

# CitrusAd Monetizing Banner Ads

Mi9 Retail enters into a strategic partnership with CitrusAd to bring their ad tech platform to our existing and new retail partners.

## Benefits of CitrusAd Solution

Why waste money where your customers aren't buying?  
When looking for an easy to use Ad platform, consider that you can:



### Advertise at the Point of Purchase

Advertising at the point of purchase gets you in front of customers when they are ready to spend.



### Manage SKUs Individually

Advertisers can also decide which individual products they would like to place into the search result and category pages.



### Profit from Real-Time Reporting

CitrusAd bids every impression and click to a sale, giving you real-time ROI. You are also able to download any reports via SV for internal reporting and usage.



### Increase visibility

Advertisers are able to bid on key positioning within their respective category pages and relevant search terms.



### Consider performance

CitrusAd is an auction-based CPC or CPI model, meaning it is instantly familiar and works as pay-for-performance only.

## Background

eMarketer estimates Amazon does \$4.1B annually in advertising revenue. These are high margin dollars that positively impact Amazon's bottom line. Many other big retailers (Walmart, Target, Kroger) are following suit to capitalize on digital media dollars and monetize their digital shelf space. Our partnership with Citrus allows retailers to compete for media dollars with the biggest players in the space. CitrusAd provides best in-class ad tech to monetize a retailer's digital shelf, plus we offer the option to join our Mi9 media network whereby our experienced media sales team will help drive supplier revenue through the CitrusAd system.

## CitrusAd Overview

CitrusAd was launched December 2017. Since that time, over two dozen retailers globally have adopted the CitrusAd platform including leading UK grocery retailer Ocado, US grocery chain Hy-Vee, H-E-B in Latin America and Australian Supermarket giants Coles & Woolworths.

## Business Benefits

With mobile desktop Ad Spend for Mobile overtaking by a ratio of 58% to 42% in 2018, the gap is expected to widen further in the coming years. With a predicted 1.92 billion consumers purchasing something online in 2019, retailers need to be prepared. If you switch now, you will see:

- Revenue generation through monetizing digital shelf
- Increased eCommerce sales – personalized ads ROI for the supplier and retailer

## Digital Media Benefits

Mi9 Retail can monetize your digital assets and drive fund flow to help support your technology costs with:

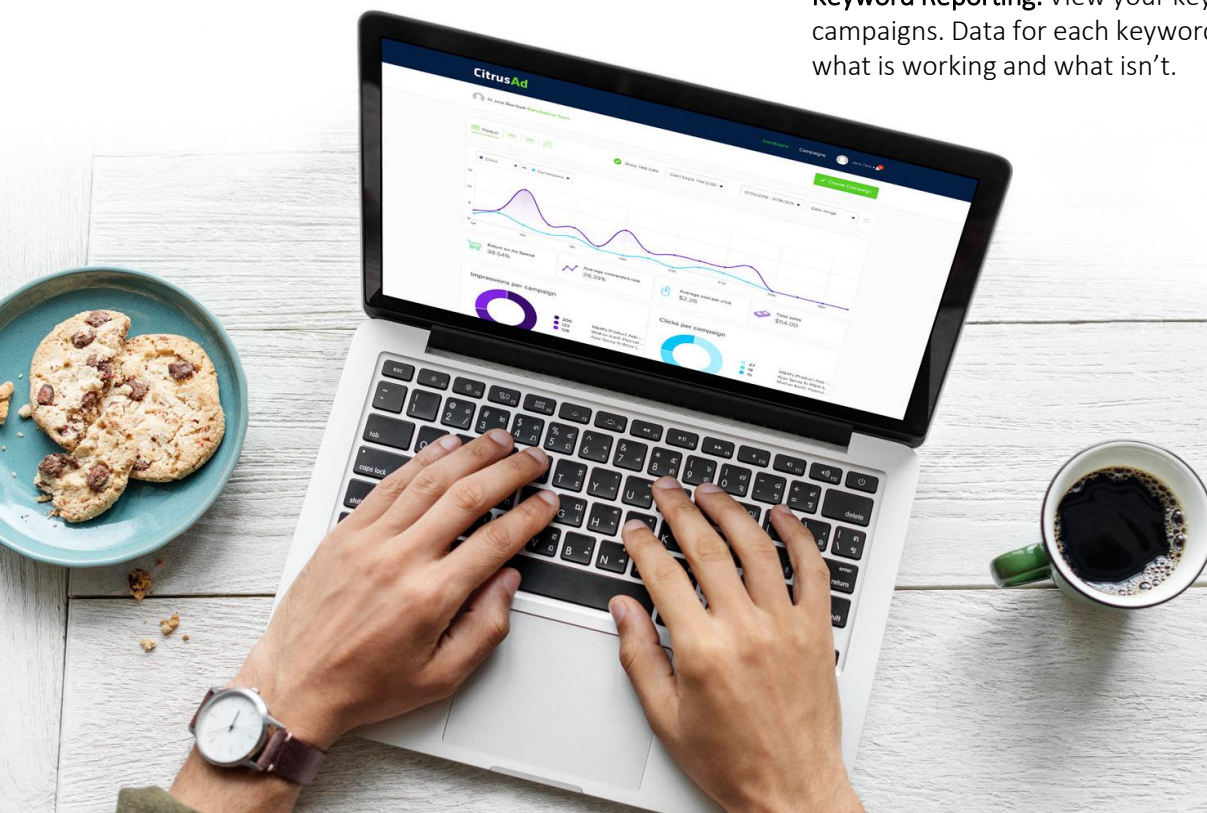
- Revenue generating opportunity (revenue sharing opportunity)
- Opportunities for banner ads and sponsored search, all clicking within the retailer's website to purchase products
- Suppliers that can align with their in store promotion calendar to drive cross platform engagement
- Closed loop reporting attributing sales to media
- Seamless integration with no change to UX

*Note: A network of retailers is required to achieve scale.*

## Advanced Features

The CitrusAd solution offers advanced information and functionality to create powerful campaigns such as:

- **Product Stock Indication:** Make informed decisions about your advertised products based on if they are in stock.
- **Average Winning CPCs:** Viewing the average winning cost per clicks per price range you stay informed with the best CPC for your promoted products.
- **Top Search Terms:** Easily add relevant top ranking search terms to your visibility to high-traffic searches.
- **Campaign Date Ranges:** By promoting your products over set dates you can 'set and forget' campaigns to align with dates crucial for your brand, such as packaging changes, seasonal product activation, or a re-launch.
- **Daily or Total Spend:** Select between daily advertising spend or total spend options. Both options, while strategically different, ensure that you never spend more than desired on a product.
- **Product Reporting:** View detailed reports for each SKU you advertise. Make informed decisions with relevant performance data.
- **Keyword Reporting:** View your keyword performance across all campaigns. Data for each keyword allows you to understand what is working and what isn't.



### About Mi9 Retail

Mi9 Retail is the fastest growing provider of enterprise software for retailers, wholesalers, and brands. Mi9 enables the world's leading retailers to automate and optimize their entire Plan-to-Sell™ process, from planning to executing, influencing, and selling merchandise in-store, online, and on any device. Our corporate retail systems facilitate better planning, master data management, allocation, and replenishment, and our customer engagement and point-of-purchase systems boost revenue across digital and brick-and mortar channels. Our solutions are connected via a common analytics framework that serves as the foundation of the system and speeds time to insight with role-based dashboards, KPIs, and governed self-service data discovery. Mi9 Retail is committed to helping retailers on their path to success, so they can maximize revenue and customer engagement while minimizing costs.