



COMMERCE MEDIA:

Advertising's Fastest-Growing Revenue Opportunity

WHAT TO KNOW

Commerce media is a new form of digital advertising enabled by first-party data and advanced, intent-based targeting. It's so effective even Forbes called it the next big advertising channel.¹ Businesses need a solid strategy in place to tap into its revolutionary and trillion-dollar-plus potential.

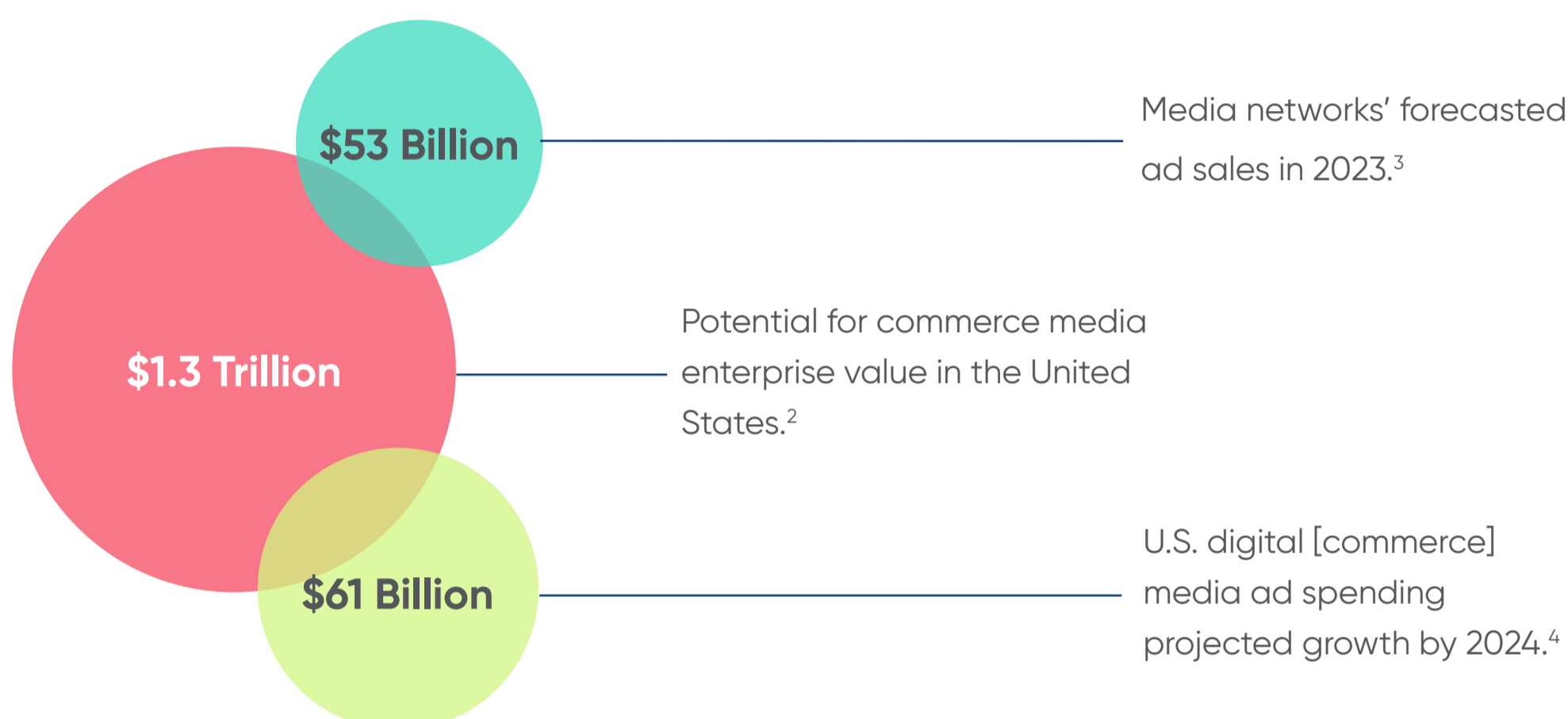
82% of advertisers plan to continue increasing their ad program spending over the next 12 months.²

70% of advertisers say commerce media performs better than other channels.²



Powered by first-party data and delivering unmatched targeting potential based on consumer intent, it's no wonder why commerce media is taking the ad industry by storm.

WHAT TO WATCH



CHECKLIST FOR PROGRAM SUCCESS

To deliver best-in-class commerce media performance and maximum revenue growth, businesses should build their program on these cornerstone elements.



ENGAGED ADVERTISERS

Advertisers must support broad and dependable advertising budgets with a mix of products and services while maintaining a wide range of industry knowledge.

- Ownership of broad and consistent budgets
- Supply and demand alignment
- Holistic product and services mix
- Campaign management expertise
- Defined target audience and objectives
- Value propositions that resonate



A MOTIVATED PUBLISHER

The publisher needs a solid quality of inventory, with strategic ad slot positioning – then the ability to increase effectiveness while iterating and improving the program.

- Quality inventory and placement
- High-quality traffic and audiences
- Ample ad slots
- Focus on ad relevance
- Continual testing and learning
- Technical and experienced teams
- Data-driven GTM strategy
- Understands commerce media trends



MEDIA THAT PERFORMS

While ad performance can be measured in many ways, the intent is to track and ascertain whether ad performance is consistent and predictable.

- High degree of incremental visibility
- Maximum ad relevance
- Meet advertiser KPI objectives
- Meaningful transaction volume
- Optimal budget distribution



TRANSPARENT TECHNOLOGY

Commerce media demands a dependable tech platform with reporting capabilities that outline opportunities for improvement and seamless usability.

- Demand and reporting integrations
- Stable ad serving system
- Reliable and transparent reporting
- Comprehensive data generation
- Intuitive user experience

MEASURING PERFORMANCE

Depending on a business' industry, goals, and audience, competitive metrics in these media programs will range relative to the subsequent return on the inventory being sold. Inventory like shirts from collegiate or professional teams will generate vastly different program benchmarks than inventory like new cars.

These variances generally lead to a range of CPCs, CPMs, and CTRs:

\$.50 – \$3 CPC

\$1 – \$25 CPM

<1% – 2% CTR

WHAT MAKES A GOOD PARTNER

2023 is the year of well-optimized commerce media programs. A proven and dependable commerce media partner will build a unique program for the business with:

- Empowered ownership
- Ad relevance
- Privacy-first data
- Enhanced personalization
- Top talent
- Fast speed to launch

With nearly a decade of experience powering ad programs for the largest global digital marketplaces, Koddi is the commerce media partner you need to drive revenue and success for your business. Let's build something great together.

Visit koddi.com to learn more.

1. Forbes, 2. McKinsey, 3. eMarketer, 4. eMarketer

