

**PARIS  
RETAIL  
WEEK**

**17.18.19  
SEPT 2024**



## RETAIL MÉDIA

This new digital wave has created a goldmine of first-party data from retailers for brands, enabling them to offer consumers an ultra-personalised experience. Collecting, sorting and segmenting this data is the prerequisite. Developing and monitoring on-site, off-site and in-store strategies is then the key to delivering the right product to the right place at the right time.



### MIRAKL

[mirakl.com](https://mirakl.com)

Mirakl Ads is a retail solution designed for retailers and their growth, with fine-tuned personalization of sponsored ads, easy to deploy all in a data-secure environment.



### OCTOPIA

[octopia.com](https://octopia.com)

Incremental revenue, scalability and preserved customer experience: the Octopia Ads Retail Media solution of sponsored products dedicated to e-retailers helps monetize the audience and increase revenues.



### YOCUDA

[splio.com](https://splio.com)

A new Retail Media channel, the «dynamic HTML» Digital Receipt by Yocuda identifies in-store customers and improves post-purchase engagement by proposing dynamically adapted and customized content.

**MEET AT THE INNOVATION TOURS BOOTH (OPPOSITE THE ENTRANCE)  
FOR THE START OF THE TOURS.**



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