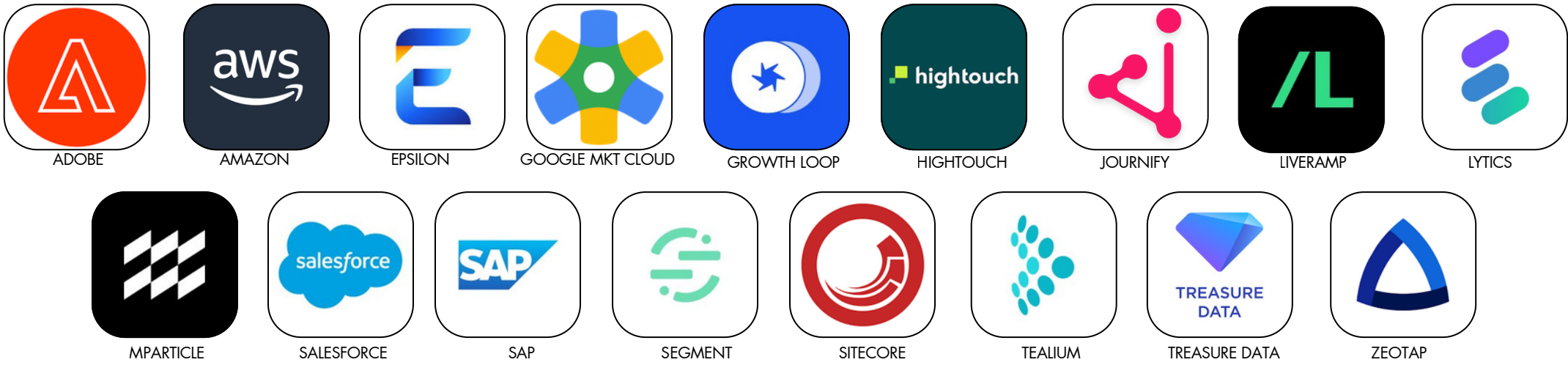


MENA RETAIL MEDIA ECOSCAPE

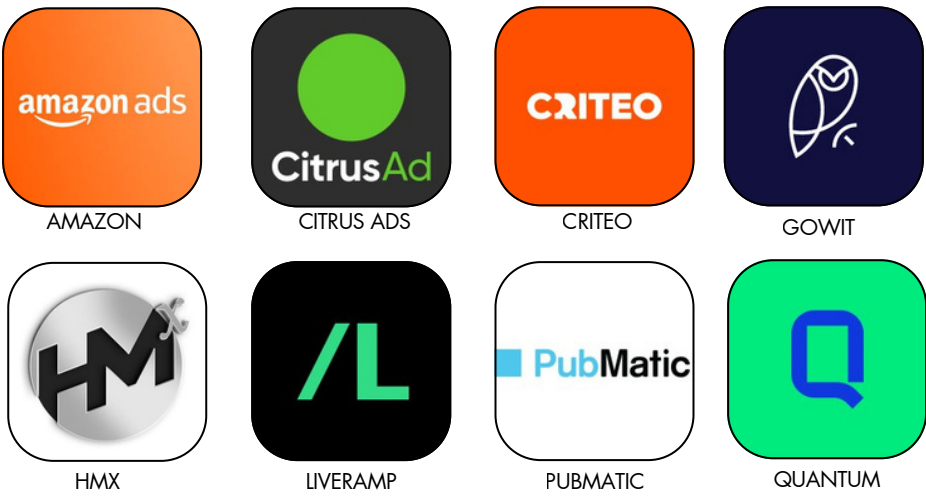
CUSTOMER DATA PLATFORMS (CDP'S)

A system that creates a unified customer database. It collects and manages personally identifiable information (PII) from various sources, including transactional, behavioural, profile and product data



RETAIL MEDIA PLATFORMS (RMP'S)

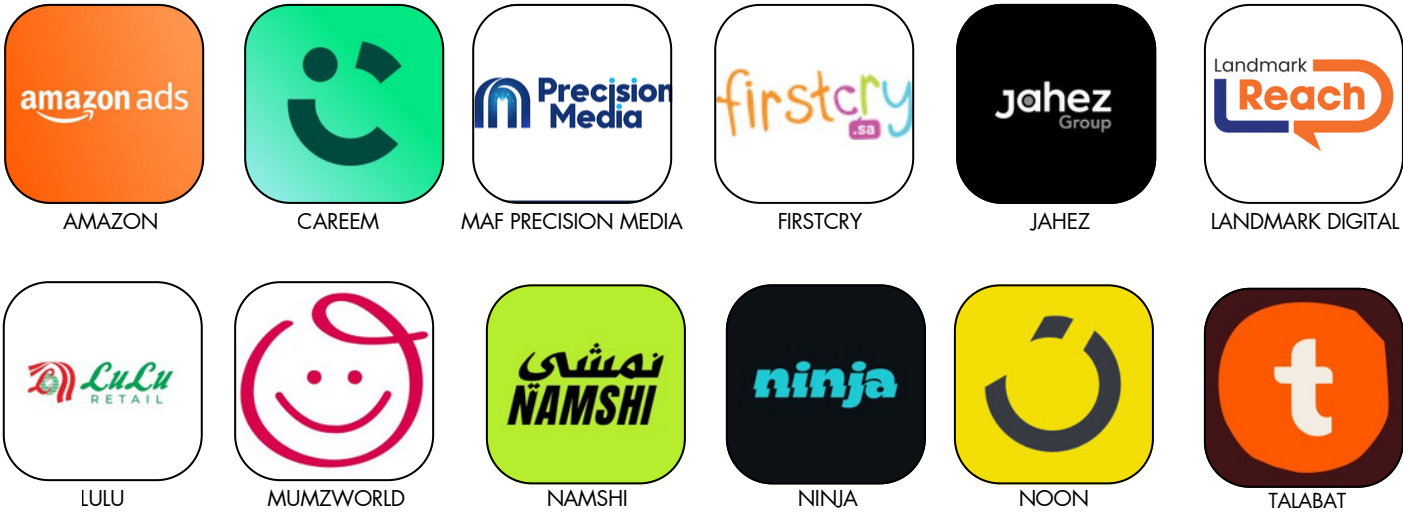
Facilitate the management, execution, and analysis of advertising campaigns within a Retail Media Network



RETAIL MEDIA NETWORKS IN MENA

The infrastructure comprising both online and offline channels where brands can advertise to reach shoppers. It encompasses the actual spaces or channels such as e-commerce sites, in-app spaces, in-store digital displays, and email marketing channels, where advertisements can be placed

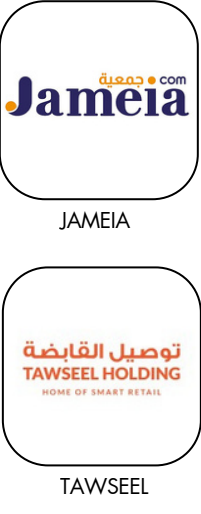
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