

COMPANY OVERVIEW

APRIL 2017



TRIAD RETAIL MEDIA OVERVIEW: OUR BUSINESS MODEL

OUR MISSION

To be the best digital monetization partner for **the world's top retailers** by continuing to pioneer how leading brands **engage, inform and inspire** shoppers to purchase.

WHAT WE DO

For retailers

Triad maximizes the value of every website visit. We enable our retail partners to leverage their unique first party data and large scale audiences to tap into the \$200B+ global digital advertising market.

For brands

We enable brands to drive sales by reaching the right shoppers, at the right time with the right message on the path to purchase.

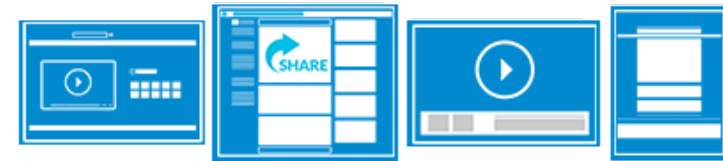
For shoppers

We deliver engaging, informative content and relevant advertising that enhances the shopping experience.

HOW IT WORKS

Triad Retail Media creates, manages and operates digital media programs that turn highly trafficked retail websites into valuable publishing properties.

High-impact advertising & content



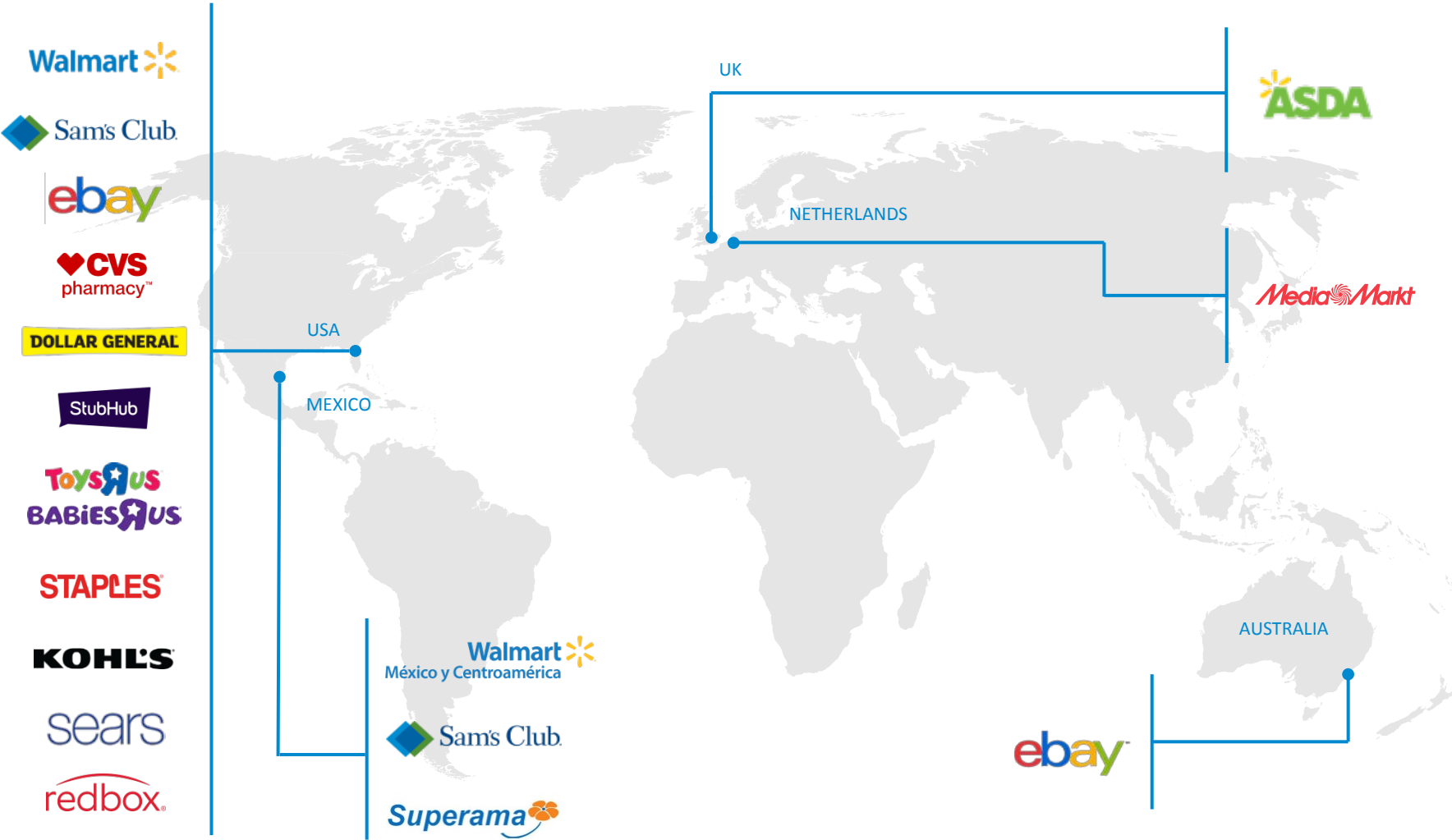
Delivered to the right shoppers



Wherever they may be



TRIAD RETAIL MEDIA OVERVIEW: OUR RETAIL PARTNERS



AT A GLANCE

557
team members

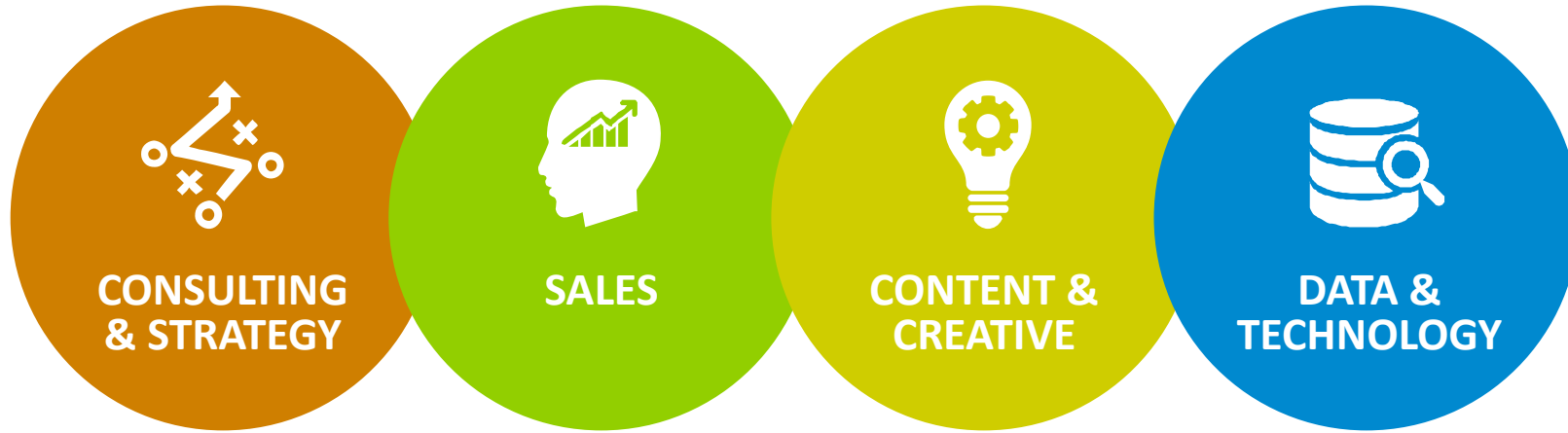
13
offices

5
countries

3
continents

2004
established

TRIAD RETAIL MEDIA OVERVIEW: OUR CLIENTS AND SERVICES



WE WORK WITH THE WORLD'S LARGEST BRANDS & AGENCIES, INCLUDING:



OUR REACH

15.8B
global annual shopping visits

186M
unique monthly visitors worldwide

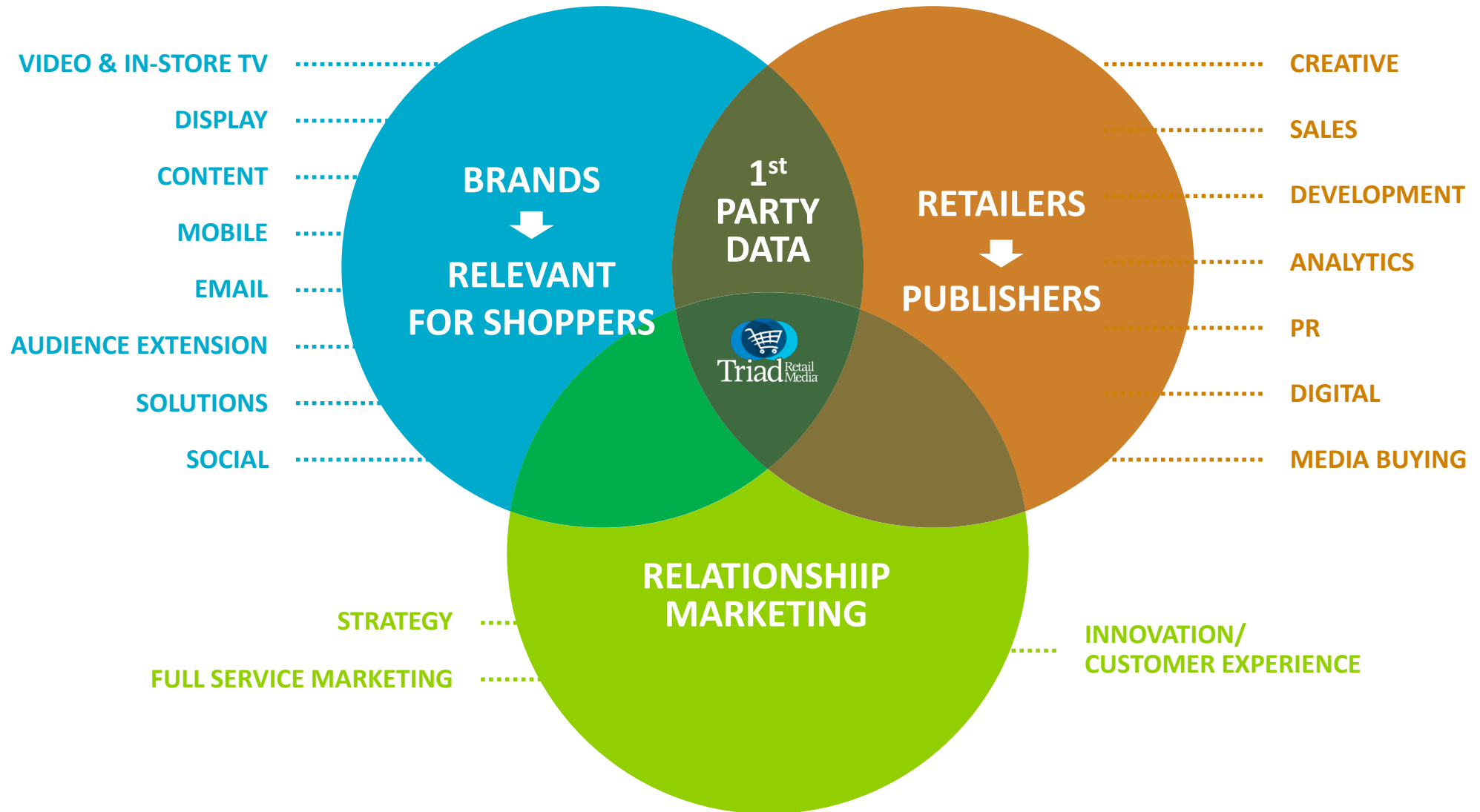
3000+
global campaigns annually

73%
of millennials online (US)

64%
of moms online (US)

65%
of total US population online

OUR CAPABILITIES



OUR CAPABILITIES

FOR BRANDS

DISPLAY

IAB formats
Programmatic
Ecommerce action ads
Custom
Takeovers & rich media
Interactive, rich media banners

MOBILE

MWEB & in-app
App development
In-store beacon-enabled ads

OFFSITE

Desktop display
Mobile display
Video
Social
Remarketing

SOLUTIONS

Commerce Video Network™ (CVN)
Multicultural Network®
Shelf Help®
Triad Mobile Media®

CONTENT

Brand pages
Brand showcases
Seasonals & centers
Custom content development
Editorial planning
SME sourcing
In-store

EMAIL

Postcards
Banners
CRM

SOCIAL

Chatter Rake®
Price Pixie®
Share & Save®
Twitter parties
Blogging
Sweepstakes
Facebook, YouTube, Twitter

VIDEO & IN-STORE TV

Development & production
In-banner video

FOR RETAILERS

SALES

Strategic planning
Digital, store, print, outdoor
Rate-card development
Direct + programmatic + AXT
Annual partnership development

DEVELOPMENT

New products & innovations
Product roadmap
Overall business development
Site/UX services

ANALYTICS

Advertiser reporting
ROI modeling
Campaign optimization
Competitor analysis
Insights

PR

Thought leadership
Earned & paid media
Conferences & events roadmap

DIGITAL

Ad operations
Media planning
Data optimization
Production
Hosting
Quality assurance

MEDIA BUYING

Audience extension
Digital media buying services
(to include search)

CREATIVE

Digital
Video
In-store TV
Print
Copywriting & content
development
Outdoor

RELATIONSHIP MARKETING

FULL SERVICE MARKETING

Cross-channel creative services
Project Management
Production/Operations
Development
(Email, Website, Tools, Apps)

STRATEGY

Analytics

INNOVATION/ CUSTOMER EXPERIENCE

User Experience
Dynamic/Interactive Content