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# The Media Network Mindset

*Build a Media Network from the Ground Up with the Right Frame of Mind*



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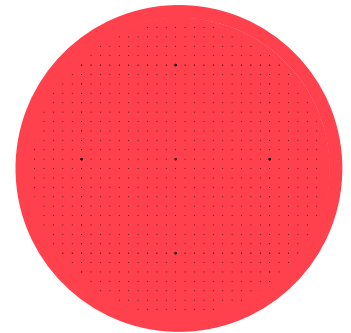
# A thriving media network begins with the right frame of mind

**Media networks are the future.** By 2030, the retail media network market is projected to exceed \$231 billion. Individual businesses can capture this opportunity and open up new revenue streams that yield a high return on investment (ROI).

Media networks are not only transforming the way advertisers reach customers—they are also transforming the way businesses operate: what capabilities they have, how they organize around their media network and what partnerships they need to succeed.

Launching a successful media network involves more than just collecting and selling data, adding a tech stack or investing in marketing technology. The process of building a media network is a holistic, comprehensive and complex process. To succeed, organizations need to make the right mindset shifts. These shifts revolve around four core areas: organizational change management, customer centricity, data management and channel optimization.

Having the right mindset is the most powerful—and underrated—tool that businesses can have when they join the media network revolution.





# Chapter 1

## How media networks unlock new value

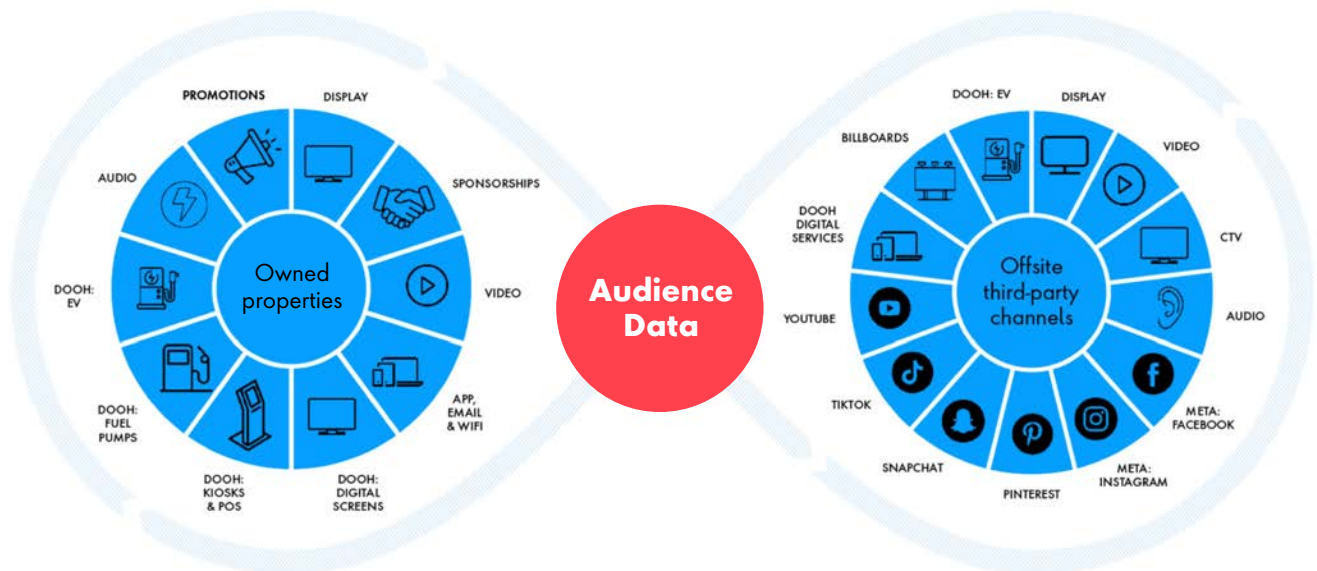
Want to get the most value out of owned data? Media networks help businesses do that. They enable organizations to leverage first-party data and open new revenue streams through incremental purchases, all while serving as a bridge between organizations, customers and advertisers to facilitate more personalized, targeted interactions.

### HOW MEDIA NETWORKS WORK

It all starts with data. Businesses harvest and analyze data from a variety of customer touchpoints, including loyalty programs, guest rewards, website interactions and in-store transactions. They can leverage this data to derive actionable insights.

A retail or travel company with a loyalty program, for example, can collect consented data on customer purchase history, preferences and behavior. By analyzing this data, the company can then identify trends, segment customers and tailor marketing efforts to individual needs.

Media networks create new business opportunities for brands—they enable organizations to monetize their data by sharing insights and impressions from it through advertising partnerships and sales. These partnerships allow advertisers to access the precise targeting capabilities offered by media networks, ensuring that their ads reach the right audience at the right time.



Brands selling ad placements at their owned properties

Brands monetizing their first-party data by allowing advertisers to deliver more targeted advertisements through external channels

For instance, a fuel retailer might partner with a soft drink brand to promote their products through targeted ads delivered through the store's app. By leveraging the store's first-party data, brands can optimize their advertising campaigns against incremental transactions, both in-store and digital, resulting in higher ROI for their advertising spend. It's a win-win for the store, the brand and the customer.

## THE VALUE PROPOSITION

Media networks offer immense value to three stakeholders:

- **Retail, travel and financial services organizations:** Provide an additional revenue stream and enhance customer engagement through personalized marketing
- **Advertisers:** Increase advertising performance through enhanced targeting capabilities, ensuring that ads reach the right audience at the right time and drive incremental purchases
- **Customers:** Receive more relevant and timely offers and impressions, improving the overall customer experience through increased personalization

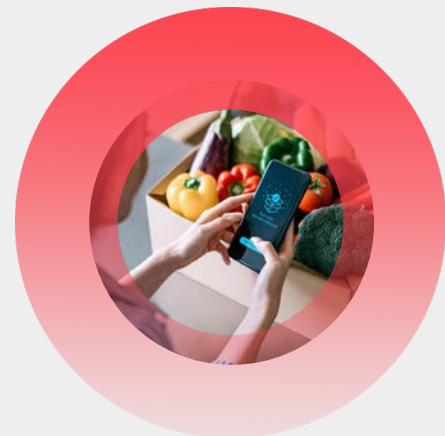
Which organizations stand to benefit from media networks? While retailers are often the first to come to mind, many other types of businesses can reap rewards:

**Businesses with robust first-party data:** Companies possessing extensive data from loyalty programs, guest rewards and other sources can leverage media networks to enhance customer engagement. For example, a hotel chain with a loyalty program can use its network to offer personalized promotions to frequent guests.

**Businesses with the ability to measure incremental purchases:** Media networks can help businesses sell more products through increased customer engagement, driving growth and innovation. Financial services companies are launching media networks tied to incremental transactions as an optimization metric.

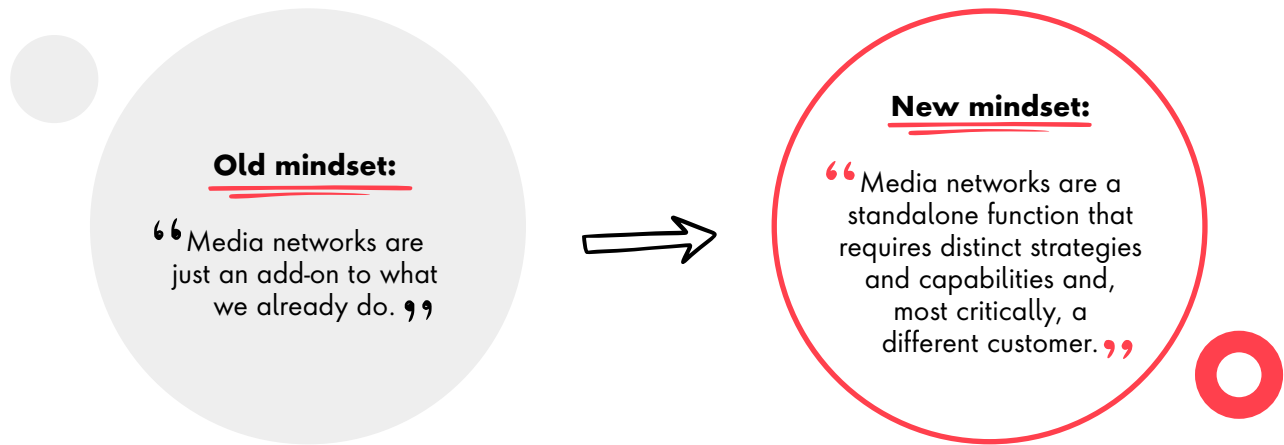
## Media networks in action

Publicis Sapient partnered with an American supermarket chain to build out its media network by helping construct the grocer's channel strategy, campaigns and data infrastructure to support its new network. Over the course of three years, the network generated \$100 million in revenue.



# Chapter 2

## Organizational change: commit to new ways of doing business



Launching a media network requires a fundamental shift in how organizations view their media sales and operations. Media network success requires a sales organization that understands the different requirements of a variety of media buyers. Meeting the KPIs of those buyers is enabled through media operations.

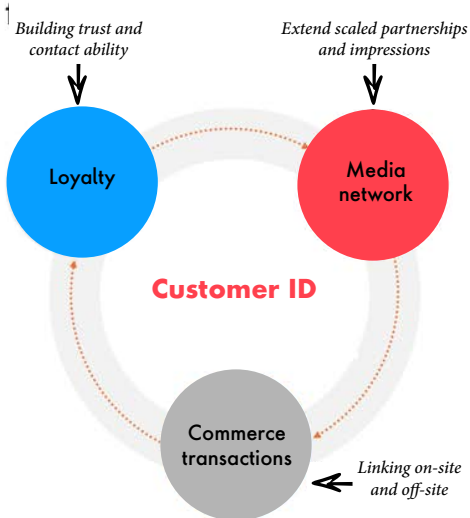
### We understand where the money is in Media Networks and how to engage with advertisers

					
<b>Function</b>	Commercial/ product buying	E-commerce	Shopper marketing	Brand marketing	Media agencies
<b>Focus</b>	Retailer stores revenues	Retailer.com revenues	Brand and retailer equity	Brand loyalty	Brand goals
<b>KPIs</b>	<ul style="list-style-type: none"> <li>Share of shelf (in-store and digital shelf)</li> <li>Share of display/features availability</li> </ul>	Share of digital shelf	Targeted activation enabled by customer and retail data insights	Brand awareness/consideration	Media spend effectiveness
<b>Typical use case</b>	<ul style="list-style-type: none"> <li>Product listing</li> <li>Leaflet promotion</li> </ul>	<ul style="list-style-type: none"> <li>Product search ranking</li> <li>Sponsored products</li> </ul>	<ul style="list-style-type: none"> <li>New product trials</li> <li>Personalized promotion</li> </ul>	<ul style="list-style-type: none"> <li>New product awareness</li> <li>Seasonal advertising</li> </ul>	<ul style="list-style-type: none"> <li>Connected TV</li> <li>Performance media</li> </ul>
<b>Share of budget</b>	Trade terms budget	E-commerce activation	Shopper marketing budget	Brand marketing budget	Brand media budget

## MEDIA NETWORKS KEEP THE CUSTOMER ENGAGEMENT FLYWHEEL SPINNING

Media networks are not just an add-on to an organization's existing way of doing business. If built and executed correctly, a media network is a crucial part of the customer engagement flywheel. By targeting the right customers and optimizing against incremental transactions, media networks drive greater engagement and loyalty. Loyalty, in turn, strengthens a media network, thus creating a virtuous cycle of engagements and transactions.

### Commerce and media networks enabling the customer engagement flywheel



#### 1. Monetizing data at scale

Media networks enable brands to build true personalization and scaled impressions enable data and insights as a service for wholesale and franchise partners



#### 2. Scaling loyalty and commerce

Loyalty creates the vehicle to drive communication of your value proposition while earning the trust of our customers with progressive consent techniques



#### 3. Connecting customer data and transactions

Continue improving customer data and the legal and regulatory compliant techniques that enhance customer contact ability

To begin to understand where there may be capability gaps, businesses must understand what their organization can currently do—and where it still needs to grow.

### IDENTIFY THE RIGHT CAPABILITIES FOR MEDIA NETWORKS

Media networks rely on specific capabilities that bring together multiple corners of an organization. In evaluating their organization for the right capabilities, these are some of the questions that businesses should ask themselves:

**Can the organization already perform in-flight reporting?** Media networks need access to real-time analytics for in-flight campaigns so that businesses can make the most out of them. To do this, they need an agile, robust and de-siloed tech infrastructure.

### Are ad unit exposures connected to loyalty programs or transactional data?

Integration is key. Businesses will need to link ad exposures to customer and transactional data.

### Do leaders recognize the strategic value of media networks, and can they commit to investing in the necessary capabilities and infrastructure?

Leadership clearly understands the media network opportunity to grow revenue and margin. However, they must commit to investing in the necessary capabilities and infrastructure to support them. Without top-down support, the process of standing up a media network may face resource constraints.

## COLLABORATE INTERNALLY AND EXTERNALLY

Though media networks may seem like they are part of the marketing organization, they need to stand out as their own function within the company while still working toward common business goals. They should not be bundled with other functions since their focus, metrics and goals are distinct. For example, while brand marketers drive awareness, shopper marketers drive purchases and media networks drive incremental purchases. Media networks can work in tandem with these other parts of the business by delivering personalized ads that both build brand awareness and drive sales.

Creating a dedicated media network team is essential. This team should include sales, data analysts, marketing strategists, user experience and technology experts who can collaborate to optimize the media network's performance. The team should also work closely with other departments to ensure alignment and integration.

Organizations can either develop the capabilities to run the media network themselves or rely on external partners. Organizations must establish dedicated teams responsible for a number of functions, including:

- Data analysis to enable closed-loop measurement and segmentation capabilities
- Ad serving expertise
- Partner management enabling off-site offerings

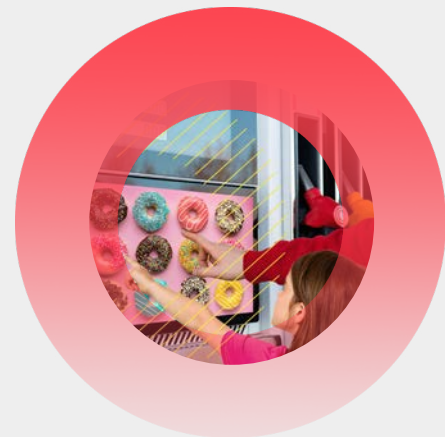
Media networks also need the right external partnerships, which can fill capability gaps within an organization and bring new value. Some types of external partners might include:

- Data collection and engineering
- Identity resolution capabilities and signal loss mitigations
- Advertising networks enabling off-site advertising

### Media networks in action

Publicis Sapient collaborated with a successful fuel retailer to implement its media network. By leveraging the organization's extensive first-party data, Publicis Sapient helped develop a media network that delivered personalized promotions to customers.

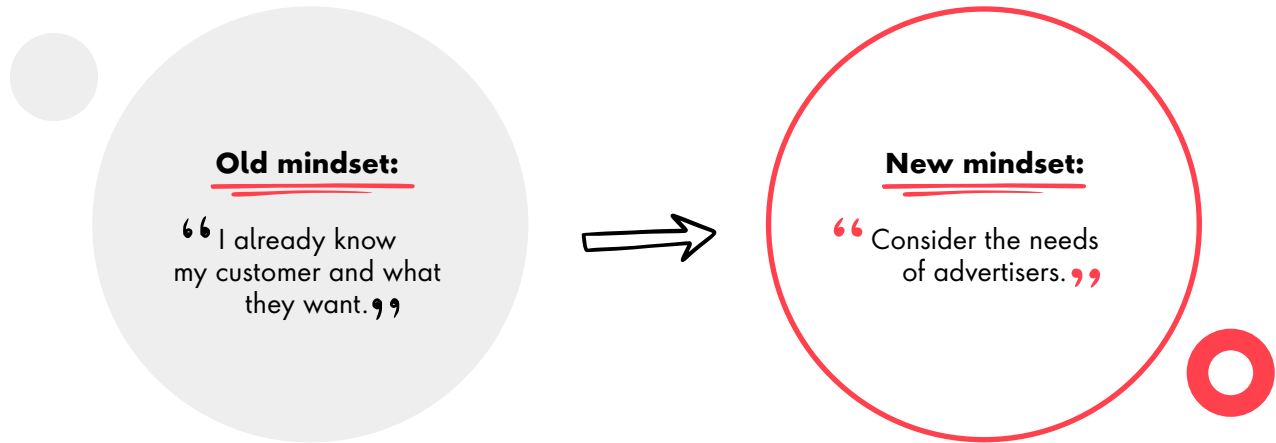
This organization opted to enlist Publicis Sapient's support rather than building its own internal capabilities. The partnership not only enhanced customer engagement but also generated significant incremental revenue for both parties.





# Chapter 3

## Customer centricity: serve more than one customer



If media networks have a hero, it's the consumer, the person at the center of the network. Businesses want to move them. Advertisers want to connect with them.

But the person who purchases a bag of chips from a fuel station or books a flight with a mobile app is not the only customer that media networks serve. They serve two customers: the end user and the advertiser. Both groups have unique needs and expectations that businesses must balance as they build out their network.



### **CUSTOMERS WANT THE RIGHT PRODUCT AT THE RIGHT PRICE**

Personalized recommendations and targeted promotions can significantly enhance the customer experience. Building a 360-degree view of each customer and integrating personalized experiences is crucial.

Personalization should be seamless, unobtrusive and relevant. For example, a customer browsing an online store should receive personalized product recommendations with contextual and personalized ad impressions.

### **ADVERTISERS WANT TO REACH THE RIGHT CUSTOMER AT THE RIGHT TIME**

Advertisers aim to reach the right audience with their messaging. Precise targeting maximizes the impact of their campaigns.

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To engage the right customer, they need access to the right kind of measurement. This enables them to make informed decisions about how to engage customers, whether through promotions or brand messaging. For example, an advertiser may use customer purchase history to determine the best time to offer a discount.

Advertisers have specific goals and need access to specific data so that they can understand campaign performance and how to optimize. These may include metrics such as click-through rates, conversion rates and return on ad spend.

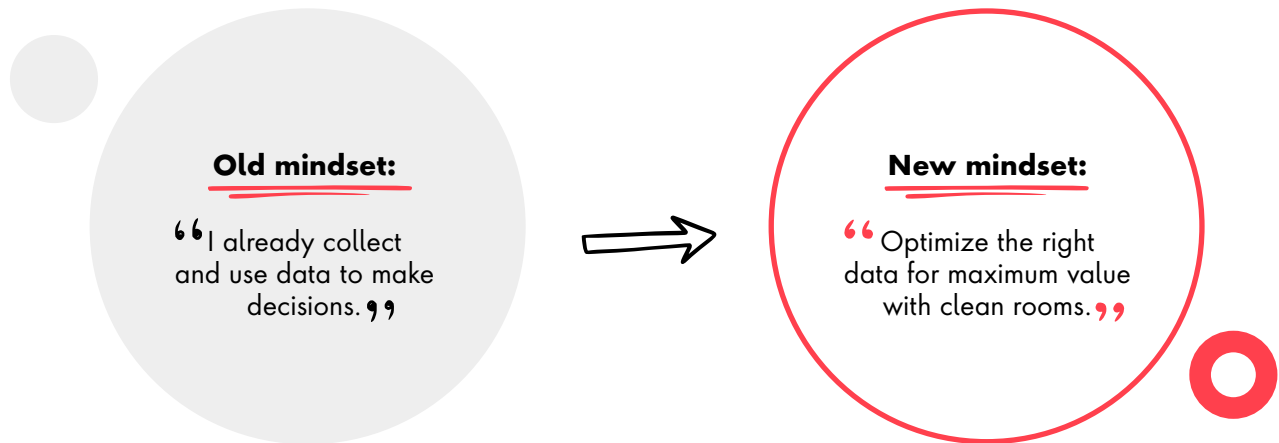
## BALANCING NEEDS

The key to a successful media network is balancing the needs of advertisers and customers. Ensuring that ads are relevant and provide value to customers enhances their overall experience. Irrelevant or intrusive ads can lead to customer dissatisfaction and reduced engagement. Therefore, media networks must prioritize ad relevance and value, ensuring that the advertising content aligns with customer interests and preferences.



# Chapter 4

## Data centricity: get more out of data



Data is the heart of media networks—but not all data is created equal. Media networks rely on quality, accurate and relevant data to satisfy advertisers' needs. At the same time, running a media network is not the same thing as acting as a data broker since data should be actionable and insightful.

### COLLECT THE RIGHT KIND OF DATA

Organizations need the right systems in place to bring together a variety of first-, second- and third-party data in a privacy-compliant way. First-party data includes information collected directly from customers, such as purchase history and preferences. Second-party data is obtained from trusted partners, while third-party data is aggregated from various external sources.

Media networks must provide advertisers with the kind of data that they need and want. This data should be:

### 1. Clean and compliant

Clean data is reliable and provides a solid foundation for analysis and decision-making. Often, cleaning data requires external partnerships, though some data cleaning can be done internally. Progressive consent is a critical enabler.

### 2. Measurable across channels

Advertisers must be able to access data, no matter what platforms, systems or stacks an organization uses. Media networks that work across partners and platforms require clean rooms.

### 3. Attributable

Advertisers need the ability to track transactions back to certain campaigns so that they measure and optimize them. In order for a media network to be useful, organizations building one must ensure that they have the ability to do attribution.

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## PROTECT CUSTOMER IDENTITY

Data privacy and security remains top of mind for customers around the world. [Publicis Sapient's 2023 Customer Data Survey](#) revealed that 80 percent of respondents self-identified as extremely, very or somewhat concerned about companies using their data.

Customers are not the only ones harboring this concern. Governments around the world are increasingly adopting data protections. Though they vary by region, regulations govern how data is collected, stored and used.

What can businesses do to ease these concerns and ensure that their media networks align with evolving regulations? Implementing consent management systems allows customers to control their data and provide explicit consent for its use. This enhances transparency and builds trust with customers.

Organizations standing up media networks should also have identity resolution measures in place. Identity resolution is the process of linking data points from various sources to create a unified view of the customer.

Identity resolution providers play a crucial role in anonymizing and securely processing data, ensuring compliance with privacy regulations and protecting customer information. This involves matching customer data across different touchpoints and channels, ensuring accurate and consistent profiles. Collaborations with identity resolution partners can help resolve identity and ensure accurate data collection and measurement. Identity resolution is critical for linking disparate data points and creating a unified view of the customer.

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Epsilon's [COREID](#), an identity resolution solution, shows how businesses can leverage data to create accurate and comprehensive customer profiles, enabling more precise targeting and personalized marketing efforts. COREID integrates data from various sources, ensuring that customer identities are accurately resolved and linked across different touchpoints. This comprehensive view of the customer allows businesses to deliver more relevant and timely messages, enhancing [customer engagement](#) and driving [higher conversion rates](#).

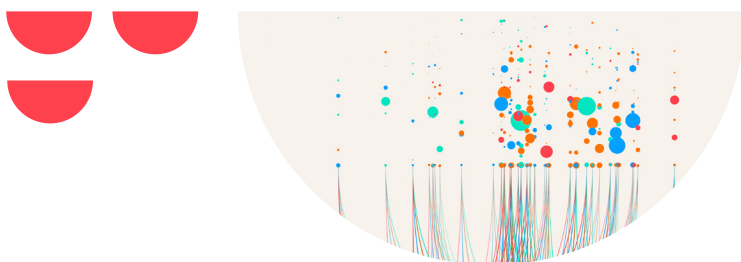


*For onboarding data, platforms like LiveRamp enable organizations to put their data in one place. This gives them a unified view of their offline and online data.*

## **BUILD THE RIGHT TECH STACKS TO LEVERAGE DATA**

Technology stacks can make or break a media network. Platforms should integrate seamlessly with existing and new systems, including customer relationship management systems, data management platforms and ad servers. They should also be able to trace, track and process large amounts of data. Implementing reporting dashboards to surface and analyze data provides a visual representation of key metrics, enabling stakeholders to monitor performance and make data-driven decisions.

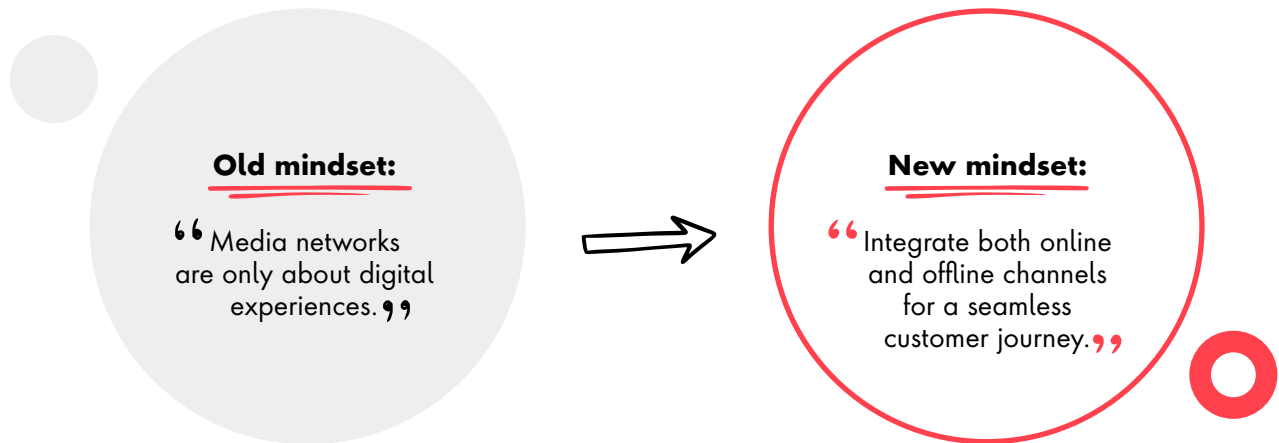
Publicis Sapient and Google's RMN Accelerator supports and streamlines reporting to enhance data-driven decision-making and campaign management. By consolidating data from various sources, the tool provides a comprehensive view of campaign performance, enabling advertisers to optimize their strategies. This allows advertisers to track key metrics, such as click-through rates and conversion rates, in real time, facilitating more informed decision-making.





# Chapter 5

## Omnichannel: meet customers where they are



To maximize the impact of media networks, organizations must adopt an omnichannel approach that integrates both online and offline channels. While digital channels are significant, media networks also operate through various offline channels, creating a cohesive and enhanced customer journey.

### LOOK BEYOND DIGITAL CHANNELS

While online channels are crucial, they are not the only way to reach customers. Most industries, such as retailers, operate in an omnichannel offering. Mirroring the customer experience, media networks can and should leverage “offline” touchpoints, such as in-store displays and kiosks, to deliver personalized messages, share promotions and capture a broader audience.

For instance, a retail store can use digital signage to display targeted ads based on customer demographics and behavior. Interestingly, in-store provides a stronger non-endemic value proposition than digital experiences. This personalized approach enhances the shopping experience and drives higher engagement.



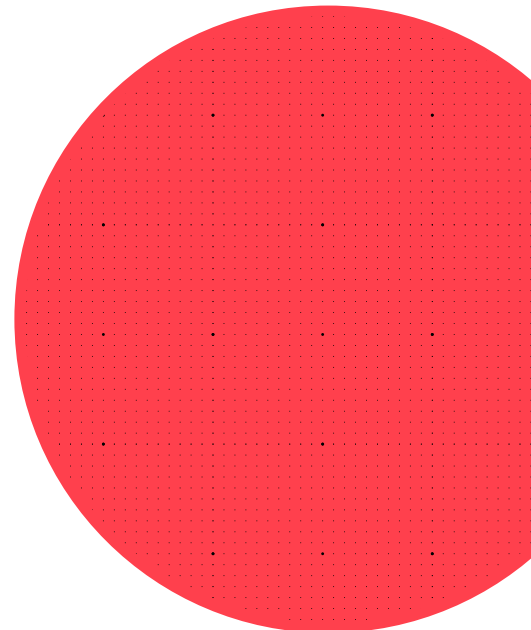
## CREATE SEAMLESS EXPERIENCES

What is one thing that the most successful media networks have in common? They're invisible. If a customer sees the media network in action, then the business is not executing it successfully. Media network advertising needs to be contextual so that customers find it relevant.

Successful media networks integrate online and offline channels to create a cohesive and enhanced customer journey. Developing an omnichannel strategy that encompasses all touchpoints ensures a consistent and engaging experience for customers.

For example, a customer browsing products online should receive personalized recommendations in-store based on their online behavior. This seamless integration enhances the customer experience and drives higher engagement and sales.

Integrating technology and data is essential for creating a seamless omnichannel experience. Organizations must invest in technologies that enable real-time data integration and analysis across various channels. For example, implementing a customer data platform (CDP) allows businesses to consolidate data from different sources and create a unified view of the customer. This integrated approach ensures that customer interactions are consistent and personalized, regardless of the channel.



# Join the media network revolution

Navigating the media network revolution requires a fundamental shift in mindset across four core areas: organizational change management, customer centricity, data management and channel optimization. By embracing these shifts, organizations can unlock the full potential of media networks, driving significant value for themselves, their customers and advertisers alike. As the landscape continues to evolve, staying ahead of the curve will be essential for sustained success.

Publicis Sapient stands ready to partner with organizations on this transformative journey, offering the expertise, technology and strategic insights needed to navigate the complexities of media networks and achieve long-term success.

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## ABOUT PUBLICIS SAPIENT

Publicis Sapient is a digital business transformation company. We partner with global organizations to help them create and sustain competitive advantage in a world that is increasingly digital. We operate through our expert SPEED capabilities—Strategy and Consulting, Product, Experience, Engineering and Data—which, combined with our culture of curiosity and deep industry knowledge, enable us to deliver meaningful impact to our clients' businesses through reimagining the products and experiences their customers truly value. Our agile, data-driven approach equips our clients' businesses for change, making digital the core of how they think and what they do. Publicis Sapient is the digital business transformation hub of Publicis Groupe with 20,000 people and over 50 offices worldwide. For more information, visit [publicissapient.com](https://publicissapient.com).