

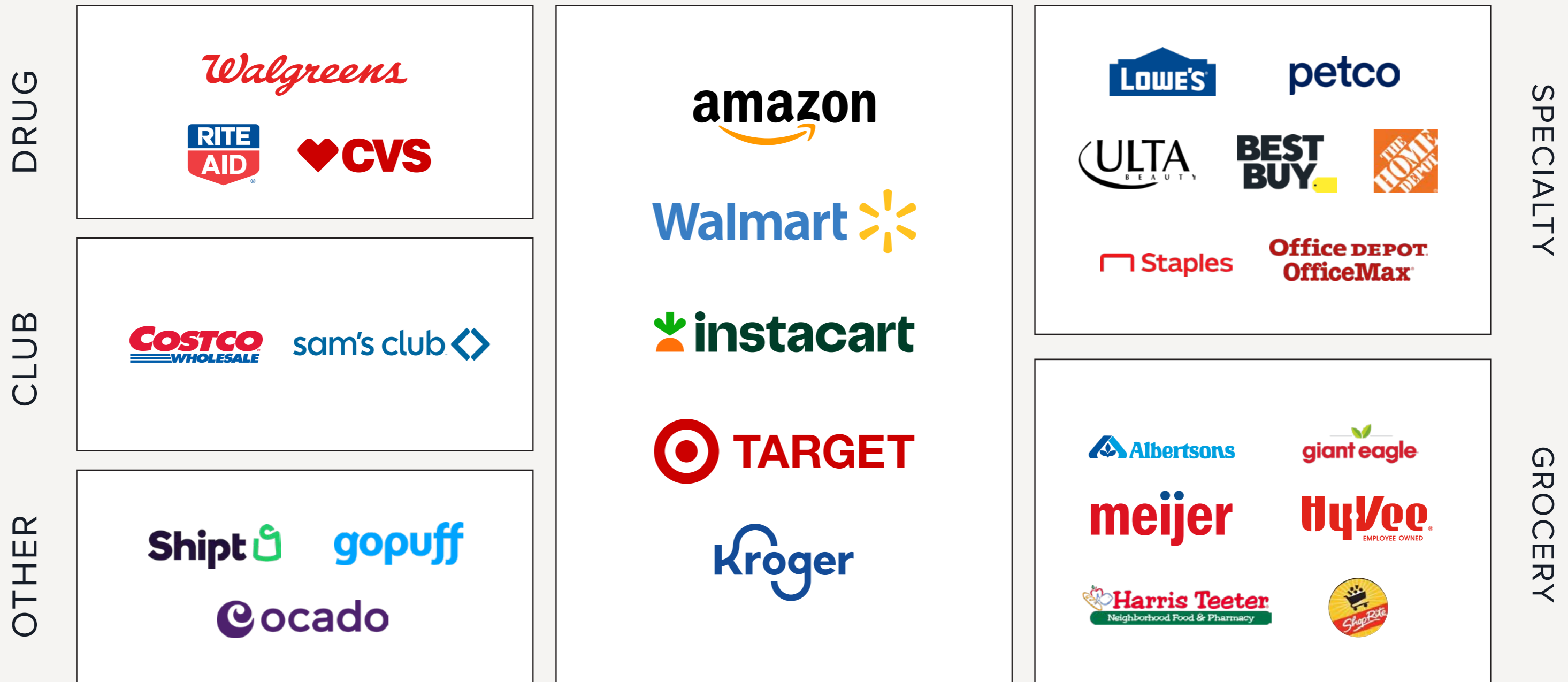


# Consolidated Retail Media at Harvest Group

Harvest Group provides deep retailer experience at our core retailers (Walmart, Sam's Club, Kroger, Target, Amazon, and Costco) as well as digital service, including full service Retail Media management, across retailers that represent 98% of total retail media investment for brands.

We understand that working with multiple partners across all the retail media platforms creates complexity.

We have expanded our retail media services to these retailers to better serve our clients in their need for streamlined strategy across their business:





**ROUNDEL**



# Our Strategic Retail Media Partnerships

We have strategic relationships and partnerships with retailers to build and execute digital strategy for brands.

# Harvest Group Core Principles

Our deep roots in traditional retail ensure we don't look at advertising in a silo. We have the infrastructure and technology in place to integrate your retail media spend into your total retail strategy.



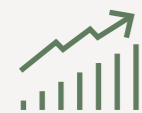
## White Glove Approach

We manage your advertising with the same commitment to service and excellence as we do your total business. Retail Media teams integrate with your Account team to create dynamic campaigns that complement your total business strategy and can be adjusted in real time.



## Integrated Reporting

We invested in the right data and developed custom tools to analyze the impact of full funnel advertising and ensure we are measuring what matters for your business. We built our adtech in-house so we can quickly integrate new data sets and add new features



## Looking Beyond ROAS

We don't just report ROAS and call it a day. We integrate campaign goals with your account strategy to ensure we are working towards the most important KPI's for your total business.



## Digital Shelf Readiness

We work in tandem with the Content Team syndicating SEO and optimizing PDPs to ensure your item pages are ready to convert.



**If you want to learn more about our  
Consolidated Retail Media offering:**

*Reach out to your Harvest Group account contact.*

*Or send a note to Mark Stamps at  
[mstamps@harvestgroup.com](mailto:mstamps@harvestgroup.com)*