

Maximize Performance with Retail Data

Campaigns that target prior buying behaviors deliver **2-3X higher ROI** than those relying only on demographic, psychographic, or modeled targeting. With Next Millennium, **access premium retail audiences at just 5% of CPMs** with no monthly minimums.



What is retail data?

- Brands can leverage purchase-based signals to reach high-intent shoppers primed to buy.
- Deterministic and longitudinal insights into past purchase behavior across multiple retailers.



Why Should Advertisers Embrace Retail Media?



TARGET ACTUAL BUYERS

Leverage deterministic data to pinpoint audiences who have already purchased specific brands or products, ensuring precision in targeting high-intent buyers.



OUTPERFORM BEHAVIORAL PROXIES

Go beyond indirect signals like search, browsing, and social activity. Leverage first-party data tied to real purchasing habits for superior results.



MINIMIZE WASTED IMPRESSIONS

Exclude individuals who have recently purchased targeted items to maximize campaign efficiency and reduce unnecessary ad spend.



MEASURE INCREMENTALITY & MARKET LIFT

Accurately connect digital campaigns to in-store and online sales. Gain clear incremental impact, proving ROI and boosting confidence.

CAMPAIGNS LINKED TO IN-STORE SALES THROUGH IBOTTA PARTNERSHIP



The Next Millennium Difference

ENGAGING: AMPLIFY YOUR REACH

- Cost Effective Retail Data
- Exclusive High-Impact placements
- Actionable Metrics & Insights

EFFECTIVE: SIMPLIFYING RETAIL MEDIA

- Plug-and-play setup - single deal ID to access biggest retailers
- Fast, free creative transformation
- 3-5X more effective audiences

EFFICIENT: MAXIMIZE VALUE WITHOUT COMPROMISE

- Access high-value retail audiences at 5% of CPM
- No monthly minimums

Let's grow together. [Contact us](#) to launch your campaign now.