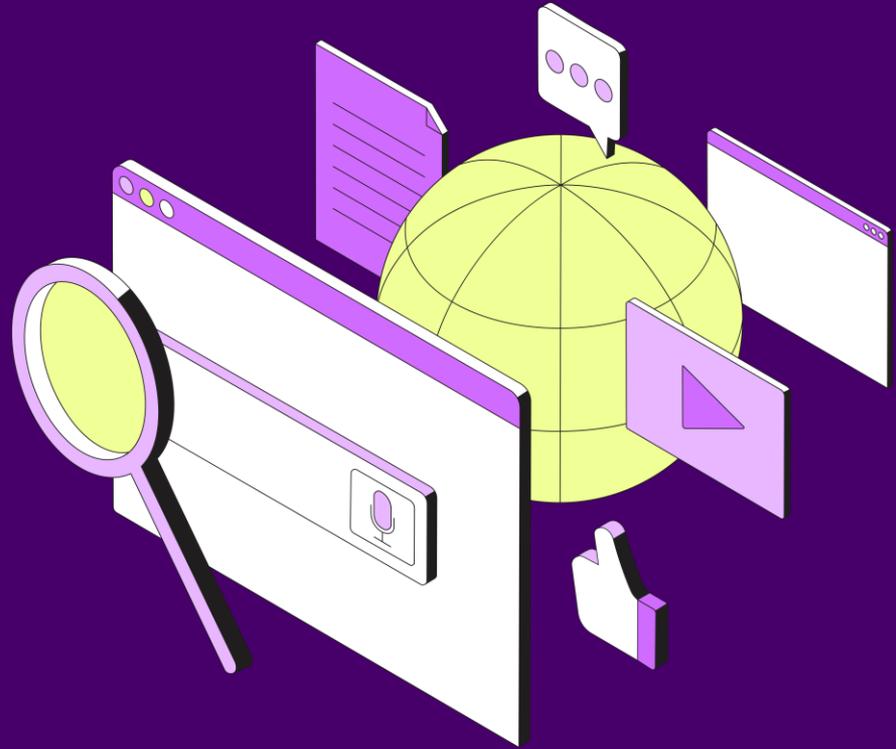


What's in store for 2025?



Media kit: Your guide to our media solutions

Table of Contents

- 1 Overview of Loblaw Advance™**
- 2 2025 media lineup**
 - Offsite media
 - Onsite media
 - In-store media
 - Enterprise Integrated opportunities
- 3 Measurement solutions**
- 4 Appendix**

New era: greater intelligence for brand media

Real customer segments from real omnichannel purchases



Activation across digital & retail media channels



Driving real & measurable business outcomes



Our media network influences up to **89 million** monthly visits

2200+ stores

plus leading grocery and beauty e-commerce platforms

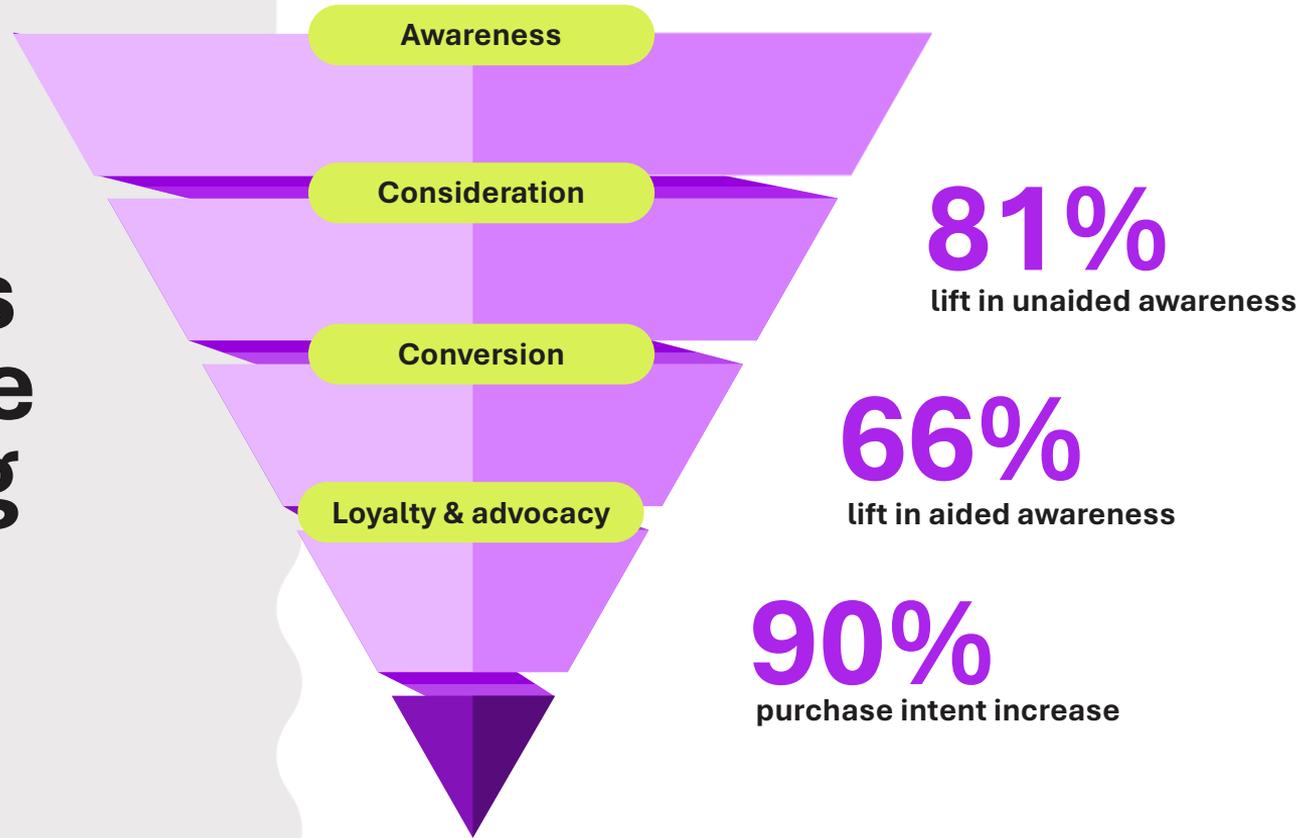


In-store media reaches **more than 18 Million** unique shoppers monthly¹

Running more than **1 Billion offsite** digital impressions monthly²



**We drive
outcomes
across the
marketing
funnel**



Source: Aggregated data of Brand Lift Summary Analysis for past 6 campaigns with 95% sig testing (significant base)

Best in class example: Lunchables Launch



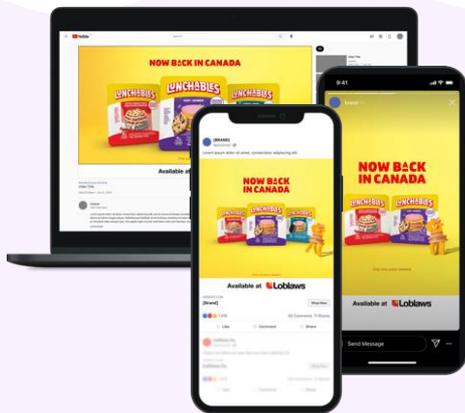
Kraft*Heinz*

Awareness

Consideration

Conversion

Online Video/Social



E-Comm Banners & Sponsored Search



Digital Flyer



Screens



In-store Aisle
Blades & Bunkers

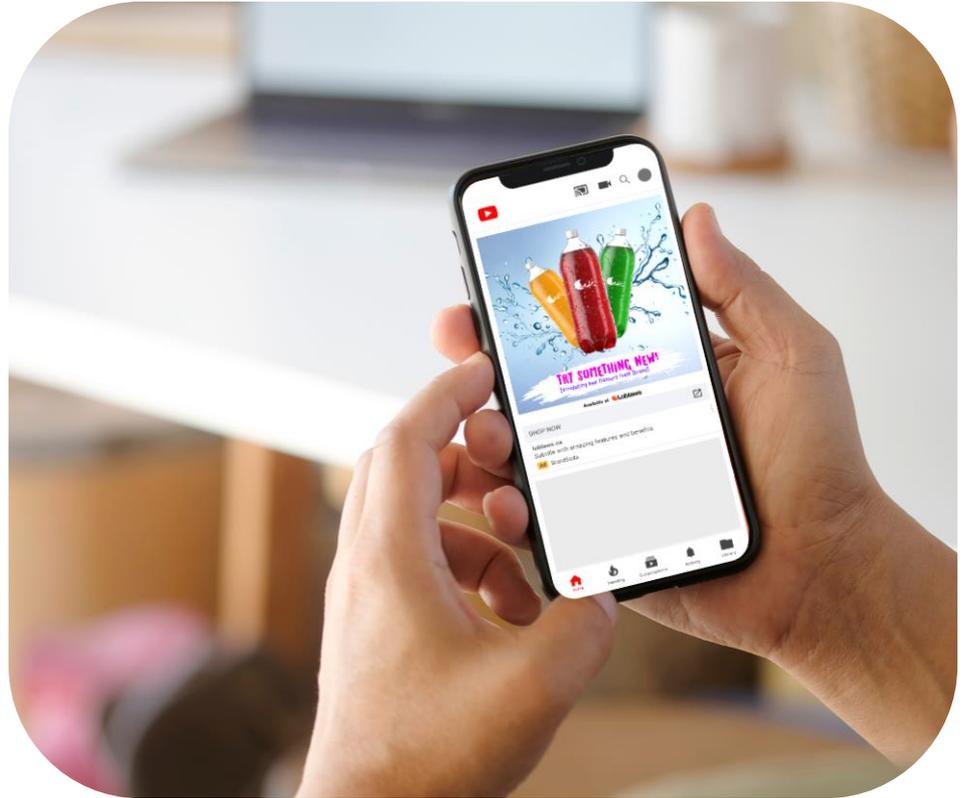


02. 2025 media lineup

Media kit : Your guide to our media solutions



Expand your impact
by **inspiring**
receptive customers
in key moments of
discovery across
digital media
channels.



Precision media targeting across the digital ecosystem



200+

exclusive audiences informed by our purchase intelligence and customer insights

Plus, our exclusive audiences can be activated across major digital and social channels

Reach 1.4 million digitally registered PC Optimum™ customers daily through programmatic display, online video & connected TV on premium publisher sites

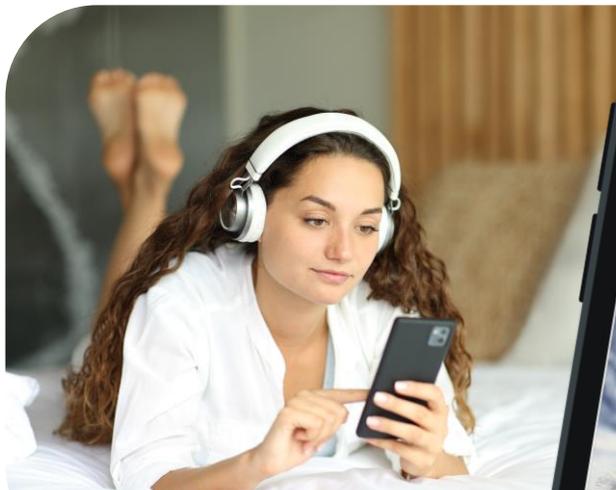
Closed-loop measurement offers sight on real sales to deterministic link with the customer

...and backed by measurement of real sales impact.

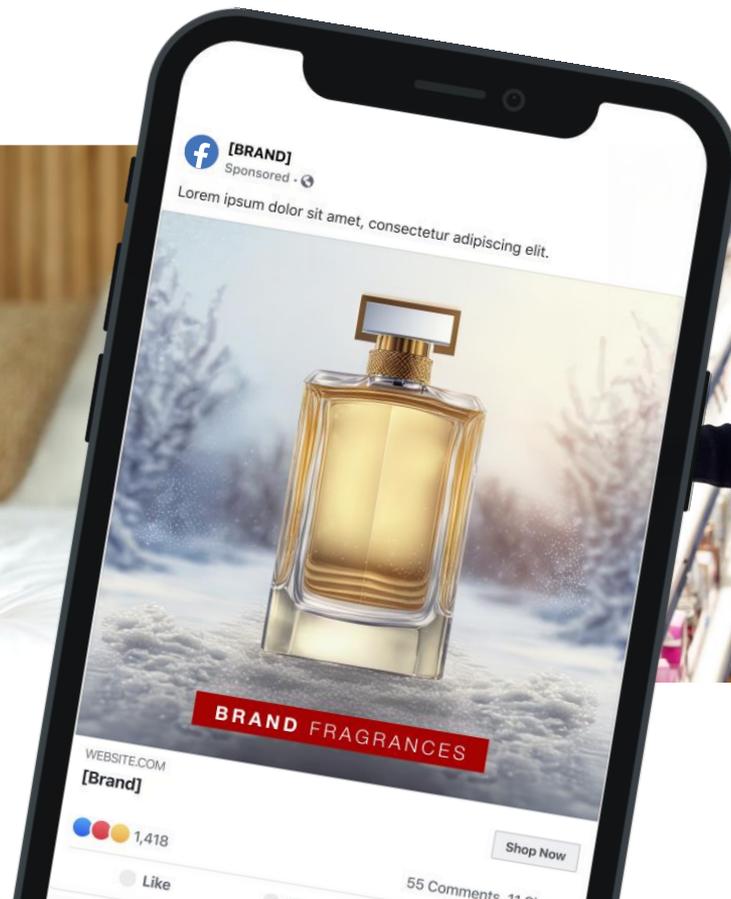


Consumer segmentation from **real purchase data**

Our audiences:
first-party purchase-based



Traditional digital
audience segmentation



Loblaw Companies Limited is committed to protecting customer data in compliance with applicable laws. Please see our Privacy Policy at www.loblaw.ca/en/privacy-policy for more information.

Proprietary audiences based on *Loblaw* purchase intelligence

290+ exclusive audiences informed by our customer insights!

Intelligent category

209 audiences that are likely to convert in your category within the next 60 days derived from predictive modeling.



- Beverages
- Baby
- Cosmetics
- Frozen food

Shopping profile

28 lifestyle and interest-based audiences that are highly likely to make a purchase in the next 60 days in your category.



- Beauty & personal care
- Food habits (i.e., Vegetarian, Vegan)
- Lifestyle & life stages
- Retail habits

Custom

Custom audience segments built using past purchase transactional data.



- Brand buyer inclusion
- Brand buyer exclusion

Retail

Audiences comprised of customers who shop at Loblaw retail banners based on purchase behaviour.



- All retail shoppers (grocery & pharma)
- Market division grocery shoppers
- Discount grocery shoppers
- Shoppers Drug Mart® shoppers
- Retail proximity

Demographic

Audiences built on who Canadians are.



- Age
- Gender
- Parental status
- Income
- Household size

Automotive



NEW!

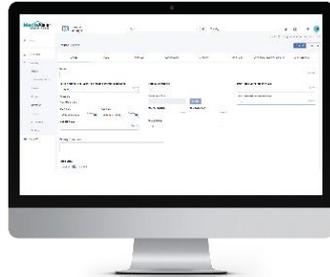
& more!

MediaAisle™ DSP offers **greater reporting intelligence** due to deterministic link with the customer

Customer purchases baby food at an LCL store or on an online LCL property



Purchase data is analyzed and segmented into audience groups in MediaAisle™ DSP



Customer sees tailored advertisements across publisher sites based on their purchase behaviour



Track media investment in almost real time with our reporting tools, offering closed-loop measurement for a clear view of campaign impact.



Never lose the connection
Impact & optimization

Our **audience catalogue** is now fueled by data from Esso[®] purchases, expanding our audience offering

12 new automotive audience segments

- Midsize / SUV
- Large / Pickup Owner
- Compact
- Pickups
- New / Growing Family
- Established Families Luxury Car
- EVs
- First Car Prospects
- Road Warriors
- Car Poolers / Ride Sharers
- Road Trippers
- Automotive Maintenance

Automotive Signals



Grocery Signals

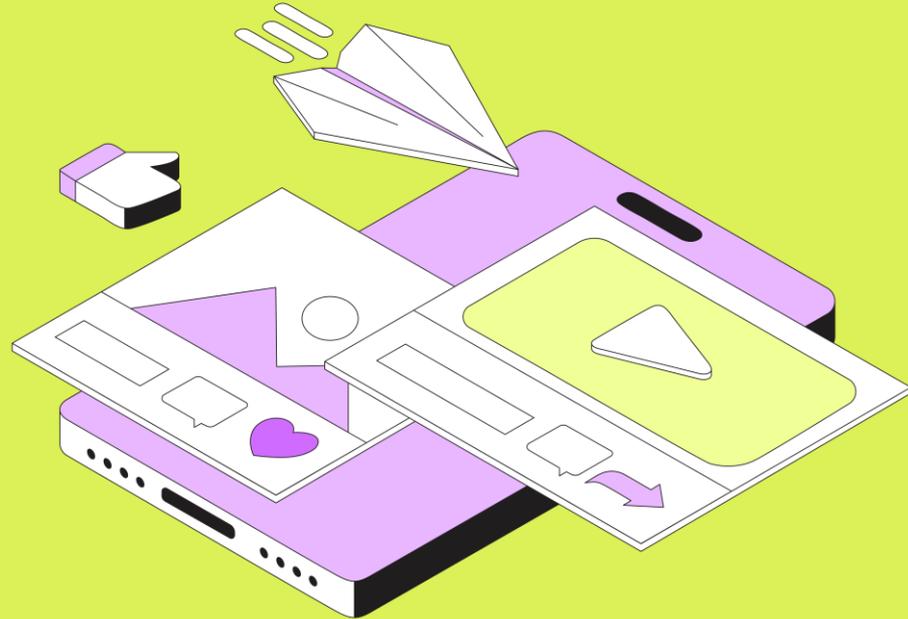


Health & Beauty Signals



Offsite media

Expand your impact by inspiring receptive customers in key moments of discovery across digital media channels.



Offsite media products

AWARENESS

Awareness

Pre-shop

CONSIDERATION

Start shop

In aisle

PURCHASE

Check out



Dooh



Display



Olv / youtube



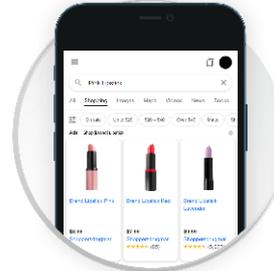
Pinterest



Facebook / instagram



Flipp

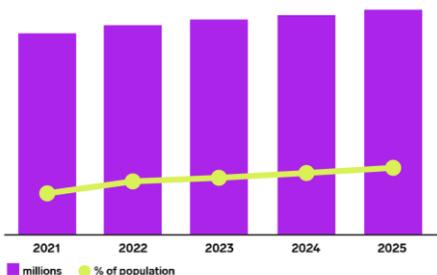


Google shopping

CTV is expected to grow 26% in 2024

Adult CTV Users

Adult Connected TV Users
Canada, 2021-2025



■ millions ● % of population

Note: ages 18+; individuals who use the internet through a connected TV at least once per month

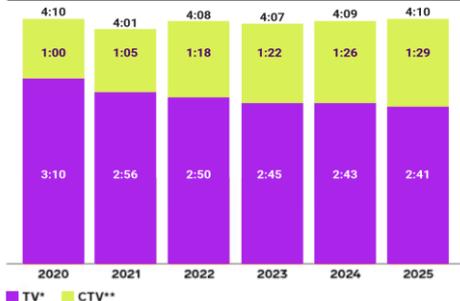
Source: Insider Intelligence | eMarketer, April 2023

Insider Intelligence | eMarketer

- More than two-thirds of Canada's adult population will be CTV viewers this year
- More than half of households in Canada own a smart TV, making internet streaming for CTV readily accessible

TV vs CTV: Daily Avg Time Spent by Adults in Canada, 2020-2025

TV* vs. CTV**: Daily Average Time Spent by Adults in Canada, 2020-2025
hrs:mins



Note: ages 18+; *includes live, DVR, and other prerecorded video (such as video downloaded from the internet but saved locally); includes all time spent watching TV, regardless of multitasking; **includes connected TV devices such as Apple TV, connected Blu-ray devices, connected game consoles, Google Chromecast, Roku, and smart TVs

Source: Insider Intelligence | eMarketer Forecast, April 2023

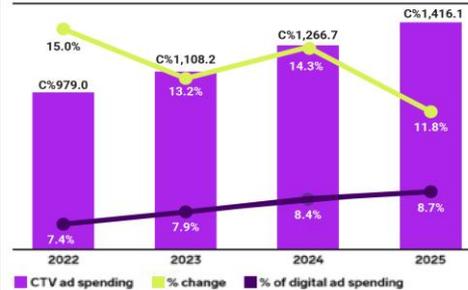
281798

eMarketer | InsiderIntelligence.com

Time spent with CTV will increase almost 50% between 2020 and 2025

CTV Ad Spending in Canada, 2022-2025

Connected TV(CTV) Ad Spending in Canada, 2022-2025
millions of Canadian dollars, % change, and % of digital ad spending



Note: digital advertising that appears on connected TV (CTV) devices; includes display ads that appear on home screens and in-stream video ads that appear on CTVs from platforms like Roku and YouTube; excludes network-sold inventory from traditional linear TV and addressable TV advertising

Source: Insider Intelligence | eMarketer Forecast, March 2023

281274

eMarketer | InsiderIntelligence.com

CTV ad spending will shoot the C\$1.1 billion mark this year



Exclusive audiences informed by PCO, Canada's largest loyalty program

+290 Exclusive audiences available

17M PC Optimum Active Members

6B PC Optimum Monthly Active Users



Greater scale of **video ad formats** backed with our targeting and closed-loop measurement

Magnite

Canada's Leader in CTV with access to the most premium CTV partners in Canada

72% Magnite reaches 72% of Canadian ad-supported CTV households

8M Magnite CTV Households

+3B Monthly opportunities

Connected TV

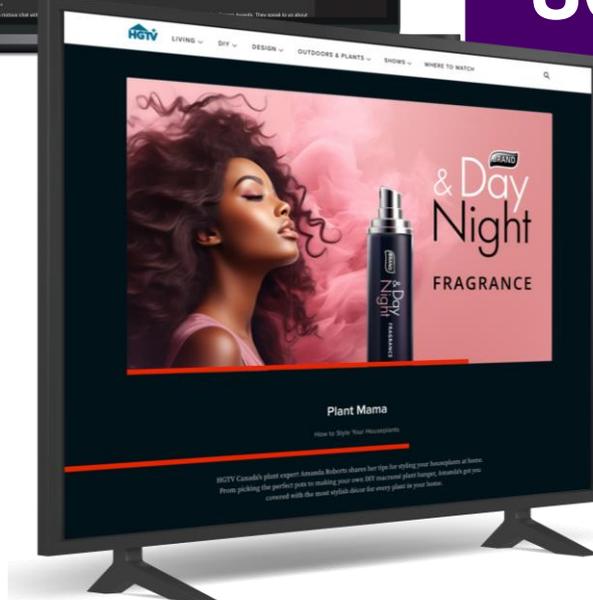
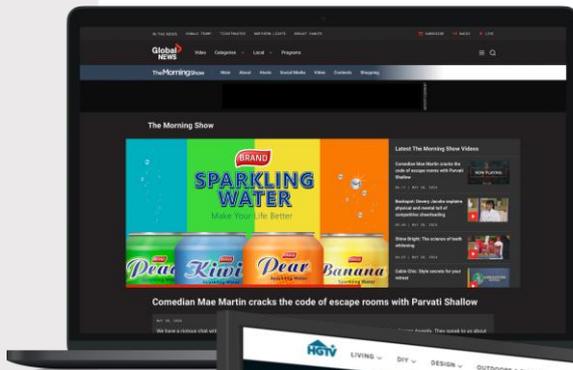
Deliver precision targeting and data-driven insights, ensuring your ads resonate with the right customers at the right time.



Key details

- Placements: 30s/15s/6s video , standard display banners
- Access to 290+ proprietary audiences rooted in Loblaw purchase intelligence: Shopping Profile, Demographic, Retail Division and Intelligent Category and retail store proximity
- Granular insight into your return on ad spend, revenue and units sold

Running across multiple properties including...



The Magnite SSP is now live in our MediaAisle™ DSP, expanding our reach of premium video and connected TV inventory across

30 publishers!
Magnite



Awareness

Pre shop

Start shop

In aisle

Check out

MediaAisle™ retail price in creative

Drive more engagement with customers with your price promotions in digital channels and in-store screens.



Key details

- Build awareness of your promotion with strategic consumer segments, retail banners or regions
- Tap into intelligent audience targeting fueled by purchase patterns
- Next generation flyer promotion
- Live in select banners: Loblaws, Real Canadian Superstore, No Frills, Shoppers Drug Mart

Product price in creative to drive consideration.

At shelf
promos
& regular
prices



New!



Flyer promotions extended
to **strategic audiences**



Programmatic offsite
display media

MediaAisle™

Digital out of home

Be strategic with your out of home media buy. Target and influence customer preferences, by placing ads in close proximity to Loblaw stores, with added geo-location based on their purchase behaviours.



Key details

- Placements: Transit stops & stations, Office & residential buildings, Shopping centers & more
- Formats: Static or video (15s or 30s), indoor & outdoor screens
- Measures promoted product sales and change in targeted sales

Influence customer preferences by placing ads near Loblaw stores.



Google DV360

Resonate with receptive audiences across Google platforms to deliver messages precisely when they matter.



Key details

- Placements: Standard display banners, 30s/15s/6s video
- Access to 200+ proprietary audiences rooted in Loblaws purchase intelligence: Shopping Profile, Demographic, Retail Division and Intelligent Category
- Granular insight into your return on ad spend, revenue and units sold

Precision data-driven targeting ensures your ads resonate with the right audience at the right time.



Facebook & Instagram

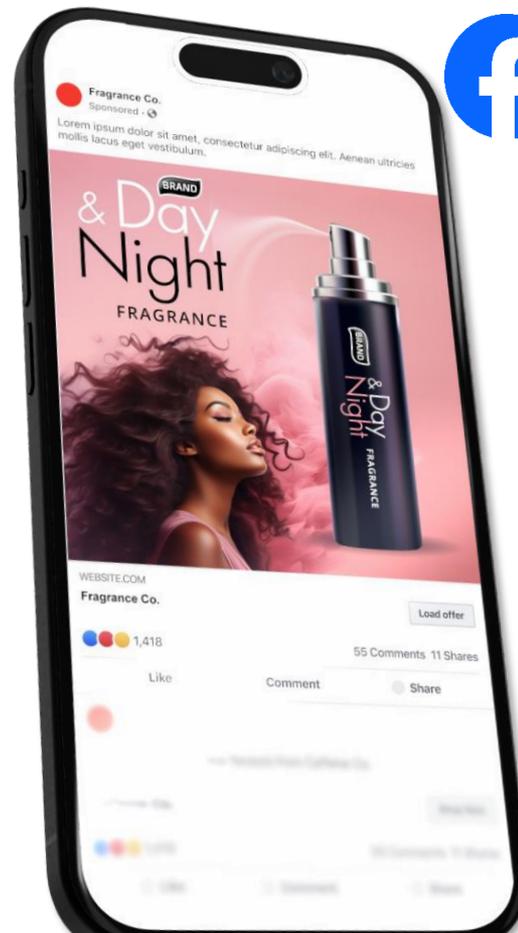
Your key to unlocking Facebook and Instagram ads' full sales potential. Create compelling ad campaigns that drive awareness and action amongst Canadians who shop your category.



Key details

- Placements: 30s/15s/6s video, static imagery
- Measure your purchase attribution and sales lift
- Brand lift studies available

Apply Loblaw's first party data segments across Meta properties to unlock full sales potential.



Pinterest

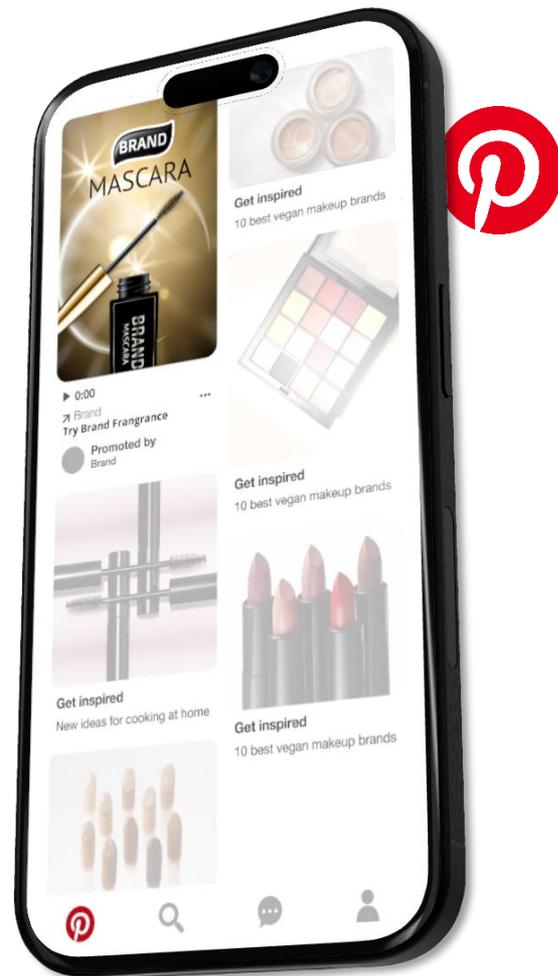
Turn pins into profits. Engage shoppers in your category on their digital journey and captivate potential while they browse for inspiration.



Key details

- Placements: 30s/15s/6s video, static imagery
- Apply *Loblaw's* first party data segments on Pinterest
- Measure your sales attribution and sales lift

Apply *Loblaw's* first party data segments on Pinterest to captivate shoppers and turn them into customers



Google performance max

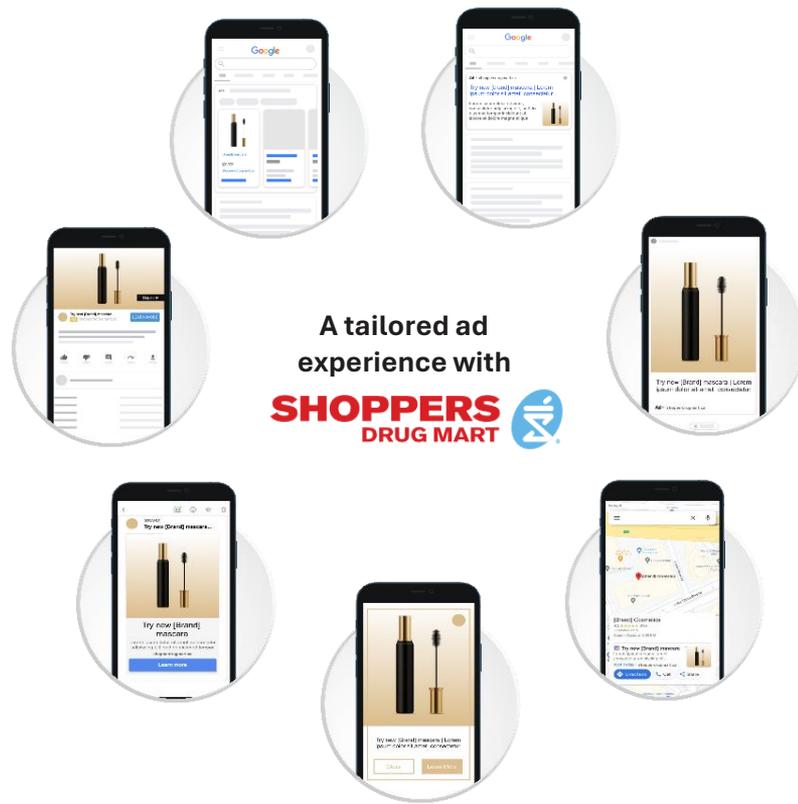
Reach high-intent customers across the Google ecosystem and gain the full omnichannel sightline on impact thanks to our exclusive omni-channel retail purchase attribution insights.



Key details

- Show up across seven of Google's properties in multiple formats: Shopping, Search, YouTube, Maps, Gmail, Discover, Display
- All campaigns must be for products sold through Shoppers Drug Mart®. Destination of ads will be ShoppersDrugmart.ca.
- Measures online and in-store sales during the campaign period*

Reach high-intent customers across the Google ecosystem and gain the omnichannel insight on ad performance.



Display on Flipp

Elevate your visibility with targeted display ads on Flipp, reaching relevant customers for your product with precision.



Key details

- Loblaw Advance™ is the exclusive seller of placements that run adjacent to our Shoppers Drug Mart® and grocery flyers
- Choose from in-flyer, Browse+, or push notification placements
- Activate Loblaw shopper targeting, shopper persona targeting and active intent targeting (search & re-targeting) on Flipp

Stand out on the Flipp flyer app that Loblaw shoppers love.

Exclusive to



In-flyer placements

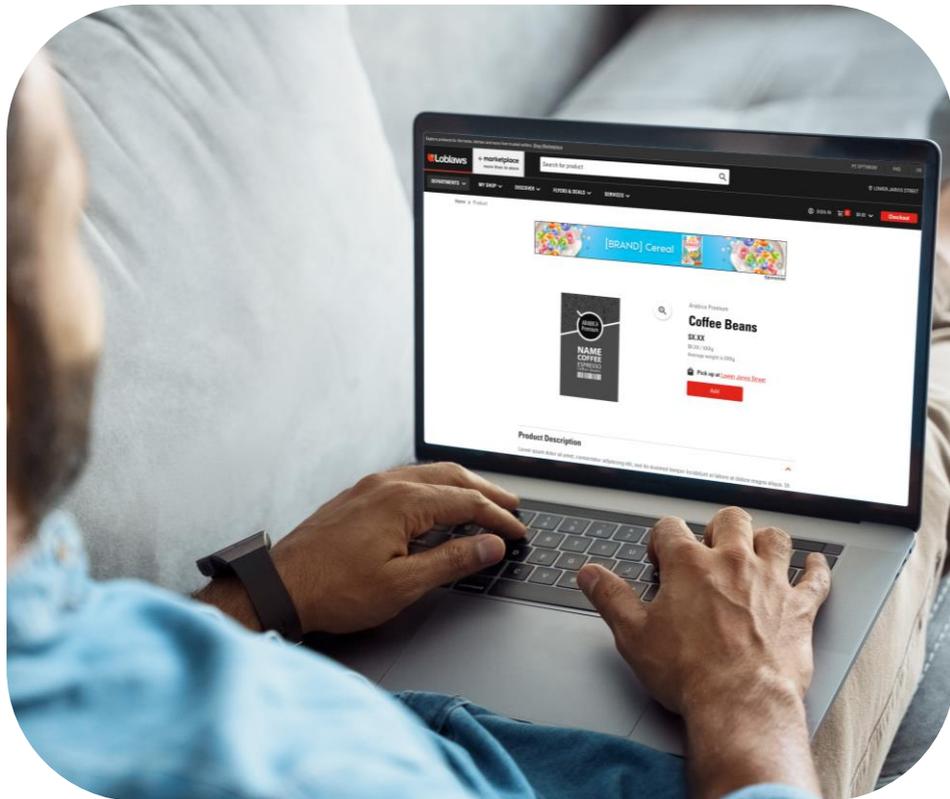


Browse+ placements



Push notifications

Breakthrough to
both **e-comm** and
in-store customers
who use our digital
platforms.



Connect with the most valuable customers through our digital properties

11M

Unique visitors monthly to our e-comm properties¹



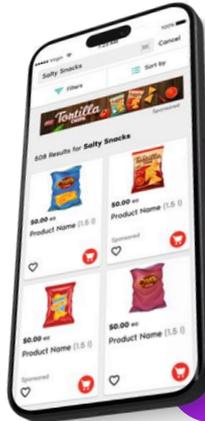
Source1: ComScore Mar 2024

Source2: ABI LDIA PCO Weekly Active Users Dashboard: PE 2024 06, Digitally Active

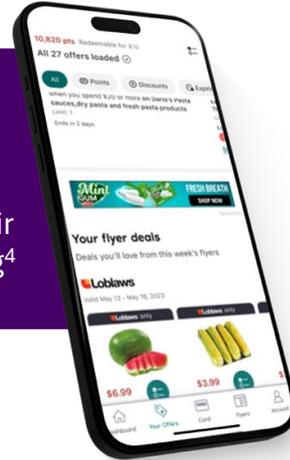
Members are defined as members who open their app at least once per week for a given week

50%

of PC Optimum™ members check their app before shopping⁴

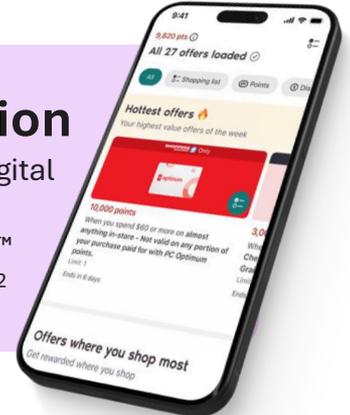


Every 5 seconds a product is added to a basket from a sponsored product tile on our e-comm platforms³



4 million

Weekly digital active PC Optimum™ members²



Source3: Internal Loblaw Companies Limited PCX & SDM web & app data Jan-Apr 24

Source4: Loblaw Omnichannel Shopper Survey, May 2024

Approximately
30% of sales
conversions
from e-comm
digital media
occur in our
stores



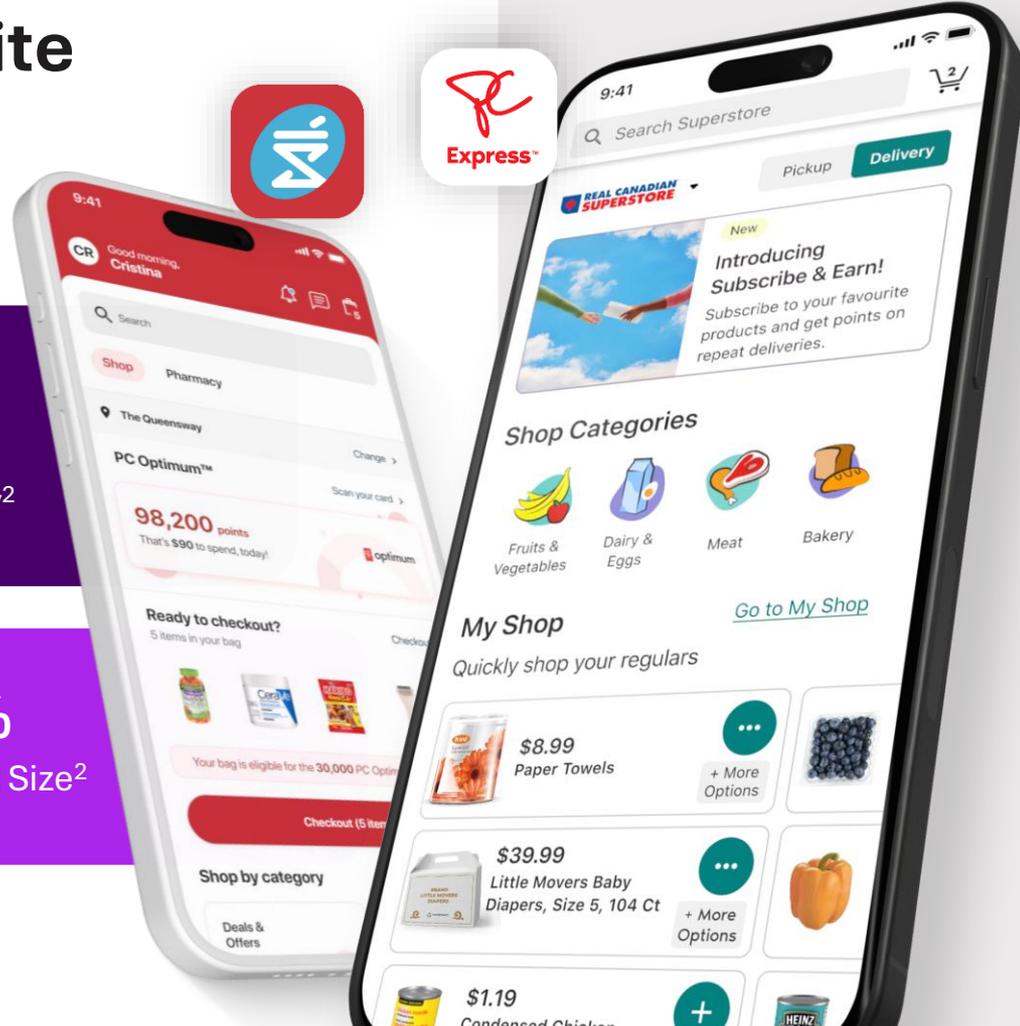
Your customers' favourite e-commerce apps

+40%

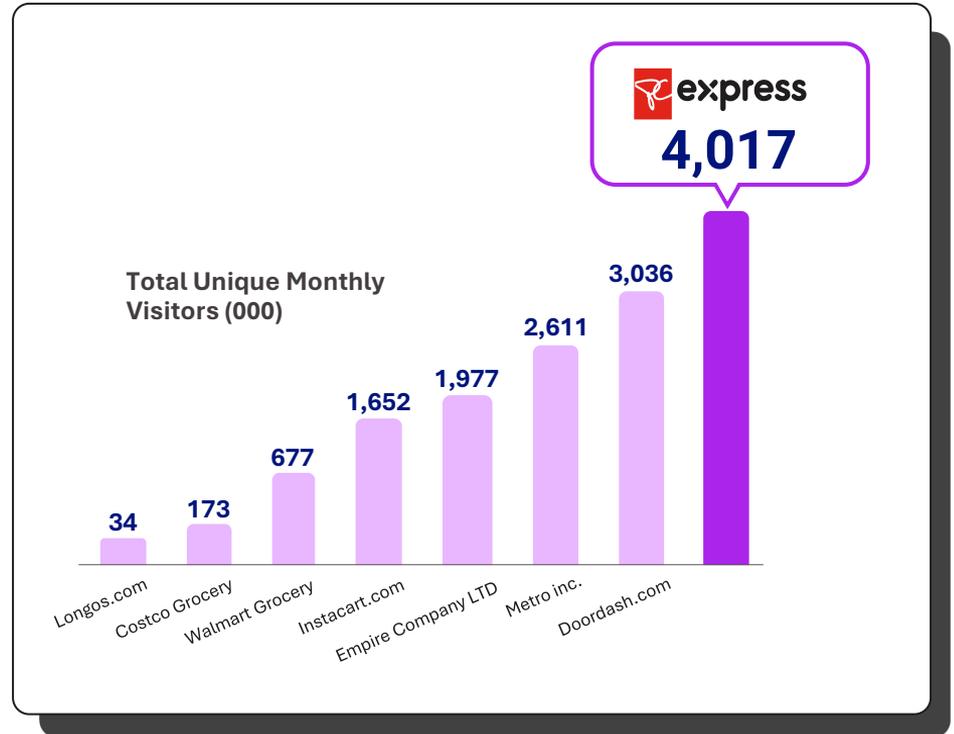
Incremental in-store spend driven by customers who use web and app as a pre-shop tool¹

+16%
Shopping Frequency²

+8%
Basket Size²



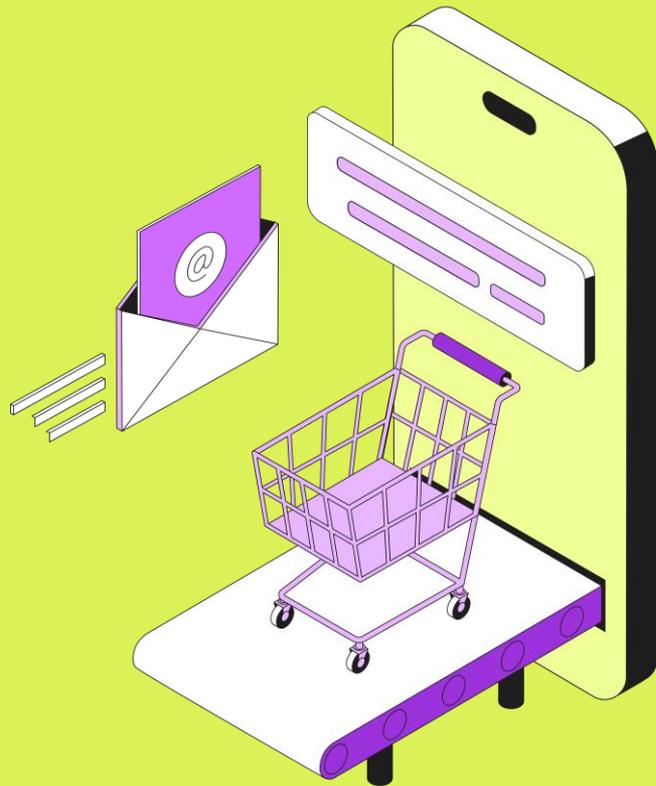
Strong reach across our grocery & Shoppers Drug Mart® e-comm sites





Onsite media

Break through to both e-comm and in-store customers who use our digital platforms.



Onsite media products

AWARENESS

Awareness



Display



Email banner

CONSIDERATION

Pre-shop



Spotlight box



Sponsored carousel
My shop page



Brand hub

Start shop

PURCHASE

In aisle



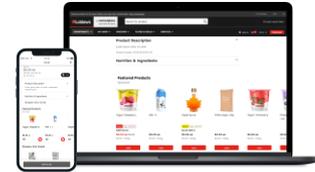
Sponsored products
in-category



Sponsored products
complementary category



Sponsored products
Search pages



Sponsored products
Product description pages

Check out



Sponsored products
checkout page



Sponsored carousel
Checkout page

Grocery banner emails

Reach customers at home or on-the-go directly in their email inbox.



Key details

- 2 paid promo banners available per email deployment of Flyers & Deals subscription email (1 per partner).
- Standard bottom banner with click through Headline, Body Copy, Call to Action square image.
- Must include a price promotion to be eligible in No Frills® and Maxi® emails.
- Reach audience groups based on their preferred banners: Market and Discount divisions

4M+ subscribers to our grocery banner emails

NOFRILLS

Your current points balance is 0**

GET 20,000 PC OPTIMUM™ POINTS
on your first PC Express online grocery pickup order of \$75 or more.*
Use code **20PTS75** at checkout.

START SHOPPING

express Online grocery pickup

\$1 OFF
on any [brand] product.
Promo code: **BRAND6**

SHOP NOW

Product availability varies by store, click [here](#) to see offer details in your store.

TRY SOMETHING NEW!
Introducing new flavours from [brand]

SHOP NOW

Product availability varies by store, click [here](#) to see offer details in your store.

Core ROAS for Onsite campaigns with an email placement is **59% higher** than for those campaigns without email.

Halo ROAS for onsite campaigns with an email placement is **37% higher** than campaigns without email.

Sponsored Display

Placed in high-traffic, high-engagement pages, onsite display ads allow brands to connect with customers throughout their purchase journey offering high visibility and helping influence purchase behavior online and in-store.

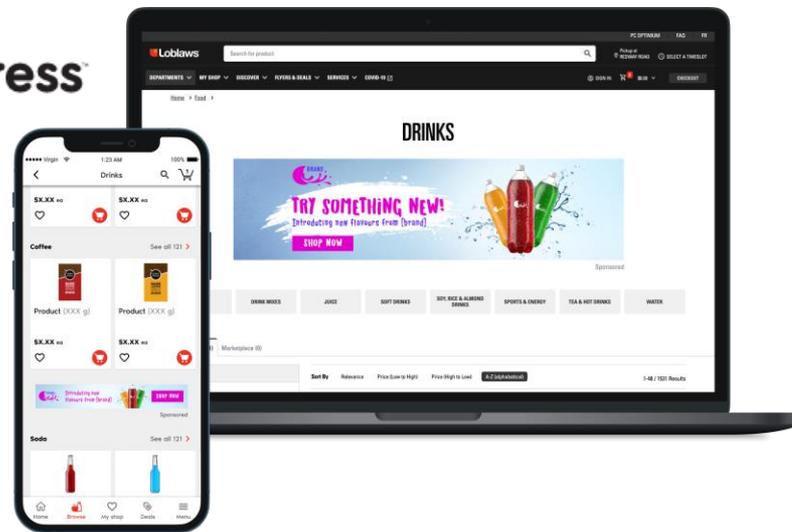


Key details

- Clicks through to the partners' brand hub or collections page. Post-click landing page mandatory for buying display inventory
- Reach grocery customers based on their location, preferred division (market or discount), banner and past purchase insights
- Creatives should be provided in all available display formats for relevant banners
- Impressions-based buying at fixed rate CPM

Display ads drive real sales impact delivering an average Halo omni-ROAS of 7.2x

Source: Internal Loblaw Companies Limited campaign data, Jan-Oct 2023



Tailored audience groups available*

Food	Breakfast coffee dairy & eggs deli frozen food fruits & vegetables meat & seafood natural food pantry prepared meals snacks, chips & candy soft drinks water
Home, health & beauty	Household supplies cosmetics personal care OTC
Other non-food categories	Baby pet supplies

Formats	Dimensions
Billboard (optional)	970 x 250
Leaderboard	728 x 90
Mobile banner	320 x 100, 320 x 50
Promo tile	130 x 130
Big box , double big box (optional)	300 x 250, 300 x 600
Skyscraper (optional)	160 x 600

Shoppable Display

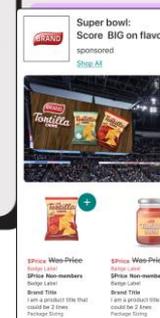
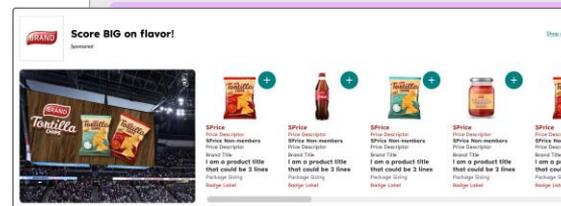
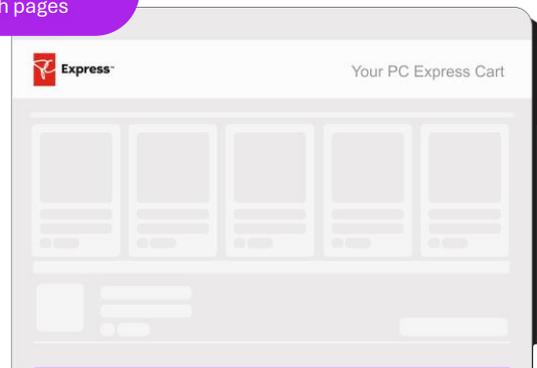
This new shoppable display ad unit will include pricing, add-to-cart and inspirational imagery to capture the attention of customers.

Web & app – Homepage, My Shop page, Checkout page and Search pages



Key details

- Available on PCX (web and app) PCX: Homepage, My Shop Page, Checkout Page & Search Pages
- Minimum of 2 and maximum of 12 products can be featured, with recommended 80% in-stock product availability for each grocery banner. Any out-of-stock products will not be shown.
- “Shop All” clicks through to the partners’ brand hub and product tiles click to Product Description Pages. Brand Hub is required as a landing page destination.
- New-to-brand metric allowing brands to gauge the true impact of top-of-mind
- **Homepage, My Shop and Checkout pages:** 1 placement available per week at fixed price
- **Search Pages:** Biddable buying at vCPM with search-term based targeting enabled



+23%

better ROAS performance on onsite campaigns that include Shoppable Media and Display ads vs just Display ads¹

Sponsored Products

Enrich customer discovery of your products by placing them front and centre in the digital aisle as they actively make purchase decisions.



Key details

Includes sponsored products in the category landing pages and product landing pages under the primary category.

- Partners submit 8 products to be promoted (must all be from the same sub-category – i.e. appear in the same PLP grid).
- Campaign will be set up so that the products are presented in the in-category treatment of pages those products fall under AND in complementary treatment in all other secondary-categories under their primary category.
- 1-week placement sold as 100% SOV of categories within two tiers

Establish your brand as the next exciting discovery for customers actively exploring shopping categories.

Web & app - category landing & product listing pages (CLP & PLP)



In-category



Complementary categories

Tier 1 categories

Pantry



Fruits & Vegetables



Bakery



Diary & Eggs



Home & Kitchen



Frozen



Meat



Snacks, chips & candy



Tier 2 categories

Drinks



Deli



Baby



Natural food



Pet Supplies



Health & Beauty



Household Supplies



Prepared meals



AVAILABLE ON: Homepage on responsive websites (desktop, tablet, mobile) of PC Express™ banners (except Wholesale Club) and app (Android & iOS)

Brand hub

Make it easy for customers to shop your product lines and be inspired by your brands by creating a dedicated, native shopping destination where you can highlight your products, brand messaging and offers.



Key details

- Brand hub content is designed in partner's brand style. Can stay live for up to 1 year.
- Can feature multiple components including banner, live text, collection tiles, product carousels and recipes.
- Components and respective placements are adjustable to create various design layouts suited to partner requirements .
- Comes with an accompanying "Browse by Brand Tile" accessed through the Discover menu.
- Landing destination for display and native shoppable ads

Elevate your products, brand message, and promotions by featuring them in a dedicated, seamlessly integrated shopping destination.

Design for illustration purposes only

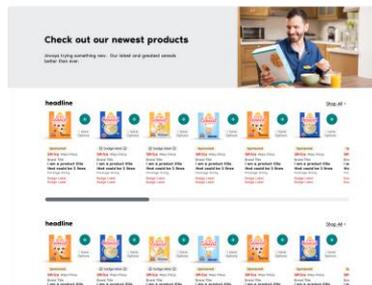
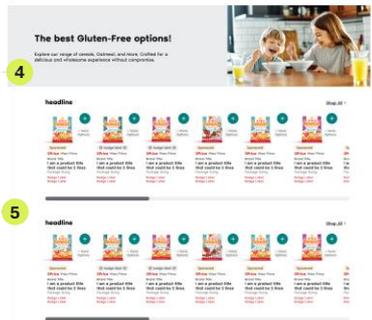
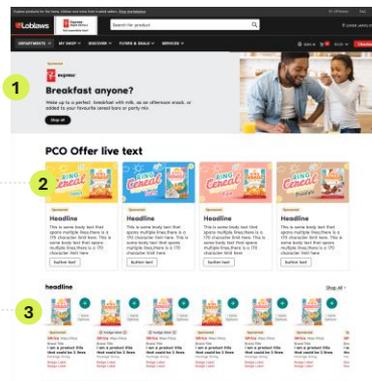
Hero Banner

Menu Tiles

Product Carousel

Additional Hero Banner

Additional Product Carousel



express

Web & app

AVAILABLE: Brand Hubs on responsive websites (desktop, tablet, mobile) of all PC Express™ banners (except Wholesale Club) and app (Android & iOS)

PDP Sponsored Products

Create more opportunities for your brand to be discovered, considered, and purchased by category shoppers.



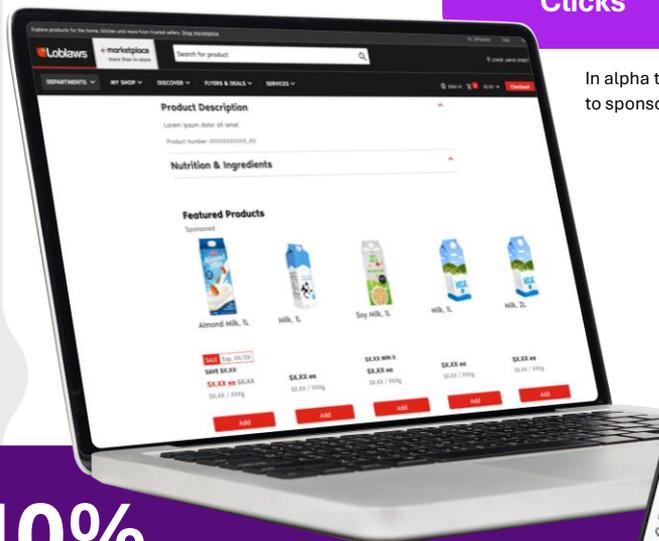
Key details

- Inspire brand shoppers with alternative flavours or product options that align with their preferences
- After search pages, PDPs are a top cart-building destination driving 17% of PC Express cart additions! ¹
- In the MediaAisle Sponsored Products platform, simply opt-in to the NEW automatic targeting for ad-groups
- Our platform's intelligent relevancy algorithm will dynamically extend the reach of sponsored search campaigns to ideal audiences in the PDPs
- MediaAisle™ Campaign reports provide all performance metrics for these additional placements as “PDP Extension”

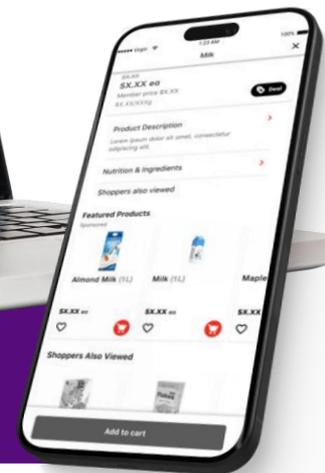


39%
Incremental
Clicks

18%
Incremental
Orders



In alpha tests, adding sponsored products on PDP to sponsored search campaigns drove²



40%
of PC Express™ visits include a visit to PDPs³

Source1: PC Express™ Web & App Data Apr 2024

Source2: MediaAisle™ Sponsored Products Internal Data Apr 2024

Source3: Internal PCX data Jan-May 2024

Sponsored products

Opportunity to engage customers in the digital checkout lane with last-minute cart top-ups.

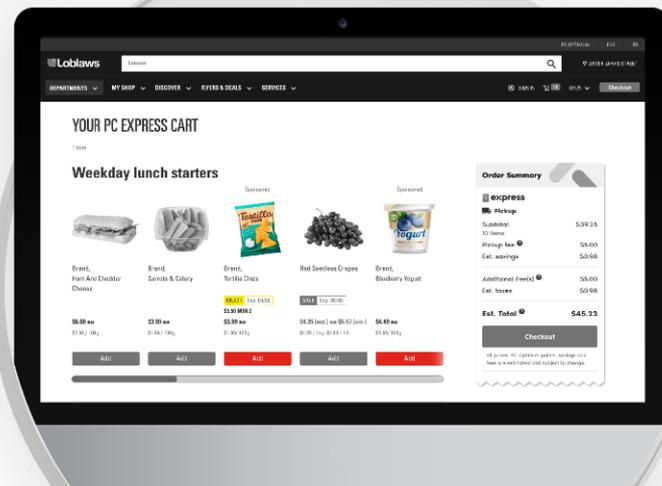


Key details

- Two placements available in slots 3 & 5 of the PC Express™ merch carousel on the Checkout page.
- It is recommended that products have 80% in-stock product availability at each grocery banner site they're promoted in.
- Recommended for promoted products to be relevant to the theme of the carousel.*

Ideal placements for price promotions, top-selling products with high awareness or popular impulse-driven brands.

Web-checkout carousel



*2024 weekly theme calendar included in appendix

AVAILABLE ON: Checkout page on responsive websites (desktop, tablet, mobile) of all PC Express™ banners (except Wholesale Club).

Product sampling (Beta)

Surprise & delight customers purchasing groceries through our PC Express™ online grocery service with product sample.



Key details

- Our program has been redesigned to create an easier and more seamless way for partners to participate.
- What has changed?
 - Centralized shipping
 - Efficient logistics handling
 - Achieve post sample measurement

Reach any PC Express® customer who wants your sample.

Step 1:

Customer adds sample to cart and checks out via PC Express™



Step 2:

Sample is added to customer's order



Step 3:

Grocery delivery arrives with free sample



Up to **140,000** samples or coupons can be distributed to PC Express™ shoppers a week!

*Some limitations apply during peak seasonal weeks instore

**Sample and regular size formats accommodated; some category restrictions apply

*** 18,850 sample minimum applies

****Client to cover all product and shipping costs

SHOPPERS
DRUG MART

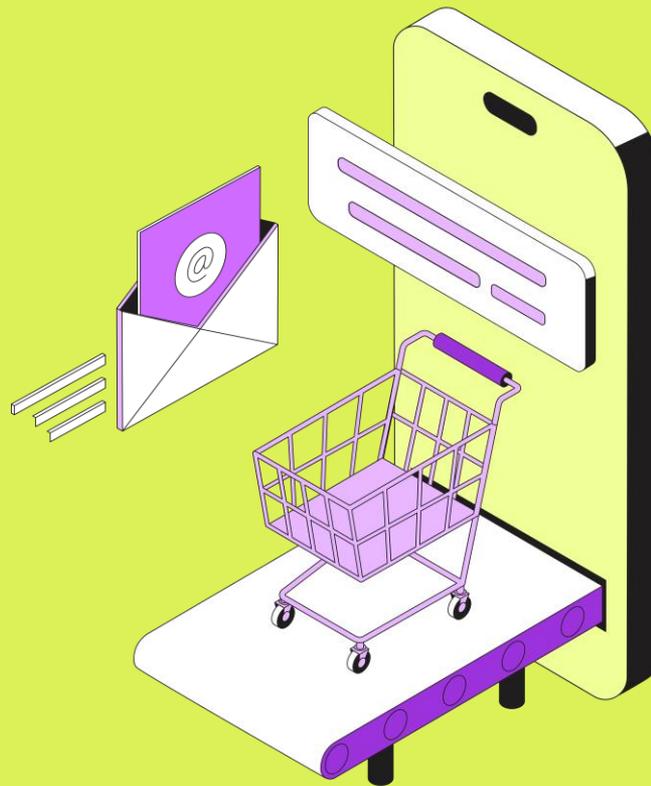


PHARMAPRIX



Onsite media

Break through to both e-comm and in-store customers who use our digital platforms.



Onsite media products

AWARENESS

Awareness



Display

Pre-shop

CONSIDERATION

Start shop



Spotlight box



Brand hub

In aisle

PURCHASE

Check out



Sponsored products
in-category



Sponsored products
complementary category



Sponsored products
Search pages

SHOPPERS
DRUG MART



PHARMAPRIX



Beauty email banner

An effective solution to showcase your brand and connect with high-engaged customers right in their inboxes



Key details

- 1 paid promo banners available per email deployment of Wednesday or Friday beauty emails
- Standard bottom banner with click through
Headline, Body Copy, Call to Action square image.
- Subscribers that have purchased beauty at least once through e-comm or have shopped in-store within the last year.



Available for Beauty categories only **55% open rate**

1-2M subscribers
to our beauty emails*

Available on: Beauty Email distribution lists of Shoppers Drug Mart

*Audience size varies based on previous purchase history

Online Only / Deals August 17

5,000 bonus points

*PC Optimum bonus points are waiting for you.

Members-Only Price

[Shop now](#)

Hot for summer



[Shop now](#)

All New Brand
Beauty Fragrances
for the Smell of
the Summer.

[Shop now](#)



SHOPPERS
DRUG MART 

PHARMAPRIX 

New inventory!
**Available
now**

Onsite Display Media

Placed in high-traffic, high-engagement pages, onsite display ads allow brands to connect with customers throughout their purchase journey offering high visibility and helping influence purchase behavior online and in-store.



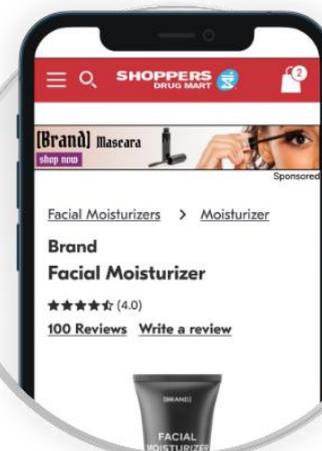
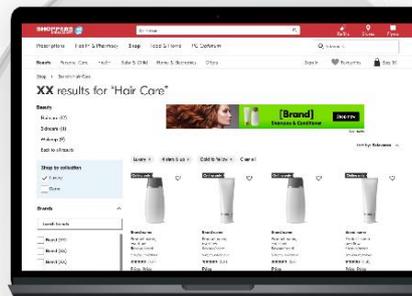
Key details

- Impressions-based buying at fixed rate CPM
- Clicks through to the partners' brand hub or collections page. Post-click landing page mandatory for buying display inventory
- Creatives should be provided in all available display formats for relevant banners.

Keep your brands top-of-mind while customers are making purchase decisions online or in-store

SHOPPERS
DRUG MART

PHARMAPRIX



Available on: shoppersdrugmart.ca and pharmaprix.ca and respective apps (android and ios).

Display media requires a post-click destination - incremental fees apply in accordance with our ratecard and eligible discounts.

Formats	Dimensions
Leaderboard	728 x 90
Mobile banner	320 x 100, 320 x 50

Shoppable Display

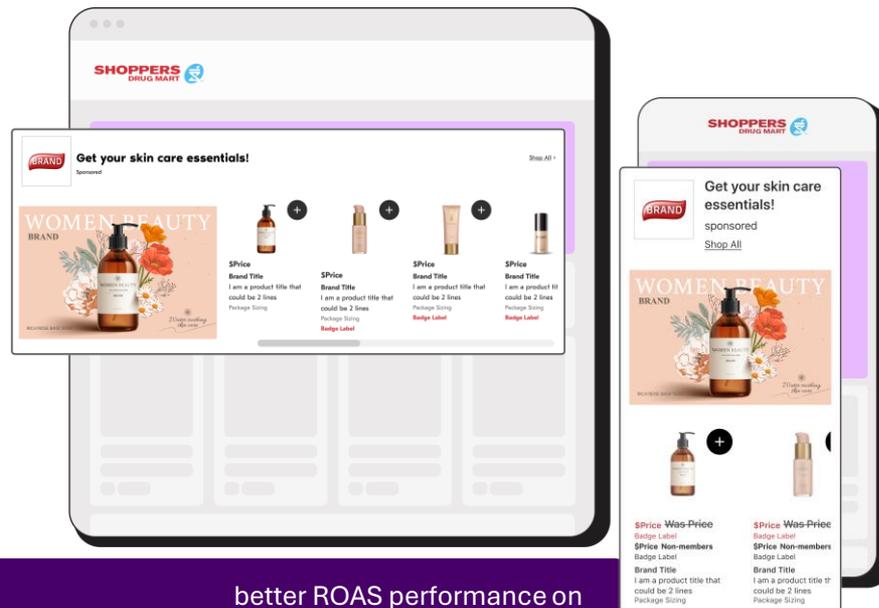
This new shoppable display ad unit will include pricing, add-to-cart and inspirational imagery to capture the attention of customers.



Key details

- Available on Homepage (web only) & Search Pages (web & app)
- Minimum of 2 and maximum of 12 products can be featured, with recommended 80% in-stock product availability for each grocery banner. Any out-of-stock products will not be shown.
- “Shop All” clicks through to the partners’ brand hub and product tiles click to Product Description Pages. Brand Hub is required as a landing page destination.
- New-to-brand metric allowing brands to gauge the true impact of top-of-mind
- **Homepage:** 1 placement available per week at fixed price
- **Search Pages:** Biddable buying at vCPM with search-term based targeting enabled

Web-Homepage
Web & app- Search Pages



+23%

better ROAS performance on onsite campaigns that include Shoppable Media and Display ads vs just Display ads¹

Sponsored Video Content

Capture customer attention with captivating video content seamlessly integrated into their shopping journey, inspiring purchase decisions with dynamic storytelling that resonates with today's beauty consumers.



Key details

- Minimum campaign flight of four weeks is required for optimal impact.
- 4 bundled placements per month across beauty pages.
 - Homepage x Beauty Category Landing Page
 - Homepage x Make-up Product Listing Page
 - Homepage x Hair Product Listing Page
 - Homepage x Skincare Product Listing Page
- Exclusively available for beauty brands.
- Shop Now" CTA that links directly to your brand hub on SDM.ca, simplifying the path to purchase.



Short creative videos (15s, 30s) are ideal for improving engagement

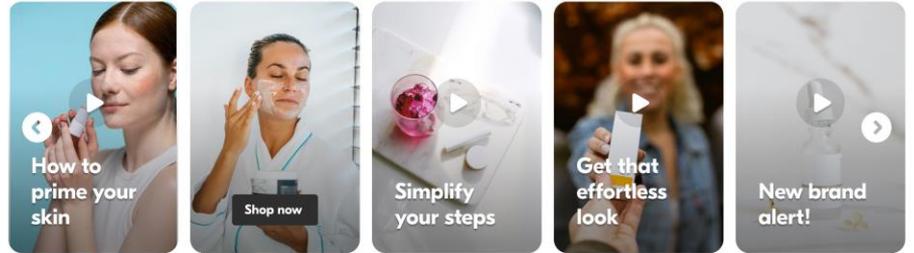
Showcase engaging tutorials, product spotlights, testimonials, and compelling storytelling.



New!
Available Now

Web

Discover More



Available on: Homepage, Beauty Category Landing and Hair, Make-up and Skincare Product Listing pages, on responsive websites (desktop, tablet, mobile) of SDM.ca

Brand hubs

Make it easy for customers to shop your product lines and be inspired by your brands by creating a dedicated, native shopping destination where you can highlight your products, brand messaging and offers.

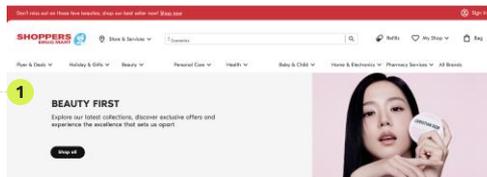


Key details

- Available for 365 days
- Can feature multiple components including banner, live text, feature tiles, product carousels and menu tiles
- Components and respective placements are adjustable to create various design layouts suited to partner requirements
- Navigate to brand hubs via the “Shop by brand” link on our website and branded Product Detail Pages
- **New!** Spotlight Box to showcase new product launches, seasonal campaigns and special promotions

Elevate your products, brand message, and promotions by featuring them in a dedicated, seamlessly integrated shopping destination.

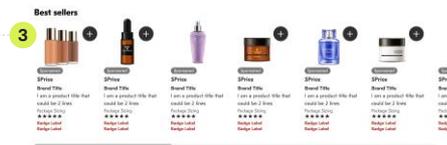
Hero Banner



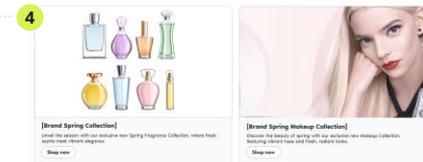
Menu Tiles



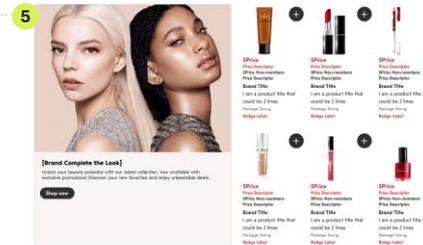
Carousel



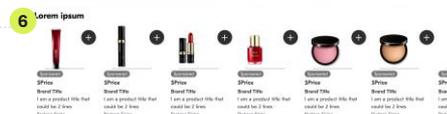
Vertical Feature Cards



Banner Spotlight



Carousel



Web

Available on: Brand Hubs on responsive websites (desktop, mobile & tablet) of shoppersdrugmart.ca/pharmaprix.ca

Sponsored products

Enrich customer discovery of your products by placing them front and center in the digital aisle as they actively make purchase decisions.

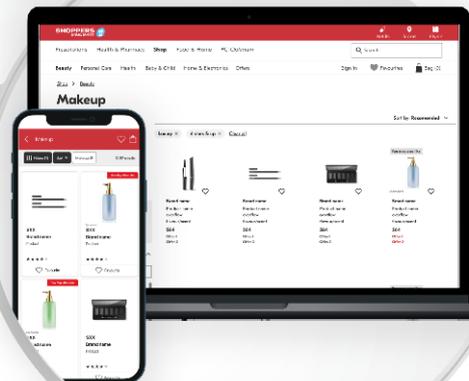
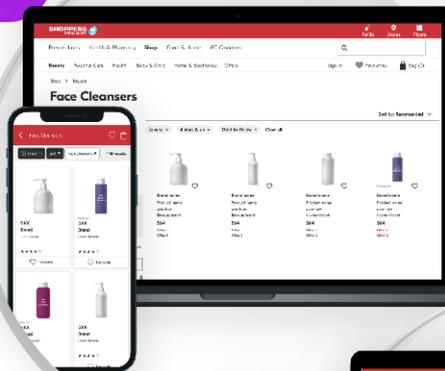


Key details

- Includes sponsored products in the category landing pages and product landing pages under the primary category.
- Partners submit 4 products to be promoted (must all be from the same sub-category – i.e. appear in the same PLP grid).
- Campaign will be set up so that the products are presented in the in-category treatment of pages those products fall under AND in complementary treatment in all other secondary-categories under their primary category.
- 1-week placement sold as 100% SOV of categories within two tiers
- Available for “Beauty” pages only

Increase visibility for your products and make it simple for customers to browse or buy in just few clicks.

Web & app - category landing & product listing pages (clp & plp)



Tier 1 Categories

Make-up



Skin Care



Tier 2 Categories

Fragrance



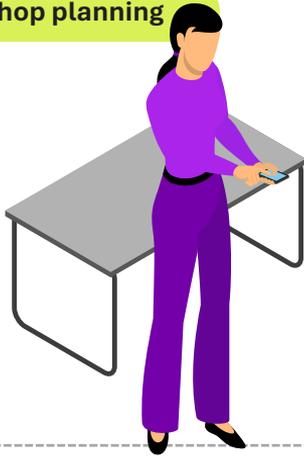
Hair Care



Available on: CLPs & PLPs on responsive websites (desktop, tablet, mobile) of Shoppers Drug Mart®/Pharmaprix® and app (Android & iOS)

Search is key to the e-commerce customers' purchase journey

Pre-shop planning



36%

browse and search on retailer websites when building their grocery list

Online shopping



42%

indicated that the search box on retailer websites is the preferred way to look for products they wish to purchase

In-store shopping



43%

search online before shopping in store

Sponsored products in search pages

Available through the MediaAisle™ Sponsored Products self-serve platform, you can launch campaigns and edit and optimize them in-flight.

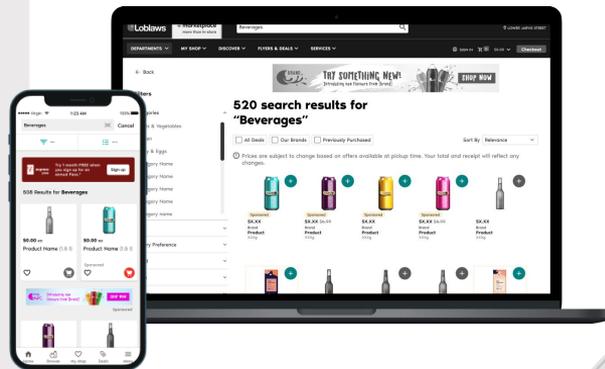


Key details

- Monitor real-time performance to enhance your bid, keyword, and product level strategies.
- Built-in relevancy intelligence allows visibility to customers who are most likely to consider and purchase your brands, thus helping grow market share.
- Only pay when a customer clicks!

Available in web & app for all e-comm grocery banners and Shoppers Drug Mart®/Pharmaprix®.

Make your brand the next great find for customers actively searching for categories to shop.

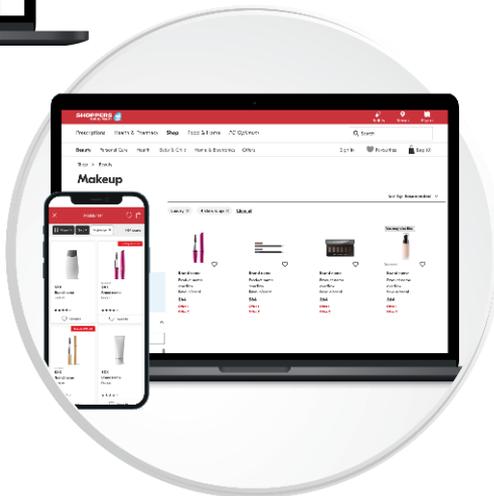


46%

Of our total e-comm grocery cart additions happens in search pages

29%

Of our total e-comm cart additions happens from search pages



Sponsored search



Direct search

Reach customers actively engaging with your category. Our platform's intelligence allows brands to drive conversion with relevant customers

2 types of keywords available:

- Direct keywords
- Branded keywords (own brands)



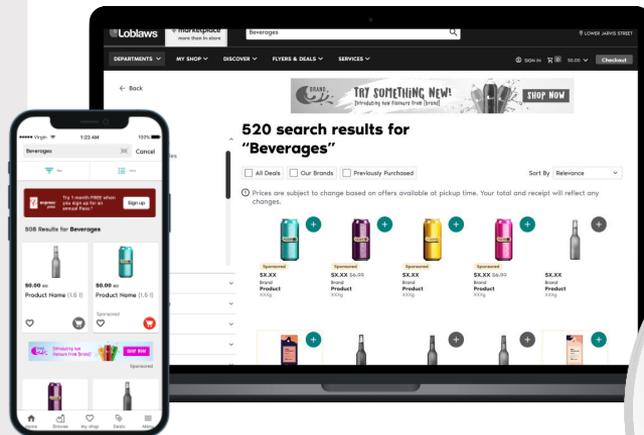
Complimentary search

Complementary search allows brands to engage with customers not actively searching your category.

2 types of keywords available:

- Cross-shop keywords
- Branded keywords (other brands)

Web & app



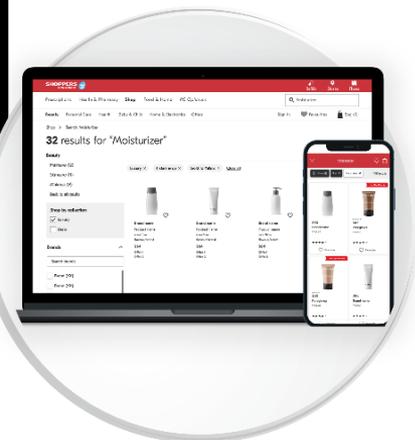
Customers are **31%** more likely to search for the brand after seeing the ad in onsite display¹

Onsite display drives a **15%** increase to clicks on Sponsored Search²

 **express**

SHOPPERS DRUG MART 

PHARMAPRIX 

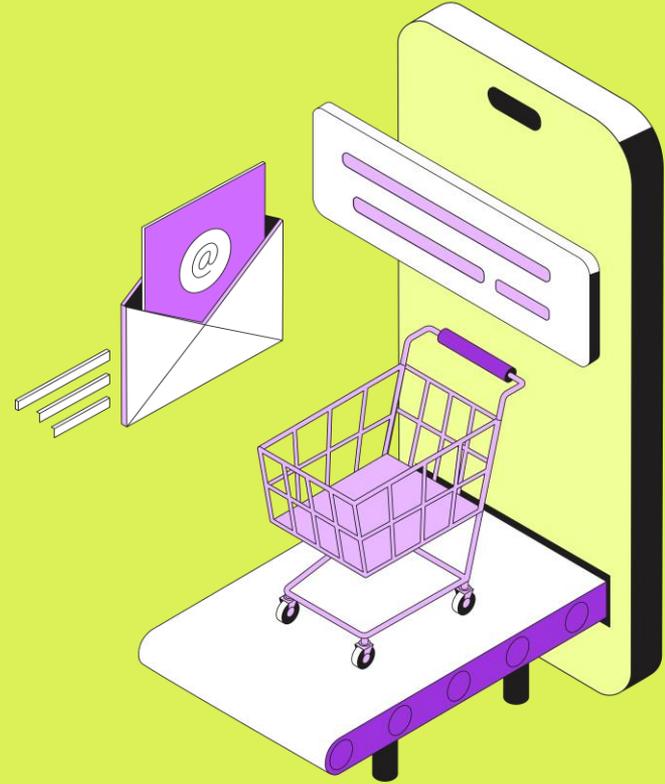


AVAILABLE ON: Search pages on responsive websites (desktop, tablet, mobile) of PC Express™ banners (except Wholesale Club) and shoppersdrugmart.ca/pharmaprix.ca and respective apps (Android & iOS)

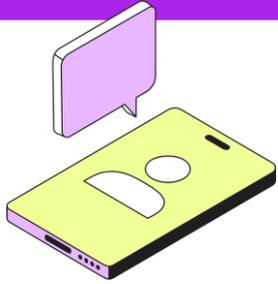


Onsite media

Generate unforgettable brand experiences in Loblaw grocery and Shoppers Drug Mart® stores across a variety of consumer touchpoints.



PC Optimum™ digital platforms have high penetration



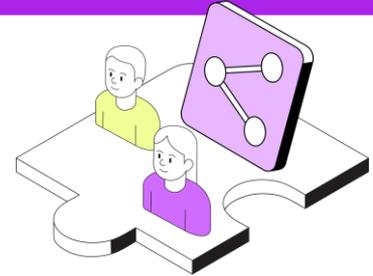
75%

Digitally registered members*
Of members who shop within a week¹



~4M

Digitally active members*
Means millions of connections
with Canadians each week¹



~7M

Unique visitors
Monthly to our PC Optimum™ platforms²

Source1: PC Optimum™ Loblaw Digital Insights and Analytics, FY2023

Source2: ComScore, Inc, Loblaw Companies Ltd, YTD Average of Nov 2023

*Digitally Registered Members are defined as members who have registered within the PC Optimum app/web

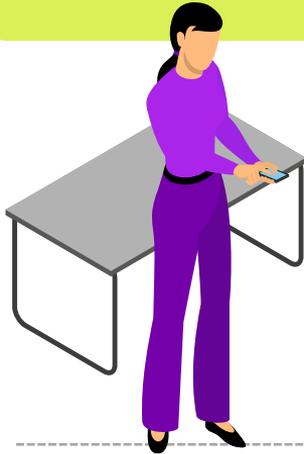
** Digitally Active Members are defined as members who open their app at least once per week for a given week



Optimum™

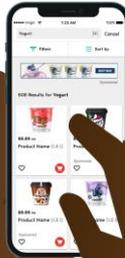
Members engage with the PC Optimum™ platform across the shopping journey

Pre-shop planning



38%

shopped or loaded their offers in a week



66%

check their app before shopping²

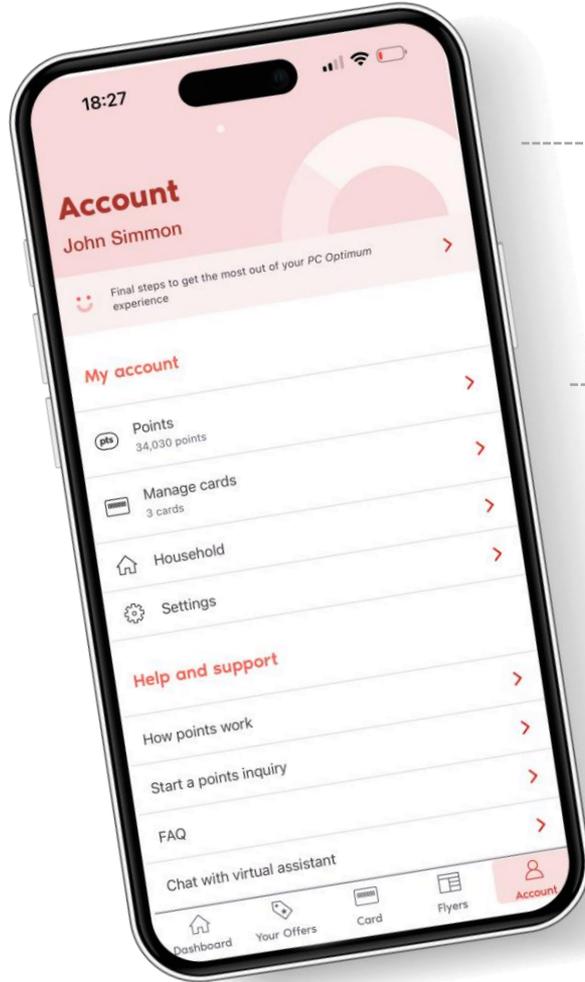
In-store shopping



49%

check their app during shopping²

Influence highly engaged members



Digitally registered members spend

33% more than non-digitally registered customers

Members who load their offers shop

20% more frequently than members who don't

Average time spent on App²



Onsite display media

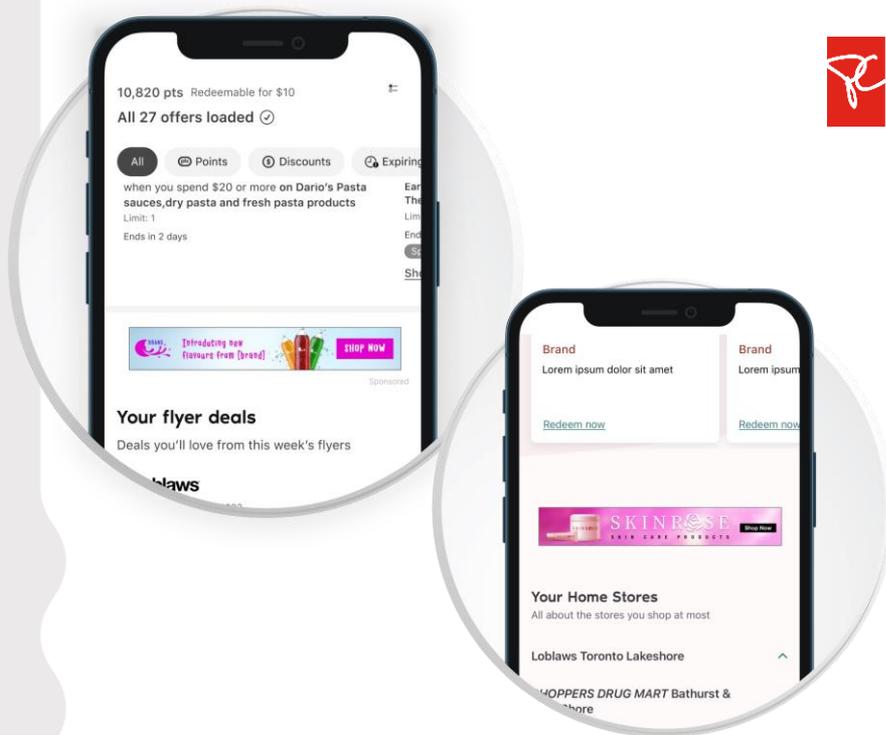
Placed in high-traffic, high-engagement pages, onsite display ads allow brands to connect with customers throughout their purchase journey offering high visibility and helping drive purchase behavior online and in-store.



Key details

- Clicks through to the partners' brand hub or collections page on the preferred store selected when logged in. Post-click landing page mandatory for buying display inventory
- Creatives should be provided in all available display formats for relevant banners
- Impressions-based buying at fixed rate CPM
- Reach PC Optimum members based their location and preferred shopping destination (market, discount & Shoppers Drug Mart).
- Recommended audience group
 - All PC Optimum™ visitors
 - Grocery Shoppers; or
 - Shoppers Drug Mart®/Pharmaprix® Shoppers

+20% extended reach by integrating PC Optimum™ display with display campaigns on Shoppers Drug Mart® and PC Express™



Available on: shopperdrugmart.ca and pharmaprix.ca and respective apps (android and ios) .

Display media requires a post-click destination - incremental fees apply in accordance with our ratecard and eligible discounts.

Source: ComScore, Inc, Loblaw Companies Ltd, Nov 2023

Formats	Dimensions
Leaderboard	728 x 90
Mobile banner	320 x 100, 320 x 50

Sponsored Messages (PCO Push Notifications)

Drive awareness and consideration with relevant brand and category shoppers and active PC Optimum



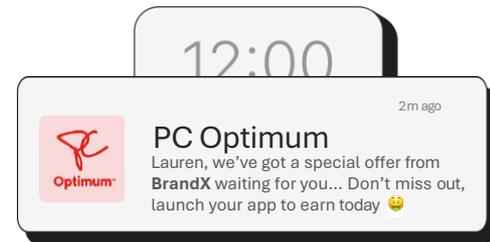
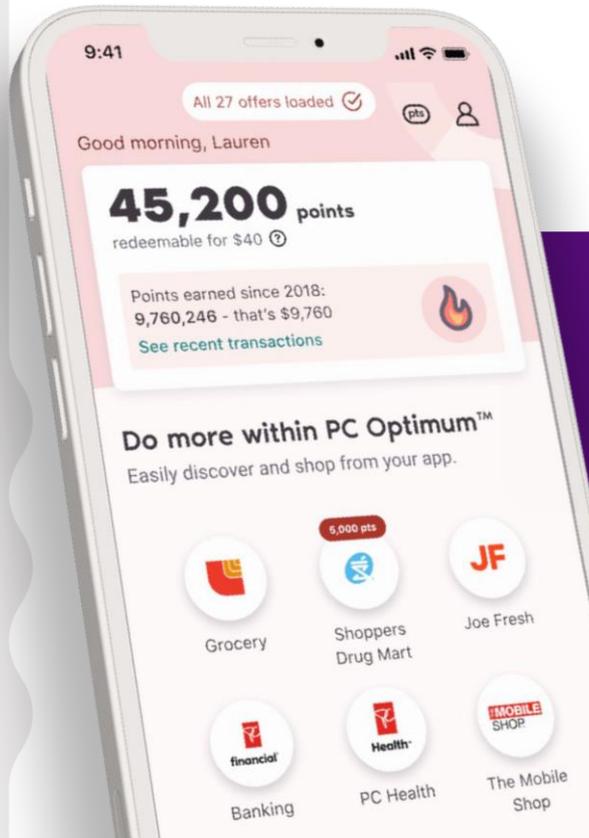
Key Details

- 1 notification is available per two weeks
- 2 week lead time with pre-existing SPO offers
- 3-4 lead for net new SPO offers
- Custom audience can be targeted, however, granular targeting is not recommended as it may bring down the audience size significantly

1/3
Conversion

Third of the customers who opened the Push Notification ended up making a purchase within 2 weeks of the Push.¹

Source 1 : Loblaw Advance™ internal data from 2024 pilot



36%

Customers who engage with the PC Optimum™ app spend **36%** more per year across *Loblaw* banners and remain loyal 2x longer.²

2.2M

Weekly sessions on Dashboard page

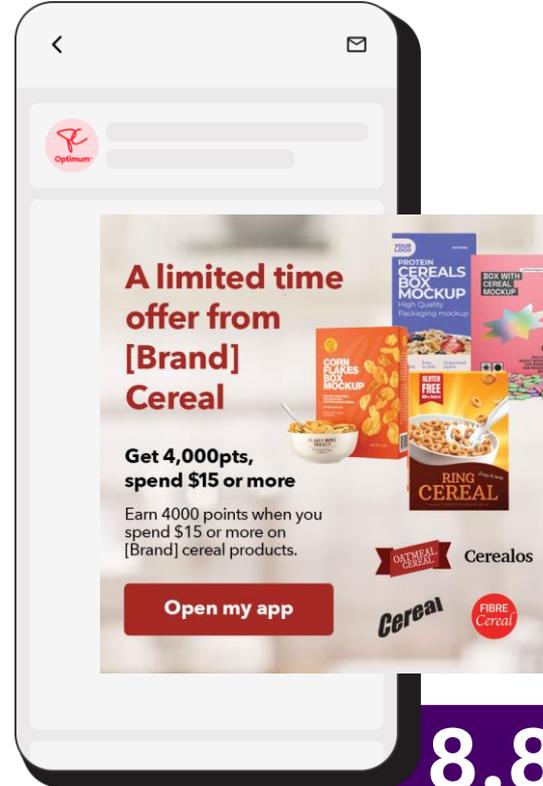
Sponsored Messages (PCO Email)

Engage your customers with personalized PCO offers right in their email inbox



Key Details

- 1 paid promo banner available per email deployed every Thursday.
- Can only feature existing digital offers.
- “Open my app” clicks through to PCO App where customers can directly load their offers
- Targeting for the digital offer in app can be replicated for the email promo banner
- Existing digital offers can be extended to email banner as part of objective-based bundles



8.8M

Subscribers to our PCO email*

*Audience size varies based on previous purchase history

Sponsored Content (PCO Promo tile)

Ability to inspire and inform customers during their pre-shop planning. Placed in the high-traffic “Offers feed” the promo tile is ideal for generating interest in seasonal news or retail events and promoting new products or brand news.

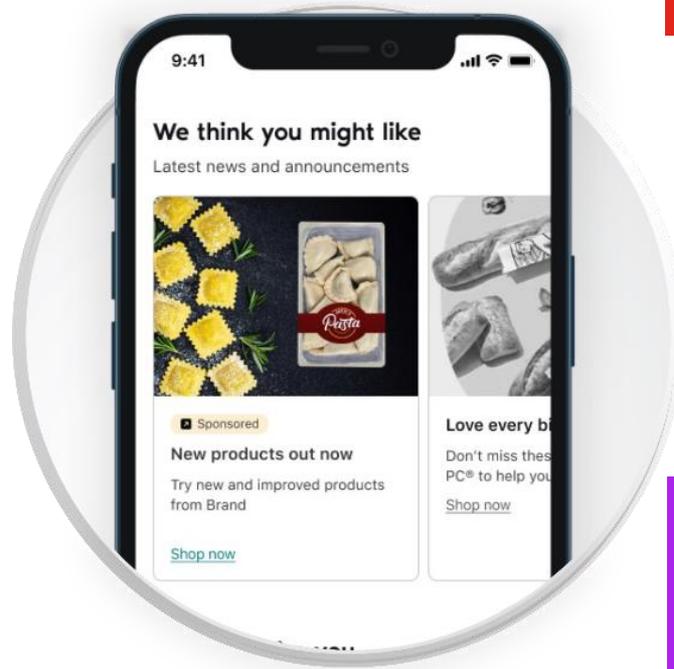


Key details

- First tile in “We think you might like” section in the “Offers feed”.
- Includes “Shop Now” call to actions, clicking through to partner’s brand hub.
- Reach customers based on their shopping behavior:
 - All PC Optimum™ visitors
 - Grocery Shoppers; or
 - Shoppers Drug Mart®/Pharmaprix® Shoppers
- Sold at 100% SOV for the above.

Perfect add-on placed in high-traffic “Offers feed”, this promo tile is ideal for generating interest in seasonal news, retail events, promoting new products or brand.

Web & app - offers feed



Available on: PC Optimum™ offers feed on responsive websites (desktop, tablet, mobile) and app (Android, iOS).

¹Some restricted dates apply when paid placements cannot run, including weeks 5 (Jan 25 to 31), weeks 21 and 22 (May 16 to 29), week 39 (Sep 19 to 25) & weeks 45 and 46 (Oct 31 to Nov 13)

**Great
extension**

For campaigns tied to
all PC Optimum™
customers

Sponsored Carousel (PCO Product Love Story)

Command attention with this premium placement on the high-traffic PCO Dashboard page, reaching a massive audience with highly customizable targeting options.



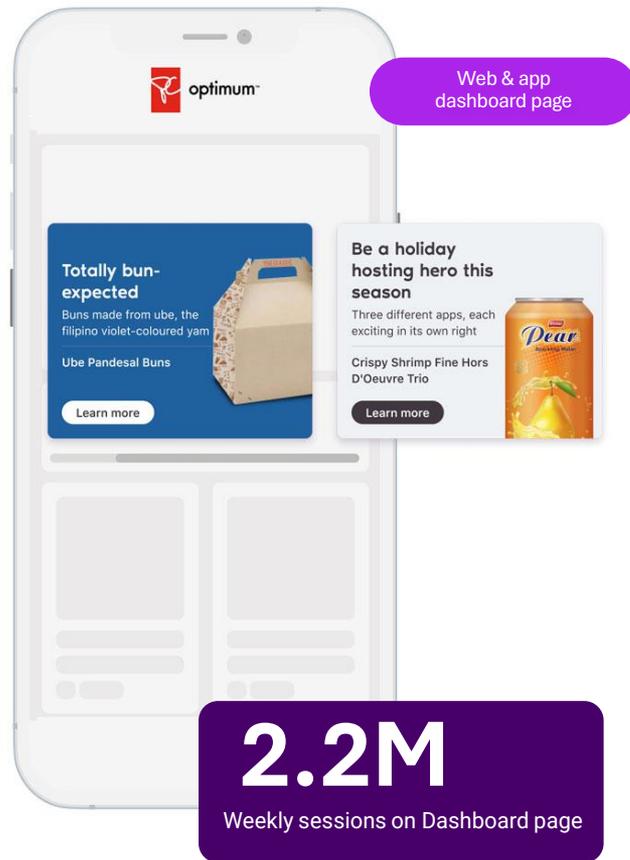
Key Details

- 2 carousels available with 7 tiles each per week sold at 100% SOV
- **“Learn More”** links to a dedicated Product Love Story page, where brands can inspire customers with engaging content and recipe ideas, then seamlessly guide them to PC Express or Shoppers Drug Mart via the **“Shop this Product”** CTA.
- Advanced personalization capabilities to reach ideal customers with precision
- Recommended Content: Awareness messaging or value messaging (offers)

5-12%

CTR observed for banner-specific promotions

Source: Internal LCL data



Restricted dates:



Hang onto your burgers—we've never made a bun like this before.



Slice these buns in half for the best party trick—they're purple! Purple, yes—pillowy soft and versatile, too. Our Ube Pandesal Buns are made for sandwiches, burgers and sweet snacking. These rolls are doubly inspired by Filipino food.

Why we think it's great

Our Product Developers pie-ified it, blending it ultra smooth with a light, creamy base. The toasty grain crust is all about texture, with shredded coconut that picks up the tropical vibes ube is putting down. But the most unexpected part—as if a purple pie wasn't surprising enough—are the boba pearls. Take a bite and you'll discover it's bursting with tapioca pearls. It's a three-and-a-half dessert, so you can focus on finding a purple outfit for its big premier.

What is Ube?

Ube has deep roots in Filipino cuisine, mostly in sweets like cakes, puddings, cheesecakes and ice cream but not typically in breads. Traditional pandesal are beloved buns, eaten for breakfast or stuffed with cheese or peanut butter for a snack.

Looking for inspiration?

More than just a pretty slice, our Ube Boba Cream Pie is made with purple yam, studded with boba pearls and topped with fresh whipped cream. Can't top that.



Shop this product

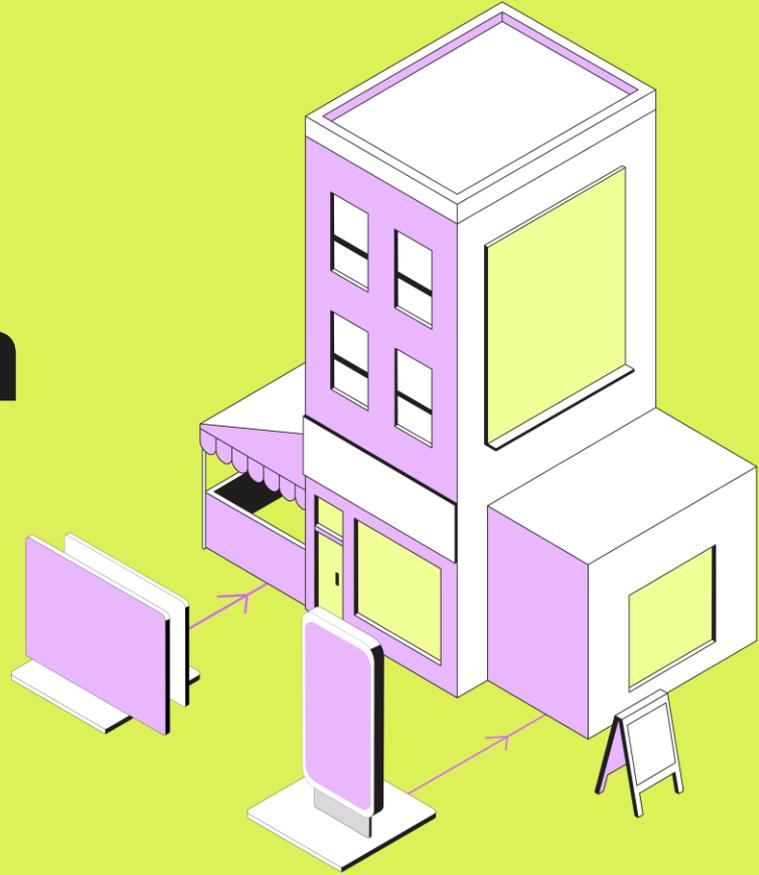


Shop. Earn points. Repeat.



In-store media

Generate unforgettable brand experiences in Loblaw grocery and Shoppers Drug Mart® stores across a variety of consumer touchpoints.



In-store media products

AWARENESS

Awareness

Pre-shop

CONSIDERATION

Start shop

In aisle

PURCHASE

Check out



Grocery screens



Grocery audio



Shoppers Drug Mart® screens



Shoppers Drug Mart® audio

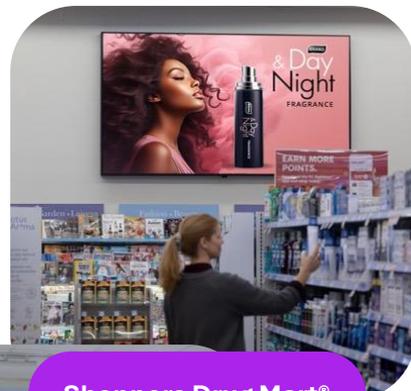


Product ling

Our in-store screen network reaches over **6M** unique customers weekly coast to coast!



Grocery



Shoppers Drug Mart®

Network impressions certified by



Canadian Out of Home Marketing and Measurement Bureau

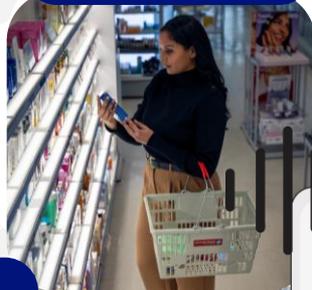
900+ screens across our **600+** stores....and counting

In-store audio network reaches 10M unique customers weekly

In collaboration with



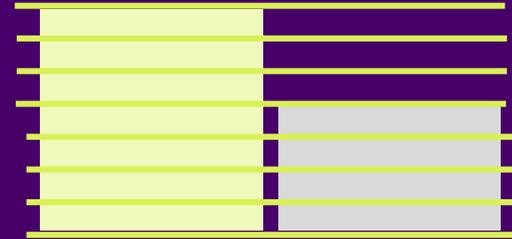
Shoppers Drug Mart®



Grocery



Our audio network is estimated to be larger than the leading audio streaming service



Advance
In-store Audio
Network

Leading Audio
Streaming Service

Source: EMARKETER Forecast, August 2023

Grocery in-store screens

Whether it's promoting new products or sharing meal inspiration, make your best first impression on customers when they start their shopping trip.



Key details

- Ability to target screen media by division/banner, store, language, and geotargeting.
- Advertised brand must have 65% assortment at a given banner to be eligible to run in screens at that banner

Reporting: Impressions, attributed sales, ROAS, customer type: new, retained, reactivated



72%

Customers think being in person at the grocery store is the best place to evaluate new products



High traffic front of store locations

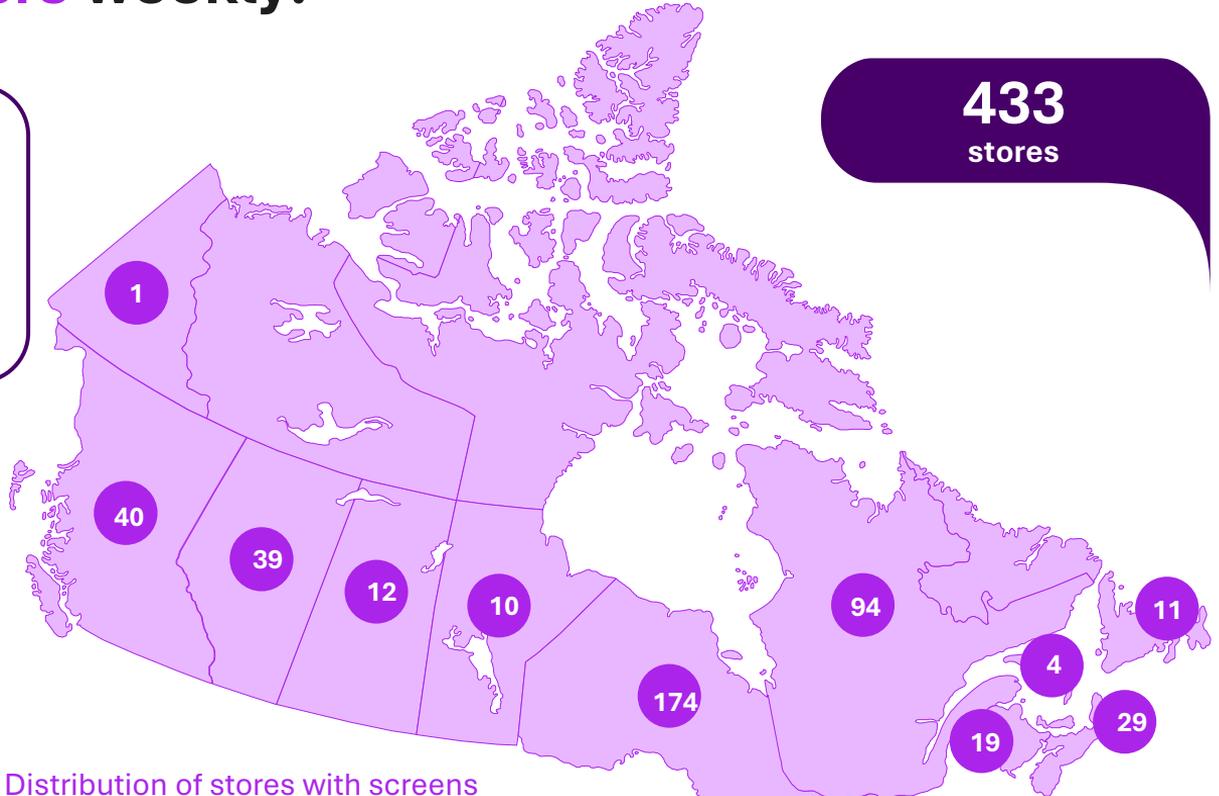


Our Loblaw grocery screen network reaches over 5M unique customers weekly!



Our customers return to shop on average 3+ times a month!

433 stores



Distribution of stores with screens

Grocery in-store audio

Whether it's promoting daily specials, highlighting new products, or reinforcing brand messaging, in-store audio enhances the shopping experience and captures customers' attention--guiding them toward key products and ensuring your brand stays top-of-mind



Key details

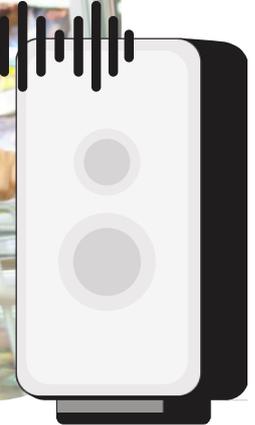
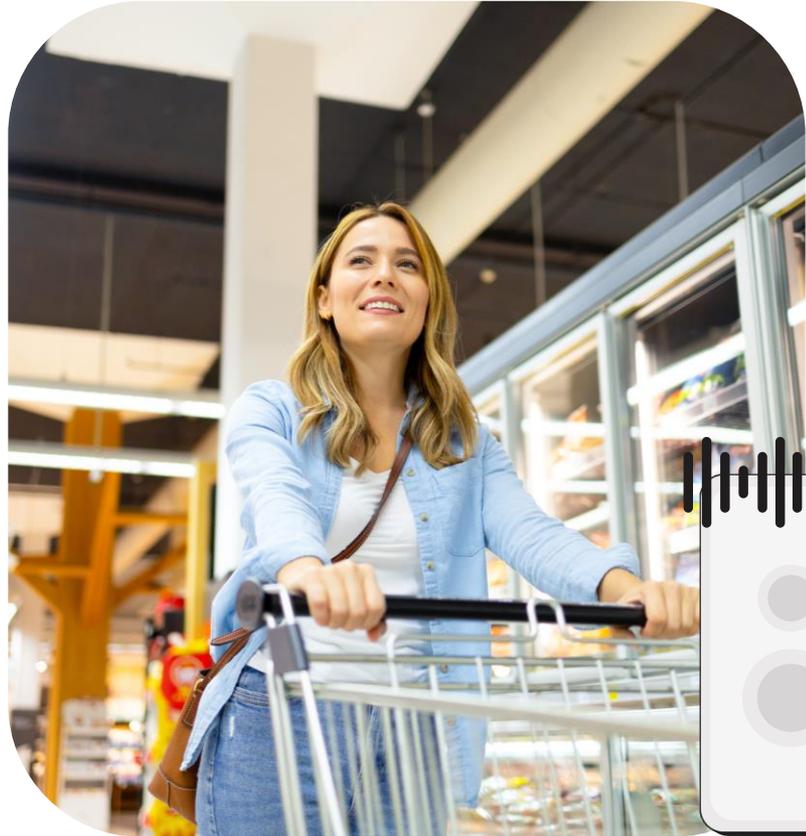
- 15 second audio spots recorded by in-store voice talent (ENG & FR scripts required from partners*)
- Ability to target based on division/banner, language, geotargeting, day parting, and weather

Reporting: Attributed sales, ROAS, customer type: new, retained, reactivated



+90%

More likely to consider purchasing the product when shoppers hear in-store audio advertising vs shoppers who do not recall hearing audio ads.



Our Loblaw grocery audio network reaches 7M unique customers weekly!

Stores in Newfoundland and Labrador

Atlantic Superstore

Loblaws

wholesale club
everything fresh

Zehrs

Independent
Your Independent Grocer

REAL CANADIAN SUPERSTORE

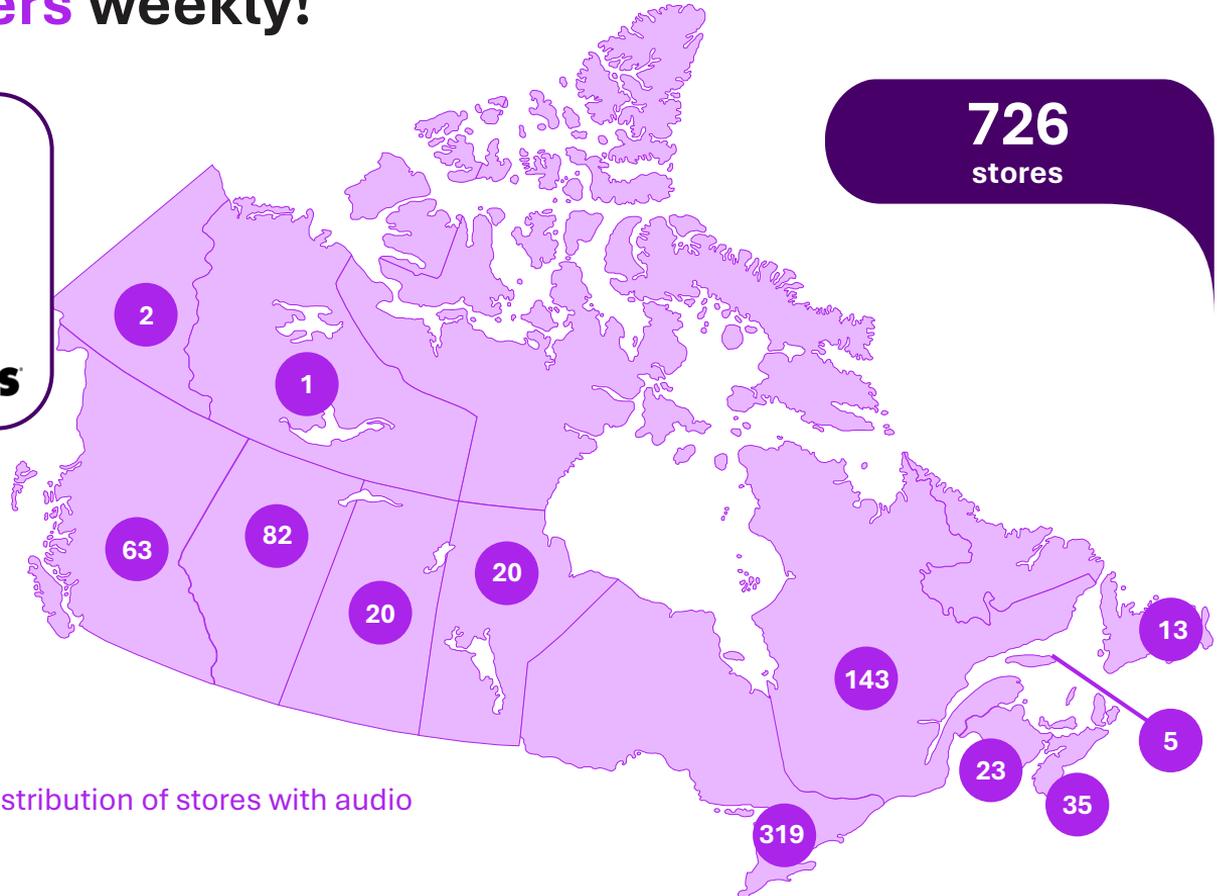
New to the network!

maxi NOFRILLS

In collaboration with



726 stores



Distribution of stores with audio

Shoppers drug mart® in-store screens

Drive top-of-mind awareness for customers with our national network of +570 screens across 243 stores



Key Details

- **Beauty Boutique Screens:** Engage your prestige beauty customers on our new exclusive screens prominently placed near high-traffic checkout counters
 - Eligible Categories: **Prestige Beauty only**
- **Mass Beauty Screen Network:** Capture customer attention with these large billboard-style screens in proximity to mass beauty aisles
 - Eligible Categories: **Mass cosmetics, hair, skin & health**
- **Front of Store Screens:** Situated in high visibility and dwell time areas close to front of store (reading centres, checkout, electronics, food & beverage areas)
 - Eligible Categories: **All categories**

Reporting: Impressions, Attributes Sales, ROAS, Customer type: new, retained, reactivated

162%

Lift in awareness among customers only exposed to screens ads during test campaigns

Source: PC Optimum™ Member Connect Panel Brand Lift Study, 2023. n=1292 (sub-group those exposed only to in-store screens n=336)

Beauty Boutique



90 Screens
nationwide

Front of store



495 Screens
nationwide



Mass Beauty
Network

210 Screens
nationwide

Our Shoppers Drug Mart® screen network reaches over 1.3M unique customers weekly!

243
Total stores

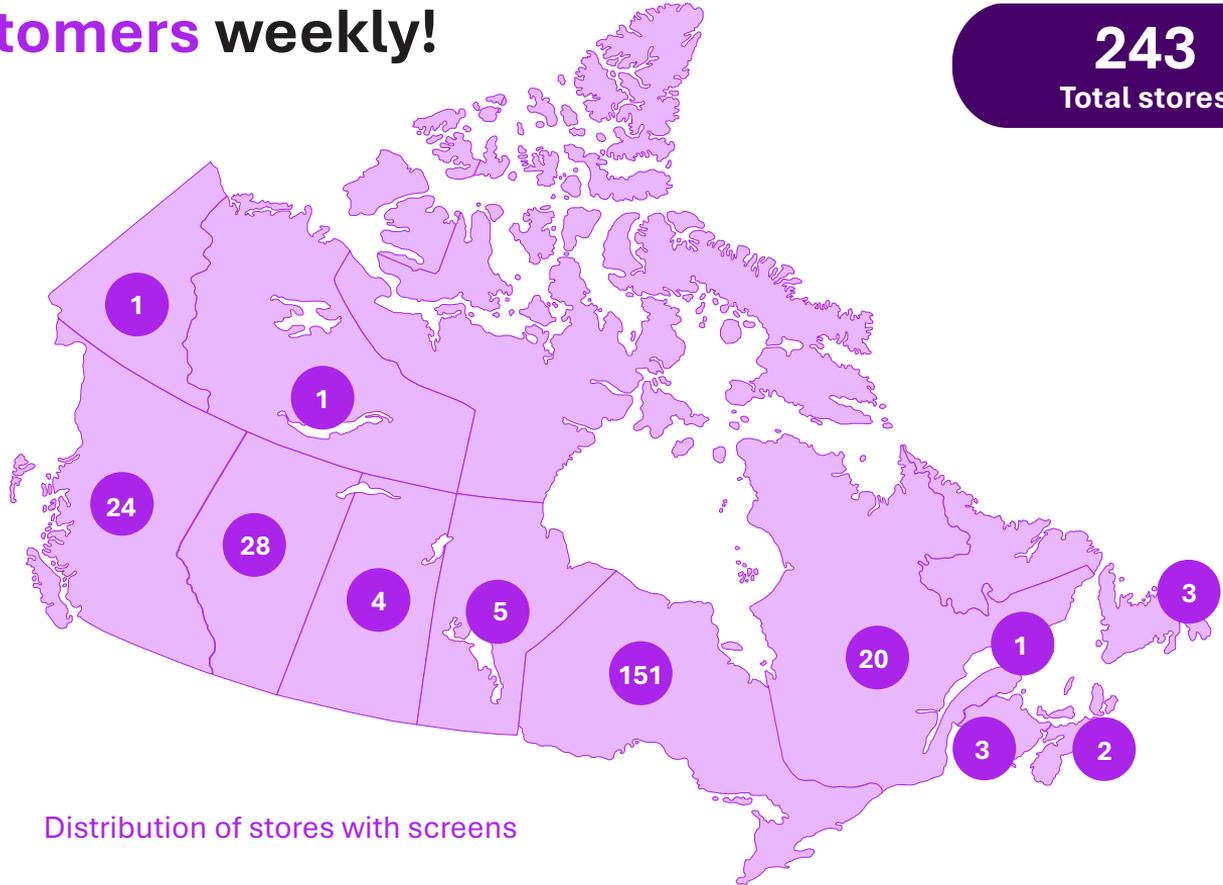
SHOPPERS
DRUG MART



PHARMAPRIX



16-minute
store dwell time!



Shoppers Drug Mart® in-store audio

Create an immersive and influential atmosphere that ensures your brand's message is heard, remembered, and drives customer action.



Key details

- 15 second audio spots recorded by our Shoppers Drug Mart® instore voice talent (ENG & FR scripts required from partners*)
- Ability to target based on division/banner, language, geotargeting, day parting, and weather

Reporting: Attributed sales, ROAS, customer type: new, retained, reactivated



48%

Of shoppers say in-store audio encourages them to find products in-store and consider buying them.



Our Shoppers Drug Mart® audio network reaches up to 4.5M unique customers weekly!

1285
Total stores

SHOPPERS
DRUG MART

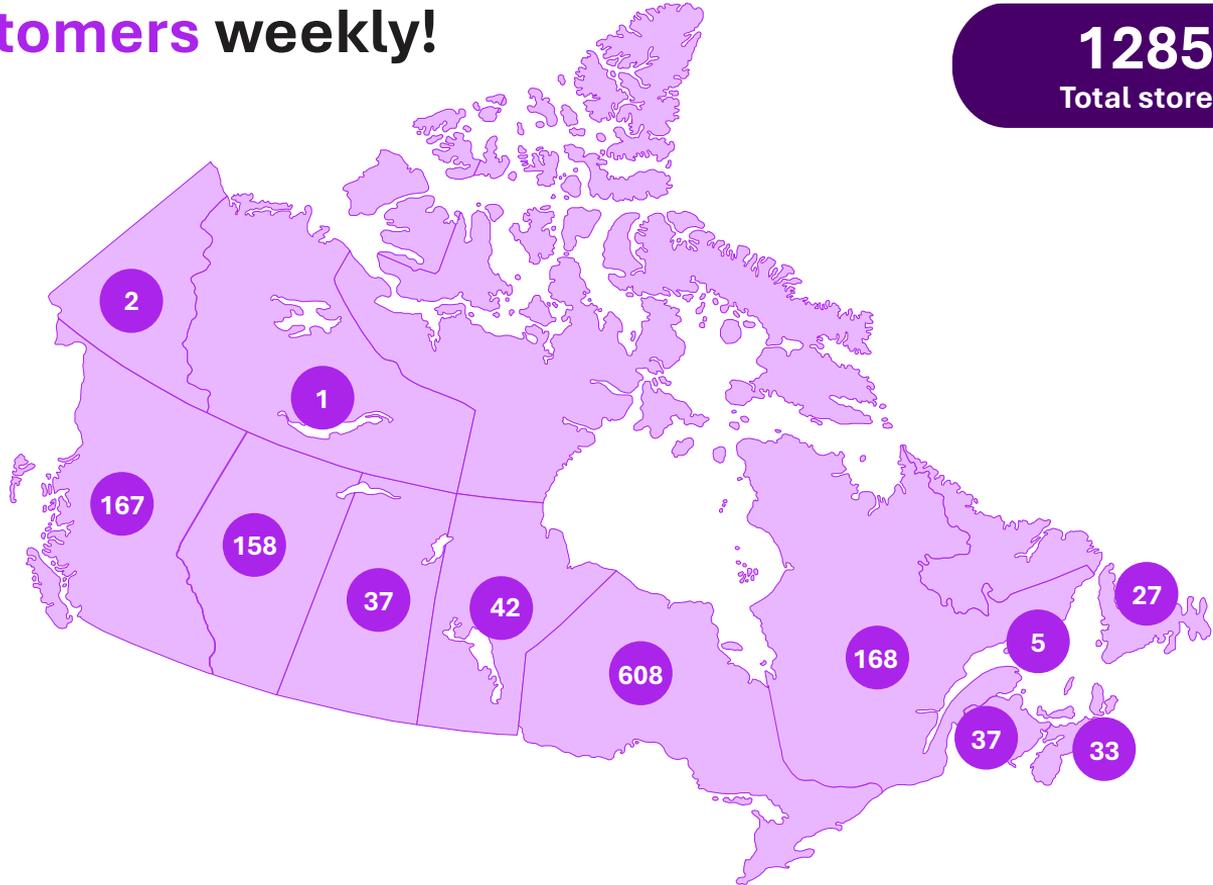


PHARMAPRIX



89%

Of surveyed consumers
notice in-store Audio



In-store printed receipts

Fully integrated with our POS and Loyalty platform, our new receipt messaging capability allows us to predetermine messages and images to be printed on any receipt in-store.



Key details

- The power of this simple tool is based in our ability to **reach every customer that shops in our stores with a personalized message.** This include all 16M loyalty members and all non-members.
- Ability to target messages by
 - Store location
 - Consumer segment (engaged/unengaged, member/non-member)
 - Product purchased
 - Spend in transaction

Reporting: number of message prints, QR code scan and scan rate, offer loads and offer redemptions



25%

Increase in # of offer redemptions from customers who receive printed messages vs control.



Customer purchases toothpaste but not mouthwash



Customer receipt includes a discount product offer for mouthwash



Customer scans QR code to open PCO app/PDP to redeem offer



optimum™

Members pay: \$2.99

Open the app to get member only pricing for [brand] mouthwash – just \$2.99



Valid on select sizes and varieties.

Personalized Messaging Targeting Capabilities

Recommendation Files

Manually assign message to wallets

Personalization Capability: We can assign any message to unique loyalty members. This method allows us to target based on any known attribute.

Example:

Targeting: Customers who have purchased dog food in past 6 months

Offer Type: Product Units Points Variable

Offer: 1,000 pts on dog food

Issuance Qualification

The customer meets specific qualifications within the current transaction

Personalization Capability: We can combine Store/Banner Location & Min. Spend with a qualifying products/category in a transaction.

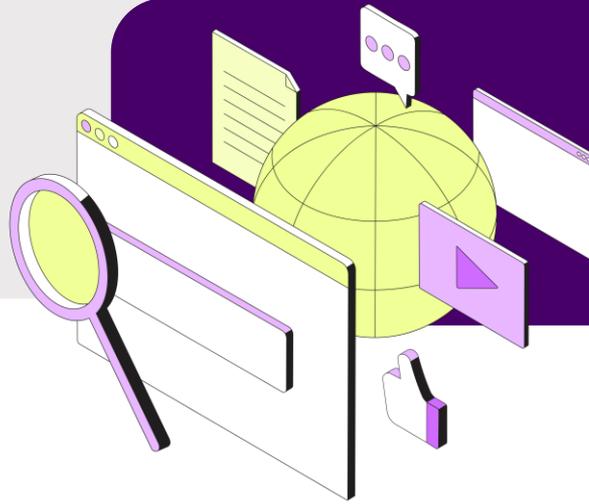
Examples:

Targeting: Customers who spent over \$20 and purchased dental category but not mouthwash

Offer Type: Discount Products

Offer: \$2.99 Listerine Mouthwash

2025 Omni media planning excellence



3 key

takeaways for
success in 2024

1

Think and plan omnichannel

Ask yourself if you're positioned to plan cohesively across channels for maximum impact

2

Right place, right time

Influence the shopper before they step foot in a store

3

Reassess your plan

Ask if your brand media investment could benefit from more purposeful precision plan

LOOP

Loblaw Omnichannel Optimization Platform provides a single entry-point for setting up, optimizing, and measuring objective-driven omnichannel campaigns.



LOOP

LOOP allows you to build campaigns easily by selecting among common business objectives and allowing the platform to optimize for performance

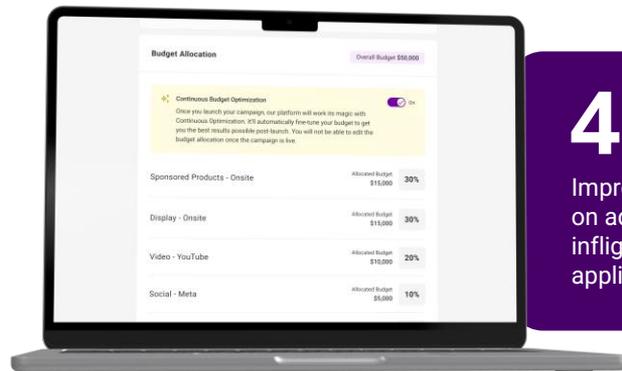


Product Benefits

- **Budget allocation** tool leverages historical performance data to personalize a media mix to your campaign needs.
- **Budget optimizations** revise the media mix allocation in-flight based on which ad products are performing well to maximize the objective impact.
- Capture the full impact of ad spend across channels with consolidated **omni-channel measurement**.

Source1: LCL Proof of Concept Campaign Data, Spring 2024. Performance compares post-campaign results to client's ongoing preference of channel mix/media weights. 1.

Source2: LCL Data, 2024. Based on pilot for objective-based selling campaigns. Spend and Units performance compared to customers exposed to only one media channel

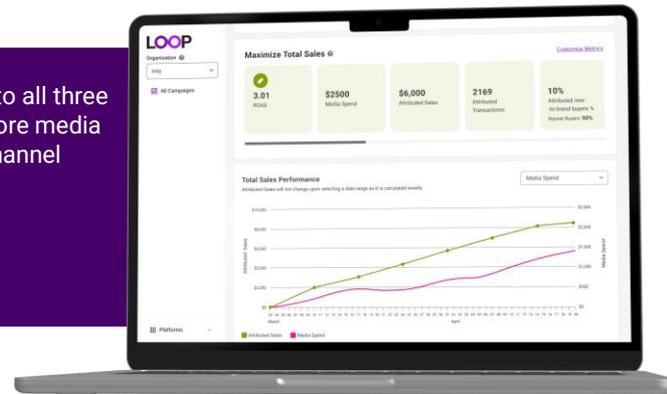


4.9pt

Improvement in Sales lift on advertised SKUs when inflight optimization is applied.1

Customers exposed to all three onsite, offsite & in-store media channels vs single channel bought more units.²

+16%

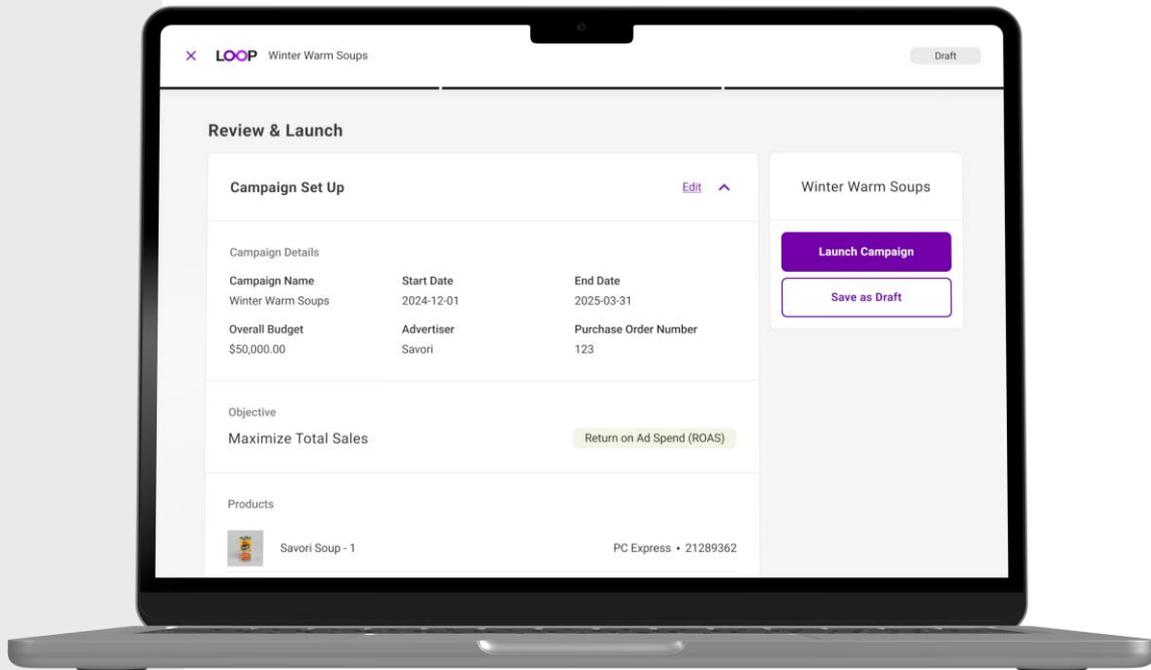


Note: platform in development. Plans and timelines may be subject to change



How it works

- Kickstart your campaign by **selecting your objective**
- **Apply curated channel and audience recommendations** based on real performance data
- Access search keywords easily and **let the optimization engine bid** on your behalf
- **Dynamic budget allocation** allocates media investment in-flight towards high-performing channels
- **Omni-channel measurement** (including mid-campaign report) to evaluate success and further optimize spend.



Audience & Data Solutions



Audience Subscriptions enable direct access to Loblaw's high-quality audiences and measurement solutions

Audience Subscriptions

Enables access to our entire audience catalogue, including capability to build custom audiences



Allows transport of audiences to digital media platform seats making it easier to target our 1st party audience through



Enables tracking of the impact of your marketing investments on in-store and online sales

Execution Flexibility Via

Managed Service

Brands receive support from the Loblaw Advance account team to build and transport audiences to The Trade Desk and Meta Collab Ads.

Self Service

MediaAisle Audience Hub empowers brands with control, flexibility and direct access to independently build, activate and transport audiences for their campaigns



Audience Subscription



290 + exclusive audiences available
16M PC Optimum™ Active Members

Source: Fusion Analytics PC Optimum review Q2 2023

This solution can help you

Access audiences informed by Loblaw™ purchase intelligence

Powered by **PC Optimum, Canada's largest loyalty program**, our intelligent audiences offer unmatched insights into Canadian shoppers and their purchase behaviours

Maintain your pre-negotiated ad rates

Continue benefiting from the pre-negotiated rates made with publishers and digital platforms

Meet platform joint business plan commitments

Hit commitments with digital platforms while still benefiting from Loblaw audience and measurement capabilities

Track media impact on LCL sales

Measure the impact of your digital media investments in driving in-store and online sales at LCL stores (endemic brands only)



Leverage the power of Loblaw Audiences...

...to drive efficiency in media investments...

...and measure the impact

Improve performance of digital media investments with Audience Subscription

Now available

Access pre-built or custom segments

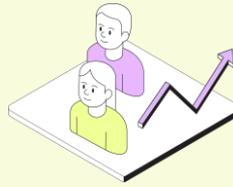
- ➔ Available for your campaigns pushed to The Trade Desk or Meta Collab Ads seats
- ➔ Cleanroom integration for secure audience matching and measurement
- ➔ Conversion Attribution and Sales Lift Incrementality available through managed service**
- ➔ Can be executed through managed service or our self-serve MediaAisle Audience Hub platform



Minimum monthly spend requirement**

- Minimum monthly spend of \$50K on data
- Sales lift measurement on campaigns of \$120k+

Shopping Profile



Retail



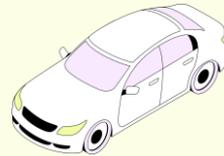
Demographic



Intelligent Category



Automotive



Custom



* Minimum spends apply.

** Contact Account Executive for further details on pricing and discounts

Create your own audiences with the MediaAisle™ Audience Hub self-serve platform

Now available

Audience Hub: Unlock the Power of Precision Targeting



Leverage a diverse catalogue of 290+ **pre-defined audiences**, including shopper profiles, retail, demographic, and intelligent audience segments.



Build highly tailored **custom audiences** by adding or excluding specific segments from the catalogue.



Transport your audiences **seamlessly to platforms** like Trade Desk and Facebook Collab Ads, with access to detailed log history for better tracking.



Tailor your campaigns to meet **key objectives**, including Maximizing Sales.

The screenshot displays the MediaAisle Audience Hub interface. On the left, there's a sidebar with 'Organization @' set to 'Inity', and navigation options for 'My Audiences', 'Audience Catalogue', and 'Linked Platforms'. The main area is titled 'Audiences' and features a 'Create New Audience' button. Below this is a table of 'All Audiences' with columns for Status, ID, Audience Name, Advertiser, Executed Channels, and Size. The table lists various audience segments with their respective statuses and sizes.

Status	ID	Audience Name	Advertiser	Executed Channels	Size
Draft	G0GX045	beverageaudience	Internal	f G	T: 576,462 T: 40:
Draft	62YXHHL	summer2024	Internal	f G	T: 67,829 T: 67,8
In Progress	WAEJZWE	Testing_New_Transportation_V2	Dec 17 Test	f G	T: 286,707 T: 25f
Exported	HFL3C1B	Household Cleaning Products	Dec 17 Test	f G	T: 6,069,951 T: 6
Ready	YKTKW4S	TushitQueryTest	Dec 12 Advertiser	f G	T: 2,425,156 T: 1
In Progress	8NXBYL3	782_custom_audienceCopy_submit	Dec 12 Advertiser	f G	T: 2,206,394 T: 2
Ready	AG2VE5C	27May_UATTesting_Aud1	Dec 17 Test	f G	T: 60,190 T: 48,3
Ready	7S29JYQ	15Feb_BespokeAudience3	Dec 18 Suzanne Advertiser Test 2	f G	T: 7,387,777 T: 6
Failed	YDX2CLL	UAT_MI	Dec 18 Suzanne Advertiser Test	f G	T: 68,913 T: 55,2
Ready	D3301D9	CustomTest_FrozenFoodsAllShoppers	Internal	f G	T: 4,997,015 T: 2



The self-serve Audience Hub is exclusively available to partners with an active audience subscription.

A sneak peek into upcoming enhancements

Coming soon

- 1 New and Improved UI
- 2 Audience Recommendations
- 3 Look-alike Audiences
- 4 Demographic Insights

Baby Food Shoppers

Step 1 of 3

Create Audience

Audience Details [Edit](#)

Audience Name
Baby Food Shoppers

Description
Shoppers who are actively engaged in purchasing and/or researching baby food products.

Audience 4

Total Unique IDs: **6,250,000**

● Included Unique ID's 6,250,000
● Excluded Unique ID's 0

Audience Demographics

Age Segments

<25	25-34	35-44	45-54	55-64	>65
5%	12%	42%	27%	9%	5%

Gender

● Female 54% ● Male 46%

Audience Geography

Alberta	9%
British Columbia	14%
Ontario	45%
Quebec	27%
Saskatchewan	5%

Household Size

1-2 people	52%
3-4 people	35%
5+ people	13%

Household Income

\$0 - \$49,000	12%
\$50,000 - \$99,999	27%
\$100,000 - \$149,999	58%
\$150,000 or more	3%

Parental Status

Toddler (0-2)	20%
Child (3-11)	47%

1 Audience Details

2 Audiences

3 Include Audiences

4 Demographic Insights

Include Audiences

Baby Food Category [Description about this audience segment] Audience Size: 1,250,000

And

Recommended Audience #1 [Description about this audience segment] Audience Size: 3,000,000

Or

Nestlé Good Start Plus Baby Formula [Description about this audience segment] Audience Size: 1,250,000

Or

Nestlé Good Start Plus Baby Formula (Look-Alike) [Description about this audience segment] Audience Size: 1,750,000

[+ Add Layer](#)

Include Audience Layer

Exclude Audiences (Optional)

Excluding audiences can help you focus your reach and avoid showing your ads to people who aren't relevant.

Partner Requirements



TradeDesk Checklist

-  Signed IO
-  Partner acknowledges and agrees to \$50K minimum monthly data spend to qualify for Audience Subscription
-  Provides Loblaw Advance with TTD impression log files (TTD Raw Event Data Stream, REDS feed) to facilitate measurement
-  Share the TTD Seat ID to set up a connection between Audience Hub & the partner's ad account
-  Sales lift will only be available for campaign with \$120K+ spend



Meta Collab Ads Checklist

-  Signed IO
-  Partner acknowledges and agrees to \$50K minimum monthly data spend to qualify for Audience Subscription
-  Provides Loblaw Advance with view access to partner's Collab ads account to pull impression delivery for billing
-  Partner ensures a Meta Collabs seat is set up for Loblaw Advance.
-  Partner confirms the brand and products that will be promoted within collab ads seat
-  Sales lift will only be available for campaign with \$120K+ spend

Measurement solutions



Measuring impact on business outcomes for e-comm & in-store

Media exposure



Purchase

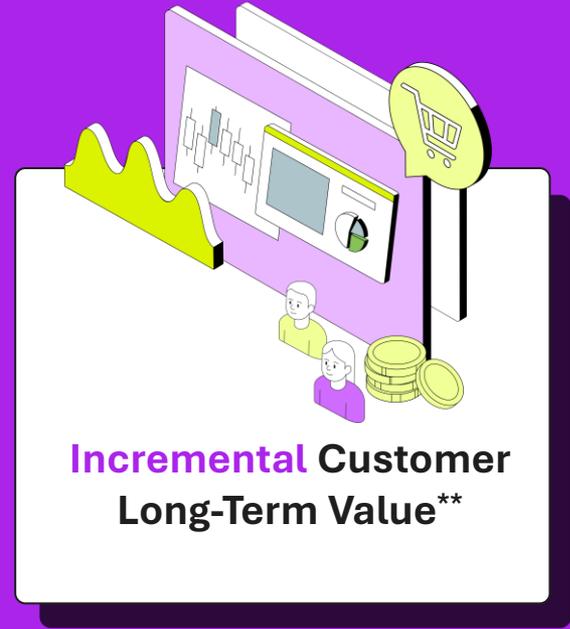
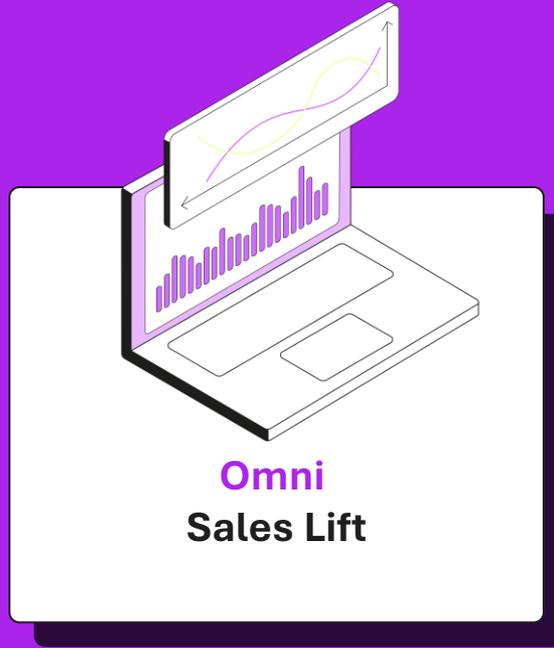
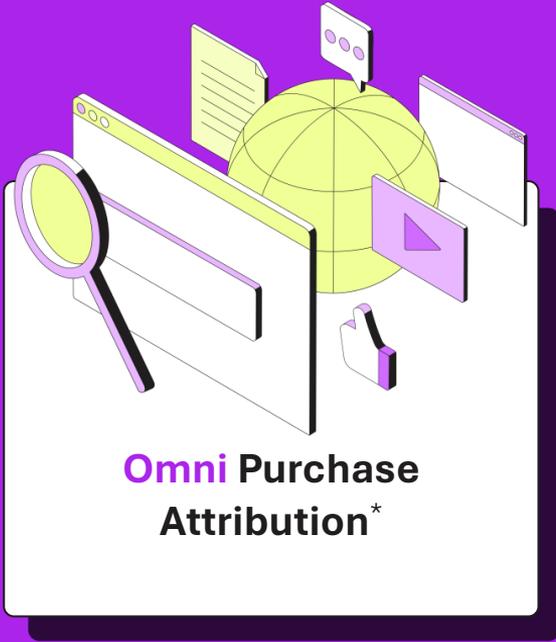


Closed loop media measurement



Transparent sightline on how many real people exposed to your media campaign purchased the advertised products, both in-store and online.

We offer an array of measurement solutions to understand the impact of your media and make smart optimizations.



*Available for Onsite media and offsite media only

Smart reporting leads to smarter decisions



Offsite media
display, OLV, social



Onsite display and native
display, carousels, etc.



Sponsored products
onsite search



In-store media
screens, audio, sampling

Media metrics

- Impressions
- Reach
- Clicks, CTR
- Views, VTR (video)
- Viewability

- Impressions
- Clicks, CTR
- Add to Carts (shoppable media only)
- Viewability (display only)

- Impressions
- Impression share
- Clicks, CTR
- Add to Carts
- Keyword performance

- Impressions
- CPM

Business Impact insights

- Purchase Attribution: Sales, Units, ROAS, Customer Type (New, Retained, Reactivated)*
- Sales Lift: Incremental Sales, Incremental Units, iROAS*
- Incremental Customer Long-term Value (iCLTV): Long Term Incremental Sales, Longterm iROAS*

- Purchase Attribution:
 - Conversions
 - Sales
 - OmniROAS (e-comm + instore Return on Ad Spend)

- Purchase Attribution:
 - Conversions
 - Sales
 - ROAS (e-com Return on Ad Spend)

- Purchase Attribution*
 - Conversions, Units
 - Sales
 - ROAS (in-store Return on Ad Spend)
 - Customer Type (New, Retained, Reactivated)

*Note: Offsite DOOH & Wellness Station campaigns excluded here -- metrics supplied are shaped by targeting & objective of the campaigns.

**Minimum campaign reach and investments apply.

Omnichannel media measurement gives sightline on **full campaign impact** across our media channels



Understand how to optimize marketing efforts to improve impact



Determine the right budgeting decisions to amplify strategic success



Utilize results to calibrate other measurement solutions (e.g. MMM) to improve fidelity

Incremental customer Long term value (iCLTV)

Predicts incremental sales at Loblaw over the next 12 months after your offsite media campaign is out of market.



Rooted in purchase data

Models are based on real Loblaw transaction data and calculated at customer level



Advanced modeling

Our methodology employs sophisticated techniques to maximize the value of Loblaw's deep historical purchase behavior data



Sales impact

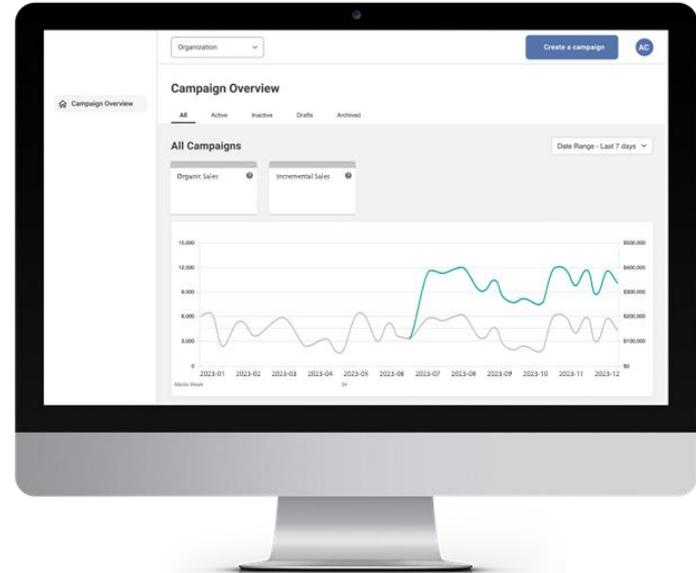
Identify your sales impact and evaluate how to improve future media executions and justify media investment



Validated results

iCLTV model has been back-tested using real conversion data to validate our modeling accuracy

On average, iCLTV uncovered **39%** of total incremental sales were attributed to media success!



Available for any Loblaw Advance™ campaign that runs a minimum of 4 weeks with an investment level of at least \$120K

BRAND-BUILDING CAMPAIGNS HAVE DELIVERED INCREMENTAL LONG-TERM VALUE ACROSS CATEGORIES

 In-campaign sales incrementality  Gain in incremental sales from the campaign in the subsequent 12 months

Dairy



+36%

Confectionary



+63%

Home cleaning



+26%

Bread



+46%

Where brands and customers **click**

advance@loblaw.ca