Retail
Advertising
The Good Way

www.guildin.com

guildin™

We are **BRAND LOVERS**

DATA DRIVEN

CONTENT & CREATIVITY - HISPANICS

MEDIA & TECHNOLOGY EXPERTS
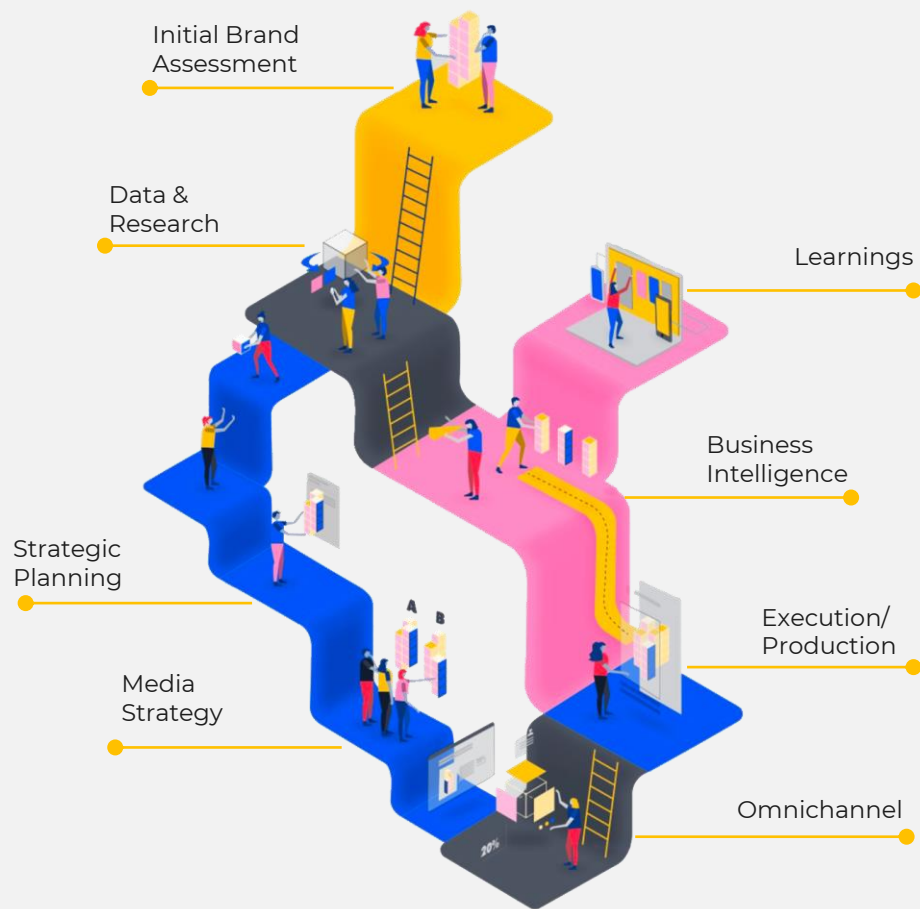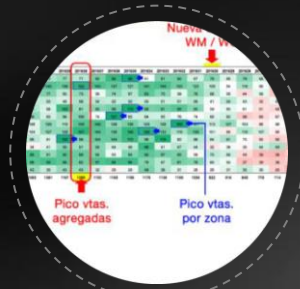
CUSTOMIZED EXPERIENCES
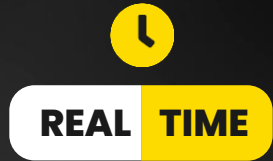
END TO END SOLUTIONS

From scratch TO PURCHASE

Initial Brand Assessment

Data & Research

Learnings

Strategic Planning

Business Intelligence

Media Strategy

Execution/ Production

Omnichannel

From complex to SIMPLE

Campaign KPI Extraction

Web behavior analysis

REAL TIME

Supermetrics

Strategy, tactic, and communication optimization

Sales data & mapping

DMP: segment audiences

DSP (omnistrategy)

BRANDFORMANCE

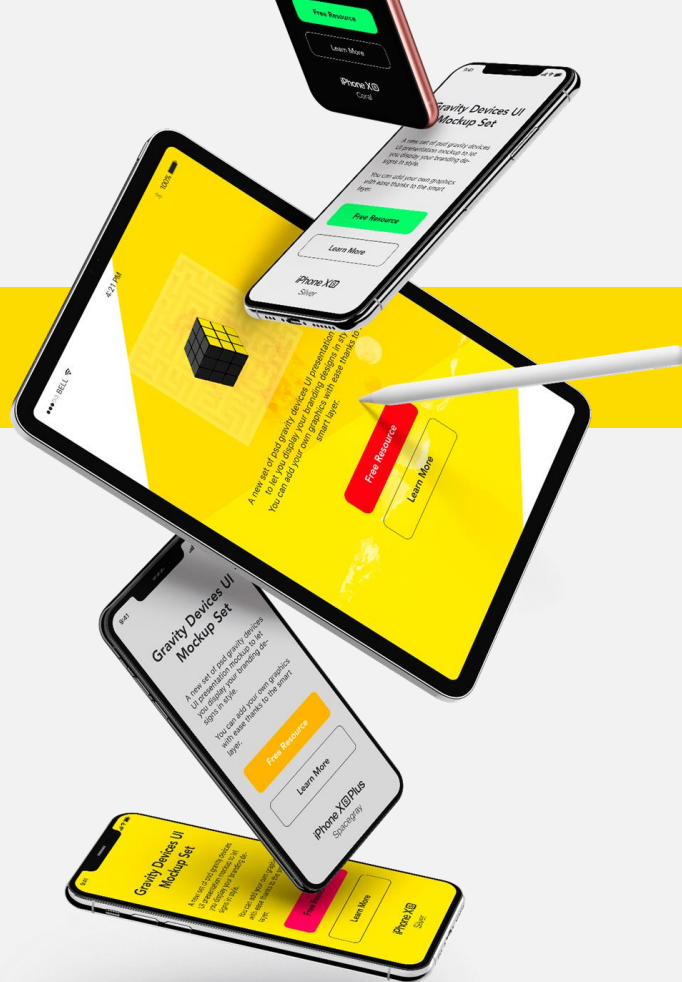Building Brand Love through performance metrics

Brandformance

- Exact Geo Coverage

- Message Optimization

- Hyper-segmented Audience

Campaign
Journey

Potential customer sees the ad

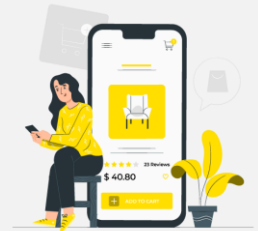**Website interaction (watches video, store search, etc.)**

Potential client visit the store
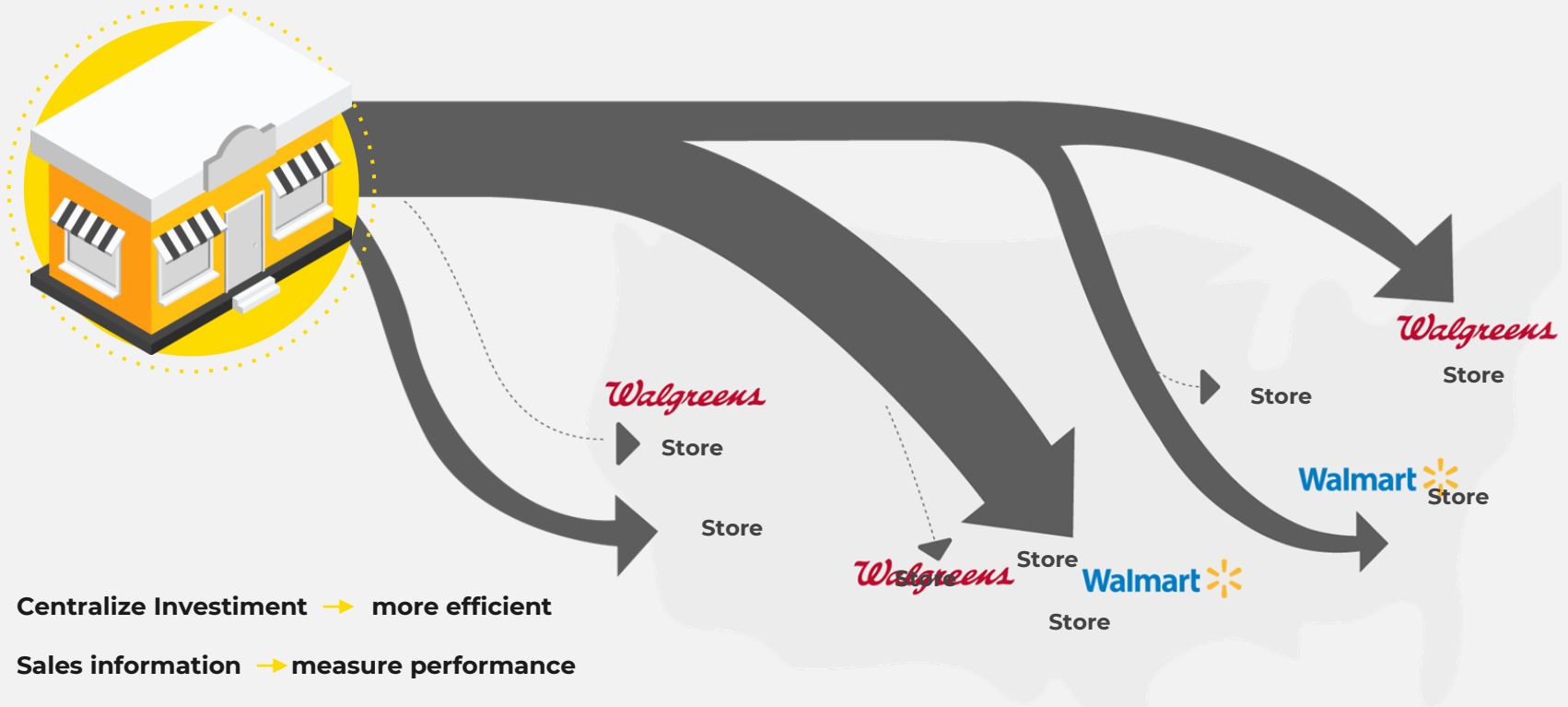
Clicks on ad

Retail Ad

Walmart

- **Communicate and set** campaign message**.**
- try different creative lines and call to action,
- Provides **metrics and campaign optimization.**
- **Direct consumers** towards a **direct purchase**:

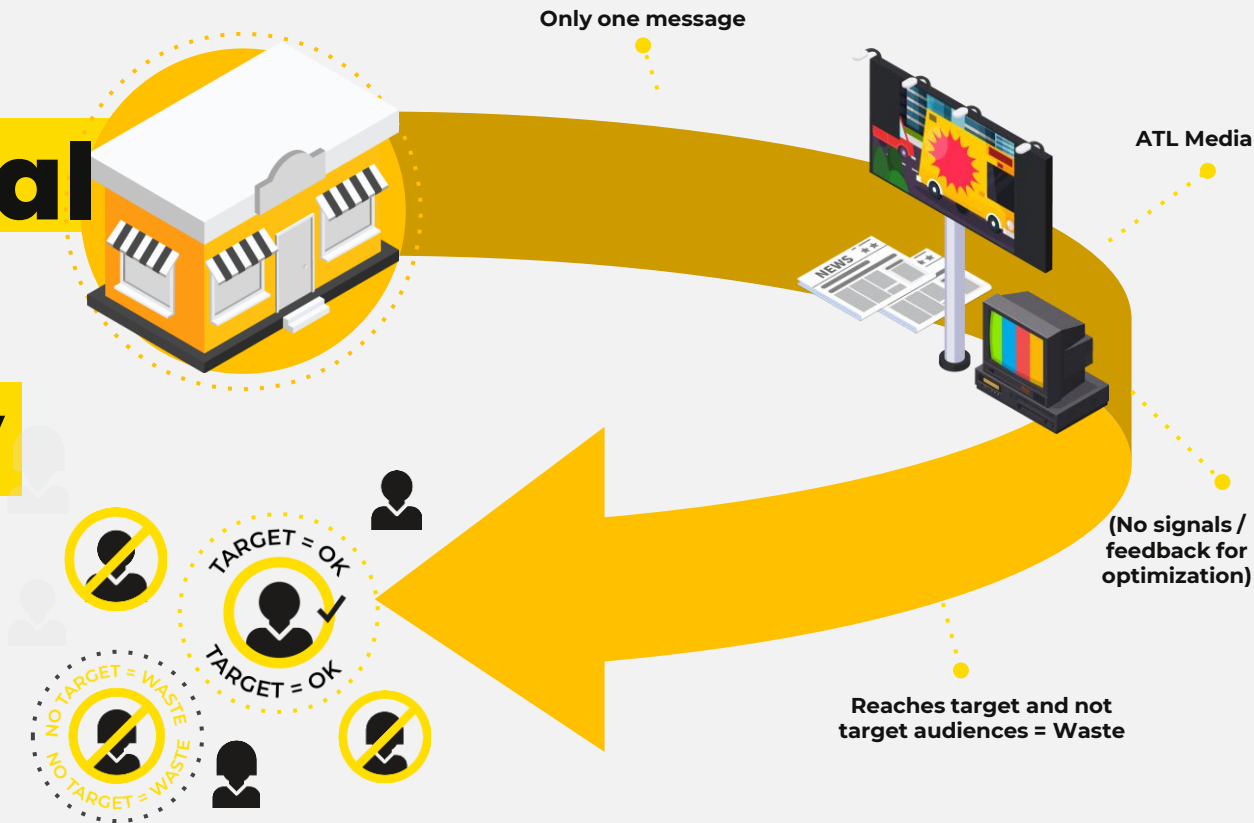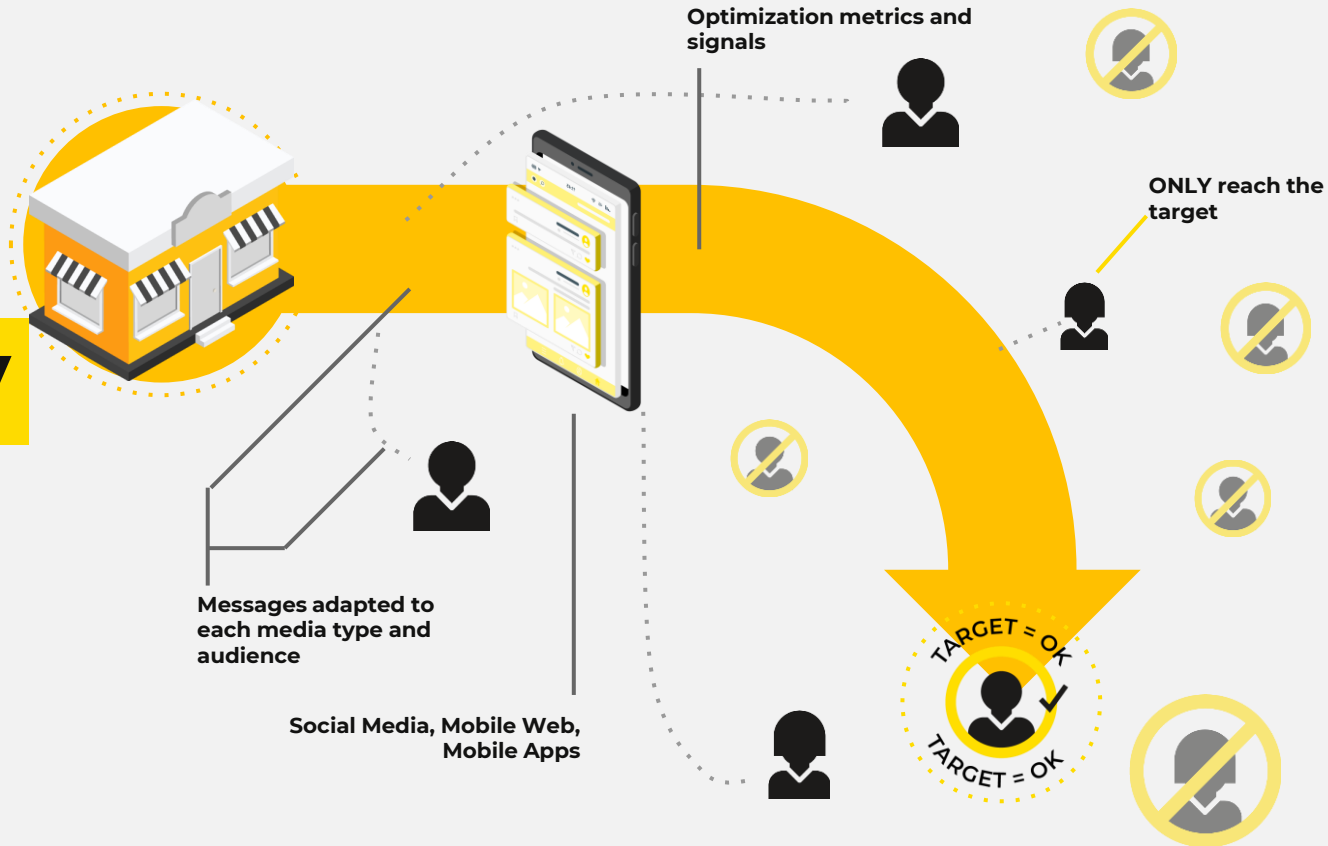$ 40.80

Geographic Coverage

Walgreens Store

Store

Walgreens Store

Walmart Store

Walgreens Store

Store

Walmart Store

Walgreens Store

Centralize Investiment ➔ more efficient

Sales information ➔ measure performance

Traditional Media Anatomy

➔ **One message**

➔ **No optimization**

➔ **Higher costs**

➔ **Reducing media consumption**

Only one message

ATL Media

(No signals / feedback for optimization)

Reaches target and not target audiences = Waste

TARGET = OK

TARGET = OK

NO TARGET = WASTE

NO TARGET = WASTE

NEWS

Digital Media Anatomy

→ Hyper Segmentation

→ Optimization

→ Lower costs

→ Increasing media consumption

Optimization metrics and signals

ONLY reach the target

Messages adapted to each media type and audience

Social Media, Mobile Web, Mobile Apps

TARGET = OK

TARGET = OK

https://youtu.be/ZPFwzQRtayg
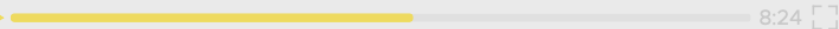
Decisión entre digital y TV
From : Guildin

1,000,000 views

SUBSCRIBE 5,2 B

Intelligence & Optimization:
Purchase Method

Potential audiences defined by:
- Demographic and hyper-local behaviors
- Affinity behaviors.
- Purchase behaviors.

Purchase channels:
- Facebook,
- Google
- Programmatic tools
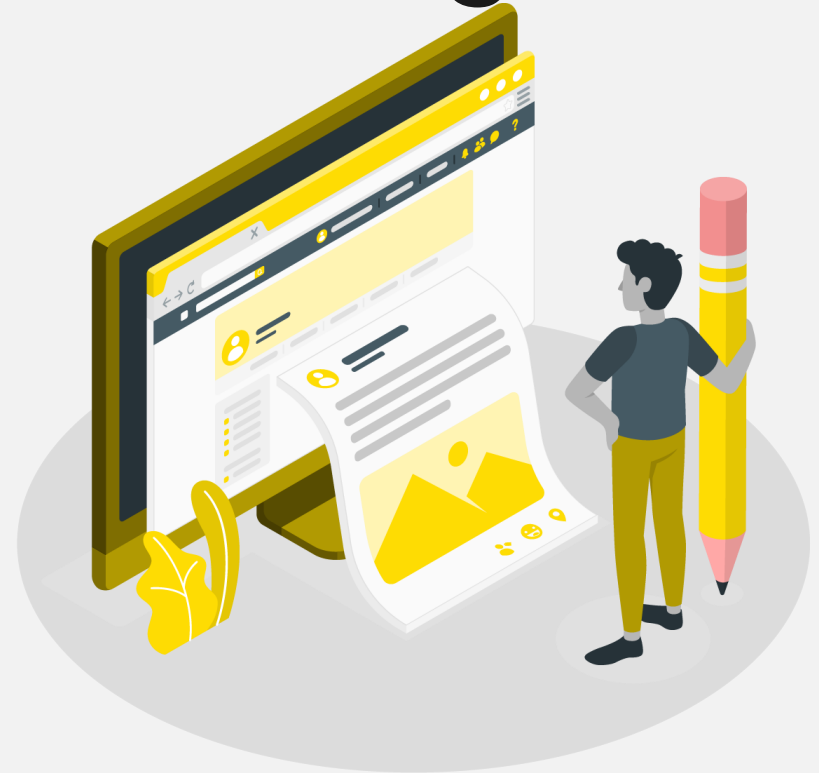looking to optimize main KPIs.

Learn and obtain powerful consumer insights,
Making investment more effective.

Intelligence & Optimization:
Benefits and Advantages

➡ Learn powerful consumer insights

➡ Try different messages and call to actions,

➡ Test promotions efficacy

➡ Understand % of consumers that search a store.

➡ Re-targeting to e-commerce

Are you ready to **BUILD VALUE** with your brand?

Gracias