

Join the Retail Media Revolution

Boost Your EBITDA by 5–10% in Just a Few Months!

01 | Who We Are

Footprints AI provides retail media solutions for retailers, brands, and media agencies, offering a cutting-edge platform to plan and execute omnichannel ad campaigns, online and in-store. Our platform enables precise audience targeting, real-time optimization, and product-level sales impact analysis.



02 | Why In-Store Media?

- **High Growth Potential:** In-store media is the biggest untapped opportunity for brick-and-mortar retailers.
- **Unlock Fresh Budgets:** Shift from trade marketing to brand ad budgets (ATL), capturing both endemic and non-endemic brand investments.
- **Full Control & Monetisation:** Every in-store interaction becomes a revenue-generating media opportunity - no extra infrastructure needed.

03 | Our Retail Media Network

- Operating the most advanced retail media network in Central & Eastern Europe.
- Analysing over 25 million shoppers monthly.
- Powering successful campaigns for Ahold Delhaize, Carrefour, Lagardère Travel Retail, Rimi Baltics, Studenac, Wolt, Bolt Food, and more.

04 | Our Secret Sauce

- **Unified Data**
Combine in-store traffic, purchase behaviour, and online activity in one AI-powered system.
- **Precise Targeting**
Proprietary AI learns from every interaction, predicting who will buy what, when, and where.
- **Real-Time Sales Impact**
Connect each campaign to actual sales at product and store level - know exactly what works.
- **Easy Integration**
Keep data secure. Our solution fits seamlessly into your existing infrastructure.
- **Omnichannel Reach**
In-store screens, radio, emails, websites, apps, social - wherever your customers engage.
- **Enterprise-Ready**
Designed for high capacity, privacy compliance, and complex retail needs.

05 | Commercial Models

- **Managed Service**
We generate demand, run the campaigns, and share revenue with retailers.
- **Enterprise License**
Launch your own retail media network using our white-label technology and support.

 Footprints AI



The Time Is Now!

Grow your EBITDA by 5–10% with our turnkey retail media solutions.

Ready to learn more?
Get in touch and transform every in-store interaction into new revenue!