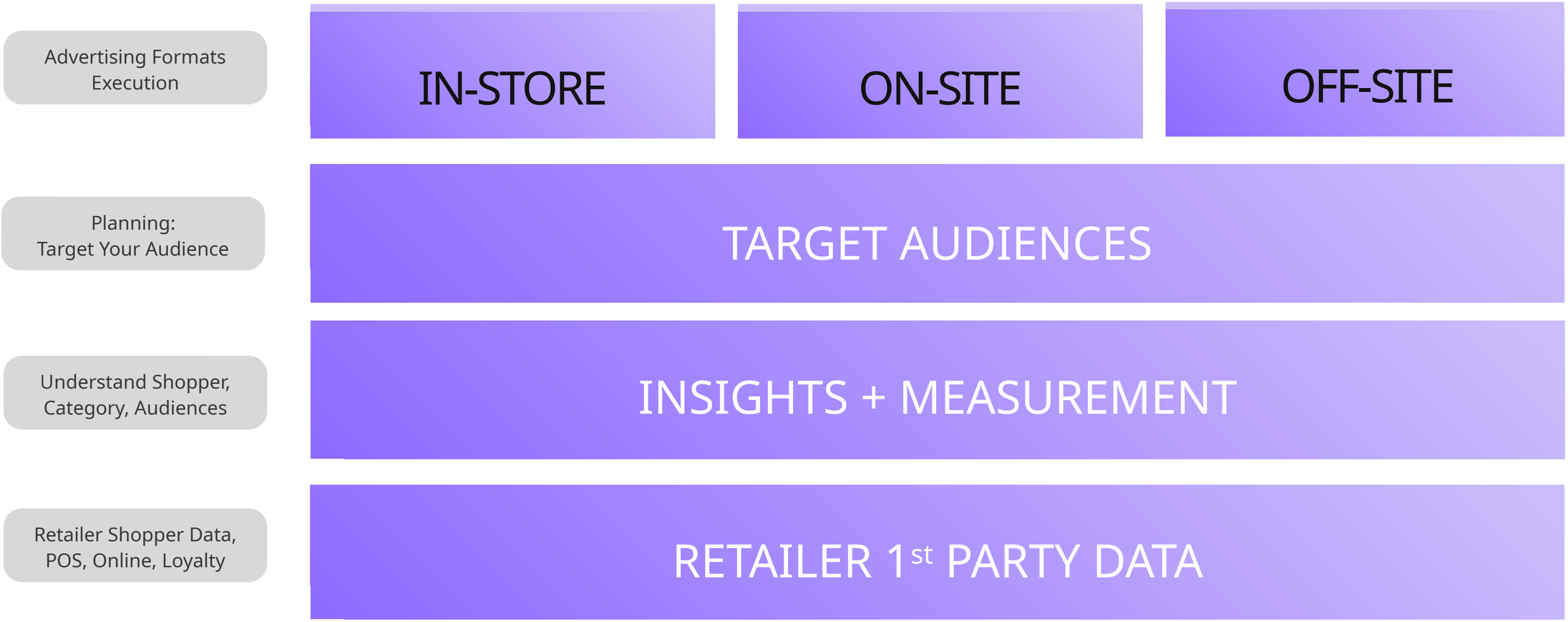
The retailer says

- We have millions of transactions.
- We can report sales.
- Retail media is a new line of business between us.

The brand thinks

- Can you turn them into targetable, profitable audiences?
- Were those sales incremental or would they have happened anyway?
- Retail media is one investment competing for my budget.

1st party data → the basis of retail media.



THE UNFAIR ADVANTAGE

Google knows what people search.

Meta knows what people like.

Retailers know what people buy.



FROM TRANSACTION TO PERSON

Audience behavioral profiling is where the retail media growth opportunity is.



What retailers' systems see

- Receipt ID
- Store ID
- Basket value
- SKUs
- Date & time
- Loyalty ID
- Margin
- Promo flag

What the brand needs to be able to see

A Full Nest shopper on a Dinner Top-Up mission - Loyal in dairy, At Risk in snacks, price-sensitive on Wednesday, willing to trade up on Friday, reachable 24 hours before the trip, the morning of the trip,
and at the shelf.

THE INTELLIGENCE LAYER

Three lenses turn transactions into audiences brands can buy.

Sales analysis • Brand & Category incidence

Shopper insights • Habits & Purchases



Life Stage

What is behind the basket?

Young Professionals

DINKs

Full Nest I–III

Empty Nest



Mission

Why does this trip exist?

Urgency

Fill-in

Stock-up

Routine

Special Occasion



Value

What is she worth over time?

Champions

Loyal

Potential Loyalists

At Risk

What they need

What they want

Who they are

What they do

Category Entry Points

Shopping occasions

One example: Dad & Cart.



Profile: Male, 25–45

Behavior: Fri 16:00–18:00,
Sat & Sun 10:00–15:00

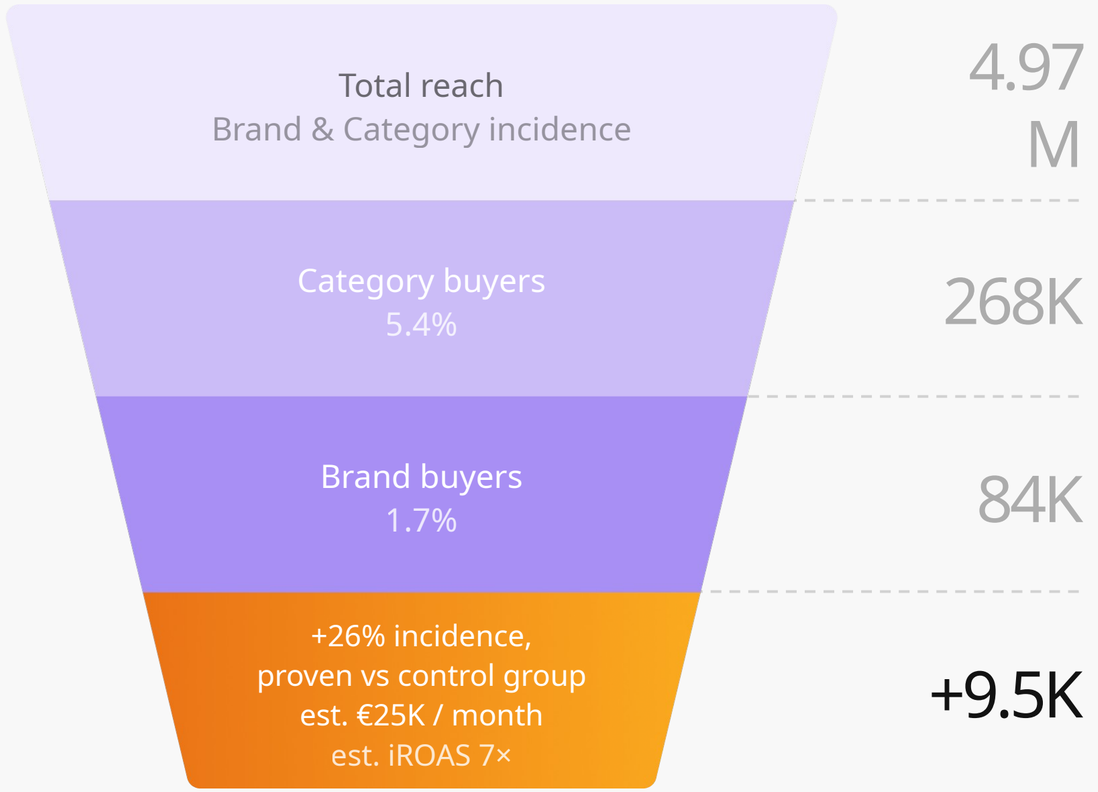
Life stage: Full Nest 1, Single parent

Frequency: 3.5 visits per month

Dads do the weekly shop with the kids, while partners do other chores or rest.

Top Affinity Products

- Snacks
- Cereal
- Beer & wine
- Small toys
- Sweets
- Soda
- Diapers
- Homecare
- Personal care



THE ACTIVATION SYSTEM

Before the trip. During intent. At the decision.



Prime

12–48H BEFORE THE TRI

Build memory. Frame the occasion.

- Off-site
- Social
- Video
- DOOH



Trigger

MORNING OF THE MISSION

Make the brand relevant to today's job.

- App
- Search
- Push
- Sponsored products



Convert

DURING THE TRIP

Help the shopper choose now.

- In-store screens
- Shelf
- Audio
- Checkout

THE BUDGET UNLOCK

ROAS gets pilot campaigns. Incrementality gets the recurring media budgets.

ROAS

Total attributed revenue ÷ spend.
Includes sales that would have happened anyway.

A story finance will eventually reject

iROAS

Incremental revenue caused by the campaign, proven against a control. The number a brand CFO renews against.

- Test & control
- Store holdouts
- Matched markets
- Closed-loop sales

OUR SOLUTION

The largest independent retail media marketplace: retailers sell and brands buy omnichannel ads & measure incremental sales as easily as online.

Campaign Management — Set up · Creative · Delivery · Execution · Optimization

Audience planning & activation

Who to reach
Audience-based targeting

Where to run
Place-based targeting

How much to charge
Campaigns & pricing

Audience data
First-party & third-party, privacy and consent built in

Retail Media Marketplace

Runs every campaign end to end

Measurement

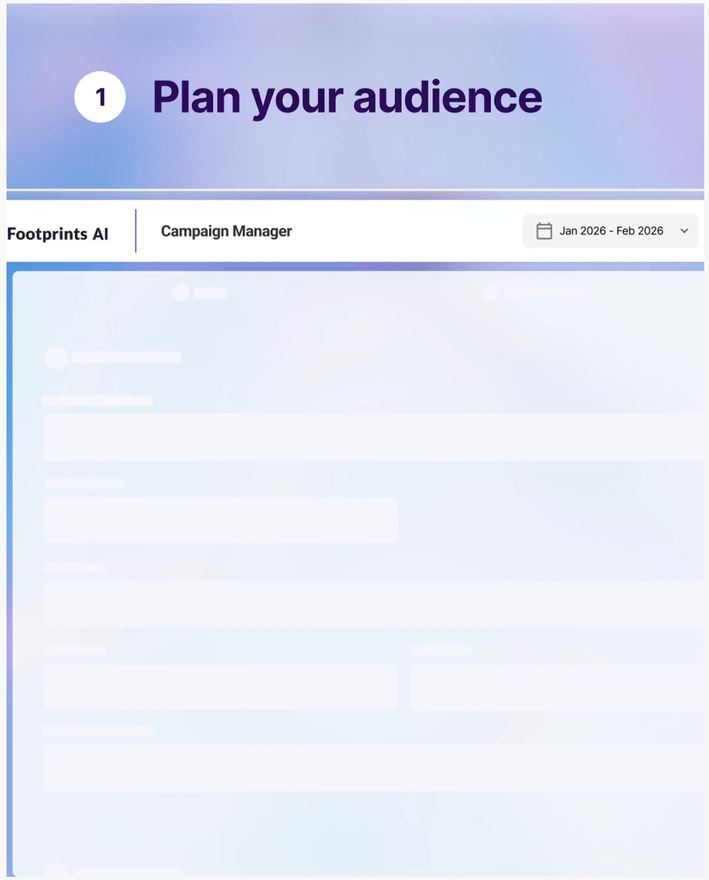
Media
Reach, attention, delivery

Sales
Uplift, incremental ROAS, conversion

Shopper
Profile, behavior, engagement

Assets database
Every screen & radio, location & attributes
Sales data · Online channels

Order Management — Executing the buy · Invoicing & finance




THE NEW STANDARD
Retail media is not in-store screens.
Retail media is data-driven growth.