

# DELECTABLE ADS

## HYPER-TARGETED RETAIL MEDIA THAT DELIVERS MEASURABLE GROWTH

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Unlock new revenue by connecting your brand directly to CPGs. Delectable Ads uses AI to optimize targeting, automate campaign delivery, and predict ROAS—turning your retail media into a high-performance growth engine.

# Reinventing Retail Media

## AI-Powered, Direct-to-CPG Revenue Acceleration



AI-Powered, Direct-to-CPG  
Revenue Acceleration

Delectable Ads transforms how grocery retailers monetize their media ecosystems—connecting directly with CPG brands, eliminating intermediaries, and unlocking scalable, high-margin growth.

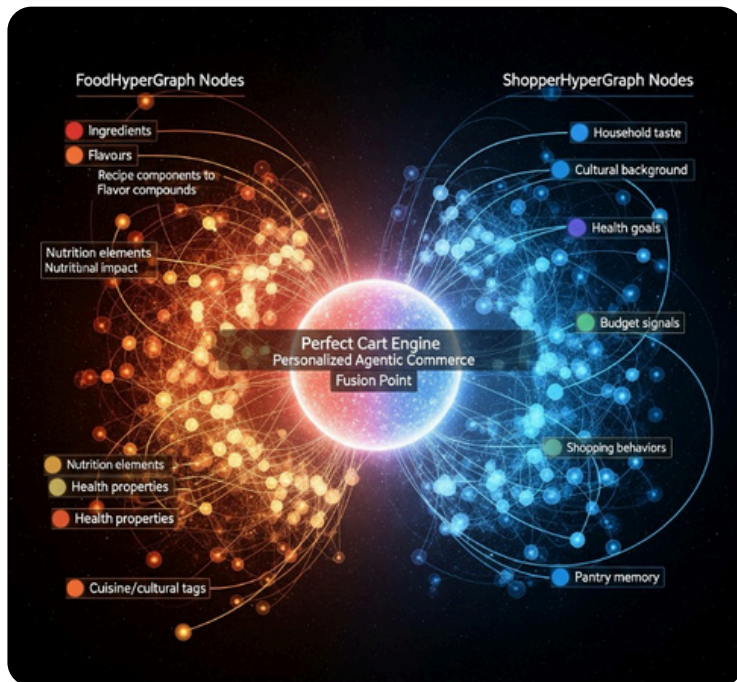
Through AI automation, precision targeting, and predictive ROAS optimization, Delectable Ads empowers retailers to manage media with efficiency, transparency, and measurable business impact.

## Retailer ROI, Reimagined

Built for both CPG monetization and retailer self-promotion, Delectable Ads turns every digital touchpoint into a profit center. Retailers can:

- **Capture Premium CPG Ad Dollars:** Partner directly with brands and bypass traditional ad networks.
- **Boost Private-Label Sales:** Surface the right offers to the right households automatically.
- **Maximize Productivity:** Workflow automation, transparent approvals, and performance dashboards streamline operations.
- **Prove Performance:** Predictive ROAS and real-time metrics provide visibility and trust.

# The Delectable Difference



- Food Intelligence Graph™: AI that understands food context, shopper intent, and cultural trends for highly relevant media experiences.
- Shopper Behavior Graph™: Household-level insight for hyper-targeted ad delivery and higher conversion.
- Real-Time Bidding Engine: Dynamic, transparent bidding ensures optimal value on every impression.
- Automated Workflows: End-to-end automation reduces manual effort and accelerates revenue.
- Social-Integrated Advertising: Extend retail media into shoppable social feeds and short-form video to expand reach and create new CPG revenue channels.
- Unlimited Ad Real Estate: Transform static placements into sponsorable, dynamic experiences where every interaction is monetizable.

## Core Features

### Performance Transparency

Real-time ROAS estimation and detailed metrics deliver actionable insights for both CPG and retailer-led campaigns.

### Seamless Integration

Works effortlessly with existing retail commerce systems—no re-platforming required—so you can start monetizing inventory immediately.

### Smarter Ad Management

Automated bidding and placement aligned with shopper behavior drive growth for both CPG brands and private labels.

### AI-Driven Targeting

Context-aware recommendations powered by Food Intelligence and Shopper Behavior Graphs ensure every ad reaches the right household at the right moment.

### Workflow Automation

Guided approvals, bulk operations, and audit trails streamline campaigns and accelerate time to revenue.

# Unlock the Future of Grocery Retail Media



Powered by the Delectable Agentic Experience Platform—the AI foundation for grocery’s next era.

Your digital shopper journeys become more than commerce—they become high-margin, AI-powered ad inventory. Sell directly to CPG brands, bypass retail media networks, and promote private-label products to maximize margin and ROAS.

For CDOs, CMOs, and CIOs ready to lead the next era of retail media: turn insights into revenue, innovation into growth, and AI into your competitive advantage.



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