

Publicis Groupe Launches New Suite of Retail Media Solutions to Maximize Brand Outcomes

Products leverage Profitero's product intelligence to optimize brands' retail media, content, and organic search performance

Building on the acquisitions of Profitero and CitrusAd, the new products bolster Publicis Groupe's end-to-end retail media offering, connecting brands and retailers with leading technology and service.

New York – June 15, 2023 – Publicis Groupe (Euronext Paris FR0000130577, CAC 40), today announces its first set of integrated products leveraging the data and technology of Profitero with the scale and service of Publicis Media to drive accelerated commerce growth for brands. The announcement comes a little more than a year after the acquisition of Profitero, furthering Publicis Groupe's Power of One vision of building and unifying industry-leading solutions to drive differentiated value for brands.

The first two products in the new suite of solutions help brands holistically optimize their retail media, content, and organic search performance:

- **Shelf Intelligent Media** is a product suite that optimizes media activation, planning, and measurement across the largest retail media networks. The products are powered by Profitero's digital shelf product intelligence, enabling brands to holistically plan and optimize their investment with on-site and off-site retail media partners. The product enables brands to acquire new customers, drive revenue protection, and improve conversion rates by automatically bidding on products based on digital shelf triggers such as when competitive products go out of stock or when prices rise beyond a certain threshold.
- **Shelf Intelligent Content** is a suite of predictive intelligence products that increase conversion rates and sales by optimizing product detail pages and keywords on digital retail environments. The products proactively recommend improvements to product copy, titles, images, and consumer reviews to maximize sales impact.

Both solutions are underpinned by the service, scale, and partnerships of Publicis Media, which serves to unify the fragmented ecosystem and connect brands to their customers across all channels.

These new products follow the June 2022 launch of CitrusAd, powered by Epsilon to bolster Publicis Groupe's end-to-end retail media offering, connecting brands and retailers with leading technology and service.

"Publicis acquired Profitero last year with a belief that its industry-leading intelligence and technology could be aligned with the rest of the Groupe to accelerate profitable growth for all our clients and further advance our industry-leading retail media proposition. Today we are realizing that vision," said Jay Askinasi, US CEO, PMX.

"Shelf Intelligent Activation helps brands reach and acquire new customers, improve their conversion rate and enhance their organic search performance by combining Profitero's digital shelf signals and predictive intelligence with keyword and audience targeting capabilities available on-site and off-site on the leading retail media networks," said Bryan Wiener, CEO of Profitero. "By optimizing retail media and content together, versus in silos, brands now have a way to accelerate profitable growth faster."

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About Publicis Groupe - The Power of One

Publicis Groupe [Euronext Paris FR0000130577, CAC 40] is a global leader in communication. The Groupe is positioned at every step of the value chain, from consulting to execution, combining marketing transformation and digital business transformation. Publicis Groupe is a privileged partner in its clients' transformation to enhance personalization at scale. The Groupe relies on ten expertise concentrated within four main activities: Communication, Media, Data and Technology. Through a unified and fluid organization, its clients have a facilitated access to all its expertise in every market. Present in over 100 countries, Publicis Groupe employs around 98,000 professionals.

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