

e-Commerce Media

e-Commerce media gives Brands the opportunity to create relevant and personalised shopping interactions across Foodstuffs' digital estate.

5.5m+
monthly visits
and growing

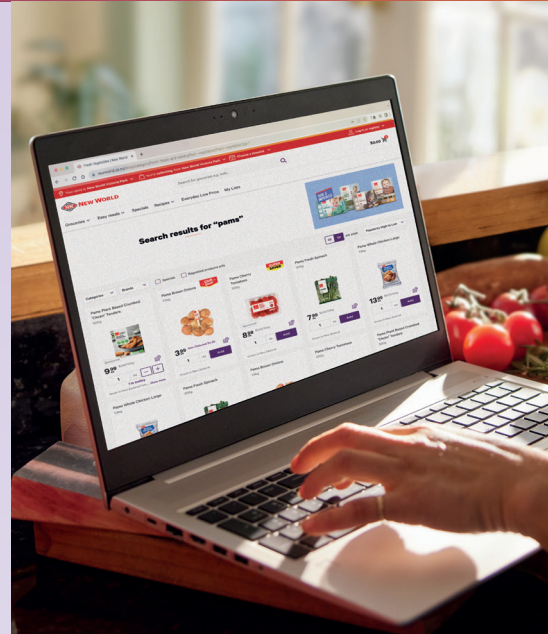


e-Commerce media helps Brands fulfil their digital marketing objectives with a variety of activations that support sales, awareness and trial. With more online traffic than ever before, there has never been a better time to put your products in front of customers.

> Sponsored Search Banners

Engage & inspire customers who know what they are looking for

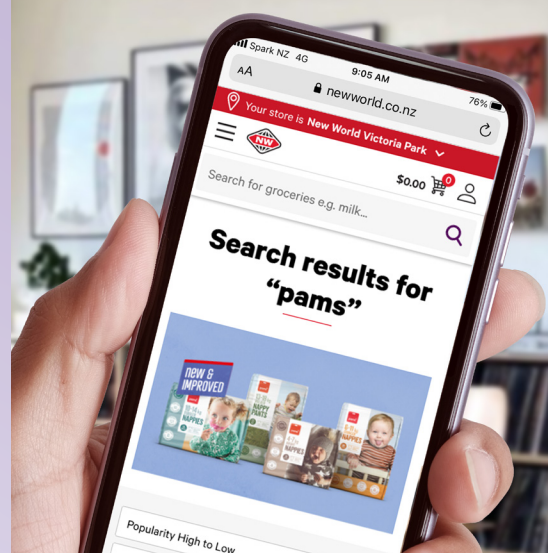
Sponsored Search Banners help amplify Brand messages and showcase the product portfolio. Sponsored Search Banners also enable you to buy key search terms both in and out* of category to increase your customer reach. Buy the right number of impressions for your budget to ensure the right consumers are seeing your products. Utilise creative options to highlight brand messages by featuring multiple products at one time and align with ATL campaigns.



> Display Banners

Display your Brand on high traffic pages through the customer journey

Fulfil your online objectives with placements to support sales, awareness, and trial. Visitors to Foodstuffs' digital estate don't just use the site to make purchases. They also use it for research and inspiration. From highlighting products on high traffic pages, there is a range of ways to meet Brand and category goals.



* subject to guidelines and approvals

> Sponsored Products

Help customers find your products in the fewest steps possible

Relevant Sponsored Search lets you boost your product's visibility on the digital shelf by bidding on premium positions within the search results page. These ad listings appear organically as part of the search results shown.

Boosting your Brand's products search results puts your product front and centre when it matters most, driving incremental sales and recognition with customers that would be potentially difficult to reach.



50%

of customers add a product to their cart from Search

The screenshot shows the New World e-commerce search results for 'pams'. The page features a grid of product listings. Each listing includes a product image, name, weight, price, and an 'Add' button. Some listings are marked as 'Sponsored'. The top navigation bar includes the New World logo, a search bar, and account options like 'Log in or register'. The page also shows filters for categories and brands, and a 'per page' selector set to 20.

> Key Benefits of e-Commerce media

- Build targeted campaigns relative to search terms.
- Influence shoppers at all points in the customer journey, from awareness and consideration to the point of purchase.
- Reach shoppers across a range of creative and trade driving executions.
- Sponsored Products allows you to reach more of the right shoppers for your brand in an effective, measurable and trusted environment.

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