



AD Retail Media Continues to Expand Digital Performance Capabilities

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Partnership with Placements.io to Enhance Efficiencies Across Social and Data Platforms

SALISBURY, N.C. – AD Retail Media, the in-house retail media network for leading grocery retail group Ahold Delhaize USA, continues to expand its network capabilities, most recently through a partnership with Placements.io. AD Retail Media will use the ad sales platform to streamline its sales, advertising and finance operations, providing an enhanced experience for its consumer-packaged goods (CPG) partners.

"AD Retail Media is committed to providing CPG partners with meaningful and measurable ways to engage with customers of the Ahold Delhaize USA local brands," said Bobby Watts, SVP of AD Retail Media. "The Placements.io management system will help us further that commitment by updating our ad sales workflow and achieving sharper revenue management."

This partnership will help drive operational efficiencies and the expansion of AD Retail Media's digital network through automated workflows and deep technology integrations. Key integrations will include Salesforce, Epsilon Retail Media, Meta/Facebook and Pinterest. Placements.io will also provide retail-specific research and development, as well as improved revenue management controls.

"Grocery is such a fast-growing space for retail media, with outstanding opportunities for brands to build impactful customer relationships and see closed-loop results for their marketing spend," said Evan Bowen, Chief Business Officer at Placements.io. "We're eager to support AD Retail Media's success."

Ranked fifth overall in the 2023 U.S. CPG Retail Media Network Rankings by Insider Intelligence | eMarketer, AD Retail Media supports the Ahold Delhaize USA brands' by leveraging their market presence and close customer connections to help CPG partners meaningfully engage a significant East Coast omnichannel customer base. Together, the brands of Ahold Delhaize USA operate more than 2,000 stores, process more than 23 million transactions per week, have nearly 24 million active loyalty card users and total more than \$51 billion in annual sales.

About Ahold Delhaize USA

Ahold Delhaize USA, a division of global food retailer Ahold Delhaize, is part of the U.S. family of brands, which also includes five leading omnichannel grocery brands – Food Lion, Giant Food, The GIANT Company, Hannaford and Stop & Shop. When considered together, the companies of Ahold Delhaize USA comprise the largest grocery retail group on the East Coast and the fourth largest grocery retail group in the nation, serving millions of omnichannel customers each week. For more information, visit www.adusa.com.