

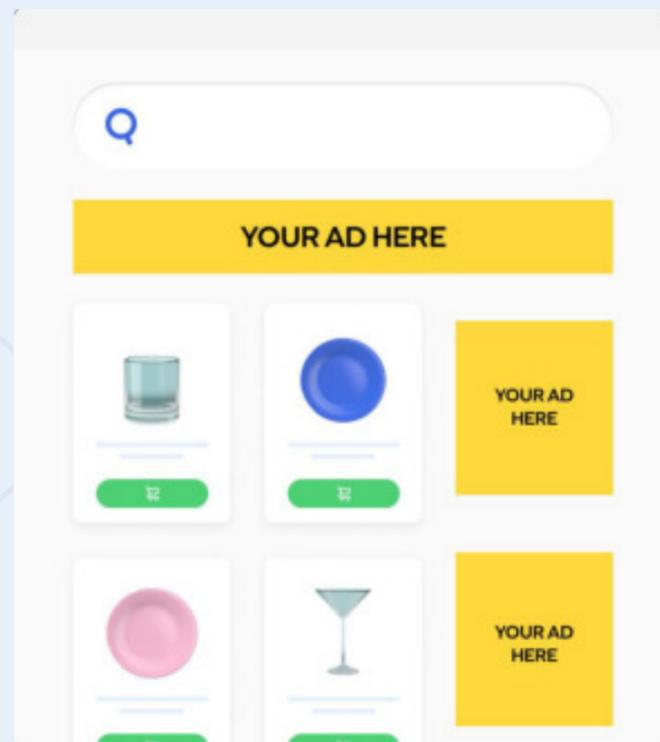


Relewise Retail Media Display Ads

What is it?

Display Ads is a new addition to Relewise Retail Media, expanding beyond sponsored product placements to include rich visual advertising formats such as image banners and video banners. These ads can appear contextually across search results, product listings, or defined placements throughout the site, powered by Relewise's personalization and targeting logic.

Display Ads share the same underlying ad infrastructure as sponsored products - complete with filtering, tracking, and reporting - but extend visibility to brand-level and awareness-driven campaigns, not just product promotions.



Key value proposition

Display Ads turns your commerce site into a complete retail media platform, blending sponsored products and visual advertising into a single, coherent experience.



New revenue streams enabled by first-party data that advertisers can activate across high-value retail audiences



Highly relevant exposure for advertisers driven by behaviour, search intent, and category context



Ad placements appear where users expect them, enhancing journeys with value rather than interrupting the experience



Shared ad infrastructure ensures fast deployment and unified control across filtering, analytics, and personalization

Who is it for?

Display Ads are designed for multi-brand retailers and their suppliers or advertisers who want to combine performance and brand marketing within the same personalized commerce experience.

- Retailers can offer premium on-site placements for advertisers to reach shoppers at high-intent moments, generating new non-margin revenue
- Suppliers/Brands can highlight campaigns, seasonal launches, or hero products, reaching the right shoppers in the right context, supported by Relewise's personalization engine

This makes Display Ads relevant across both B2C and B2B [highlighting key suppliers, promotions, or campaigns] contexts.

How are we doing it?

Display Ads are introduced as a new entity type in Relewise's data model, supporting advertisers, banner formats, and multilingual naming.

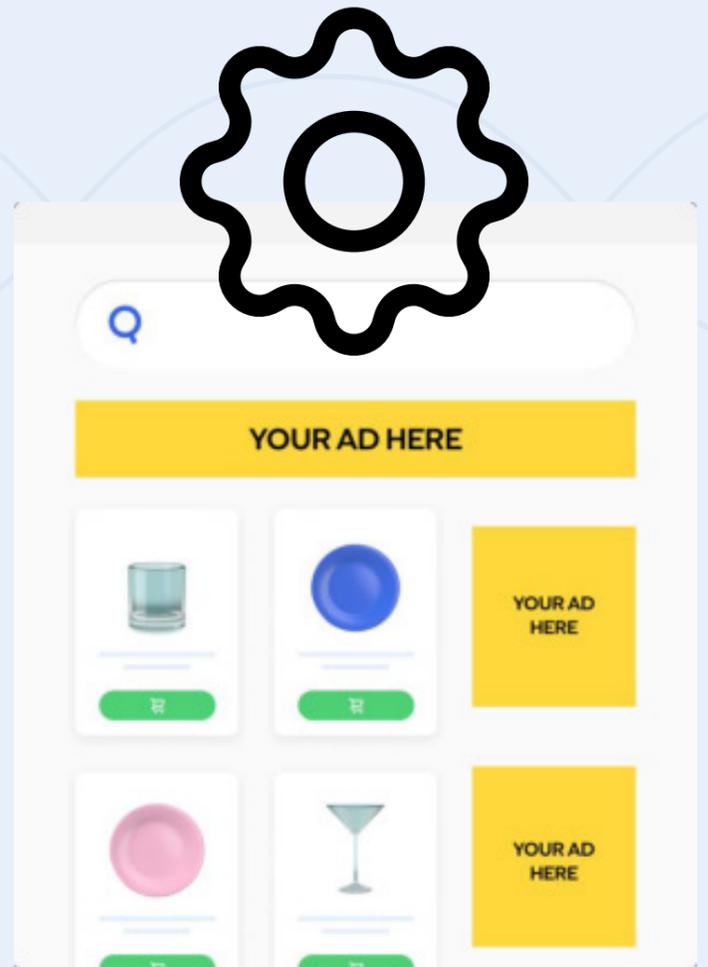
They use Relewise's existing filtering and placement logic, allowing banners to appear based on search terms, categories, or product relevance - just like sponsored products.

Full CRUD management and event tracking ensure reliable setup, measurement, and optimization.

This architecture makes Display Ads a natural part of Relewise's Retail Media, Search, and Personalization layers, ensuring consistency, performance, and transparency for retailers and partners.

Display Ads – **Built Natively** on Relewise Retail Media

Relewise Display Ads extends our Retail Media capabilities beyond sponsored products, adding a new visual layer to how advertisers can reach shoppers. Built entirely on Relewise’s existing architecture, Display Ads introduces a new ad entity type that integrates seamlessly with the same API, filtering, and placement logic already familiar to partners.



How Display Ads **Integrate Seamlessly** Into Relewise

Native Data Model Integration

Display Ads function as a first-class entity within Relewise complete with IDs, multi-lingual support, advertiser associations, and data dictionaries.

Configurable Ad Types

Supports flexible banner formats like images or video, each with structured fields that can be extended to meet specific client or campaign needs.

Unified Filtering and Placement Logic

Uses the same contextual and behavioral targeting as sponsored products, enabling ads to trigger on search terms, categories, or product relevance.

Full CRUD + Tracking Support

Display Ads can be created, updated, imported, and analyzed via My Relewise or API, with built-in tracking events enabling reliable reporting and optimization.

Seamless Integrations

Connect to client systems using Relewise’s flexible APIs and import framework, reducing development work while ensuring strong data and workflow interoperability.

Performance-Ready

Deploy Display Ads without changing existing setups, using the same scaling model, dataset logic, and API keys already powering Relewise implementations.

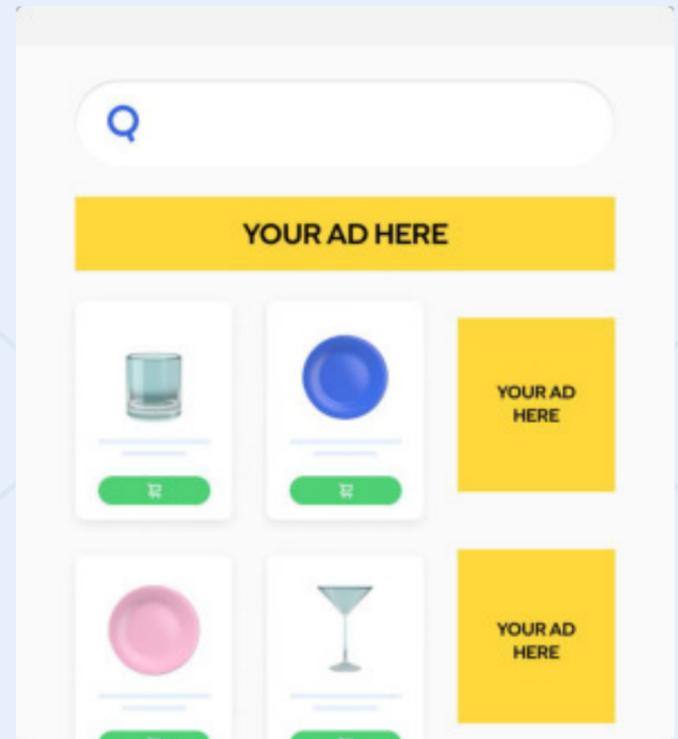


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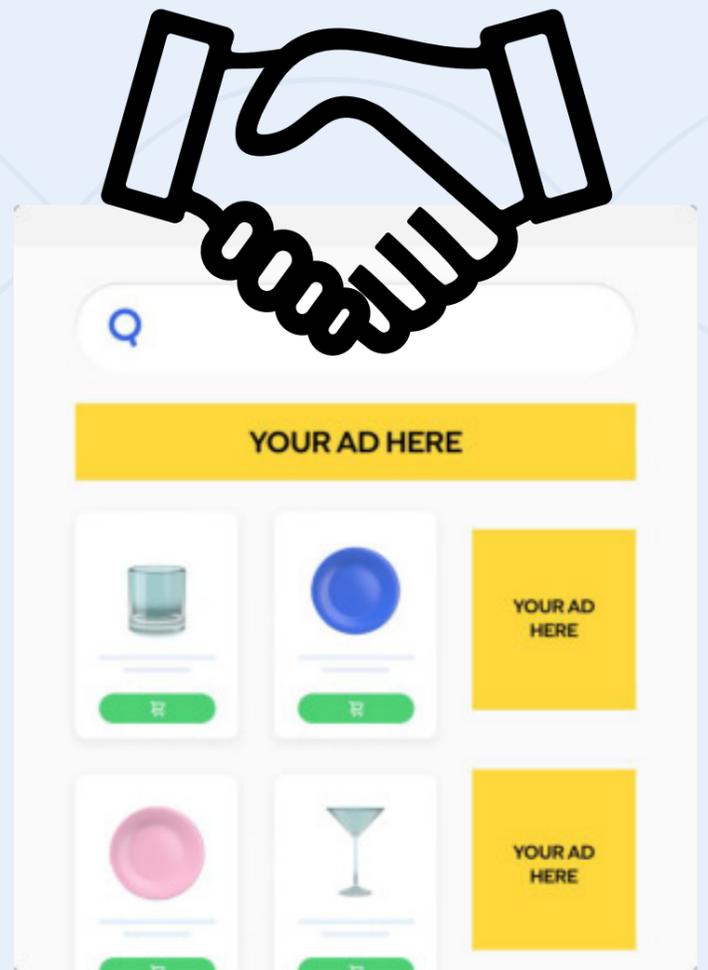
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Monetise Visibility, Strengthen Brand Partnerships

Relewise Retail Media has already proven its power to generate incremental, high-margin revenue through sponsored products. Display Ads takes that success further, enabling retailers to monetize premium on-site real estate with visual ad formats that capture attention and drive engagement, without sacrificing personalization or relevance.



Unlock New Retail Media Value

Monetize first-party data responsibly

Use your behavioral and contextual data to offer advertisers access to high-intent audiences while maintaining full control of user experience and privacy.

Extend Retail Media beyond products

Blend sponsored products with upper-funnel brand campaigns in one consistent experience—ideal for storytelling, category focus, or seasonal moments.

Native to the shopping journey

Serve ads in relevant contexts such as categories, search queries, or curated collections, ensuring they enhance product discovery without disrupting shoppers.

Minimal setup, maximum impact

Leverages the same placements, tracking, and analytics as sponsored products, no extra infrastructure or manual curation required.

Stronger Advertiser Collaboration

Give suppliers flexible and creative display formats that showcase their brand, improve campaign performance, and deepen commercial partnerships.