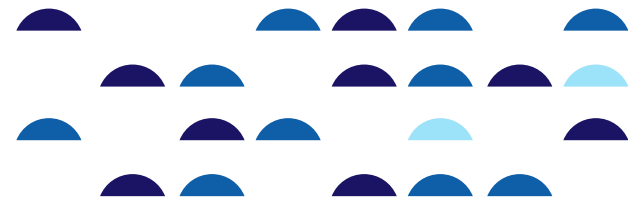




pepviz™ pulse no. 3

# partnering to unlock personalization through retailer media



# as consumers spend more time online, they expect more personalized experiences

**61%**

of consumers' media time spent in digital channels in 2021, up from just 49% in 2017



advertisers are taking notice...



**68%**

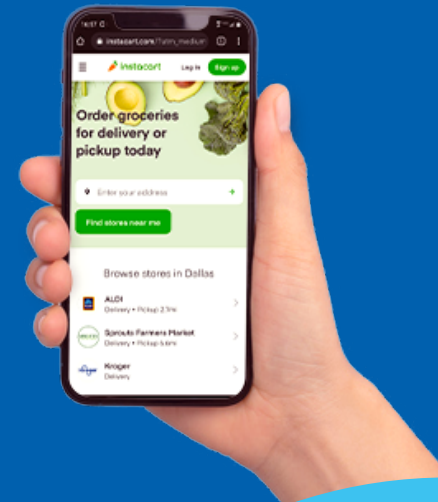
of worldwide ad spend will be digital by 2024

digital media's addressability allows for more personalized experiences, which consumers have now come to expect



**87%**

of consumers think it's important to buy from brands or retailers that understand "the real me"

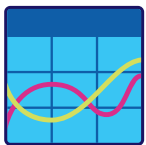


# retailers are well positioned to deliver personalized advertising

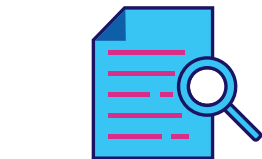
large-scale first-party data enables:



customized target audiences



closed-loop reporting to measure impact



audience-based insights to fuel personalization and loyalty



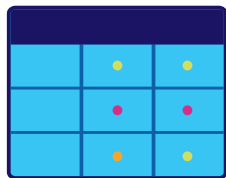
this creates a major opportunity for retailers with their rich first-party data

on top of what is spent on Amazon, \$75B in shifting funds is in play for retailer media

# PepsiCo partners with retailer media networks to elevate their media and data capabilities to deliver ROI

pepviz provides tools to help retailer media networks:

identify opportunities



our robust evaluation and playbook process can help identify and take action on capability opportunities

scale audiences



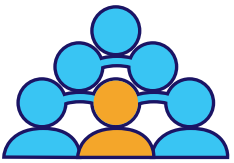
our proprietary consumer data engine, Consumer DNA, can scale relevant audiences beyond a retailer's first-party data

optimize for performance

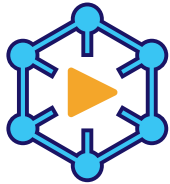


our proprietary multivariate regression platform, ROI Engine, allows retailers to understand their performance and how they can optimize to be competitive in the marketplace

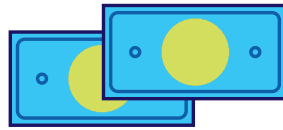
# our evaluation process transparently and quantitatively assesses several retailer media network factors



audience data and targeting



omnichannel capabilities



cost



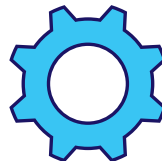
media metrics



sales measurement



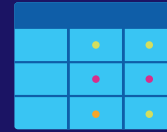
creative/ad units



strategic value



**this evaluation process  
is part of our partnership  
playbook that helps  
retailer media networks  
optimize their capabilities  
to deliver return on  
advertisers' investments**



1. scorecard to identify  
wins and opportunities



2. transparently review  
and discuss



3. align on  
opportunities



4. jointly create an  
action plan

# retailers can further scale audiences with **Consumer DNA**

through PepsiCo's **Consumer DNA**, audience data for retailer media network investments can scale beyond a retailer's first-party data and still granularly focus on connecting with the most relevant consumers



PepsiCo's Consumer DNA is an addressable universe of every household in the US that provides a 360-degree understanding of consumers from insights through to activation

# through PepsiCo's ROI Engine, retailer media networks can understand where they should focus to optimize

ROI Engine is PepsiCo's in-house intelligent marketing ROI platform that quantifies the impact of performance relative to other platforms where PEP invests

It enables improved media-mix decisions and can help retailer media networks inform optimization of their platforms to keep pace with the marketplace



faster than other mix models

frequent outputs

omnichannel granularity

broad coverage







## data and tools to grow sales and loyalty

pepviz™ is a first-of-its-kind data practice that helps you unlock new ways to grow in food & beverage using actionable insights and dynamic data:

- discover new differentiators and emerging preferences
- monitor changes in shopper behavior
- drive trips and loyalty in the new normal
- inspire impulse

Discover how we can help you uncover new ways to grow at [pepviz.com](https://pepviz.com).

