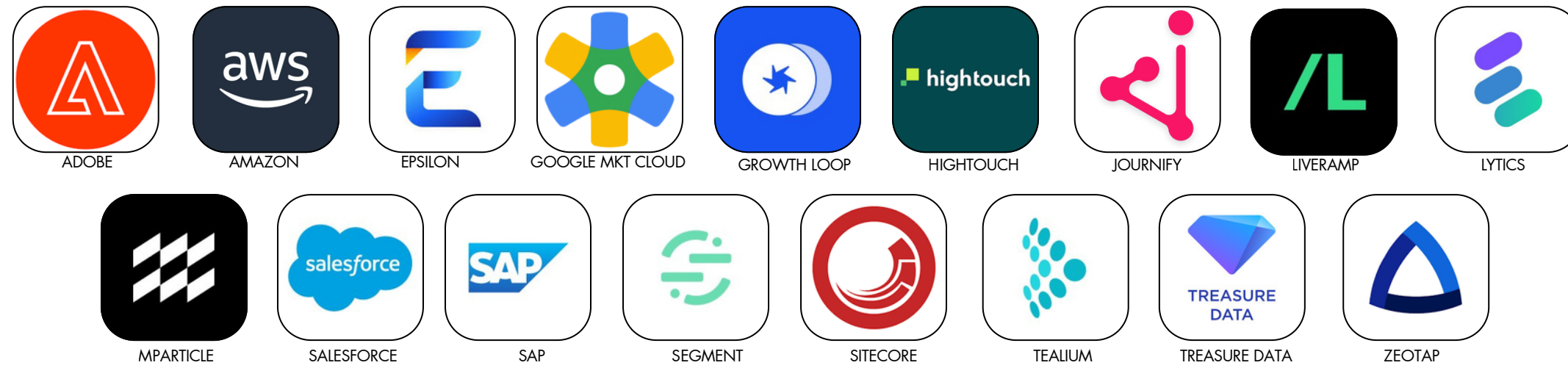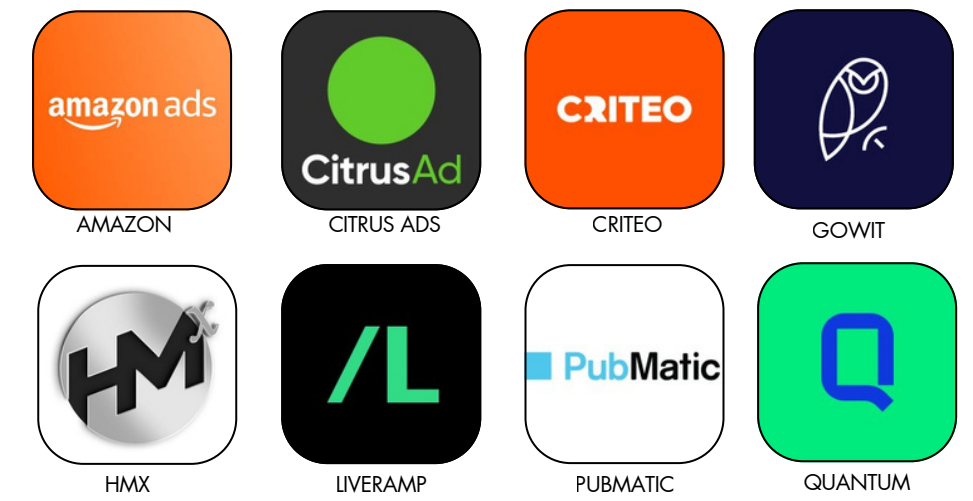# MENA RETAIL MEDIA ECOSCAPE

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
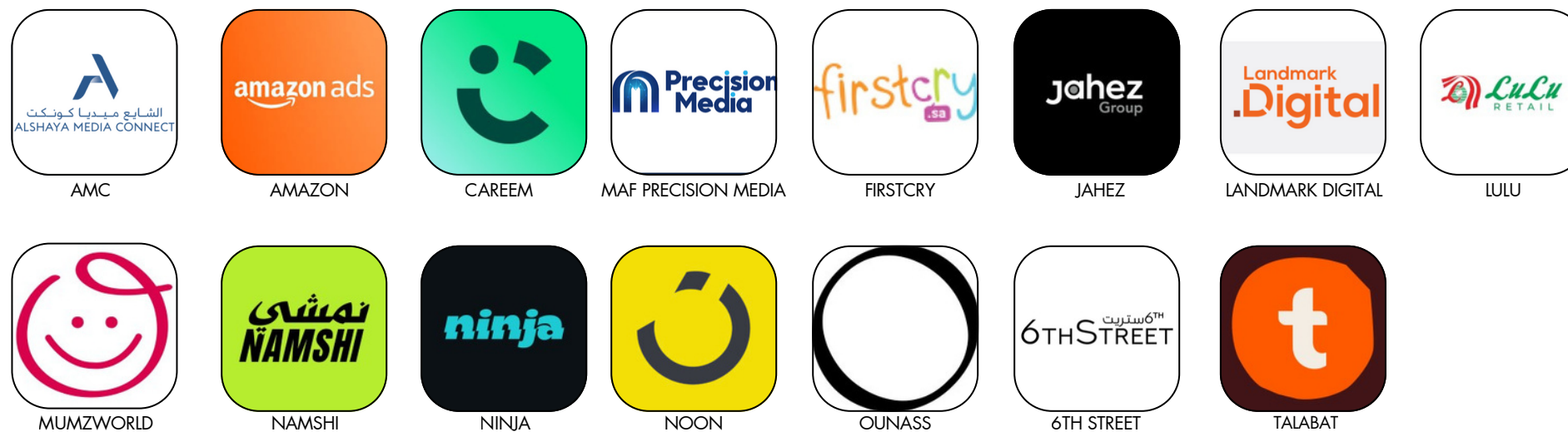
ADOBE	AMAZON	EPSILON	GOOGLE MKT CLOUD	GROWTH LOOP	HIGHTOUCH	JOURNIFY	LIVERAMP	LYTICS
MPARTICLE	SALESFORCE	SAP	SEGMENT	SITECORE	TEALIUM	TREASURE DATA	ZEOTAP	

RETAIL MEDIA PLATFORMS (RMP'S)

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

CLICKABLE

AMAZON	CITRUS ADS	CRITEO	GOWIT
HMX	LIVERAMP	PUBMATIC	QUANTUM

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
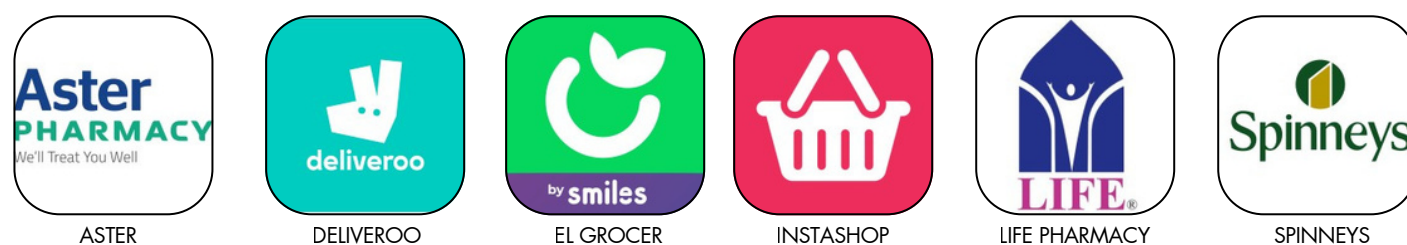
MULTI-MARKET

AMC	AMAZON	CAREEM	MAF PRECISION MEDIA	FIRSTCRY	JAHEZ	LANDMARK DIGITAL	LULU
MUMZWORLD	NAMSHI	NINJA	NOON	OUNASS	6TH STREET	TALABAT	

SAUDI ARABIA

AL DAWAA	DANUBE	HUNGERSTATION	NAHDI
NANA	PANDA	TAMIMII	

KUWAIT

DROPS	JAMEIA
TAWSEEL	

UAE

ASTER	DELIVEROO	EL GROCER	INSTASHOP	LIFE PHARMACY	SPINNEYS

EGYPT

APPETITO	BREADFAST	GOODSMART	JUMIA	RABBIT	VOO

iab mena