

2026 RMN Europe Ascendant Boot Camp

Stop Counting Clicks. **Start Measuring Intent.**

Andrea Hill

Senior Vice President, Retailer Practice, Vudoo



What I would say to every brand listening is, why don't you want to make things shoppable? Why do you want to put any friction or speed bumps between your potential customer looking at something and whipping out their credit card?

Colin Lewis

Retail Media Expert | Keynote Speaker | Co-founder of Retail Media Works

Excerpt from Vudoo's Commerce Media Matters podcast

Applicable to Any Industry



Toys & Entertainment



Retail

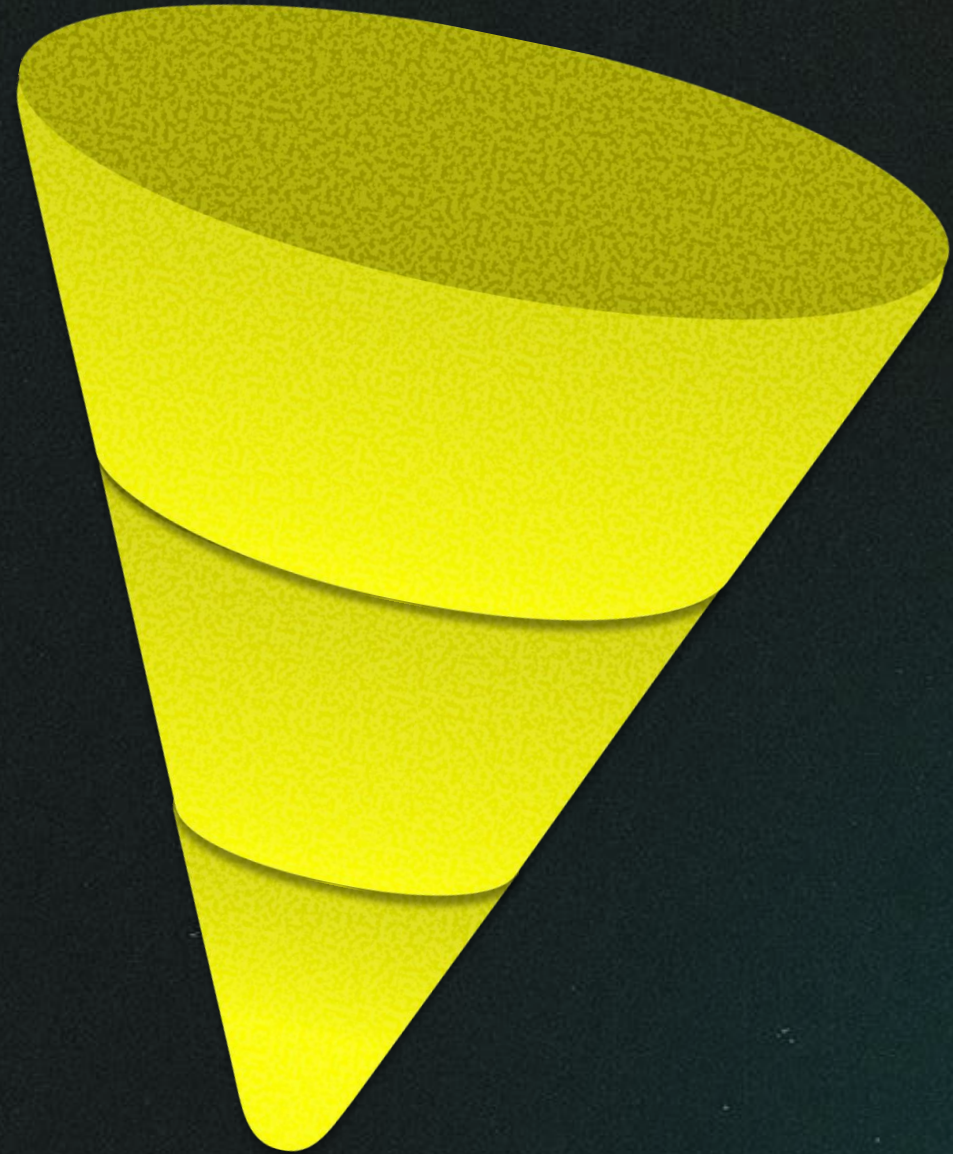


Grocery

Different Audiences & Products

Same Outcome

The funnel
isn't broken.

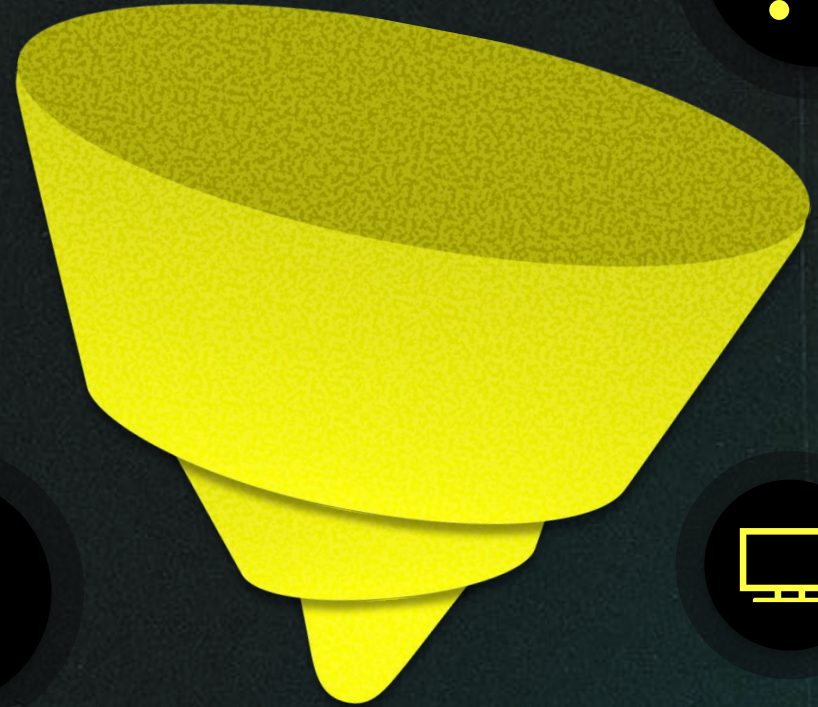
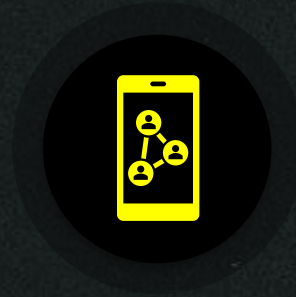


The funnel
isn't broken.

It's Compressed.

Discovery

Purchase



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It's Compressed.

Discovery

Purchase



As we see consumers moving fluidly between discovery and purchase across multiple touchpoints, [commerce media is] going to be vital.

Bill Fisher

Senior Analyst at EMARKETER

Excerpt from Vudoo's Commerce Media Matters podcast



Consumers
Don't Think
In Funnels.

Easy

Anywhere

Fast

Frictionless

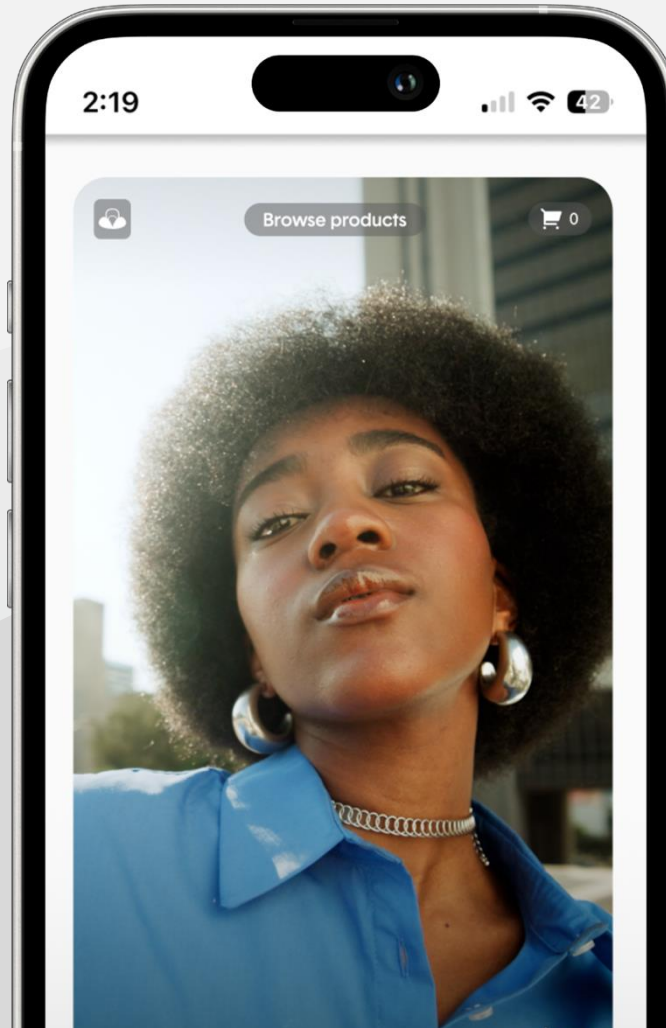


Where Advertising Still Gets It Wrong

Impressions

Clicks

CTR



Product Selections

Add-to-cart

Checkout

Transactions

Intent now
matters more
than attention.

Product Selections

Add-to-cart

Checkout

Transactions

Intent is The **New** Impression

1

Transactional

Completed Checkout,
Add-to-cart, Checkout Start.

2

Behavioural

Product Interaction, SKU Dwell Time,
Shipping Selection, Remove From Cart.

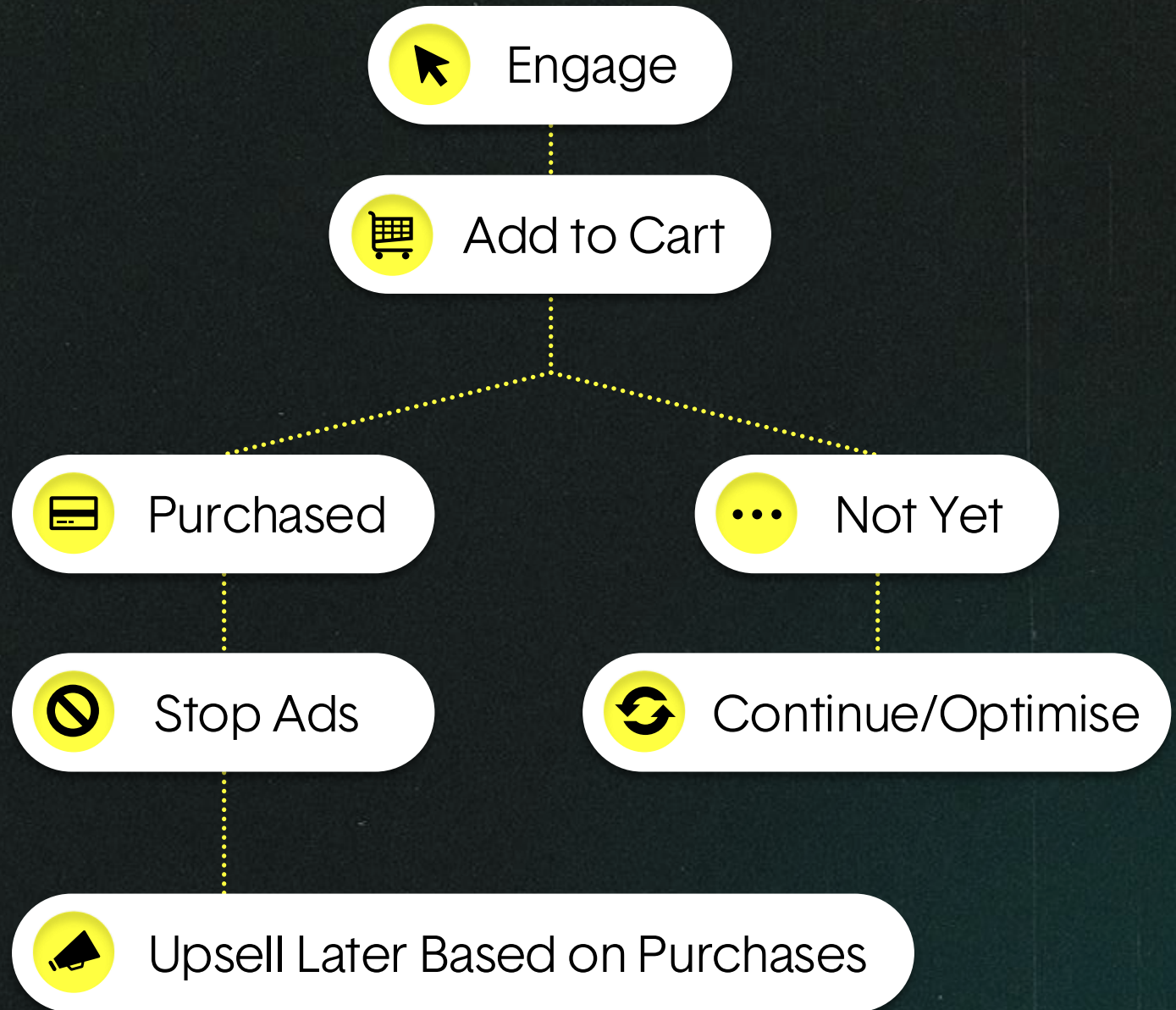
3

Awareness

Brand Clicks, Retailer Clicks,
Engagement Rate, Drop-off Points.

What This Unlocks:

Closed Loop Media



From Media
Exposure to
**Verified
Transaction
Inside an Ad.**



Puppy & Sis

©2025 Mattel. Sold separately & subject to availability.

childhood
starts
here 

Proven Results

122%

Increase in units sold during campaign period

136%

Uplift in total transaction value

5.6x

Interaction benchmark

4x

Engagement via shoppable video formats

507%

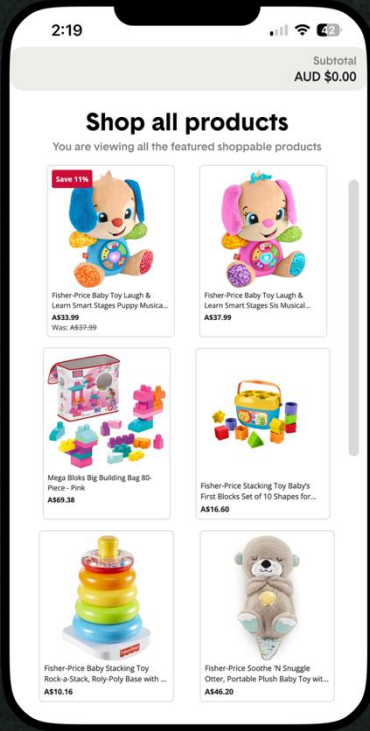
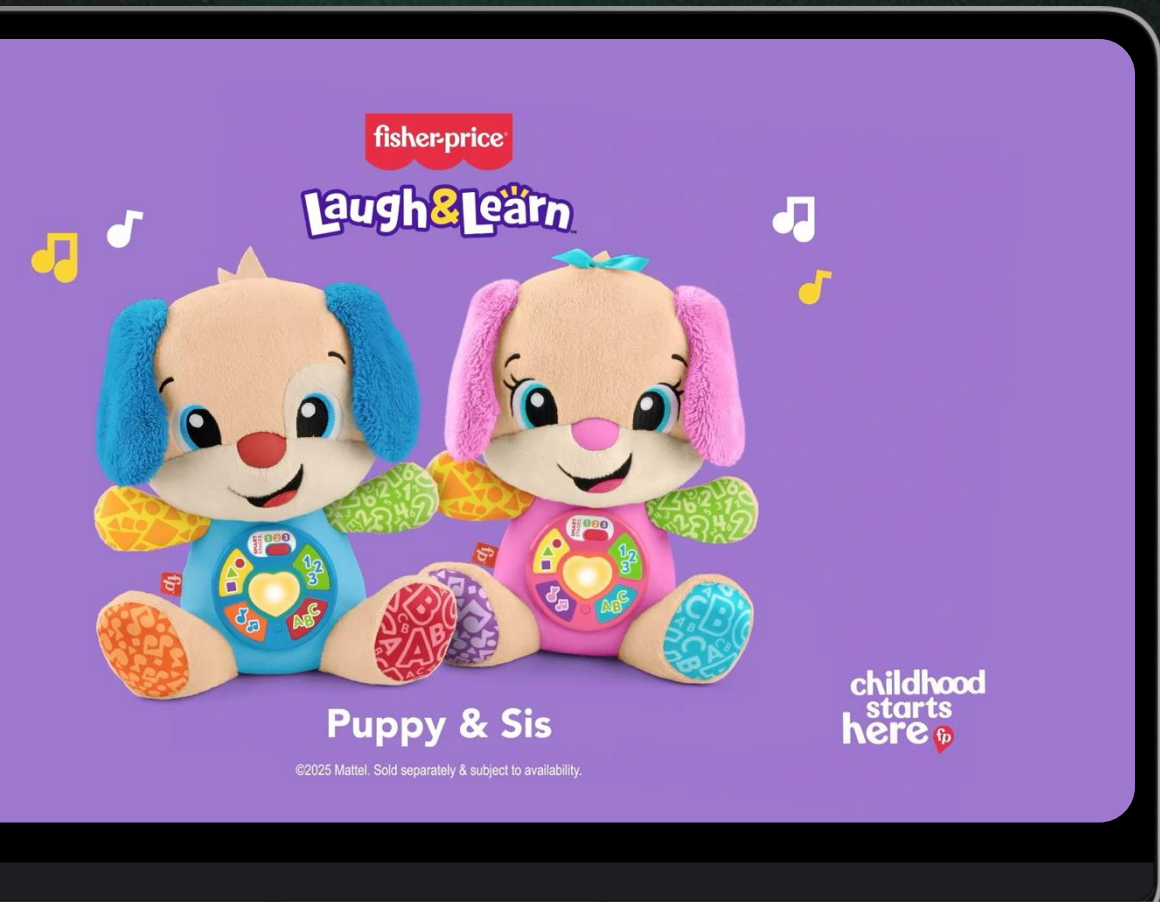
Uplift in top product unit growth

2x

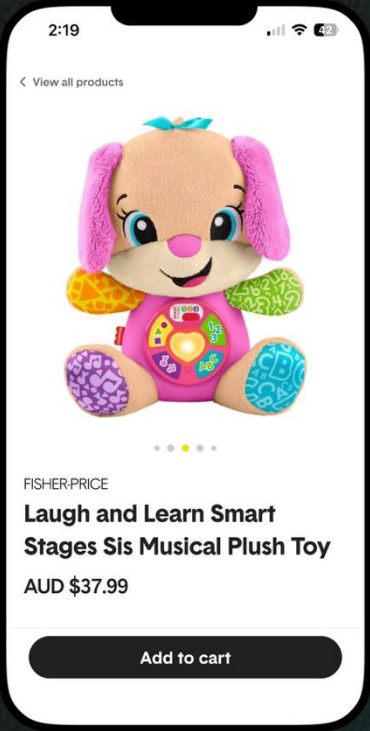
In-store sales year-on-year



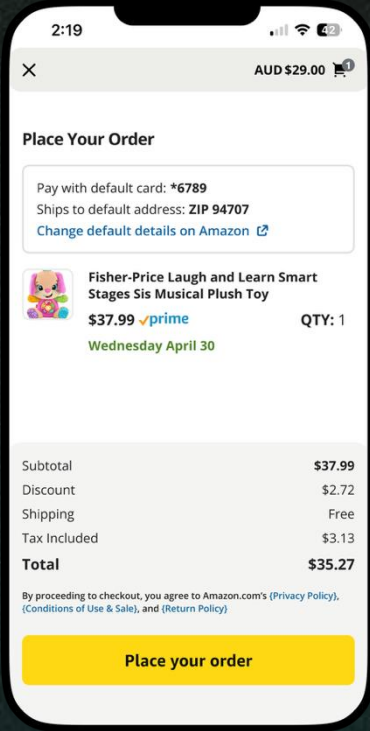
Turning Playtime Into Purchase Moments.



Browse & explore multiple products



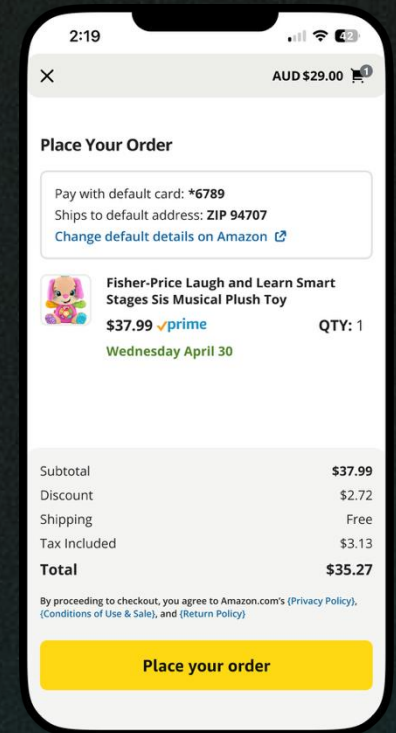
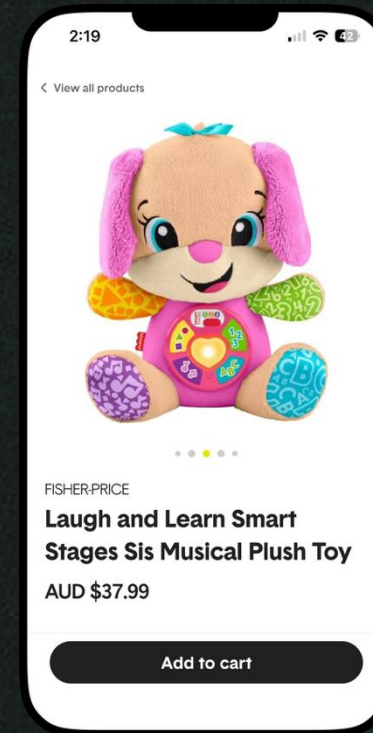
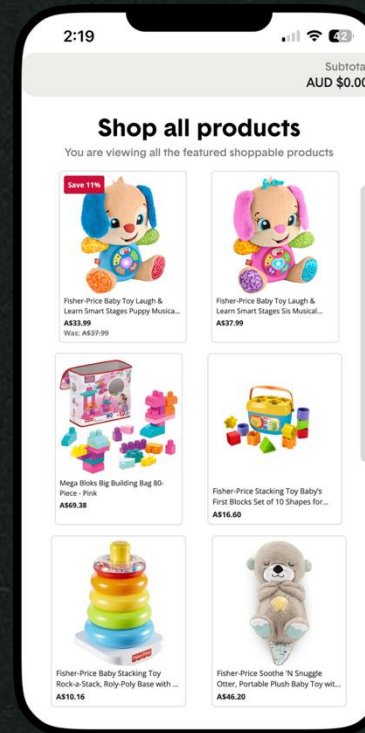
Build a Cart



No Lost Intent

Creative Becomes a **Storefront.**

Turning Playtime Into Purchase Moments.

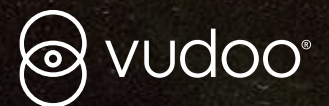


[Commerce media is] not just a dessert anymore. It's the full course meal.

Jason Wescott

Global Head of Commerce Solutions at WPP Media

Excerpt from Vudoo's Commerce Media Matters podcast



Thank you.

Andrea Hill

Senior Vice President, Retailer Practice, Vudoo