

 theTradeDesk®

THE GREAT DEBATE: RETAIL MEDIA, IAB EUROPE

April 2026

Global Retail Data Partners

USA



CANADA



AUSTRALIA



INDIA



FRANCE



INDONESIA



JAPAN



GERMANY



NEW ZEALAND



HONG KONG



UK



MALAYSIA PHILIPPINES SINGAPORE THAILAND



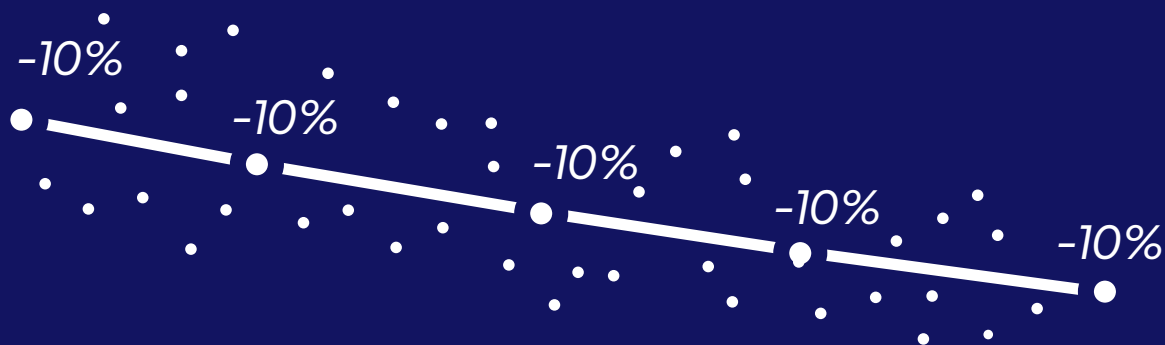
TAIWAN VIETNAM



SOUTH KOREA



CPA



Relevance = 25x Relevance = 30x Relevance = 36x Relevance = 43x Relevance = 52x

AI Optimisation →

More relevant audiences can lead to more efficient conversions

We saw a 10% improvement in CPA on average for every 20% increase in Relevance Score

Relevance score is an **AI generated** measure of similarity of an audience to an advertiser's ideal customer.



OPENMIND



theTradeDesk

CASE STUDY • UNITED KINGDOM

Cheerios sees ‘O-so-delicious’ campaign success with retail data

Nestlé wanted to understand how retail data could enhance the effectiveness of full-funnel campaigns in attracting new customers to its Cheerios® cereal brand in the U.K. Using The Trade Desk’s AI-powered Kokai platform experience, the company activated retail data from multiple major retailers to target highly granular segments of shoppers who had viewed, bought, or shown intent to buy cereal products. The same retail data was used to measure attributable online and in-store sales, while a brand lift study assessed upper-funnel impact. The results showed that retail data targeting was far more effective across multiple metrics than its traditional approach of using custom affinity segments.

88%

more conversions than custom affinity segments

7x

lower cost per acquisition

5pt

higher brand preference than benchmarks

[Learn more](#)

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