

Insight, Activation, and Closed-Loop Measurement for Retail Media

Combine the Power of Google and Habu to Create a Unique RMN Solution

With the unprecedented surge in online shopping, brands are actively seeking new, innovative and impactful advertising opportunities to connect with consumers throughout their buying journey. In response, many retailers are expanding their online presence using advertising technologies to develop retail media businesses, with the goal to drive more sales within their owned and operated channels, and create a new revenue stream that captures an increasing share of a brand’s advertising budget.

A Retail Media Network (RMN) gives brands a valuable opportunity to connect with shoppers while they’re in a purchasing mindset, helping to deliver the right message at the right time. They harness the power of a retailer’s first-party data, including online and offline transactions, to allow brands and retailers to deliver a highly personalized shopping experience that drives value, such as incremental sales and loyalty. RMNs can deepen relationships with brand partners, helping smaller brands to gain exposure and more prominent brands to launch new product lines.



Brands have many choices for investing in RMNs – including some online retailers that have built highly sophisticated e-commerce solutions that allow brands to build storefronts, run ads, analyze transactions, and ultimately measure and optimize ROAS. By creating a one-stop shop that combines both retail and cloud platforms, and delivering a robust closed-loop measurement environment, these retailers give brands granular insights into shopping behavior and consumer preferences that drive incremental sales and advertising volume.

Fortunately, retailers can level the playing field and create compelling and differentiated RMN solutions combining advanced measurement and reporting with privacy-centric controls to protect consumer information and safeguard valuable first-party data.

Interoperability

Collaborate with brands across all major clouds and orchestrate Google Cloud and AdTech tools for detailed insights.

Measurement

Combine ad measurement with in-store and online transaction data to unlock powerful closed-loop measurement capabilities.

Flexibility

Democratize access to detailed reports for business teams while giving data scientists power for advanced AI/ML use cases.

Experience

Overcome skill gaps with strategy and execution support for all critical steps to launch a retail media business.

“We would love to reallocate some of our advertising dollars to the RMNs of the big box retailers, but we’re finding that they cannot offer the closed-loop measurement and activation capabilities we get with other online retailers.”

– Product Director at a Global CPG Company



According to Merkle, 74% of retailers work with Google to support their monetization programs with retail media networks¹. That’s because Google offers a suite of powerful and purpose-built tools to activate and analyze the interactions with advertising placed on RMNs:

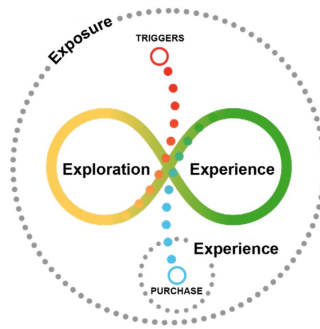
- **Google Cloud/BigQuery** for storage and analysis of first-party data, such as transactions and loyalty program information
- **Google Ads Data Hub (ADH)** for measuring the interactions with ads across channels, including YouTube and RMNs
- **Google Display & Video 360** for managing campaigns across display, video, TV, audio, and other channels
- **Google PAIR** for delivering improved first-party targeting and privacy-safe personalized ads using Display & Video 360

While these tools do a superior job of managing the advertising ecosystem for a modern RMN, today’s brands demand more. Enter Habu. Habu is a data clean room software platform that seamlessly integrates with Google’s Cloud and AdTech stack, adding critical capabilities that help retailers create powerful and innovative retail media solutions.

Interoperability

While nearly three-quarters of retailers have chosen Google infrastructure to support their RMNs, brands use various cloud platforms to store and analyze their first-party data. Habu offers unrestricted, privacy-compliant interoperability with all major cloud platforms so a brand’s data, models, and code can remain at its source to minimize risk and protect consumer trust.

Habu was the first data clean room solution to orchestrate the walled garden of Google ADH, democratizing the delivery of detailed ad measurement. Habu also allows brands and retailers to securely share their first-party data to activate more meaningful ads and optimize advertising performance in Display & Video 360. And, for brands that have standardized on Google BigQuery as their data warehousing solution, Habu can directly orchestrate BigQuery clean rooms to help retailers accelerate the onboarding and adoption of privacy-safe data collaboration and analytics.



Source: Google

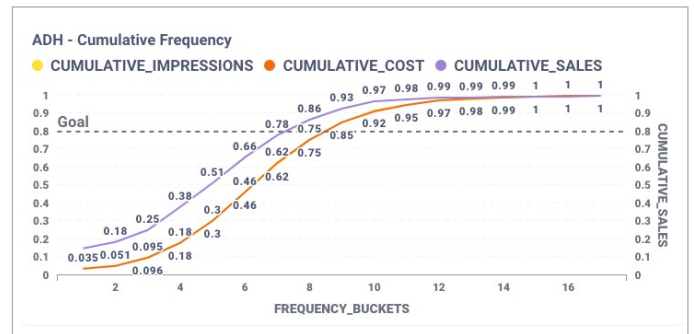
- Exposure:**
A constantly present underlying net of external factors
- Exploration:**
Consumers expand their consideration set
- Evaluation:**
Consumers narrow down their options
- Experience:**
Feeds into exposure and influences subsequent journeys

Measurement

Google ADH provides retailers and brands with powerful analytics to measure ad performance. Unfortunately, as more brands are onboarded onto an RMN, retailers typically have trouble using ADH to provide measurement across all partners at scale.

Habu’s deep integration with Google ADH, plus powerful automation capabilities, make ADH a viable tool for measuring ads placed both onsite and offsite (e.g., YouTube). But that’s just the beginning. Habu includes an extensive library of embedded analytic functions to allow retailers and their brand partners to analyze the customer journey, calculate lifetime value, identify advertising overlaps with portfolio brands, and more.

By combining this insight with in-store and online transaction data, Habu unlocks powerful closed-loop measurement capabilities to attribute sales to advertising exposure, providing unprecedented clarity on how to optimize media for increased ROI/ROAS.



¹ 2022 Merkle Retail Media Research Report



Flexibility

Habu is deeply integrated with Google’s Cloud and AdTech tools – abstracting away complexity with a business-user-focused interface that allows answers to common questions to be generated with just a few clicks. So, when advertisers want proof that ads are converting to sales, retailers can quickly create a suite of charts and reports that give them what they need. Or, meet them in a Habu clean room and give them the power to select from and generate their own reports – without compromising valuable first-party data.

Habu also includes a code-based UI to allow data science teams to unlock advanced use cases. For example, a Habu clean room will enable retailers to provide transaction data to brands so they can train a machine learning model to predict stock requirements. Then, they can share that model in a clean room, and by providing the latest transaction data, retailers can ensure that their online and in-store inventory is never depleted. Robust APIs and an open, extensible architecture allow Habu to be integrated into existing workflows.

Experience

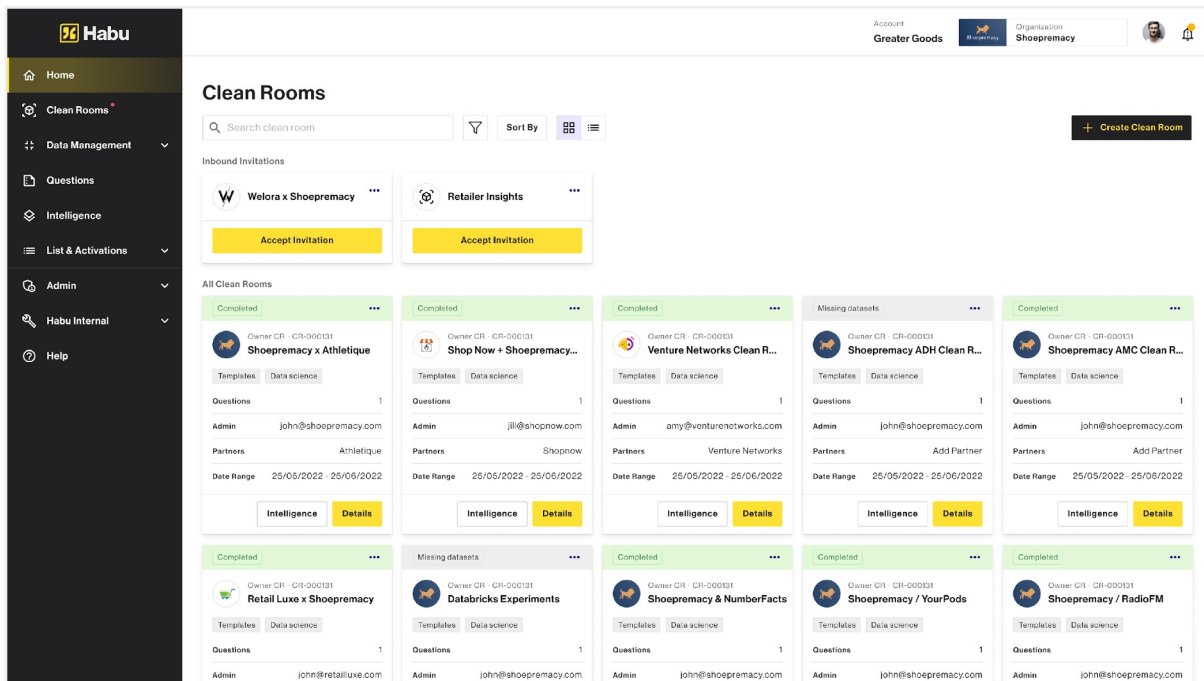
Building a thriving RMN requires proficiency in customer data management, media, and advertising technology. These skill sets are typically not inherent to the primary operations of retail businesses. Consequently, retailers must establish separate, specialized functions dedicated to managing RMN processes.

Google and Habu have worked together to support some of the largest retailers in the world – providing guidance throughout all of the critical steps to launch a retail media business. Additionally, many media agencies and consultants are highly proficient in using Google and Habu together to help retailers define objectives, ensure operational readiness, manage the implementation, and reduce time to market.

Get Started Today

Habu delivers a cohesive and fully integrated solution across Google’s Cloud and Ad Stack to help retailers establish their media businesses. The combined solution supercharges a retailer’s first-party data, delivering privacy-safe data collaboration capabilities from insight to activation to closed-loop measurement in a secure, flexible, and fully interoperable platform.

With Habu, retailers can create RMNs that not only stand above the capabilities of their RMN peers, but also compete favorably with the online-only e-commerce giants. A Habu + Google-powered RMN gives brands the power they expect, with the ability to orchestrate multi-party analytics and activations across onsite and offsite media assets, and measure closed-loop attribution for a clear view of ROI/ROAS. In return, retailers can unlock a more significant share of advertising budgets, deepen brand relationships, and increase sales.





Embedded Analytics in Habu include:

Insights

- Channel Purchase Behavior
- Customer Retention after First Purchase
- Basket Analysis
- Customer Purchase Behavior
- Customer Location/Proximity to Store

Segmentation

- Overlap by Segment
- Attribute-Based Segmentation
- Conversion-Based Segmentation
- Propensity-Based Segmentation
- Lookalike Modeling

Measurement

- Campaign Overlap
- Impressions by Channel/Content
- Attribution (First-touch, Last-touch, or Linear)
- Time-to-Conversion
- CAC/LTV over Time
- Incremental ROAS over Time

