

The background of the entire page is a teal-colored image. On the left, a hand is visible holding a credit card. In the center and right, there is a shopping bag. Overlaid on this image is a network diagram consisting of numerous small dots connected by thin lines, creating a web-like pattern across the entire page.

RETAIL

playbook

yieldmo

MAKING ATTENTION ACTIONABLE

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RETAIL INDUSTRY

There are around four million retail establishments in the United States, including fashion retailers, grocery stores, restaurants, and bookstores. And because of COVID-19, retail sales are projected to decline by \$58 billion U.S. dollars in 2020.

This playbook will share how the retail industry has changed over the last seven months and what trends will shape retail in the coming months.

POST-COVID RETAIL TRENDS

In early March 2020, when the pandemic threatened to cripple healthcare facilities, the first preventative closures were non-essential retail stores, including restaurants and bars. This action changed how consumers purchased essential and non-essential products and fast-forwarded many brands' eCommerce strategies. This shift makes new messaging to customers via effective advertising more critical than ever.

MikMak reported that consumer demand to shop online accelerated five years overnight due to COVID-19 stay-at-home and social distancing policies. They also noted that the amount of time consumers' engaged with eCommerce content and the end sale resulted in increased growth. Because of this, eCommerce has an even stronger foothold as an area of growth, with **50%+ YoY**.

For stores beginning to reopen their physical locations, fast retail with shorter leases and pop-up stores are becoming more common, as well as an increased emphasis on safety measures, in-store cashless, and automation for ease of shopping. Updating in-store safety and overall consumer experience will continue to be a significant focus as pandemic safety standards evolve.

ROI will continue to be an essential metric for retailers as consumers demand both on-and offline channels, BOPIS, and other delivery options. Omnichannel success, efficient pickup and fulfillment, new safety standards, and implementing new tech such as virtual reality, social, and AI are areas that will continue to see exponential growth as the pandemic continues.

Despite the changes in shopping touchpoints in 2020, total retail sales in the United States are still projected to amount to \$5.94 trillion U.S. dollars in 2024, up from around \$5.47 trillion U.S. dollars in 2019.



CONSUMER PROFILE

Every person is a retail consumer, so habits and characteristics depend on age and generation.

For example, Baby Boomers and GenX have a high affinity for the brands they trust and are willing to pay a premium for these products. They're also less interested in trying new brands compared to younger consumers. They are equally comfortable using traditional and digital media channels but tend to be most connected to brand messaging.

The Millennial retail shopper can be extremely loyal and love loyalty programs. More than **95%** of Millennials say they want their brands to court them actively. Brands that send coupons via email or postal service-mail have the most influence on them. They are also [more likely to do research on products before and make a shopping list or plan out before shopping.](#)

As the internet generation, more than **75%** of GenZ [use mobile devices for shopping and do not have the patience for digital glitches, with 60% stating they won't use a website/app that loads too slowly.](#) Since most of GenZ has never known a world without online retail shopping, they are [more likely to make impulsive online purchases.](#)

GenZ also spends more time on social media than Millennials, which means they are highly influenced by friends and social media influencers when making a purchase. And finally, in addition to price and brand values, perceived brand uniqueness plays into their decision-making process when shopping online for clothing or other retail.



YIELDMO'S SOLUTION

Retail space is changing quickly to keep up with current trends. eCommerce is still strong, while brick and mortar shopping experiences are changing. Yieldmo has the solutions to help retail advertisers keep up with the ever-changing landscape.

Yieldmo is a full-funnel solution that delivers quality video, native & display impressions. During these times of uncertainty, brand safety, performance, and flexibility are more critical than ever.

UPPER FUNNEL

Yieldmo's high-impact units are perfect for branding and awareness efforts for Tentpole and holidays such as Back to School and Black Friday. [Hyperscroller](#) and [Window](#) are formats that are designed to animate along with the user's scroll behavior. These unique effects are also proven to capture more consumer attention.

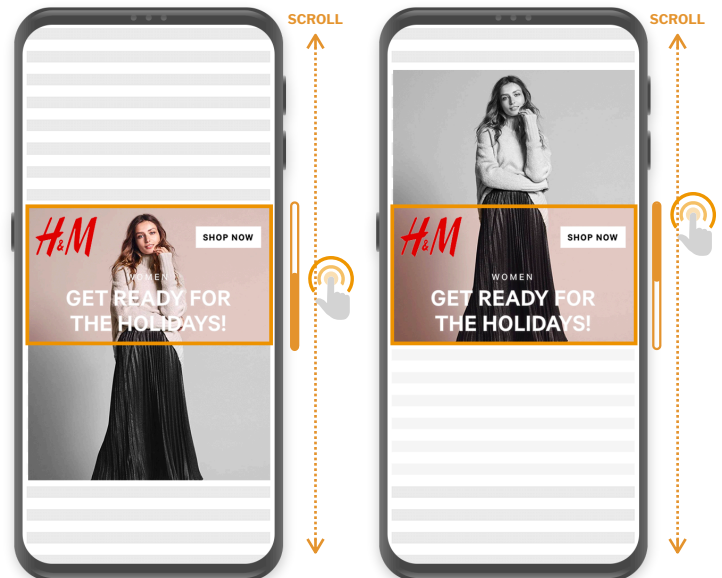
Attention-grabbing formats help hit KPIs such as CTR, viewability, attention, and efficient CPMs help to hit other KPIs such as on site activity.

We have a strong video offering as well, which includes instream, outstream, and high-impact options with efficient CPMs and CPCVs. Our Innovative video formats such as [Pinhole](#) and [Megashopper](#) not only showcase a completely new way to tell your brand story, but are also designed to spur user interaction.



HYPERSCROLLER • DEMO LINK

Similar to an animated GIF, the Hyperscroller is a 20 frames animation ad that utilizes user scrolling behavior.



WINDOW • DEMO LINK

Standard 300x600 with a parallax scrolling effect that reveals the ad as the user scrolls up and down.

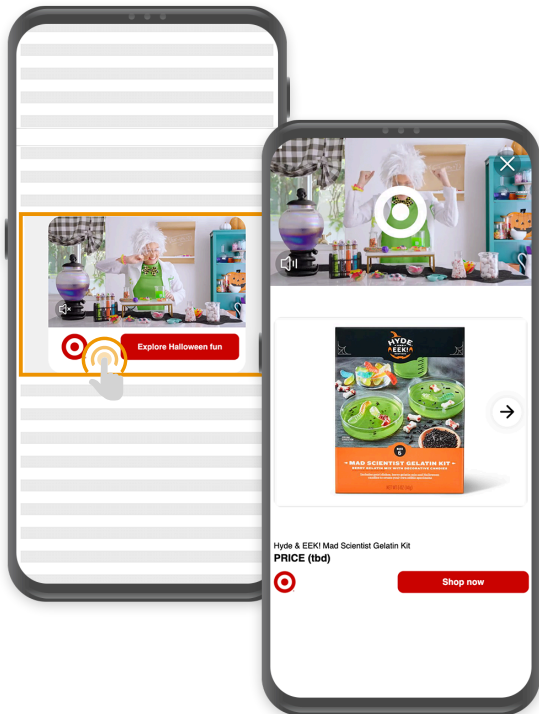


MID FUNNEL

Brands have had to reinvent the in store shopping experiences to follow social distancing rules. Online shoppable units, such as [Lookbook](#) or [Carousel](#), recreate in-store experiences. All of Yieldmo's formats support standard assets and fast, creative turnaround. Efficient CPMs drive substantial cost per site visit/post-click activity.

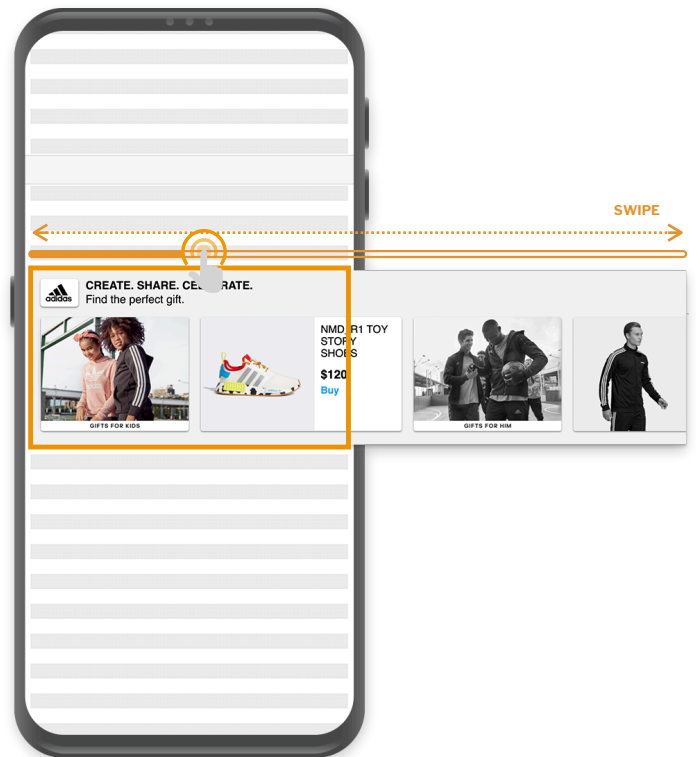
PINHOLE • DEMO LINK

Enhanced video experience designed to reveal your brand with cinematic mystique.



MEGASHOPPER • DEMO LINK

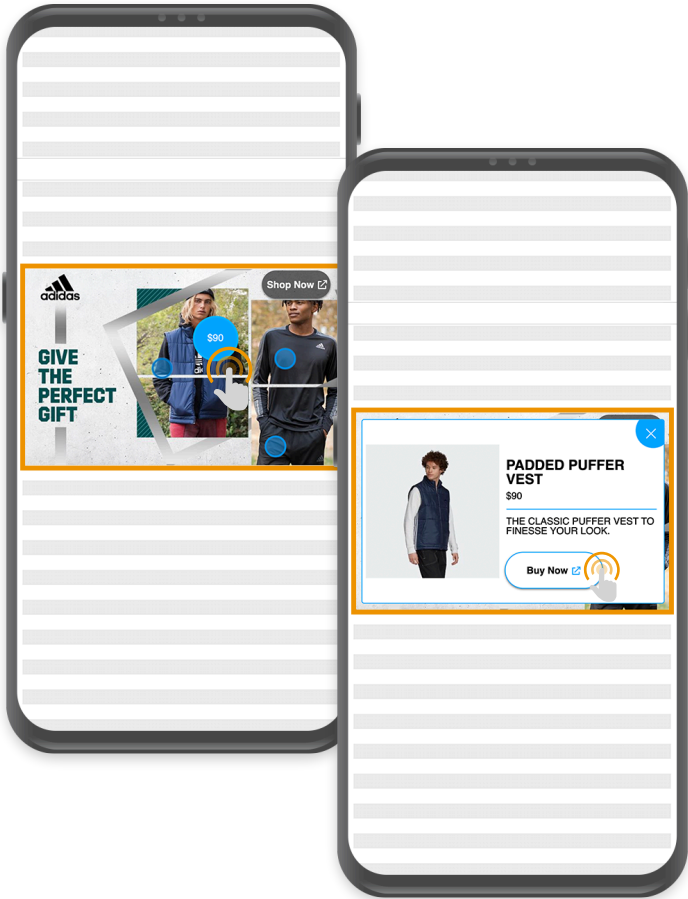
The immersive shopping experience that features a branded video and cube catalog with products and CTA.



CAROUSEL • DEMO LINK

An interactive ad unit that helps your brand showcase a range of offerings and highlight your best-performing products.





FLEXCARD • DEMO LINK

Native text+image with a prominent call-to-action.



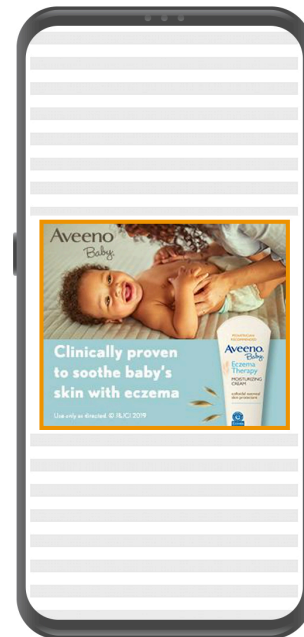
LOOKBOOK • DEMO LINK

Eye-catching image showcasing multiple features while pulsating hotspots encouraging customers to tap to reveal more details.



LOW FUNNEL

Our [Flexcard](#) and [Flexbanner](#) units are great for efficiency focused campaigns, with efficient CPMs as well as high CTR and Viewability. Brands can leverage our formats/quality and inventory/analytics while still running via the DSP. With ROI being more important than ever with in-person retail numbers down, performance-based formats are especially helpful.



FLEXBANNER • DEMO LINK

Standard 300x250 ad with optional animation effects.



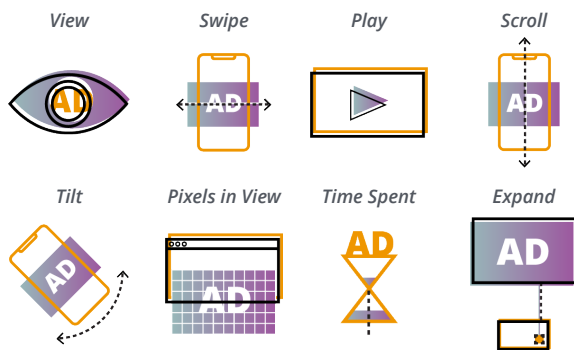
ATTENTION ANALYTICS

Use an AEROS PMP to optimize any campaign. These are PMPs designed to improve your KPIs. AEROS Attention Analytics picks up on human attention signals (gestural) and other page signals multiple times a second, factors them into unique AI algorithms, and automatically optimizes your media performance. We've seen, on average, across our AEROS campaigns on our marketplace:

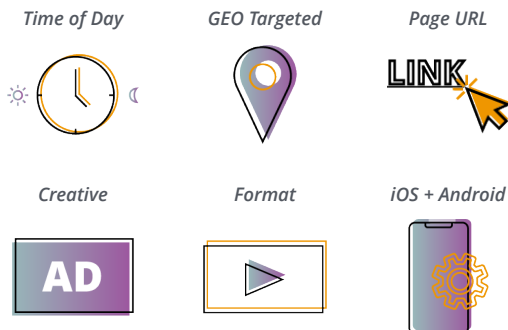
↑ Up to **85%** average KPI lift

💰 **80%+** cost-adjusted lift

Consumer Attention Signals



Content and Creative



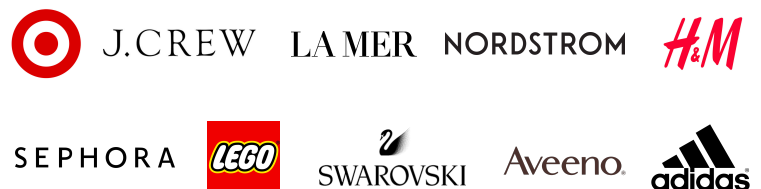
NEXT-GEN FORMATS AND CREATIVE OPTIMIZATION

Our patented formats in video, high-impact, native, and display are available across all channels (mobile, desktop, in-app). They're not only visually appealing; they also capture attention on the front-end to find your qualified consumer. The formats are designed to generate more attention signals, which give us more data to inform our optimizations.

Our in-house team of designers can tailor your creative at any time, with a quick 24-hour turnaround. Need to alter a deal or message? Or simply expand on an offer or make a destination look even more visually appealing within a format? Our team provides these services for free.

SMART INVENTORY

Another way we can help your campaign perform better is through Smart Inventory. Smart Inventory understands precisely which impressions will perform better for you, minimizing waste and maximizing VCR, CTR, ROAS. This works with and without cookies as we capture actionable information on-page to prevent DSPs from bidding on less desirable media. We then select the best impressions for our buyers' campaigns.



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RETAIL

playbook

For more information, please reach out to your account manager
or email info@yieldmo.com.

yieldmo
MAKING ATTENTION ACTIONABLE