

Fractal RMN 360°

Grow Retail Media Networks with Analytics

Maximizing the value of customer data through Retail Media Networks

Through Retail Media Networks 360°, Fractal's team of retail industry experts help retailers build and operate a more real-time and AI-powered solution to better connect brands with shoppers and effectively monetize digital channels.

It is built on strong data foundations and drives engagement and revenue from advertisers by offering a solution that is self-servicing, offers more targeted audience segmentation and selection, campaign performance, close-loop reporting with advanced measurement techniques for potential campaign effectiveness uplift.

What are Retail Media Networks and why have they become so important?

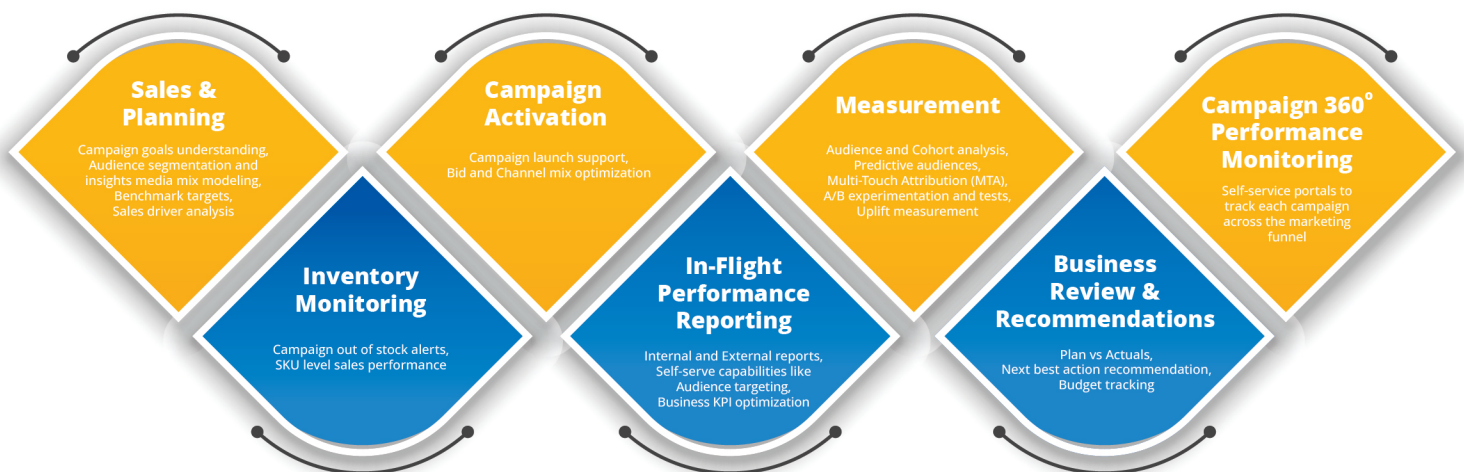
Retail Media Networks are advertising networks established by a retailer to connect brands with shoppers.

This third wave of Digital Advertising is leading to exponential growth for Retailers and Brands.

Retail media advertising can no longer be considered just a "nice to have" - it has effectively become the core of the business itself.

Fractal RMN 360° Overview

RMN 360° solution enables business users to quickly act on business decisions supported by holistic data driven methodologies.



Tie campaign objectives to KPIs...



...to measure and track campaign success

Who is it for?

Executives

Want to drive long term decisions on business strategy and enable new offerings for Brands

Campaign Managers

Want to optimize campaign performance based on goals and business objectives

Sales Managers

Want to drive sales with unique media offerings and quantitatively demonstrate value

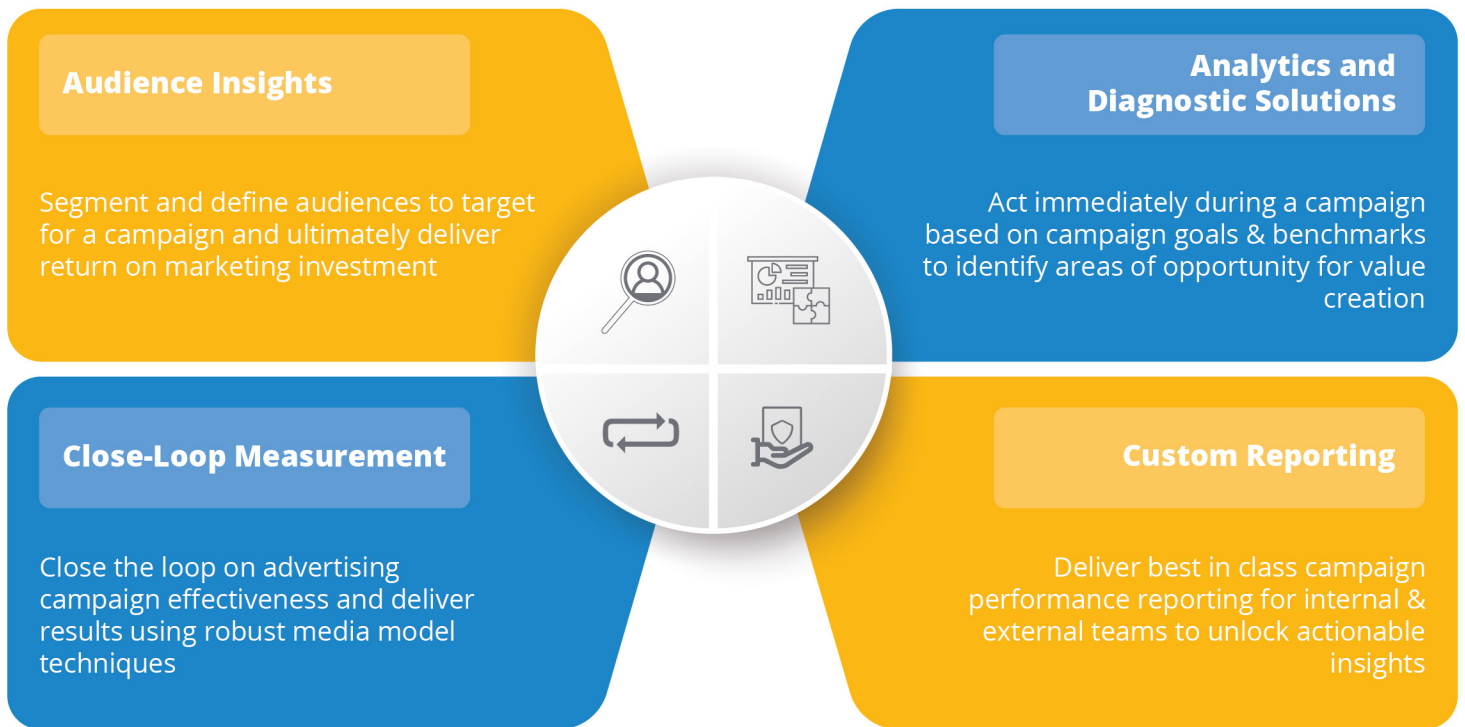
Brands + Agencies

Want visibility to shoppers insights and campaign performance to unlock greater value

Our Results



Key Features



Enable Better Decisions With Fractal



Corporate Headquarters

Suite 76J, One World Trade Center,
New York, NY 10007

Reach us at
retail@fractal.ai

Our Recognitions



Satish Kumar

Head of Retail
Consulting & Advisory
Leader, Retail
satish.kumar@fractal.ai

[in/satish-kumar-5a287418/](https://www.linkedin.com/in/satish-kumar-5a287418/)



Abhishek Yadav

VP Sales
Retail & Distribution
abhi.yadav@fractal.ai

[in/salesheadabhi/](https://www.linkedin.com/in/salesheadabhi/)