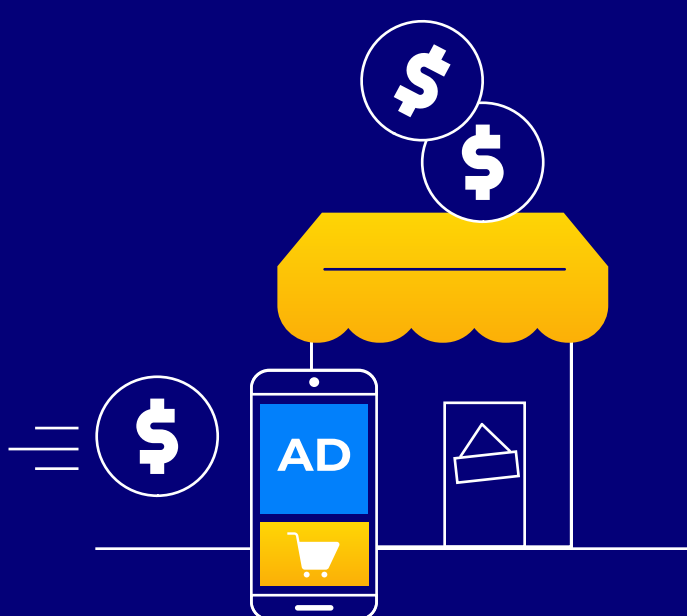


How onsite ads fuel retail growth

As the battle for consumer attention grows, e-commerce owners are turning their digital real estate and first-party data into thriving ads businesses. Let's look at the numbers.



1. A can't-miss revenue opportunity for retailers

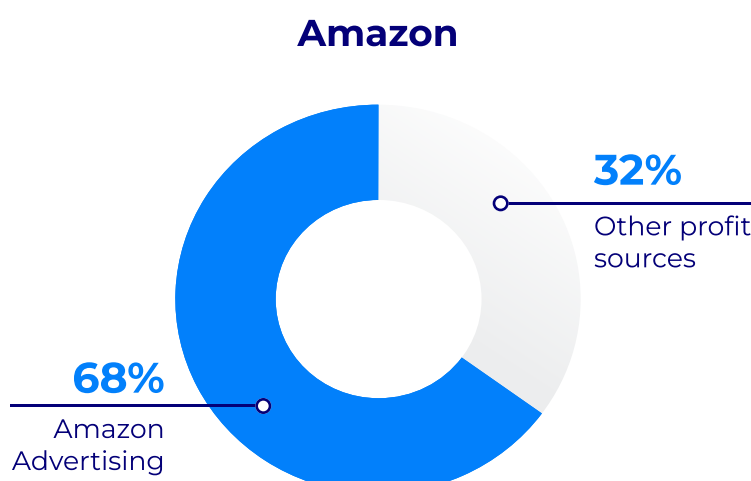
Retail media is a generational wave, accounting for 1/3 of digital ad spend (and growing).

DID YOU KNOW?

Amazon earns a whopping 68% of its annual profits from commerce ads.

This is not just an opportunity for Amazon, but for all e-commerce owners to drive significant profits from ads:

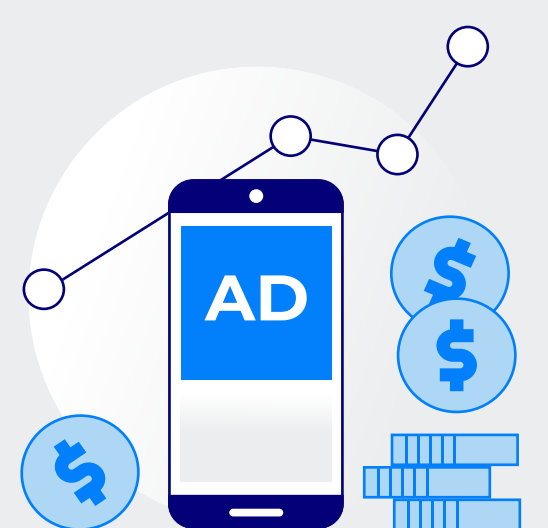
- Traditional retail
- Food delivery
- Banking
- Travel
- And more...



2. Onsite retail media ads drive unparalleled profits

Onsite ads are a no-brainer for any online retailer or marketplace, offering up to 90% margins and a near-zero marginal investment. This math is a night-and-day difference vs. traditional retail.

CASE IN POINT



\$3.3 billion

Walmart makes \$3.3 billion in annual profits from ads.

1,270 stores

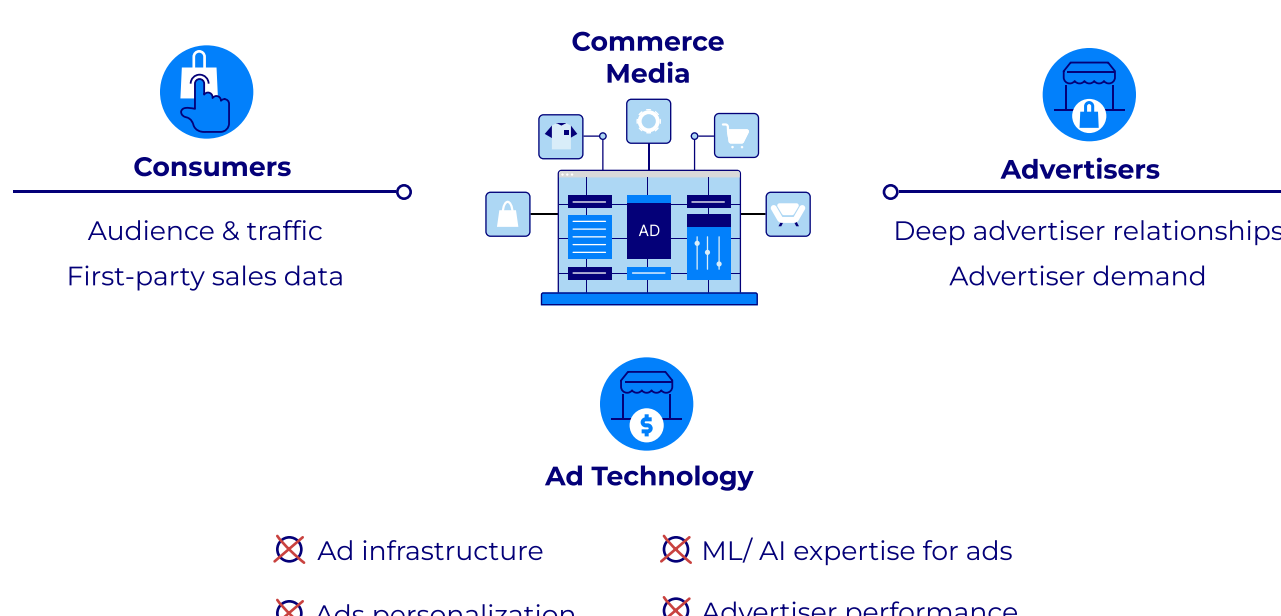
To match that through brick-and mortar sales would require 1,270 new stores at a \$9.6 billion total capex investment.

*Assuming per store estimates of \$2.6 million in annual profits and \$7.4 million capex, based on FY23 numbers.

3. Retailers have 2 of 3 key ingredients to monetize

With an engaged consumer base, you already have a head-start in building an ads business like Amazon or Walmart. And, advertisers want to invest in your ad business; in fact, 56% of brands now advertise with 9 or more retail media partners.

Now, you just need the technology to power your ad business.



4. Ad profits fuel long-term advantages

With commerce media, you don't just get profits — you can fund innovation for years.

Top ways to reinvest retail ad profits:

- Lower prices
- Acquire and retain more customers
- Enter new markets
- Invest in your technology
- Build faster supply chains

5. A cheat code for e-commerce owners

With the right ads tech partner, the sky's the limit. Take the success story of a multi-billion-dollar home marketplace, which tapped Moloco MCM to launch its ads business in less than 90 days, including:

- Automated ad-ops infrastructure
- ML/AI expertise for ads
- Real-time ads personalization
- Self-serve campaign management
- Intelligent bid optimizations

Within the first year, the marketplace saw:

4x

increase in monthly ad revenue

3x

higher ROAS vs. other platforms

85%+

monthly advertiser retention

3-5x your onsite ads business in weeks, not years

Learn how the right ad tech partner, built with automation and ML/AI models, can remove technical limits and maximize your revenue potential.

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