

- **What Footprints AI Does**
- **Platform Capabilities**
- **Commercial Model**



Footprints AI powers the most advanced retail media ecosystem, enabling brands to buy retail media in-store & online with the same simplicity, precision, and sales tracking as digital ads.



+50Mn.
SHOPPERS



30
RETAILERS



+500
ADVERTISERS



+7,000
CAMPAIGNS

+ MORE

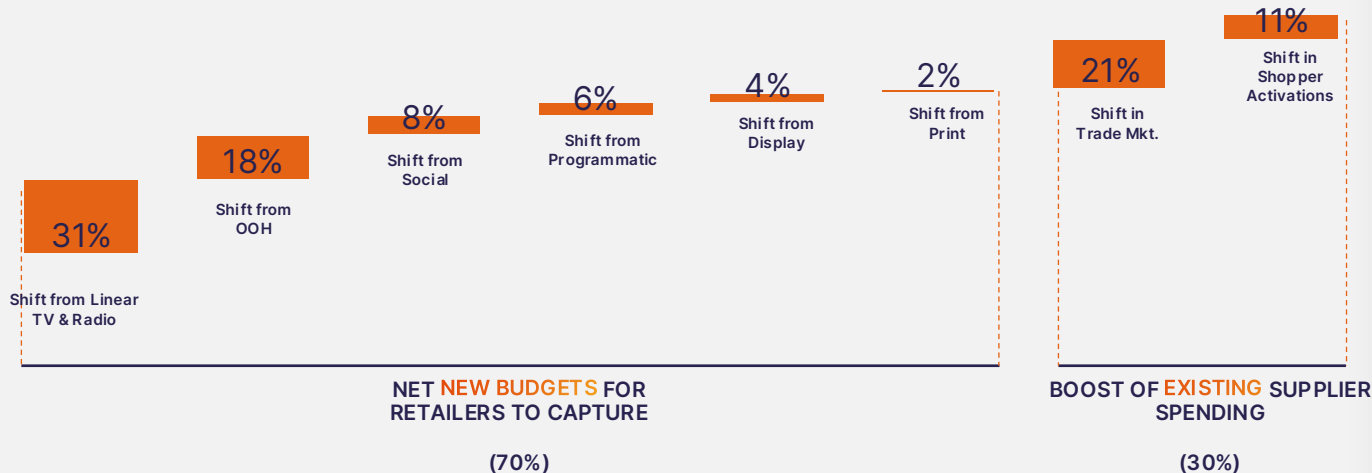
Why Footprints AI is the most effective media out there.

- It understands how people browse and buy, in stores and online.
- It helps brands deliver the right ad to the right person, at the right time, on the right channel: web, app, social, screens, or radio.
- Shoppers see ads that matter. More of them buy.
- Brands pay only for real reach, and see in real time exactly what shoppers purchase, down to store and SKU level.
- It is installed in your IT infrastructure, as a full private white label software with on-prem data & AI processes



Retail Media By 2030

- Will account for **25%** of total ad spend.
- Will drive up to **35%** of a retailer EBITDA.
- About **70%** are net new digital ad budgets.



Retail Media Today

8 out of 10
initiatives fail to
attract net new
budgets beyond
existing supplier
spend.

Retail Media money left by retailers on the table

- In-store data is any retailer's biggest asset, but without audiences and closed-loop proof, brands won't move serious budget. Advertising today is a data-driven omnichannel platform business.

You sell placements, not shoppers

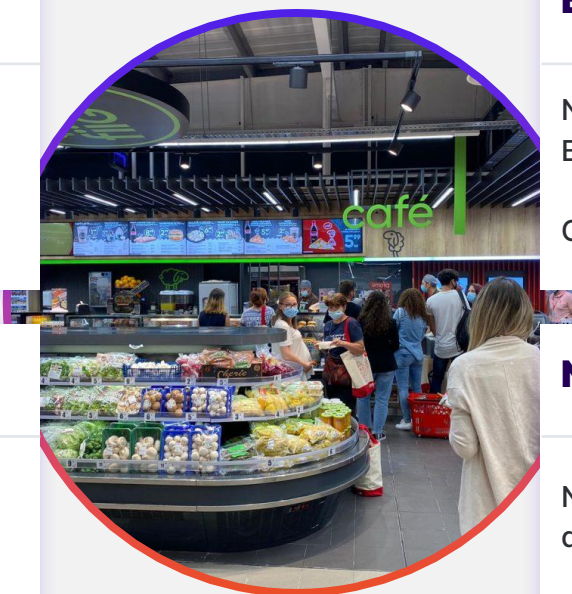
No audience profiling from real store behavior.
Brands buy broad inventory, not high-intent shoppers.

Outcome: lower CPMs and fewer repeat dollars.

Performance budgets stay locked

Without product-level outcomes, you can't compete for trade and shopper-marketing budgets.

Outcome: you win awareness money, miss conversion money which represents 80% of potential.



Budgets stay in test mode

No closed-loop link from media to SKU/store sales.
Brands can't prove lift, so they cap spend.

Outcome: small pilots and slow renewals.

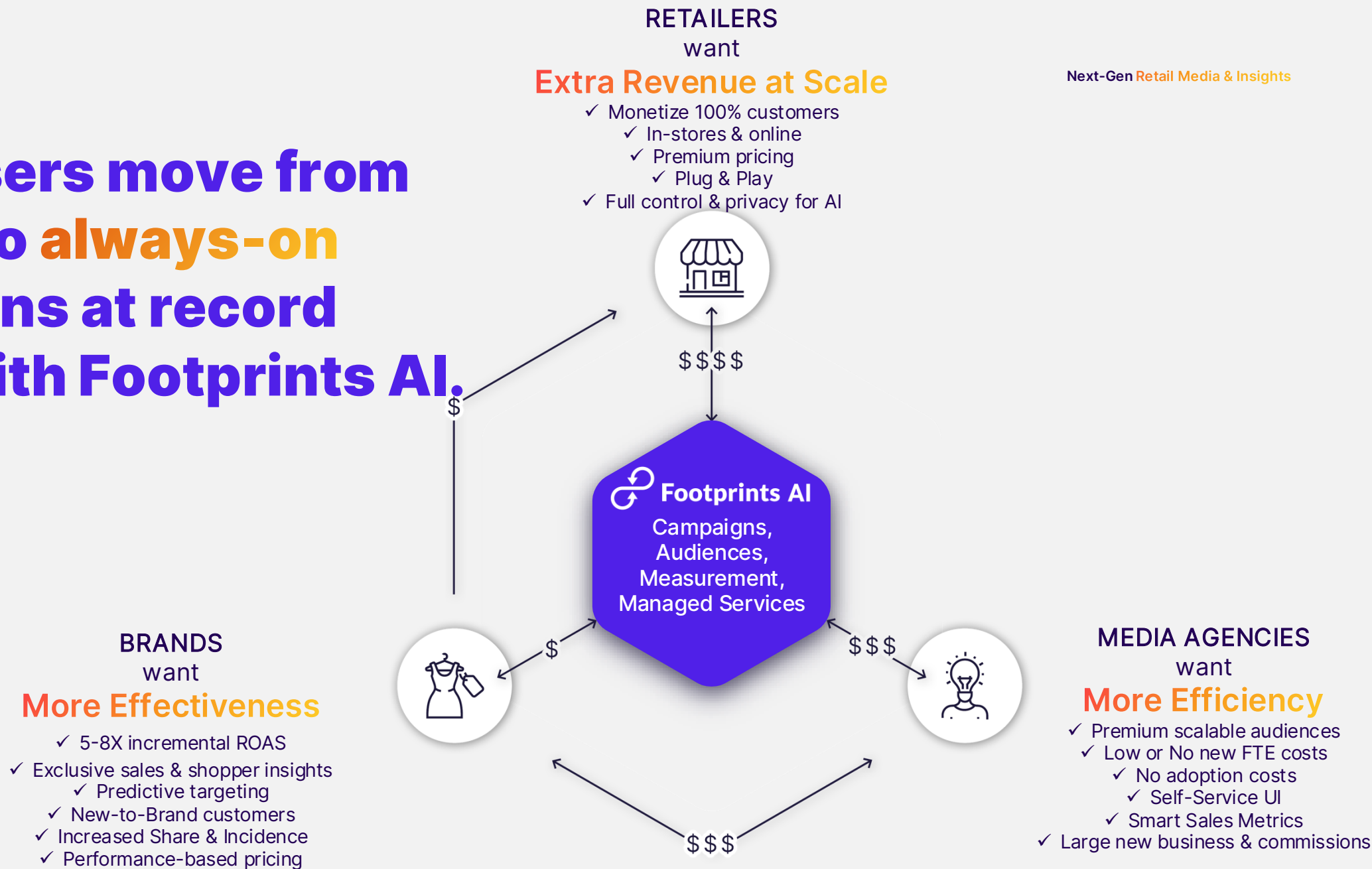
No always-on scale

No predictive planning or in-flight pacing using demand signals and store patterns.

Outcome: inconsistent results and low trust at scale. Linear delivery. Low impact.

No audiences + no sales + no attribution = no budget shift. That's the revenue gap.

Advertisers move from testing to **always-on** campaigns at record speed with Footprints AI.



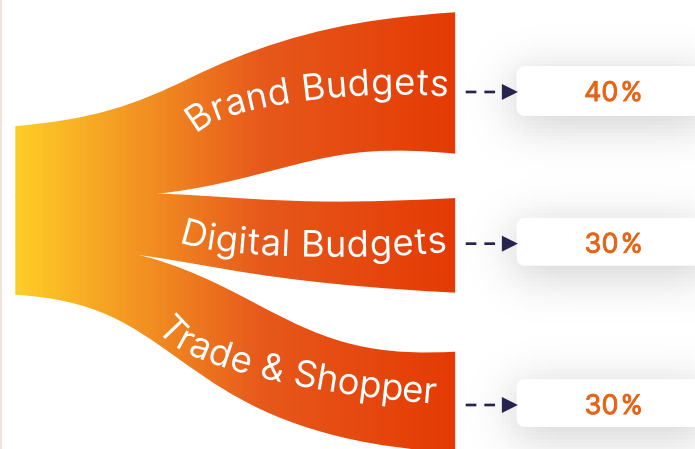
Footprints AI can deliver 10× incremental media revenue uplift via our direct engagements & network of agencies

Global Media Partnerships

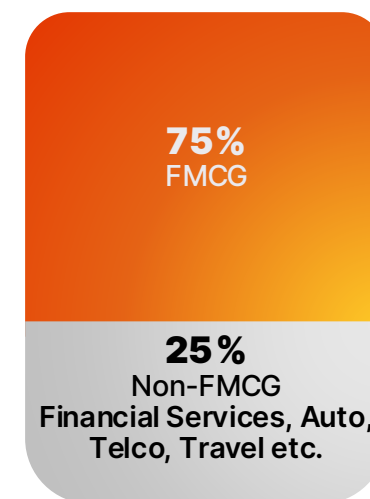


+500 more

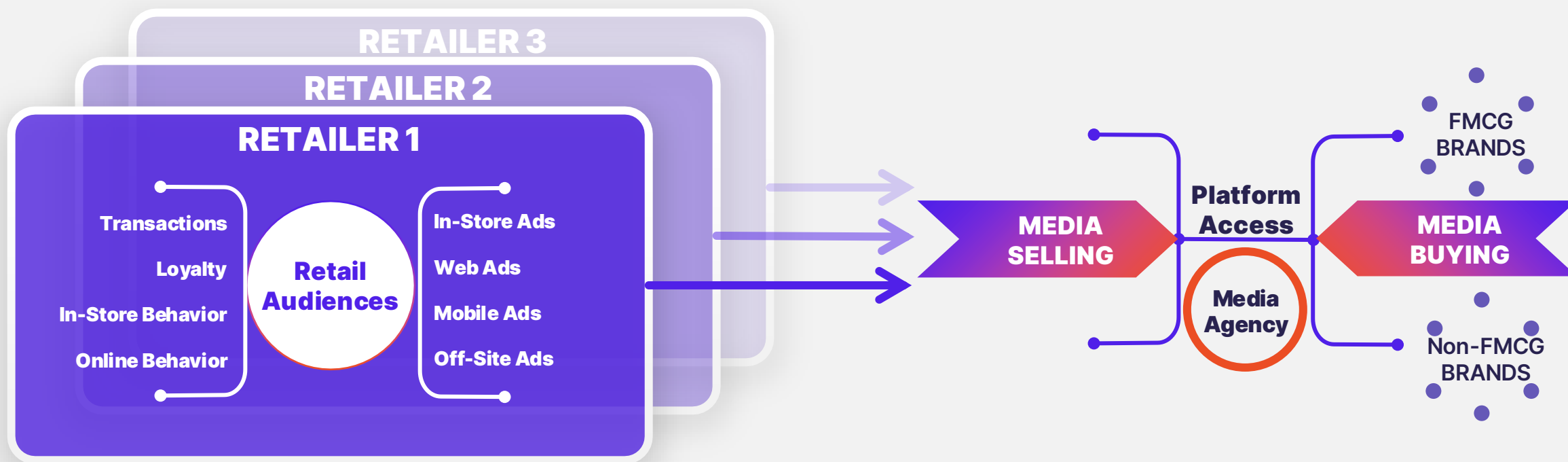
Type of Budgets We Attract



Type of Brands Spending Media with Footprints AI



Our Business Model

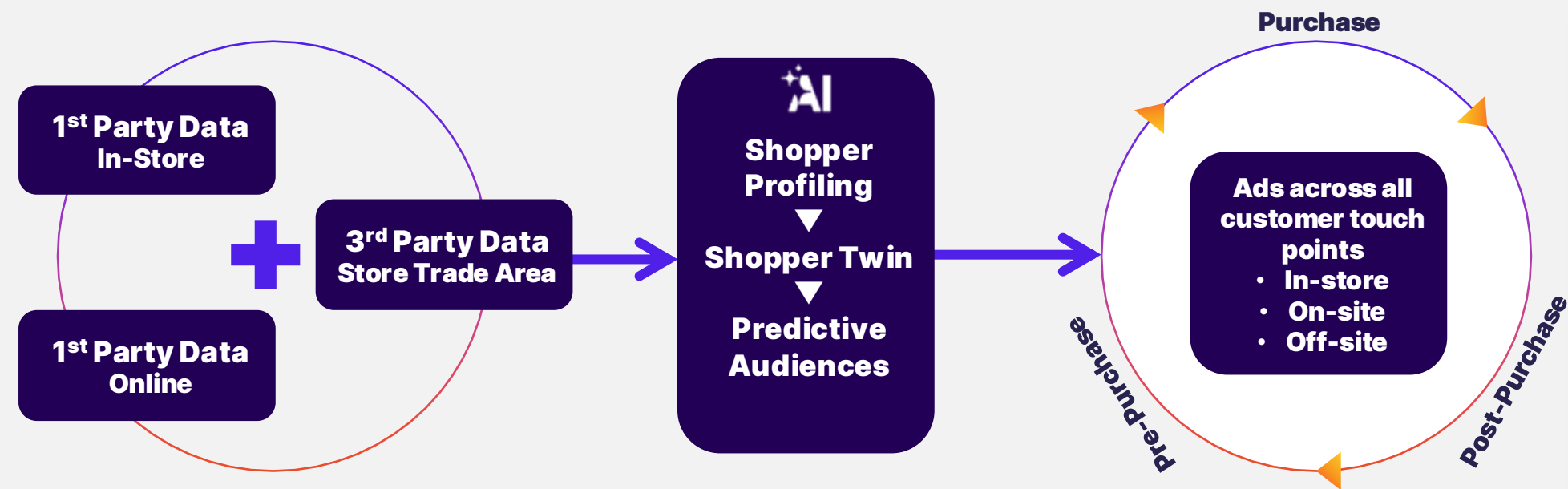


Our Platform

Data & Insights

Audiences

Omnichannel Ads



ADVERTISERS GET:

- Shopper & Sales Insights
- Product Availability
- Audience Planning
- Creative Studio
- Campaign Management
- Campaign Reporting
- In-Store Measurement
- Media-to-Sales Attribution

Footprints AI has the most advanced in-store behavioral profiling engine



From anonymous visitors

Footprints AI collects anonymous visit behavior data via ambient connectivity



GSM
Network



CCTV
Network



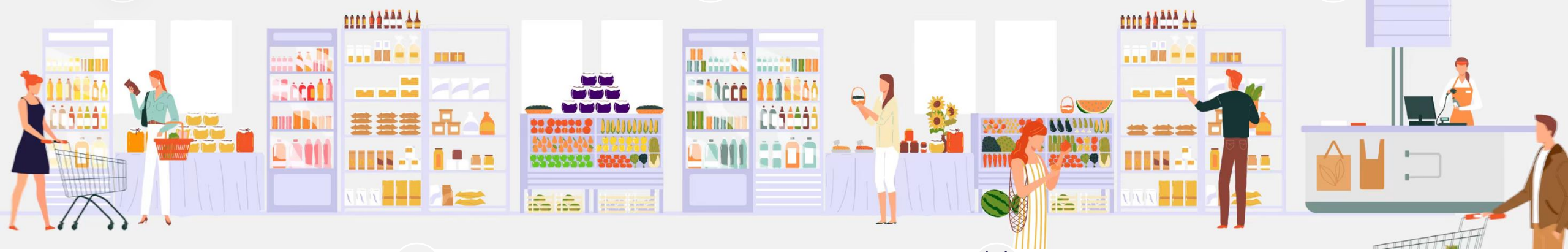
POS
Transactions



Wi-Fi
Network



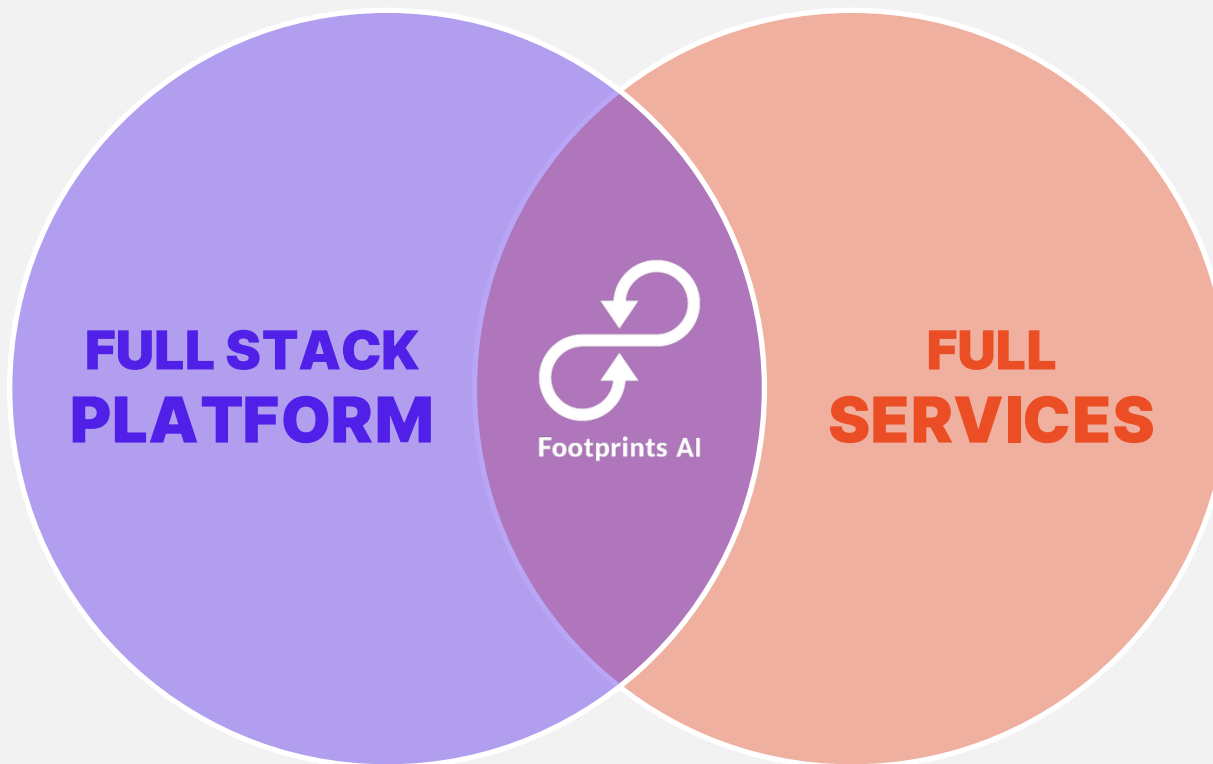
Mobile Device
Sensors



Retail Ads & Managed Services

PERFORMANCE-BASED PRICING

- In-Store & Online Retail Ads
- Retail Audience Planner
- Media-to-Sales Measurement
- Campaign Reporting



FREE OF CHARGE FOR ADVERTISERS

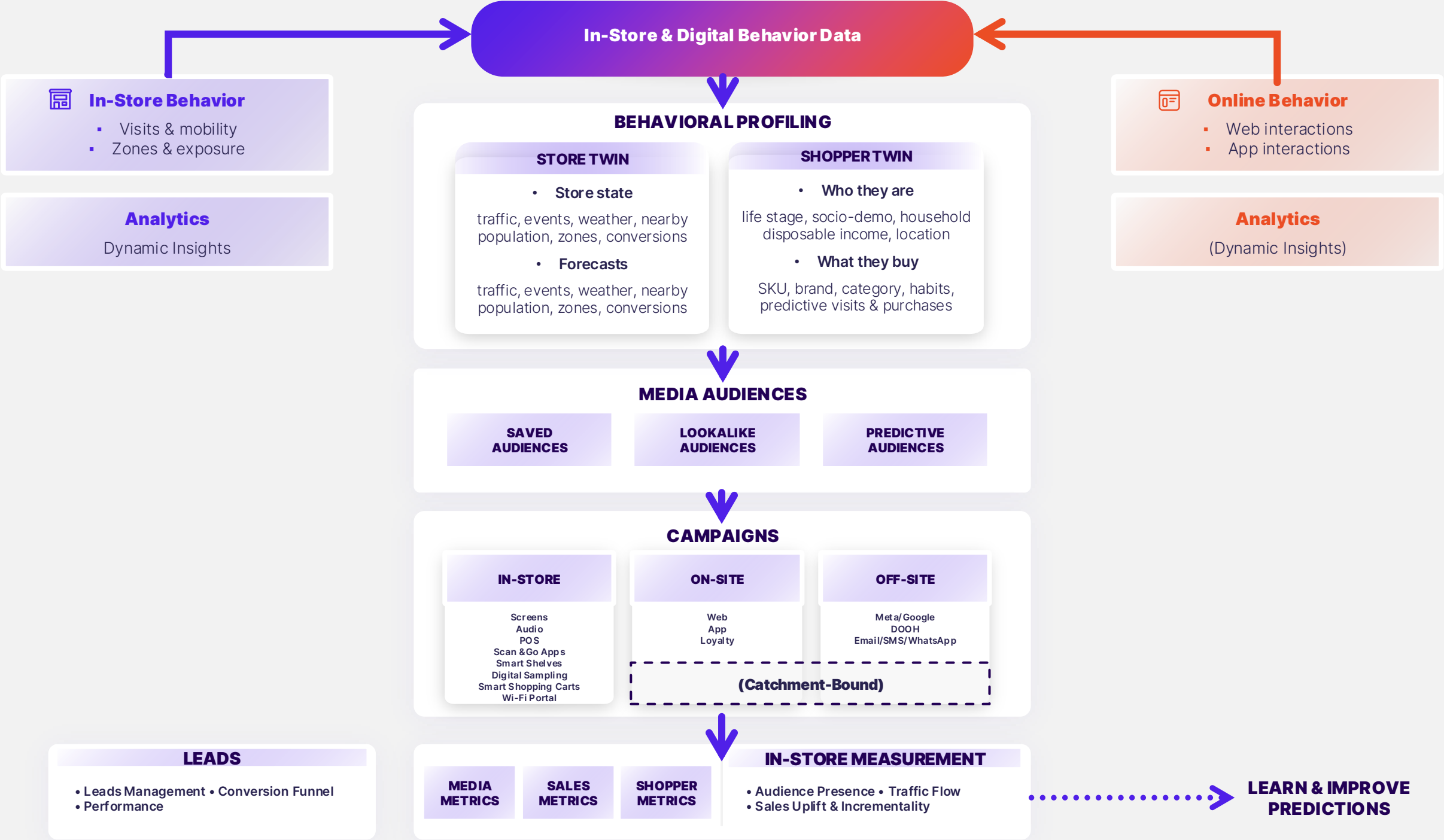
- Media Strategy & Sales Insights
- Media Planning
- Campaign Setup
- Campaign Optimization

BUY – True Reach, **PAY** – Per View, **GET** – Real Sales Attribution

Footprints AI's USP vs. the competition

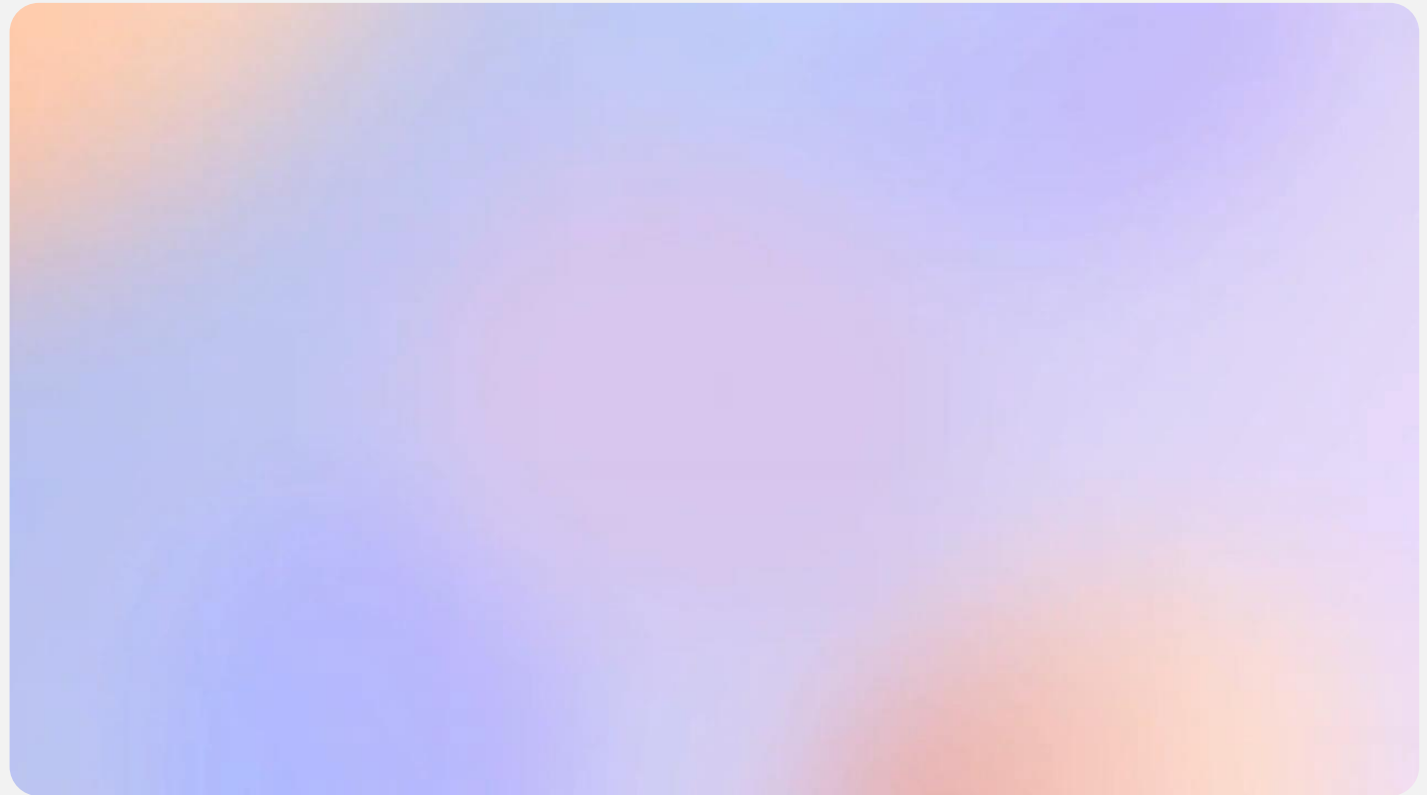
	COMPETITORS	FOOTPRINTS AI
In-store is a first-class data source & media channel	  	  
Store Twin forecasting to plan and pace delivery	  	  
Audiences built from real shopper behavior signals (100% coverages)	  	  
One campaign workflow across in-store + digital	  	  
Proof of delivery and real-time pacing in-store & online	  	  
SKU + store-level attribution (uplift-ready)	  	  
Built-in AI insights: missions, cohorts, basket shifts	  	  
Enterprise scale: private AI, white-label, multi-tenant, governance	  	  
Open APIs + integrations (DSP, CDP, retail systems)	  	  
Privacy-safe architecture for global rollouts	  	  

PLATFORM MODULES



The Most Advanced Retail Media Intelligence Suite

- **General Knowledge:** Ask Copilot how something works, and it gives you the right answer, instantly.
- **Sales Insights:** Ask Copilot about product performance and shopper behaviour, and it connects directly to real sales data.
- **Campaign Performance:** Ask Copilot to break down any performance metric of any campaign and get help with performance understanding and optimization aspects.
- **Campaign Management:** Ask Copilot to help you build or modify a campaign, starting with target audiences and your objectives.
- **Micro-Campaign Creation:** Copilot doesn't just wait for you to ask. It can proactively suggest opportunities.



Module 1**Campaigns**

- 1 Audience Reach Planner** turns shopper and sales insights into targetable audiences, then forecasts reach & impact.
- 2 Create Campaign – Plan** sets objectives, flights, budgets, pacing, and channel mix across enabled in-store and online inventory.
- 3 Create Campaign – Creatives** builds and manages assets in Creative Studio (images, animations, video).
- 4 Create Campaign – Targeting** applies smart campaign delivery rules based on store, product and shopper signals.
- 5 Campaign Reporting – Media Metrics** shows proof of delivery: impressions, reach, frequency, placement breakdown.
- 6 Campaign Reporting – Sales Metrics & Attribution** connects exposure to outcomes: sales uplift and iROAS attribution.

Campaigns

Audience Reach Planner

Build audiences from real shopping.

See reach before you spend.

Use sales and shopper insights to define who you want to reach - by category, brand, **basket behavior**, and **shopping missions**.

Then preview **unique shoppers** and their profiles before using in your targeting.



Campaigns

Create Campaign Plan

Define the campaign plan.

Control where, when, and who.

Choose the **campaign recipe**. Set dates, budget, and pacing. Then apply SKU-, store-, and audience-level rules across **in-store and online**. Include A/B testing & Control Group capabilities at store level.



Campaigns

Create Campaign Creatives

Build creatives fast.

Publish everywhere, instantly.

Create images, animations, and video in **Creative Studio** or upload your own. Formats and specs are applied per channel, automatically. Publish once across **in-store** and **online**.



Campaigns

Create Campaign Targeting

Make targeting conditional.

Let the store decide.

Trigger delivery using live and predictive signals: **product availability**, **weather**, **sales forecast**, and **predicted shopper behavior**.

Rules can adapt by store & its surroundings, so ads run only when conditions are right.



Campaigns

Campaign Reporting Media Metrics

Proof of delivery, built in.

Clear numbers. Full control.

Track **impressions, reach, actions** and **audience insights** across in-store and online.

Break results down by store, device, channel and placement, with export-ready reports for audit and billing.



Campaigns

Campaign Reporting Sales Metrics

Prove what changed.

Down to SKU and store.

Measure **sales uplift** vs baseline & forecasts and track impact by SKU, category, and store group. See basket shifts, new-to-brand signals, and attribution, so brands can optimize spend and get **incremental impact**.



Module 2

Audiences

- 1 Saved Audiences** turns shopper behavior into reusable segments you can activate in campaigns.
- 2 Lookalike Audiences** expands specific customer profile of interest into more shoppers with similar buying patterns.
- 3 Predictive Audiences** forecasts category and brand buyers most likely to buy or visit in the next 1, 7 and 30 days.
- 4 Shopper Data & Identity** unifies in-store and online tracking data and IDs to build privacy-safe known audiences for 100% of all shoppers.

Audiences

Saved Audiences

Build audiences from sales signals.

Activate them across in-store and online.

Create and use campaign audiences based on

what people buy, who they are, their

household structure and **how they shop**, not

cookies. Standardize targeting for every

channel, with instant sizing and delivery rules.



Audiences

Lookalike Audiences

Clone your best buyers.

Scale reach without losing precision..

Start from a seed audience (buyers, high-value shoppers, mission shoppers, or converters). Footprints AI finds statistically **similar shoppers** using sales, basket, and in-store behavior signals



Audiences

Predictive Audiences

Target who's most likely to buy next.

Act before the decision is made.

Build audiences from **Propensity-to-Buy** and **Propensity-to-Visit predictions** at shopper and store level. Activate them with dynamic rules: traffic forecast, weather, product availability, and store conditions.



Audiences

Shopper Data & Identity

Identity that makes retail ads measurable.

One shopper profile, in-store & online.

Connect fragmented identifiers into **one shopper record**, enriched with **baskets**, **category habits**, and **visits**. Use it for predictive targeting, omnichannel frequency control, and SKU-level uplift, store by store.



Module 3

Sales & Shopper Insights

- 1 Shopper Profiles** breaks down who is buying and what, by life stage, value, missions, and key preferences.
- 2 Basket Insights** shows what shoppers buy together, and what items pull the basket up.
- 3 Basket Incidence** quantifies how often an SKU or brand appears in baskets, by store and audience.
- 4 Predictive Basket Mix** forecasts what will be bought next, and which products are likely to grow.
- 5 Sales Performance** tracks sales by SKU/category/store, with trends, peaks, and drivers.
- 6 Loyalty Segments (RFM)** groups shoppers by recency, frequency, and value to guide targeting and retention.
- 7 Customer Satisfaction (NPS)** measures sentiment over time and links it to store, audience, and sales context.

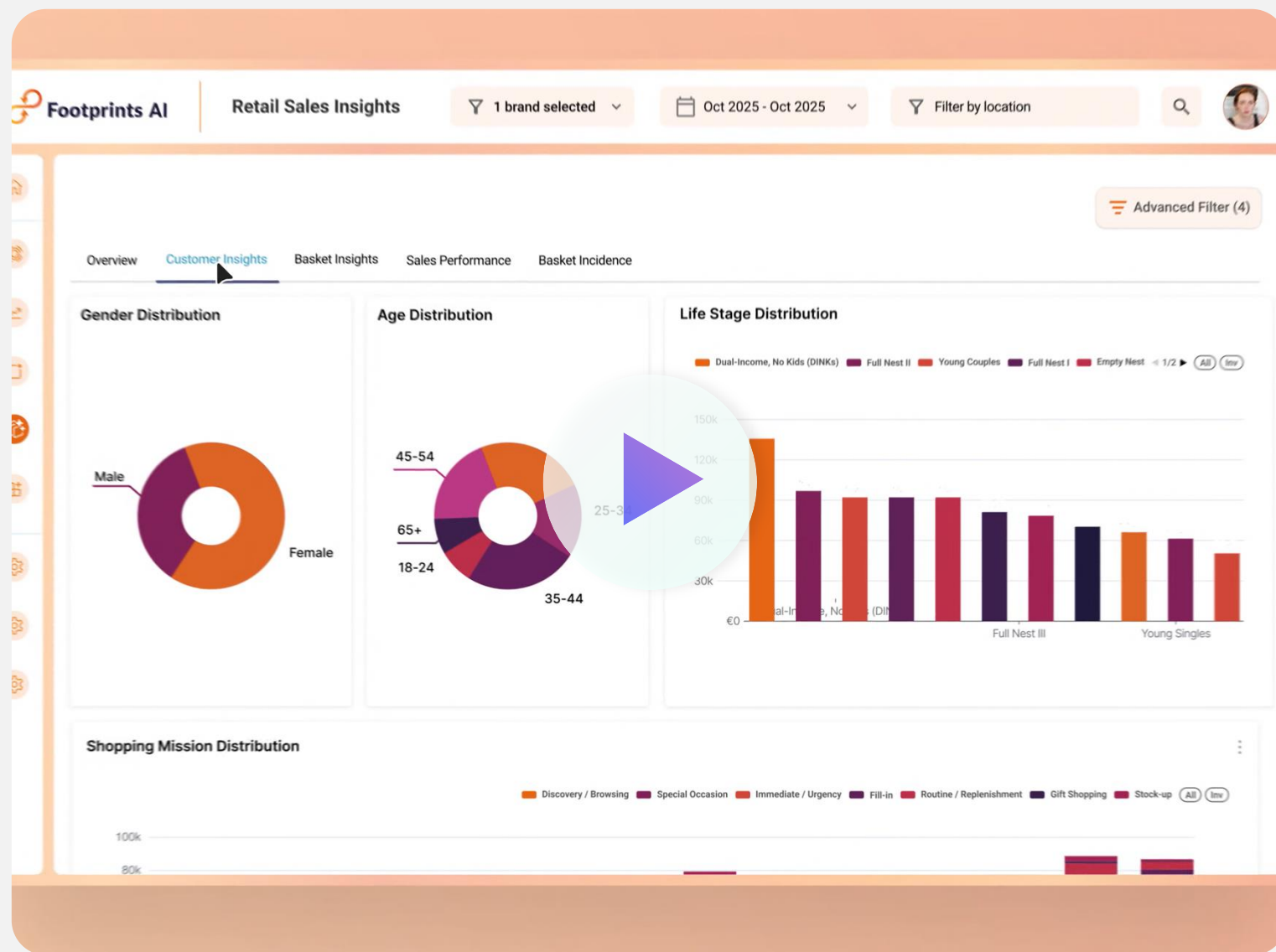
Insights

Shopper Profiles

Know who buys.

Built from baskets, visits, and missions.

A clear snapshot of shopper behavior: **what they buy, how often they return, and what drives the trip.** Break down by store, city, daypart, and category to plan smarter audiences and measure impact.



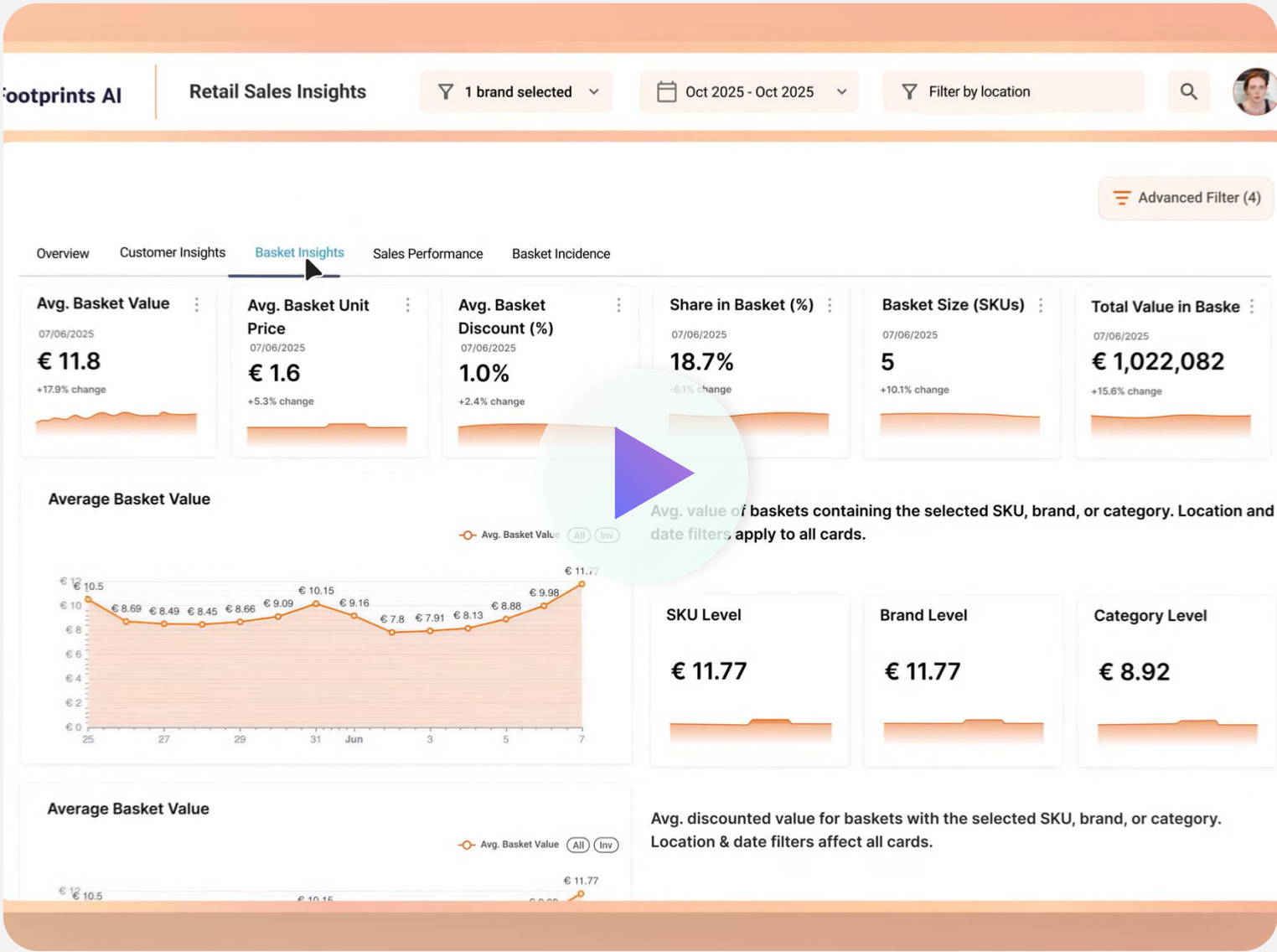
Insights

Basket Insights

See what people buy together.

Find the products that drive the basket.

Break down basket composition by brand and
SKU: **share of basket**, **average spend** and
repeat frequency. Identify your high-value
baskets, the SKUs that drive them, and where
you win or lose, store by store.



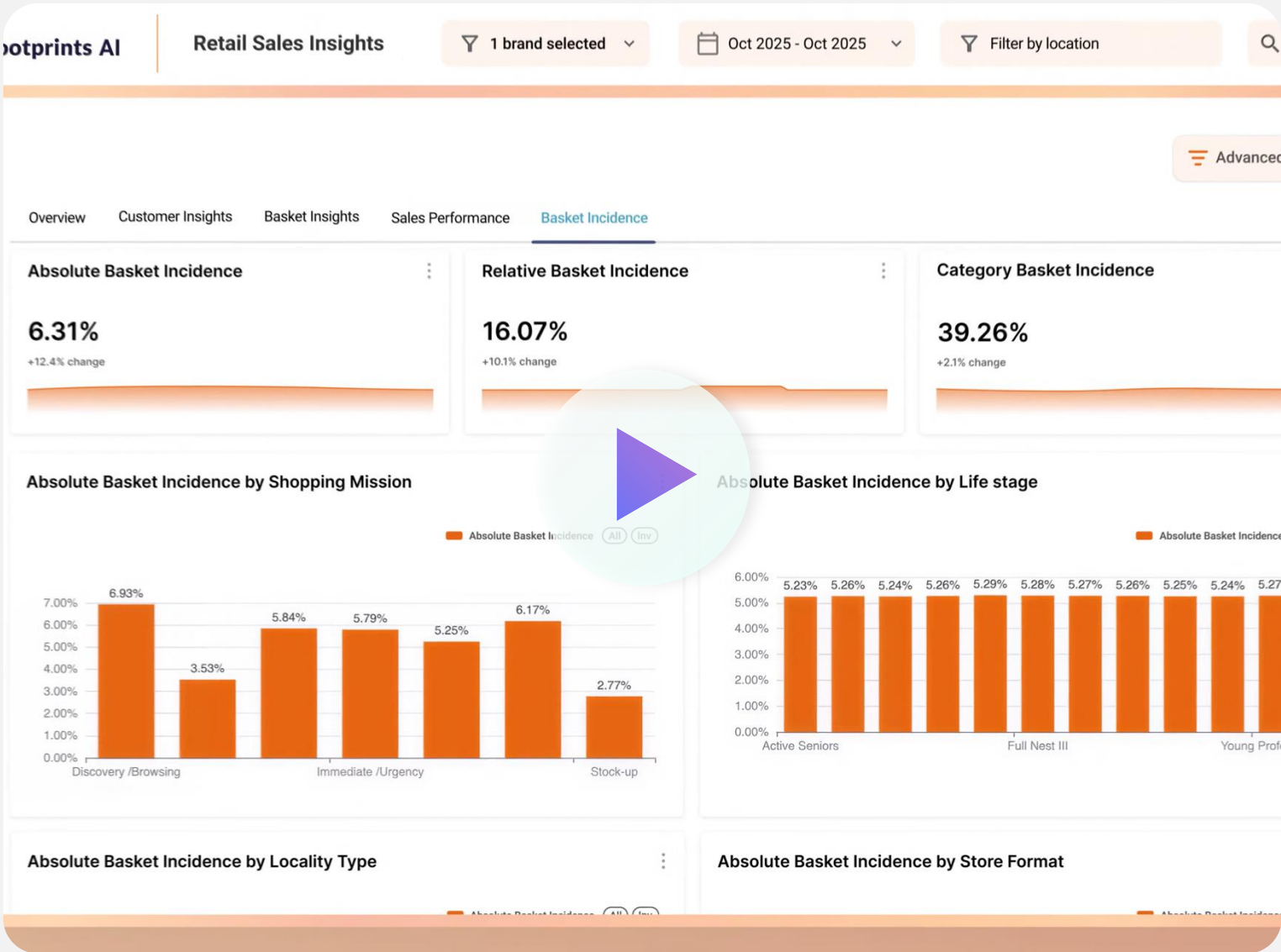
Insights

Basket Incidence

Know your true penetration.

How often you make the basket.

Track how **frequently your brand or SKU appears in baskets**. Compare incidence vs category benchmarks to spot where you're under-indexing, then target the shoppers and moments that lift penetration.



Insights

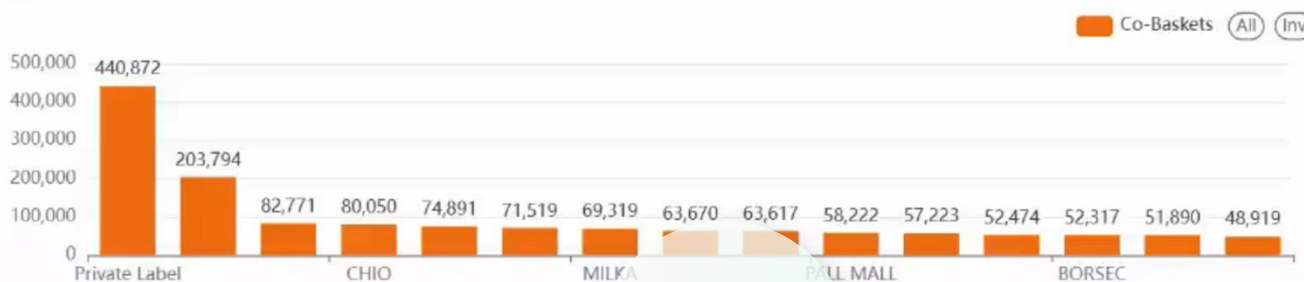
Predictive Basket Mix

Predict how SKUs move together.

Plan the next basket mix.

Model **SKU-to-SKU influence**: which items act as anchors, which follow, and which get displaced. Use it to choose the right SKU combinations for targeting and promos.

Top 15 Co-Purchased Brands



Brand Influence Graph

What: Focal → companion brands bought together *more than expected*.

Read: Line width = lift

- <1 weak association, less likely than chance.
- ≈1 neutral association, as often as chance.
- >1 strong association, more likely than chance.

Strong Association Neutral Association Weak Association

ALEXANDRION
BURN
I LOVE MILKA
SANGE DE TAUR
PURCARI
FANTA
ACCASA

Top Co-

What: Co-

Read: Bar

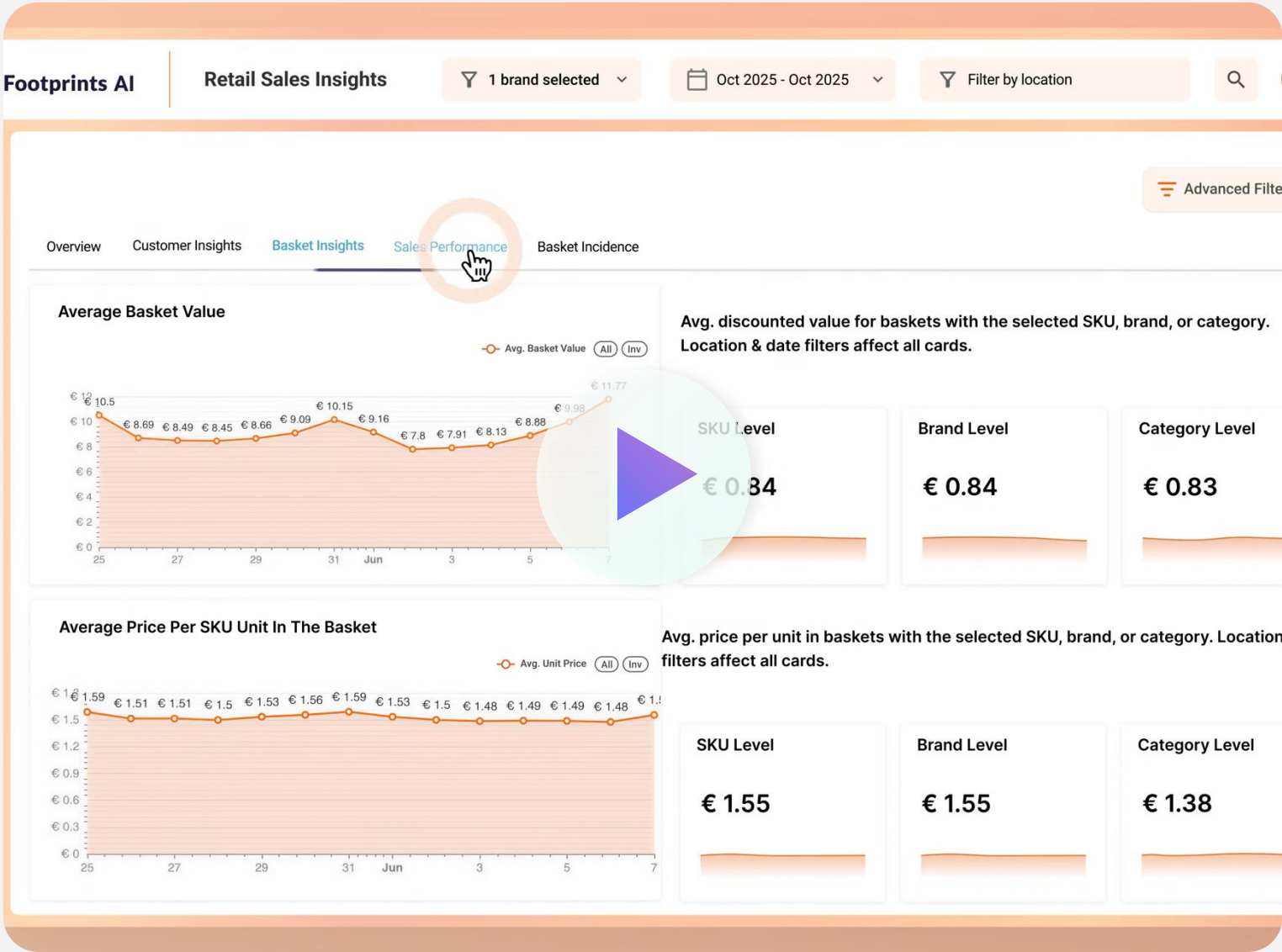
Interpreta

Insights

Sales Performance

See what sold, where, and why.
Down to SKU and store.

Track sales by brand and SKU across stores:
value, units, growth, and share. Spot the
stores, dayparts, and missions driving
performance, and use the drivers to plan
smarter and attribute retail media impact.



Insights

Loyalty Segments (RFM)

Know who buys you most.

And who you're losing.

Segment shoppers by **Recency, Frequency, and Monetary value** to see loyalty at brand and SKU level. Find Champions, Loyal, New, At-Risk, and Lapsed shoppers. Then target each group with the right offer, timing, and channel to increase repeat and basket value.



Insights

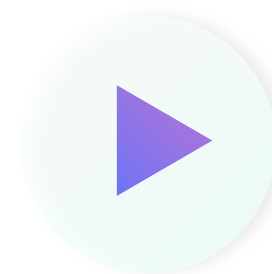
Customer Satisfaction (NPS)

Measure experience, not assumptions.

Fix what blocks repeat sales.

Track NPS by store, location group, and time to see **where satisfaction drops and why.**

Link feedback to what shoppers did. Then activate recovery messages and loyalty incentives to protect retention.



Module 4

In-Store Measurement

- 1 Live In-Store Shoppers** shows current shoppers' behavior and audience presence, store by store.
- 2 In-Store Shopper Profiles** summarizes who was in the store in the last 30 days - segments, missions, purchases.
- 3 In-Store Shopper Behaviors** analysis what shoppers do in-store: conversions, dwell, zones, paths, and engagement signals.
- 4 In-Store Traffic Flow** maps movement between areas & categories to understand actual affinities & path-to-purchase at store level.
- 5 In-Store Traffic Forecast** predicts purchases & shoppers' visits by hour and day to plan pacing, affinities, and relevance.
- 6 In-Store Behavioral Segments** splits shoppers into 4 groups by dwell time and visit frequency to drive the right in-store incentives.
- 7 Store Catchment Insights** explains how each store's trade area looks like, who's living there, their interests and how they convert.

In-Store Meas.

Live In-Store Shoppers

See who is in the store, right now.

Trigger media by real presence.

Live view of in-store **audience** presence & **behavior** by store and zone. Use it to prove ad exposure, sales conversions, control delivery by store, device, and time, and react instantly when traffic spikes or drops.



In-Store Meas.

In-Store Shopper Profiles

Know who shops each store.

Plan targeting with real behavior.

Store-by-store view of **who visits, how often, their missions, category habits,** and **purchase signals**. Turn this into precise in-store targeting and smarter incentives, based on what actually happens in that location.



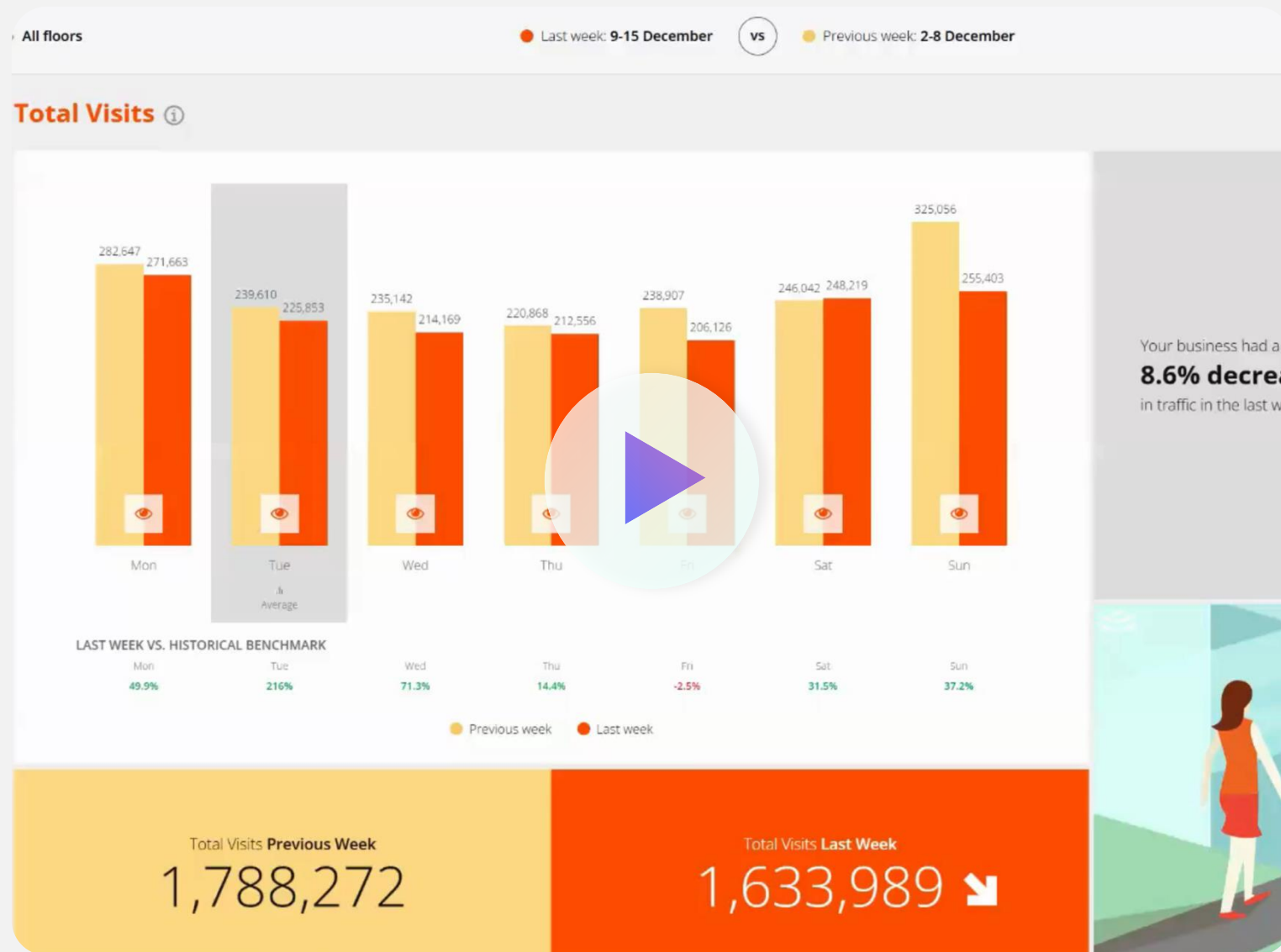
In-Store Meas.

In-Store Shopper Behaviors

Know what happens before the checkout.

Turn behavior into retail media proof.

See **where shoppers go, where they stop,**
and **how long they stay**—by store, zone, and
hour. Use it to choose the right placements,
set frequency with confidence, and prove real
shopper presence, not just ad plays.



In-Store Meas.

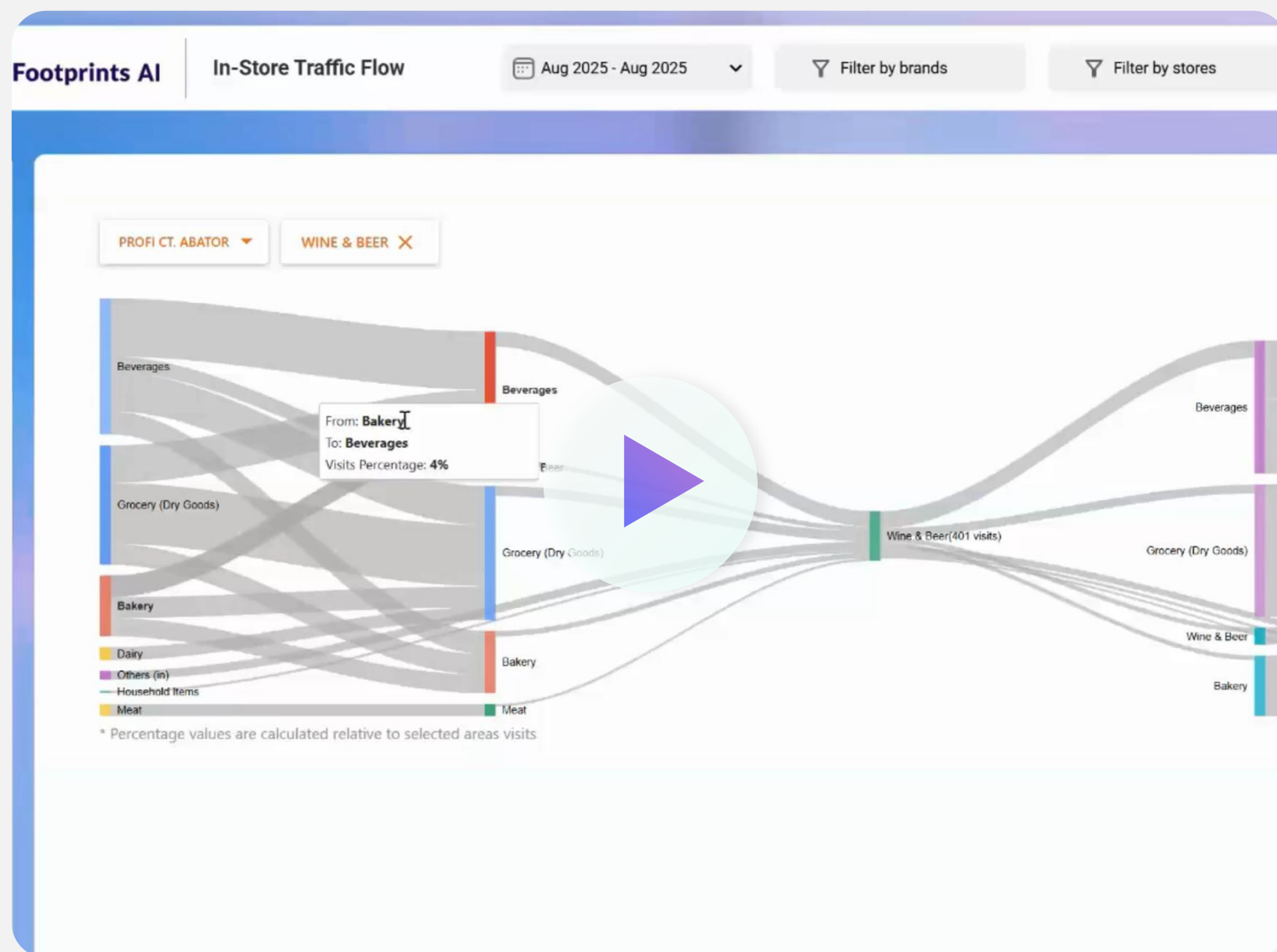
In-Store Traffic Flow

See where shoppers actually move.

Turn paths into better media decisions.

Understand how **traffic flows between store**

areas, what zones shoppers visit, in what order, and at what times. Use it to place ads where attention happens, bundle zones into premium placements, and connect exposure to the path-to-purchase. Store by store.



In-Store Meas.

In-Store Traffic Forecast

Predict store traffic before it happens.

Plan campaigns. Protect performance.

Forecast expected shopper volume by store, day, and hour. Use it to schedule campaigns into peak moments, avoid wasted impressions in low-traffic windows, and keep delivery stable when traffic shifts.

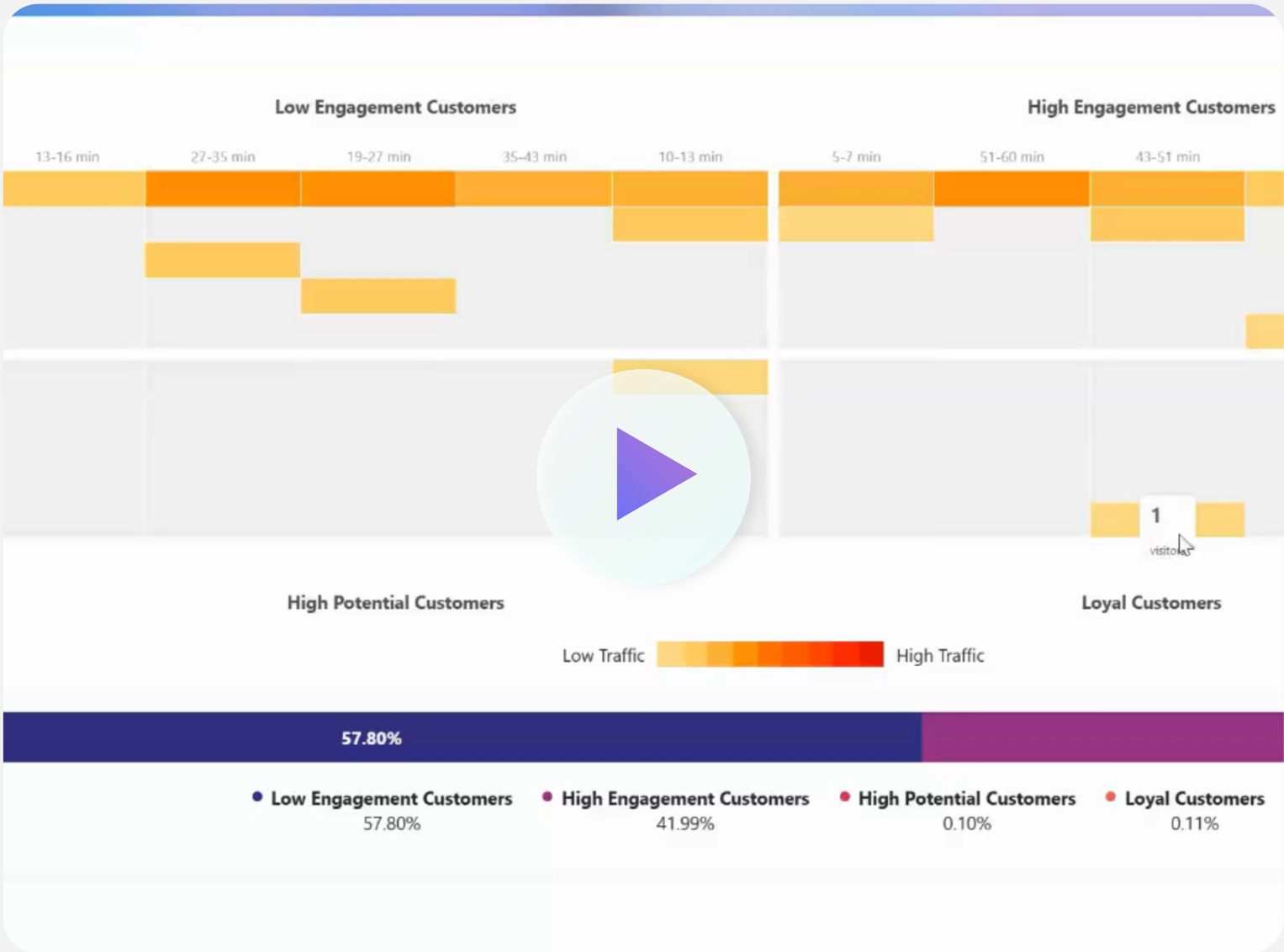


In-Store Meas.

In-Store Behavioral Segments

See store engagement, not just traffic.
Target incentives by visit quality.

It shows which **stores attract quick passers, deep browsers, and repeat loyalists**, so you can choose the right in-store message, set the right pressure, and prove impact beyond “impressions played.”



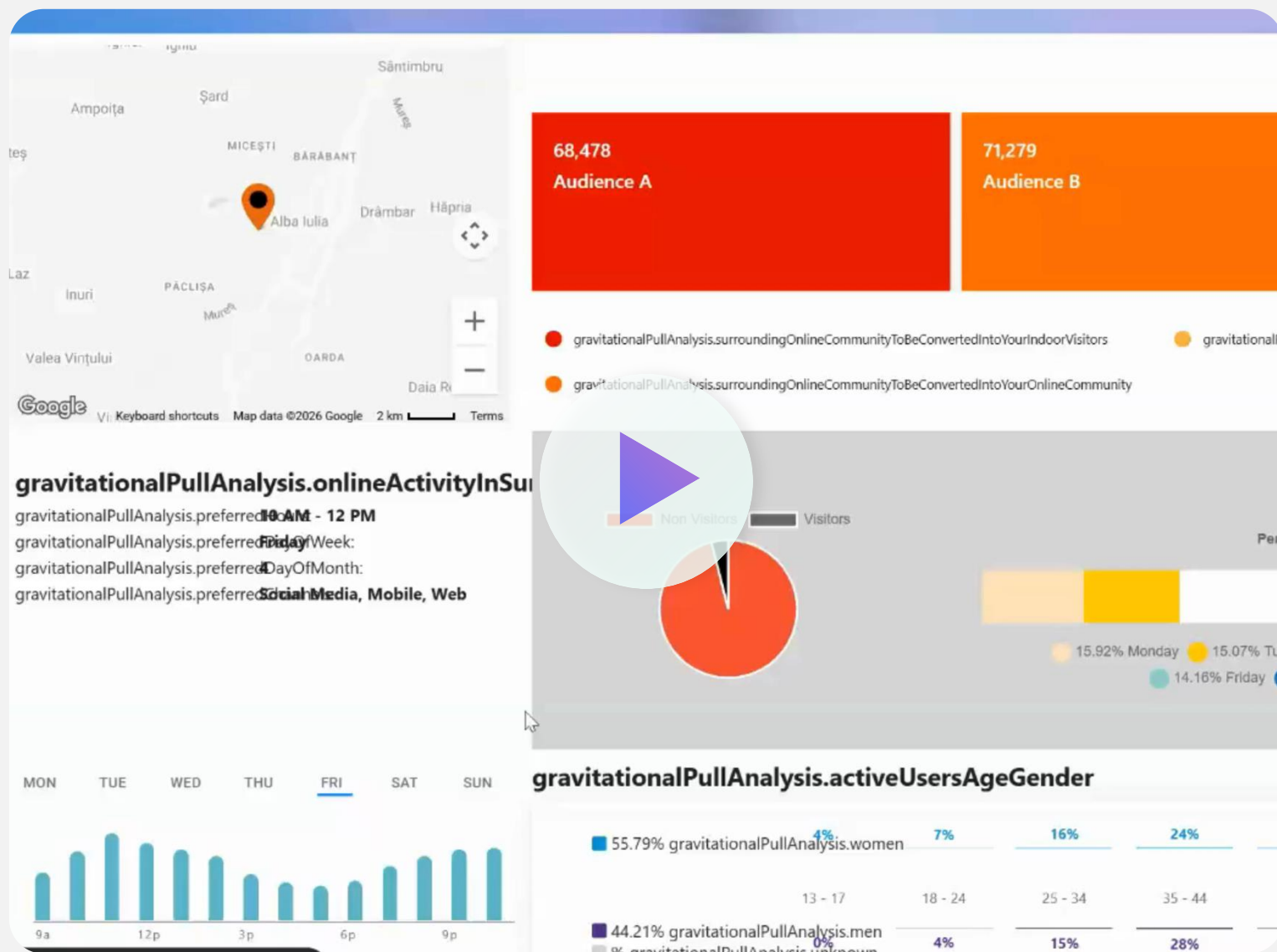
In-Store Meas.

Store Catchment Insights

Know who lives around each store.

Predict what they want next.

Maps each store's catchment into **a real buyer universe** (size, life stages, and local demand signals) so targeting and offers stay store-by-store, inside the trade area.



Module 5**Leads**

- 1 Leads Management** captures demand from Generate Leads campaigns and lead ad formats, in one place, and enables on-platform management.
- 2 Funnel** tracks every step from lead to qualified to won, with clear conversion rates, velocity & cost per outcome.
- 3 Team Performance** shows results by sales rep, source, and campaign: volume, speed, and win rate.

Leads

Leads Management

Turn lead ads into real demand.

Manage, qualify, and convert on-platform.

Collect every lead from Generate Leads campaigns in one place. Engage via video, audio, or text, then automate follow-ups and qualification. Convert on-platform, or sync to the brand's CRM..



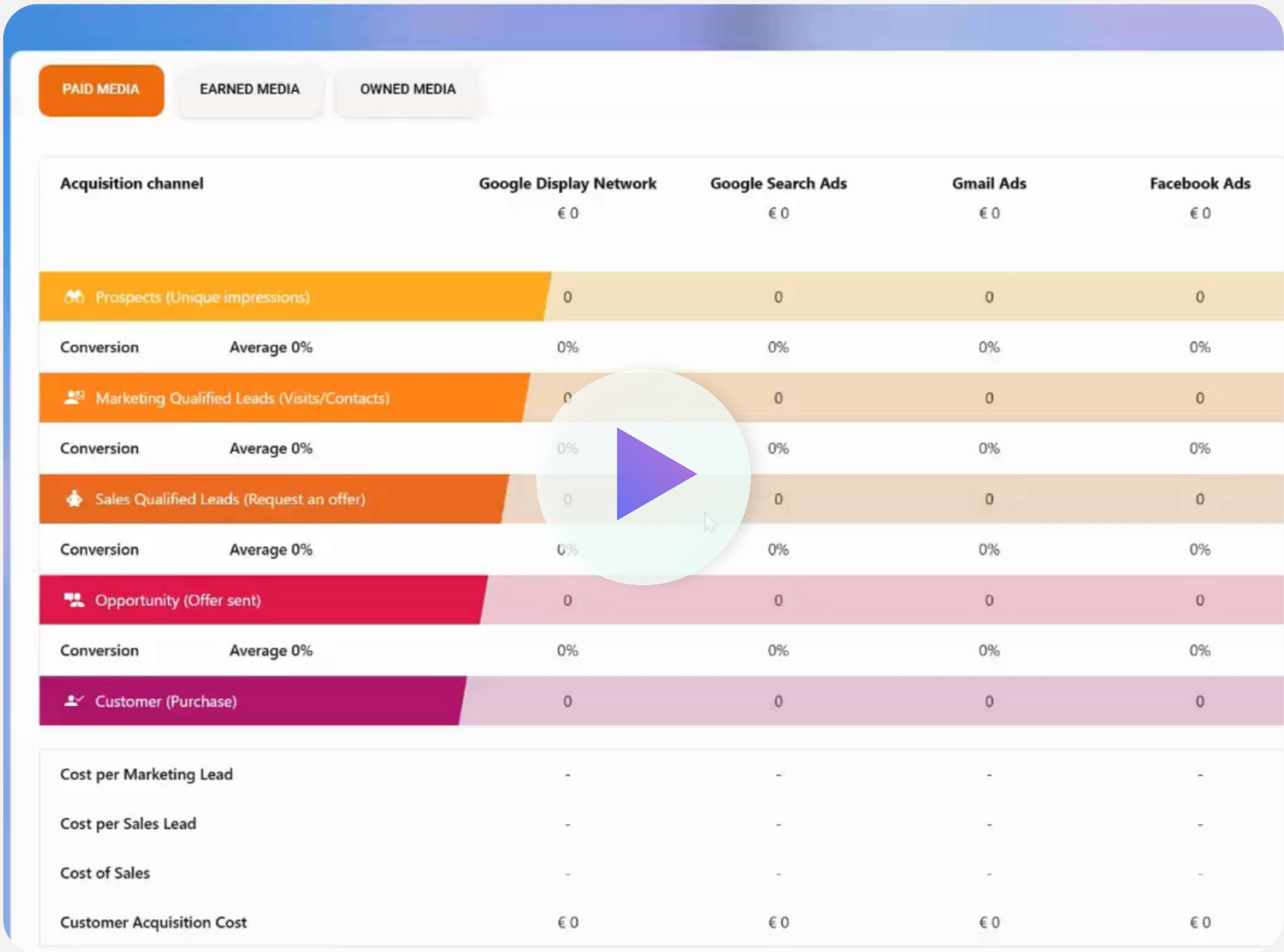
Leads

Funnel

See where leads drop.

Know what each stage costs.

Track every step from new lead to won. Compare conversion rates, speed, and cost per stage (CPL, cost per qualified, cost per won) by source, campaign, and sales rep, so you can cut waste and scale what converts.



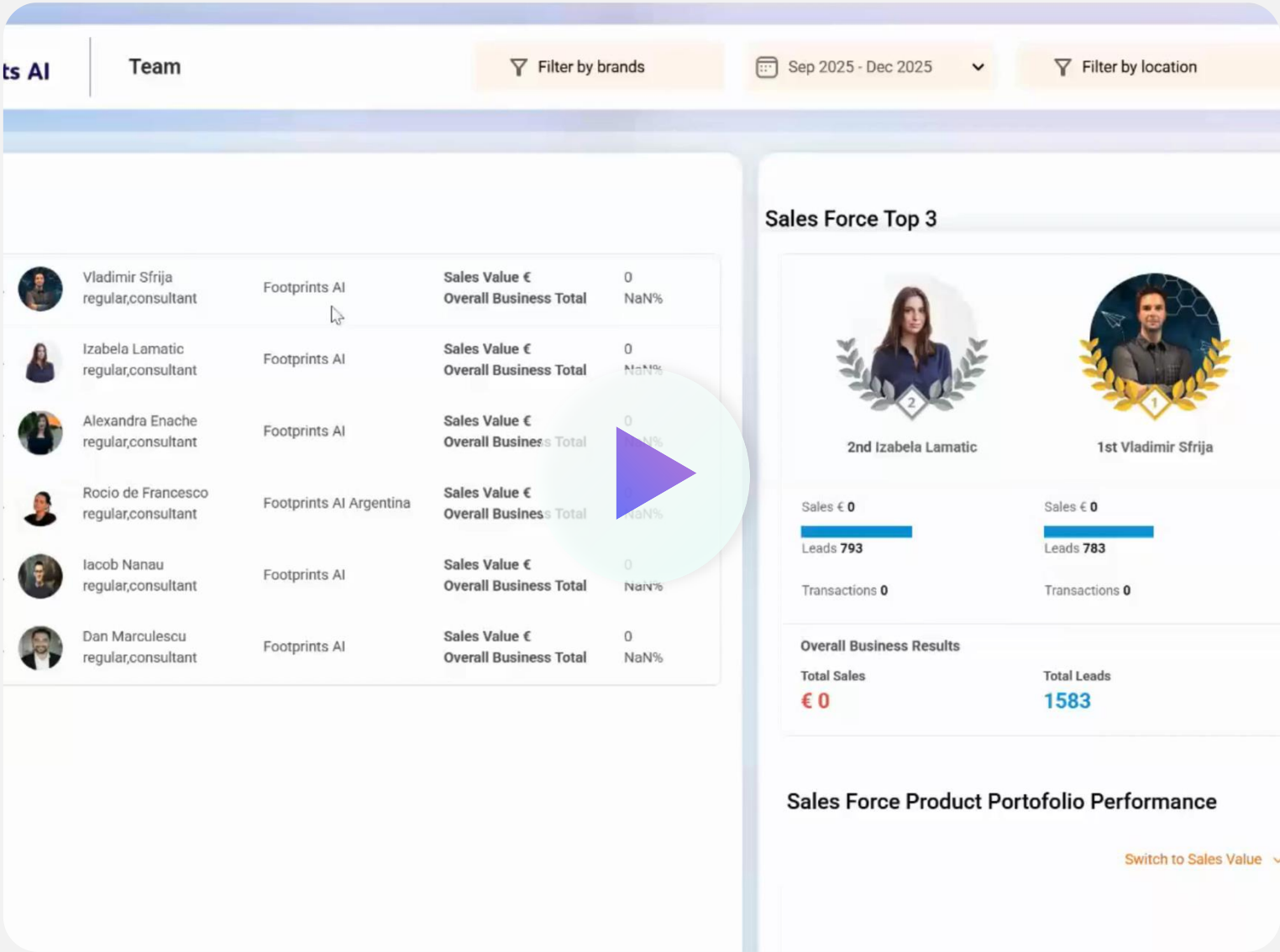
Leads

Team Performance

See who converts.
Fix the bottleneck fast.

Compare **results by sales rep, source, and campaign**: lead volume, response speed, qualification rate, win rate, and cost per won.

Spot what’s working, coach what’s not, and scale the reps that deliver profitable pipeline.



WHAT ADVERTISERS BUY

AD PRODUCTS

DRIVE AWARENESS - €8 CPM

- Reach & visibility

GENERATE LEADS - €12 CPM

- Qualified demand

BOOST SALES - €16 CPM

- Incremental sales uplift

GROWTH LOYALTY - €24 CPM

- Customer lifetime value

TARGETING

SHOPPER SIGNALS

- Categories, brands, basket behavior
- Missions, life stages, affinities
- Predictive shopping behavior (next 1, 7 and 30 days)

STORE SIGNALS

- Store types
- Zones
- Product availability (dynamic)
- Traffic forecast
- Sales forecast

CONTEXT SIGNALS

- Population in trade area
- Search interests
- Weather
- Road traffic
- Local events
- Celebrations

DELIVERY

IN-STORE

- Screens
- Audio
- POS
- Scan &Go Apps
- Smart Shelves
- Digital Sampling
- Smart Shopping Carts
- Wi-Fi Portal

ON-SITE

- Web
- App
- Loyalty

IN-STORE

- Meta/Google
- DOOH
- Email/SMS/WhatsApp

MEASUREMENT

MEDIA METRICS

- Reach
- Impressions
- Placement breakdown
- Actions
- Budget Consumption

SALES METRICS

- Sales value uplift
- Sales volume uplift
- Basket incidence uplift
- Basket insights
- Sales insights (SKU/store level)

SHOPPER METRICS

- Socio-demo
- HH Disposable income
- Life stage
- Retail behavior

What brands buy



How targeting works



Where ads run



Proof

Ad Products

BASIC

Drive Awareness

PRICE:

€8 CPM

KEY OBJECTIVE:

Increase brand recall and ad recall, Increase share of voice / visibility.

DELIVERS:

Broad reach, high visibility in and around the store, stronger top-of-mind.

WHAT'S DIFFERENT:

Simple targeting and setup, built for scale and speed – ideal first step into retail media.

METRICS:

Media Insights

Standard support.

ADVANCED

Generate Leads

PRICE:

€12 CPM

KEY OBJECTIVE:

Capture qualified leads, grow the brand's user base, Drive trial (innovation).

DELIVERS:

New sign-ups, registrations, app installs, coupon downloads, email/phone opt-ins.

WHAT'S DIFFERENT:

Outcome-driven formats (forms, QR, codes) with performance targeting and landing page / CRM integration.

METRICS:

Media Insights, Shopper Insights

Standard support + campaign optimization.

PREMIUM

Boost Sales

PRICE:

€16 CPM

KEY OBJECTIVE:

Drive incremental sales for SKUs, Drive penetration, Boost in-store activation.

DELIVERS:

More units sold, more new-to-brand shoppers, higher basket incidence and value.

WHAT'S DIFFERENT:

SKU-level targeting and optimization using real sales data, with closed-loop sales attribution.

METRICS:

Media Insights, Shopper Insights, Sales Insights

Priority optimization + sales reporting.

ULTRA

Grow Loyalty

PRICE:

€24 CPM

KEY OBJECTIVE:

Increase customer lifetime value and lock in repeat buyers, Increase frequency of purchase.

DELIVERS:

Higher repeat rate, higher basket value, higher share of wallet.

WHAT'S DIFFERENT:

Always-on audiences with 1:1 targeting and loyalty card integration.

METRICS:

Media Insights, Shopper Insights, Sales Insights, Customer Details

Dedicated strategist + quarterly brand growth plan.

Ad Products - Benefits

Retail Media Ads Campaign Product	Primary objective	Required core modules	Measurement depth	Typical outputs / proof
Drive Awareness (€8 CPM)	Reach, visibility, recall	Campaigns + Audiences (optional)	Media proof	Delivery, impressions/plays, reach, frequency, pacing, placement breakdown
Generate Leads (€12 CPM)	Capture qualified demand	Campaigns + Audiences + Leads	Media + Lead outcomes	Leads, conversion rate, CPL, source/channel mix, funnel stage conversion
Boost Sales (€16 CPM)	Incremental sales	Campaigns + Audiences + Sales & Shopper Insights + In-Store Measurement	Media + Shopper + Sales (iROAS-ready)	Sales uplift vs baseline, SKU/category impact, basket incidence, predictive mix shifts, attribution/iROAS where enabled
Grow Loyalty (€24 CPM)	Repeat, frequency, CLV	Campaigns + Audiences + Leads + Sales & Shopper Insights + In-Store Measurement	Full-funnel proof	New-to-brand, repeat rate lift, cohort movement, frequency-to-outcome curves, loyalty enrollments, iROAS where enabled

Insights Products

These are paid subscriptions sold as recurring insight packages, independent of ad spend. They are designed for brand teams, category teams, and commercial teams that need a consistent view of shopper behavior and sales dynamics.

What advertisers buy:

- A monthly, structured report based on retailer data.
- Actionable insights for planning: category shifts, brand performance, missions/occasions, shopper segments, and store dynamics.

Subscription type (monthly, per retailer)	What it's designed for	No. brands covered	No. SKUs covered	Who this is for
Basic (€500/mo)	Single brand, light assortment, standard insights	1	1-4	Local suppliers, one product line, testing the value
Advanced (€1,000/mo)	One brand or small portfolio, monthly planning	1-2	5-10	Most mid suppliers; one category team; simple decisions
Premium (€2,500/mo)	Portfolio management + promo/assortment decisions	2-5	11-25	National suppliers; multiple packs/variants; need deeper cuts
Ultra (€10,000/mo)	Enterprise portfolio + strategic governance	5+	25+	International suppliers, group reporting, executive cadence

Insights Products – Access Type

What's included	Basic (€500/mo)	Advanced (€1,000/mo)	Premium (€2,500/mo)	Ultra (€10,000/mo)
Overview	✓	✓	✓	✓
Sales Performance	✓	✓	✓	✓
Shopper Profiles	✗	✓	✓	✓
Basket Insights	✗	✓	✓	✓
Basket Incidence	✗	✗	✓	✓
Predictive Basket Mix	✗	✗	✓	✓
Loyalty Segments (RFM)	✗	✗	✓	✓
Customer Satisfaction (NPS)	✗	✗	✗	✓
Delivery format	Dashboard access	Dashboard access	Dashboard access + API	Dashboard access + API

Consultancy & Training Products

COMPLETE ONBOARDING

Includes:

2-Day Workshop:

- Industry Standard Retail Media
 - Omnichannel Retail Media
- How Brands Grow with Retail Media
 - Commercial Strategy
 - Case Studies
 - Certifications

Pricing:

- Basic (up to 6 people): €8,500
- Advanced (up to 12 people): €12,500
- Premium (up to 25 people): €18,500
- Ultra (up to 40 people): €25,000

* Travel & accommodation: charged at cost

MEDIA PLANNERS

Includes:

Media Planner Workshop & Certification

- 4–6 hours
- online + live
- quiz + certificate

Pricing:

- Per seat: €450 / participant
- Cohort (up to 10 seats): €4,500
- Cohort (up to 25 seats): €9,000
- Cohort (up to 50 seats): €15,000

MEDIA BUYERS

Includes:

Media Buyer Workshop & Certification

- 4–6 hours
- online + live
- quiz + certificate
- buying flow, pricing
- playbooks

Pricing:

- Per seat: €550 / participant
- Cohort (up to 10 seats): €5,500
- Cohort (up to 25 seats): €11,000
- Cohort (up to 50 seats): €18,000

INDUSTRY ASSOCIATIONS

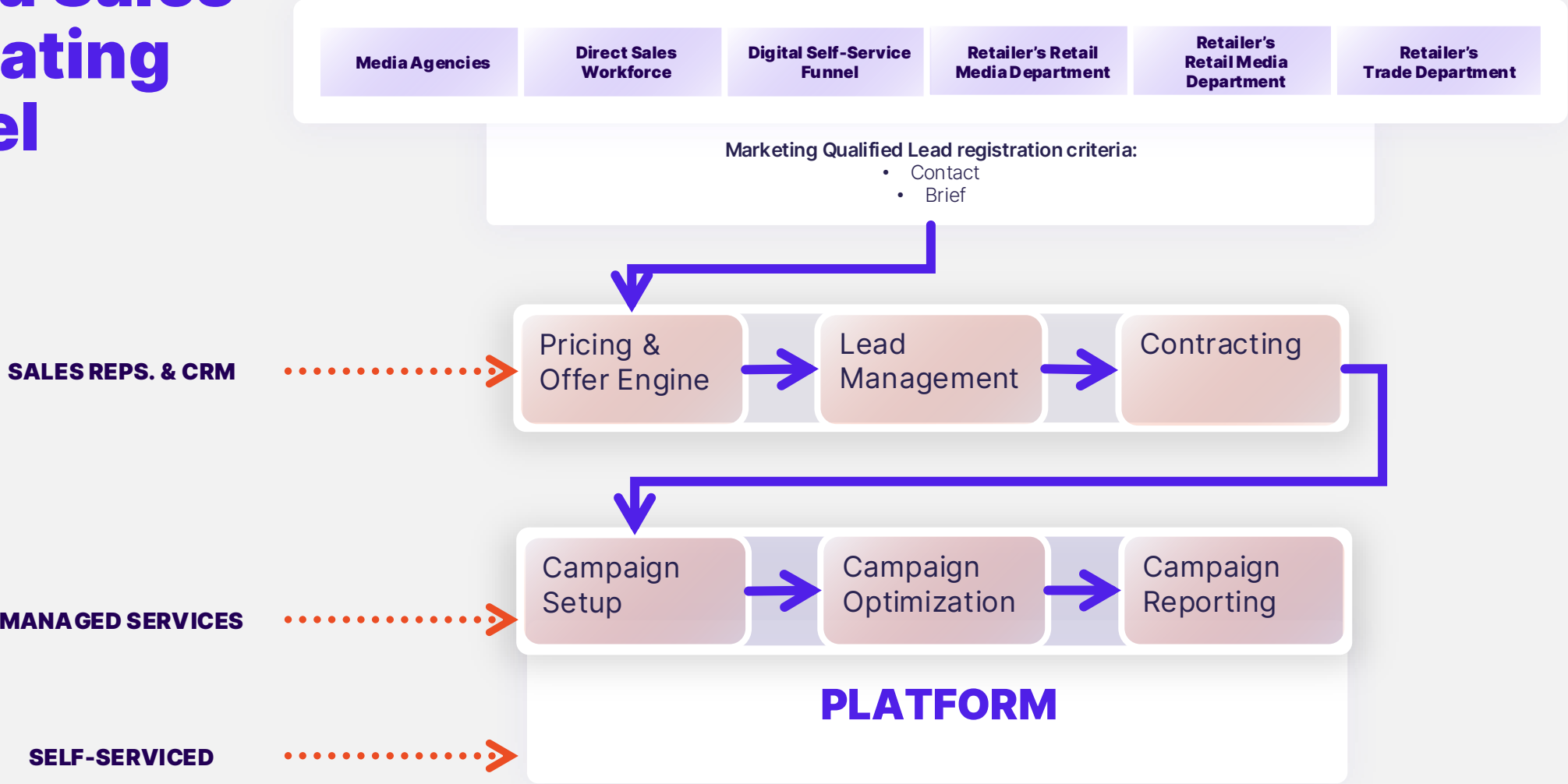
Includes:

- Co-branded with IAB / retail federations
 - Online + live
 - Quiz + certificate

Pricing:

- 4-hour masterclass: €2,500
- 1-Day deep dive: €5,000
- “State of Retail Media” package (3 sessions * 4 hours): €12,000.

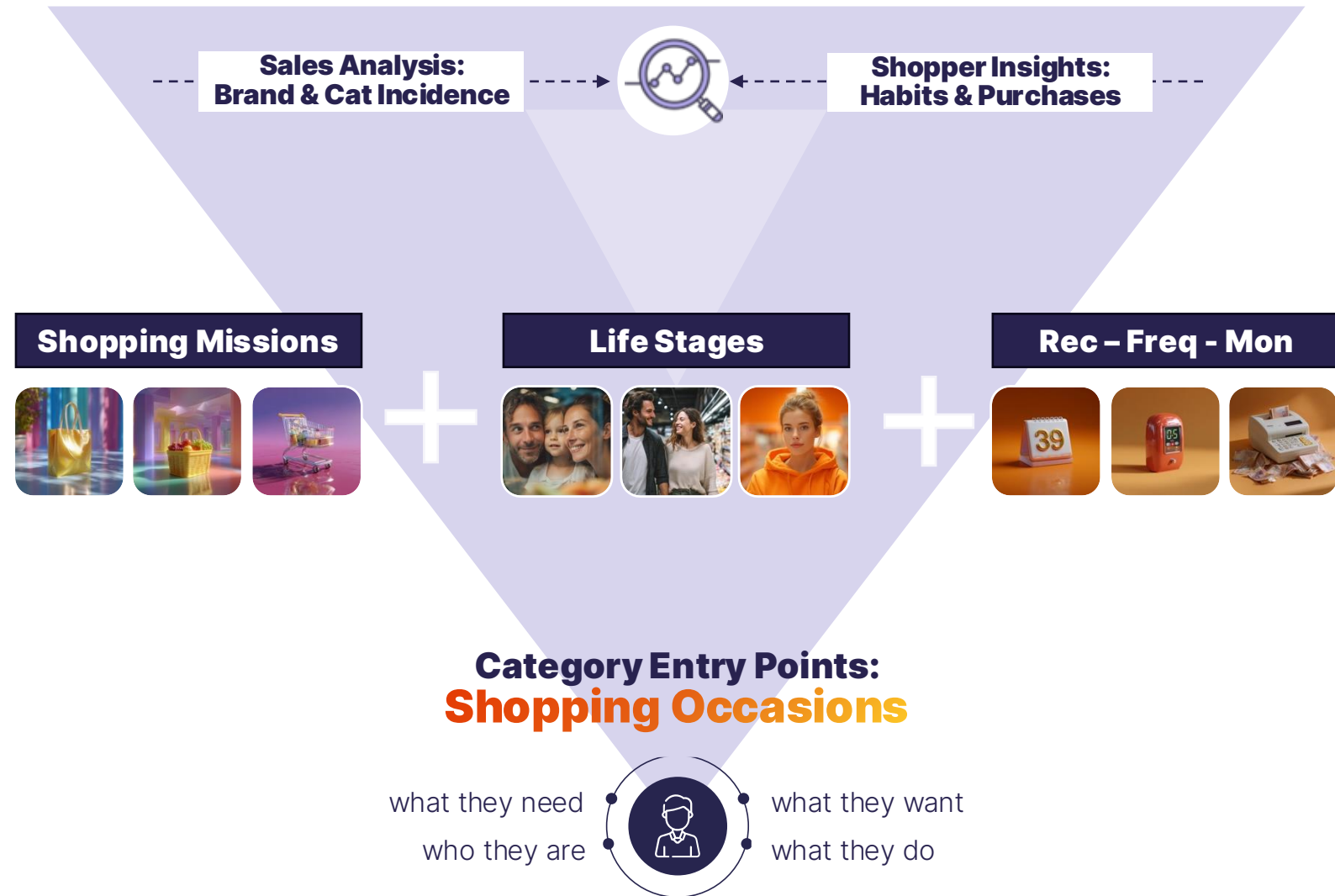
Media Sales Operating Model



WHAT ADVERTISERS GET FOR THEIR BRAND GROWTH

How Brands Grow with Footprints AI

**We help brands
turn
overlooked
shopping
occasions
into territory
they can own &
grow.**



Example: Dad & Cart



Profile: Male, 25-45

Behavior: Fri 16:00 – 18:00 & Sun 10:00 - 15:00

Insight: Dads do the weekly shopping with kids while partners do other chores or rest.

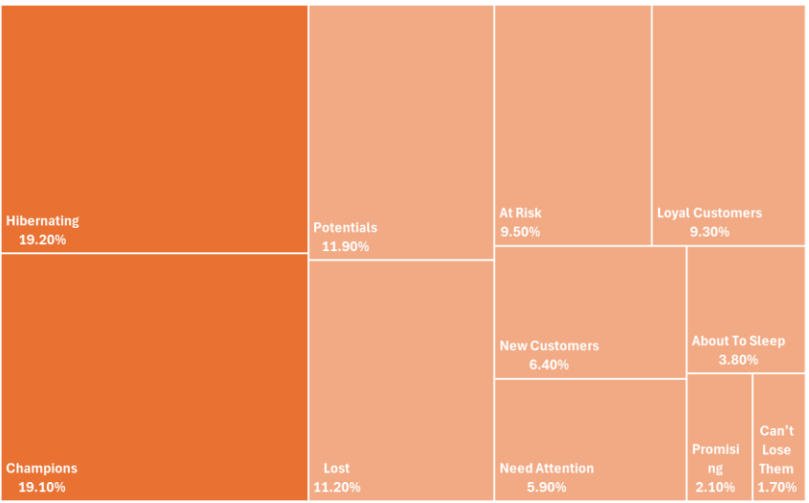
Life Stage: Full Nest 1, Single Parent

Frequency: 3.5 visits per month

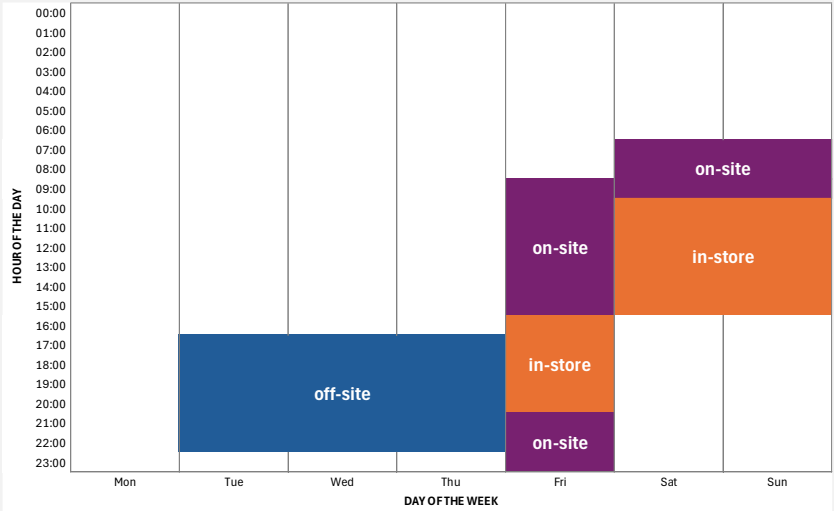
TOP AFFINITY PRODUCTS

SNACKS	CEREAL	HECARE
BEER OR WINE	SMALL TOYS	SWEETS
SODA	DIAPERS	PERSONAL CARE

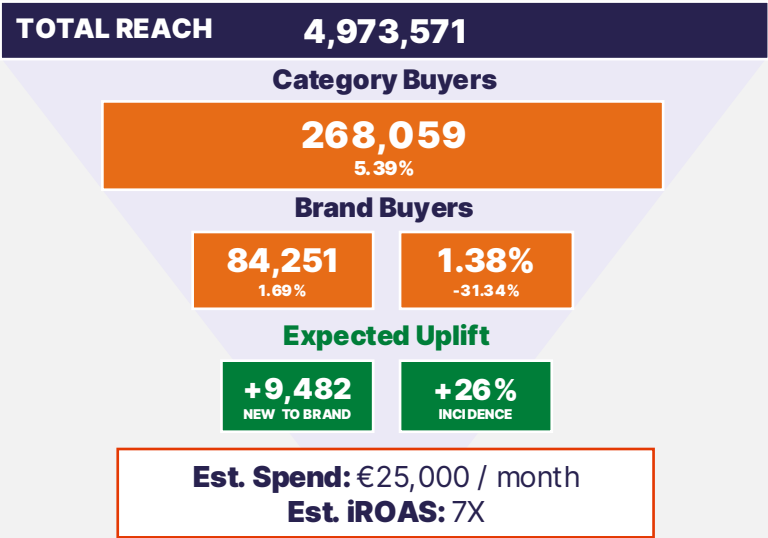
RFM Segments – Primary Target



Campaign Omnichannel Targeting



Results: New To Brand Customers



Example: Streaming Night



Profile: Men & Women, 25-35

Behavior: Fri & Sun 17:00–21:00

Insight: End-of-week emotional indulgence, unwinding together after work

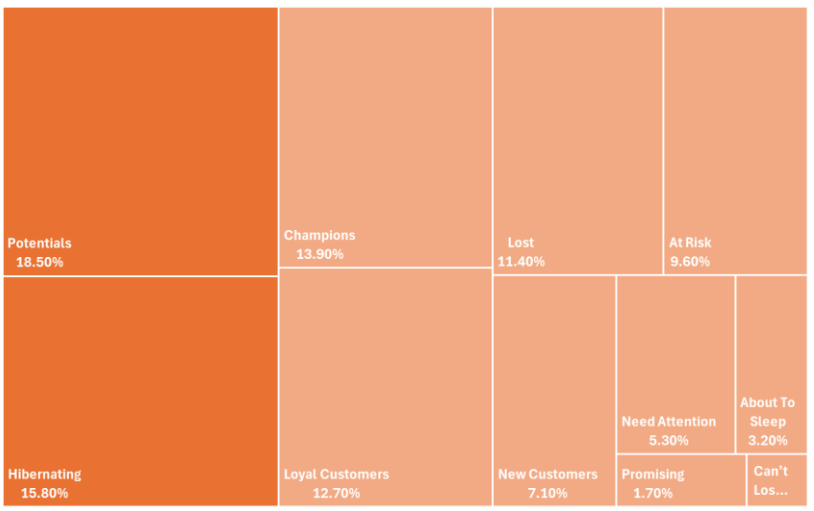
Life Stage: Y. Couples, DINK, Nest 1, 2, 3

Frequency: 2.5 per month

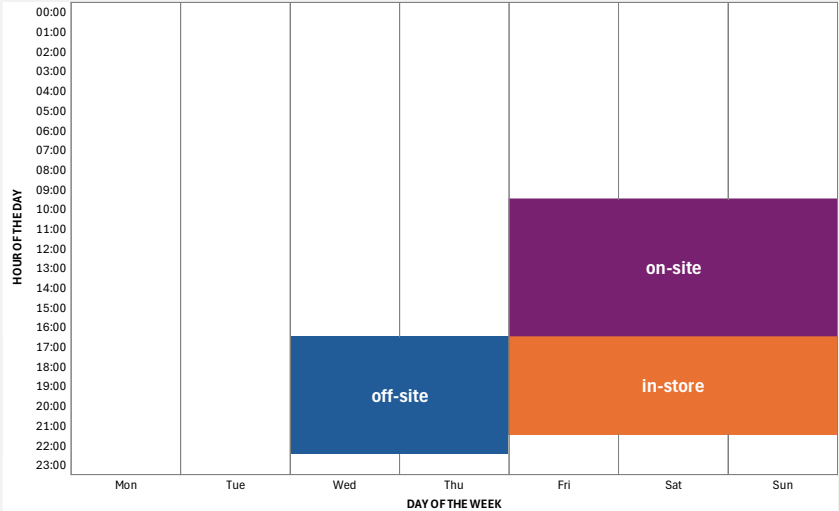
TOP AFFINITY PRODUCTS

CHIPS	POPCORN	FROZEN PIZZA
BEER OR WINE	BURGERS	SWEETS
SODA	ICE CREAM	NUTS

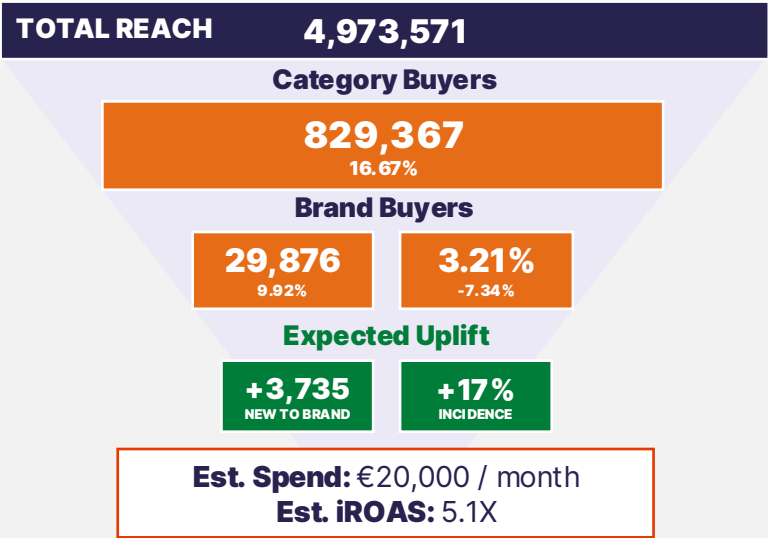
RFM Segments – Primary Target



Campaign Omnichannel Targeting



Results: New To Brand Customers



Example: Dinner Top-Up



Profile: Men & Women, 20-35

Behavior: Workdays, 17:00–19:00 PM

Insight: Shoppers grab “one more thing” in the evening, to complete dinner.

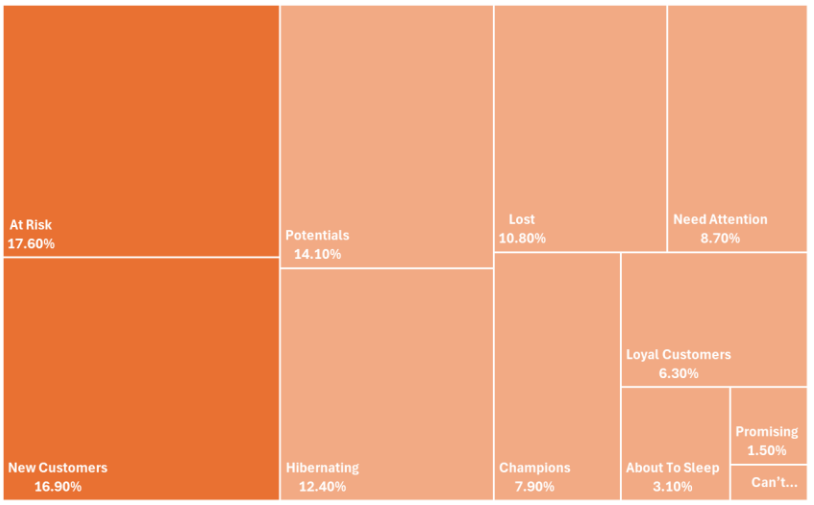
Life Stage: Full Nest I, DINKs, Y. Couples

Frequency: 6 visits per month

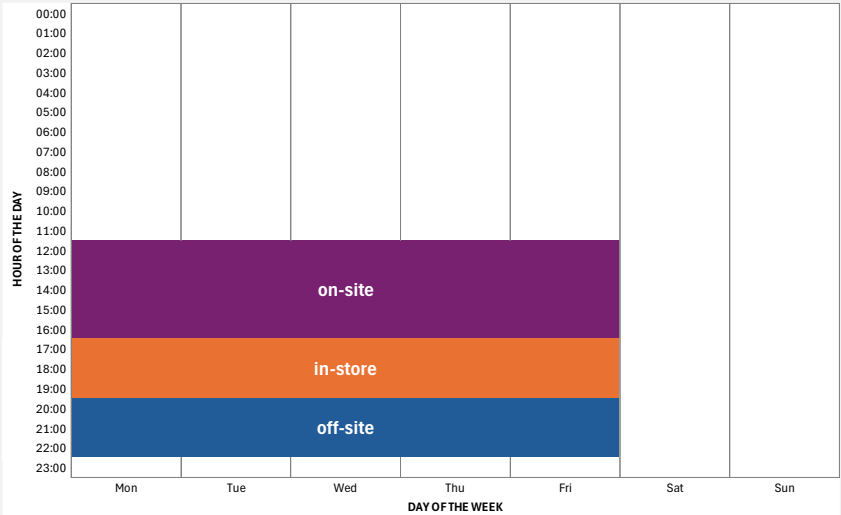
TOP AFFINITY PRODUCTS

FRESH MEAT	VEGETABLES	PASTA RICE
BEER OR WINE	SAUCES	SWEETS
SODA	FROZEN FOOD	CHEESE

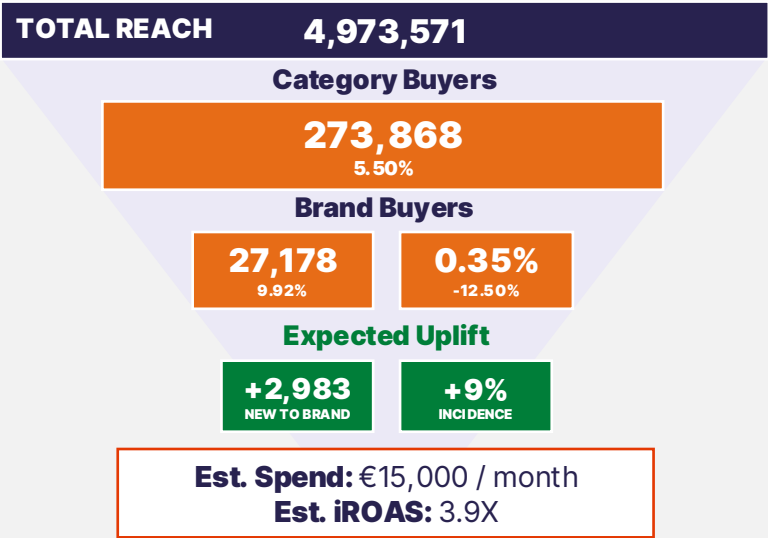
RFM Segments – Primary Target



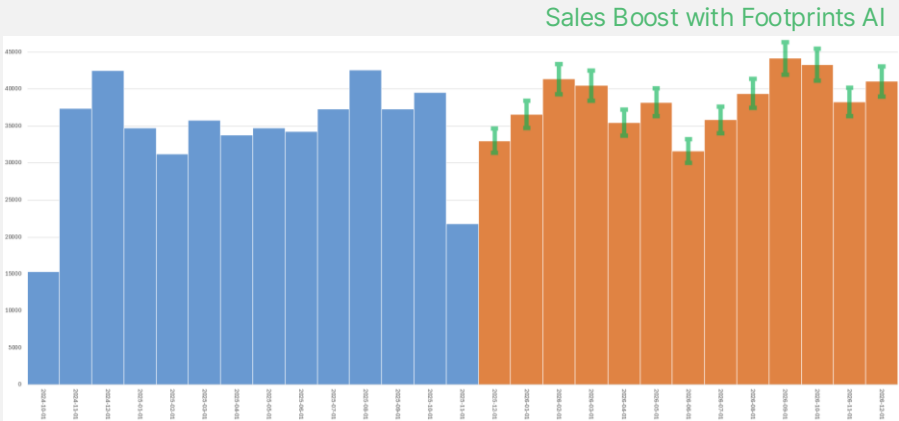
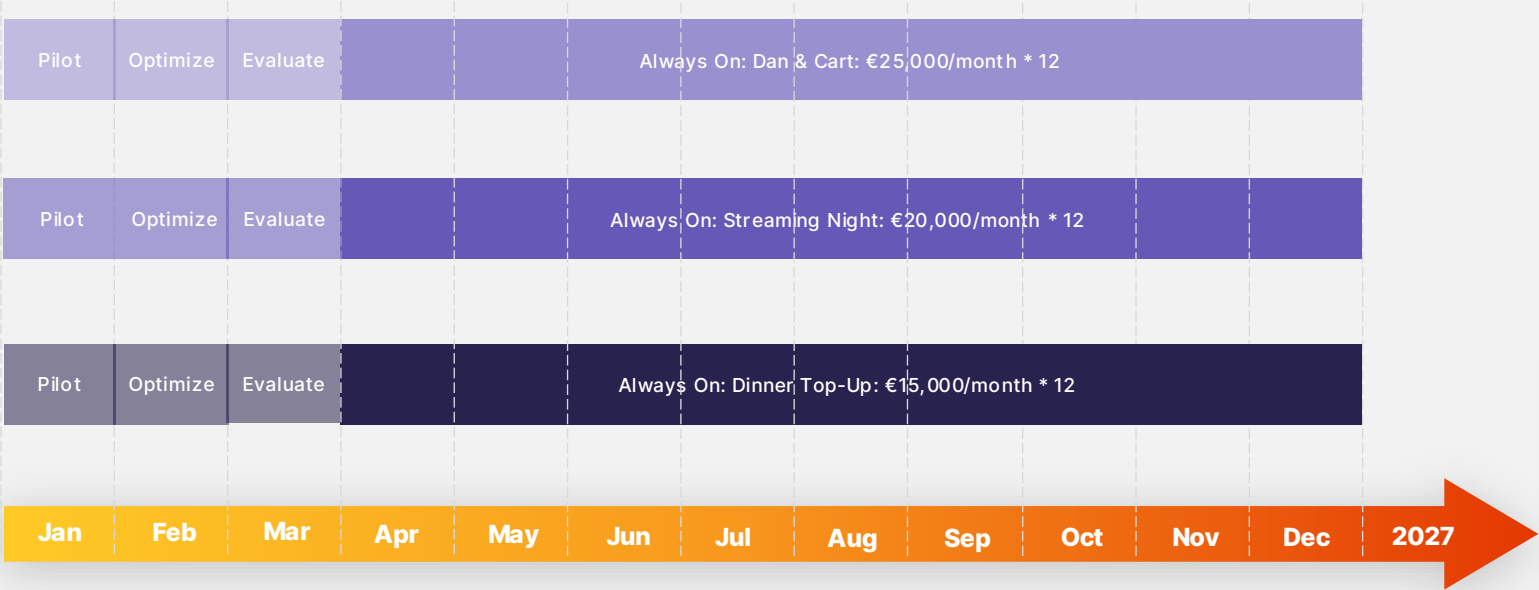
Campaign Omnichannel Targeting



Results: New To Brand Customers



Campaign Budgets & Timeline



Monthly incremental sales volume: 53,684 units with average purchase value of 3.8 EUR

2026 Investment

€720,000

Total Budget for all always-on omnichannel campaigns

Incremental ROAS

3.4x

Ad spend versus incremental sales value.

Advanced Capabilities

- Advanced AI that plans, triggers, and optimizes retail media using real purchase signals (sell-out & inventory).

Copilot for Campaigns & Insights

Ask anything about shopping occasions, sales, and campaigns. Explore 300+ occasions tailored to your brand.

Inventory-Based Campaign Triggers

Start, pause, or boost campaigns using real-time, store-level inventory signals: yours or competitors'.

Predictive New-to-Brand Audiences

Audiences most likely to buy the category in 1, 7, or 30 days—and switch to your brand.

Predictive Category Dynamics

Auto-suggested campaigns when category growth slows, competitors gain share, or a key segment drops below index.

Category Alerts

Weekly alerts on category shifts, pricing moves, and competitor promotions.

Relevance-Based Dynamic Ads

Replace time loops with occasion-based delivery to reduce waste and overlap.

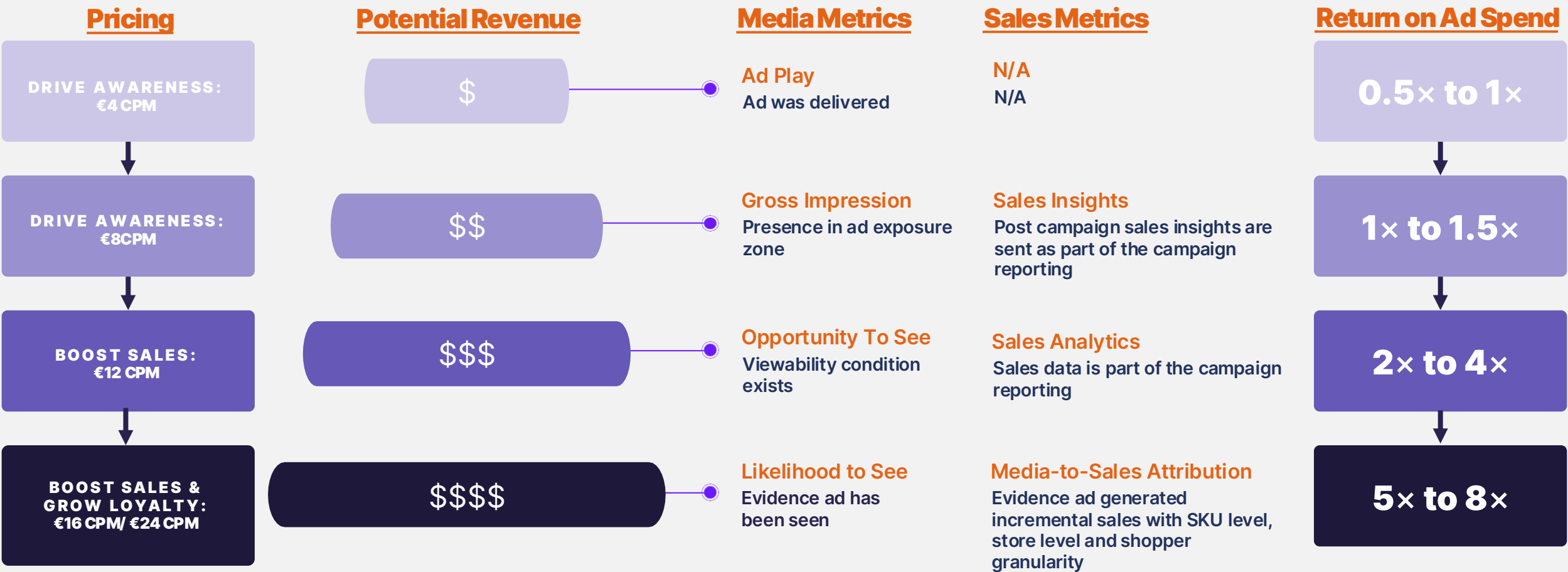
WHAT RETAILERS BUY



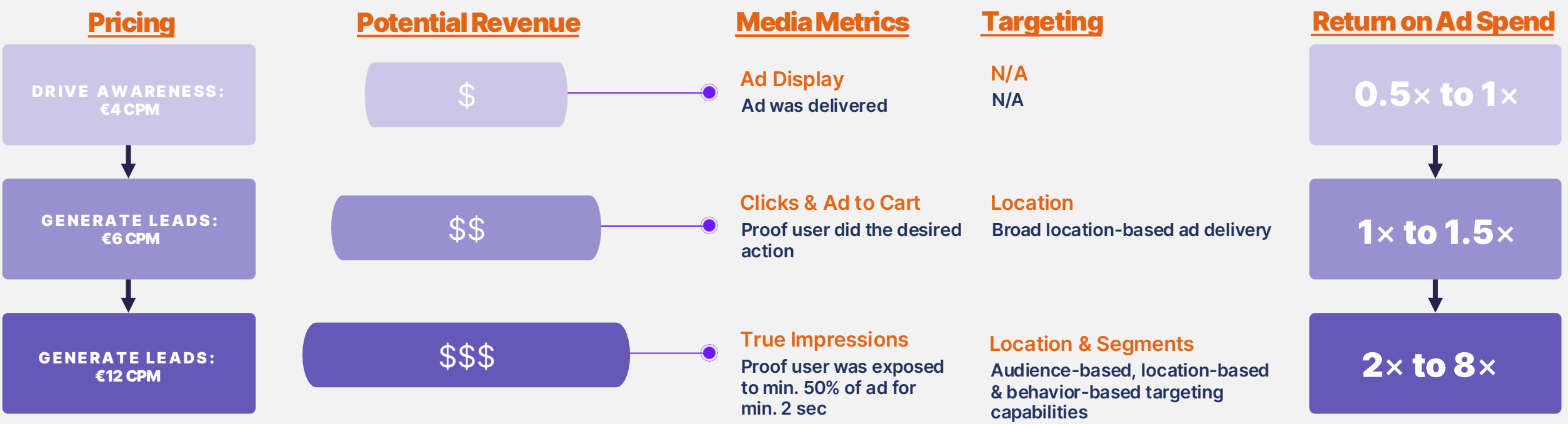
Module-Value Matrix

Core Module	Primary RMN use case	What it unlocks for the RMN	Key benefit (retailer)	Key benefit (advertiser)
Campaigns	Operate campaigns at scale	Standardized setup, scheduling, delivery rules, reporting	Faster sales execution, fewer errors, scalable ops	Predictable delivery, clear reporting
Audiences (incl. Identity)	Sell targeting, not placements	Saved/lookalike/predictive audiences + identity-backed segmentation	Higher CPM, higher fill, stronger retention	Better performance and relevance
Leads	Monetize demand-gen budgets	Lead capture + pipeline + automation	Unlock non-endemic budgets, unlock new performance budgets, higher margin	Measurable outcomes (CPL/CAC), workflow in one place
Sales & Shopper Insights	Prove what changed	Basket + sales + shopper insights & proof, planning insights	Budget uplift, renewal confidence, Retail Data Reports upsell	Business outcome proof, better planning
In-Store Measurement	Make stores measurable media	Exposure context + media-to-shopper + iROAS foundation	Premiumize in-store inventory, unlock Boost Sales/Grow Loyalty	Stronger proof, iROAS-ready measurement

Module-Value Matrix: In-Store



Module-Value Matrix: Online



Pricing Strategy: Always Bundle, Never Unbundle

IF SOLD SEPARATELY

- Sales Data: avg. **€0.5 CPM**
- Shopper Data: avg. **€2 CPM**
- TV: avg. **€3 CPM**
- Radio: avg. **€1 CPM**
- Mobile: avg. **€3.5 CPM**
- Web: avg. **€2.5 CPM**
- Social: avg. **€2.5 CPM**
- Direct: avg. **€6 CPM**
- DOOH: avg. **€4 CPM**

TO



Single Coherent Ad Product
€24 CPM
All included.

NEGATIVES & RISKS:

Commoditized: price comparison, discount driven, diminishing margins.
Operationally heavy: procurement heavy, tactical, low recurrence.
Bad experience: low relevance, fragmented shopper journey, no differentiator.

PRICING MODELS – MODEL A: SaaS

	CAMPAIGNS	AUDIENCES (INCL. IDENTITY)	LEADS	SALES & SHOPPER INSIGHTS	IN-STORE MEASUREMENT
Annual license (rate card)	€180,000	€180,000	€180,000	€180,000	€180,000
Package Deal, Paid Upfront			€700,000		
Media Consumption Costs			€2 CPM		

PRICING MODELS – MODEL B: Revenue Share

	CAMPAIGNS	AUDIENCES (INCL. IDENTITY)	LEADS	SALES & SHOPPER INSIGHTS	IN-STORE MEASUREMENT
Revenue Share	5%	5%	5%	5%	5%
OPTIONAL: Managed Services – Media Sales	10% if demand is fully management by Footprints AI or 5% if demand is generated directly by the retailer and Footprints AI only manages the lead/sales process				
OPTIONAL: Managed Services – Campaign Ops.	5%				

Extra Services Catalog

These services can be added on top of licensing, for both models.

Service		What it covers	Pricing model	Price
Software related services	Setup & Onboarding	Installation, configuration, initial training, enabling new modules/data sources/channels when needed	Time & Material	€150 / hour
	Pilot Package	~4 months total: ~1 month setup + ~3 months operation, with extension option	Time & Material	€350,000
	Support & Optimizations	Ongoing support, troubleshooting, knowledge transfer, optimizations, additional configurations	Time & Material	€150 / hour
	Custom Development	Custom features, integrations, workflows beyond standard product	Time & Material	€150 / hour

Price	
Communications related services	€0.05 / SMS domestic SMS €0.1 / SMS international SMS €0.015 / EMAIL €0.05 / NOTIFICATION €0.02 / MINUTE VOICE & VIDEO CALLS €0.002 / CHAT MESSAGE €0.10 / WHATSAPP MESSAGE

Start Your Retail Media Strategy of Tomorrow, Today!



Next Gen **Retail Media & Insights**