



Retail Media Network



North America

## Fortune 50 Home Improvement Retail Media Network Scales Revenue and Supplier Ops with AI-led Automation

The client is a **Fortune 50 home improvement retailer** operating one of the largest retail media networks in North America. With **thousands of suppliers, millions of SKUs**, and a **rapidly growing off-site media footprint** across paid search and third-party platforms, the retailer positions its **media network as a high-margin growth engine** for supplier advertising.

As supplier demand surged, the organization **sought to scale campaign execution, improve supplier experience, and unlock higher media revenue**, without increasing operational overhead or compromising campaign performance.

# Highlights

- Supplier-funded campaigns were constrained by **manual operations, limited coverage, and inconsistent performance** across markets
- iOPEX deployed an **agentic AI-led operating model** that embedded **intelligence directly into workflows** - automating execution, optimization, and supplier enablement as a **Services-as-Software system**
- The transformation delivered **35% higher supplier budgets, 24% efficiency gains, and 100% on-time campaign execution at scale**

## Business Challenges

Retail media networks are increasingly benchmarked against digital giants on **speed, transparency, and performance**. However, the client's supplier media operations were under strain as scale increased.

### Key challenges included:

#### **Operational bottlenecks**

due to manual campaign setup, pacing checks, and optimization workflows

#### **Limited global and timezone coverage,**

restricting responsiveness during peak retail moments

#### **Inconsistent campaign performance,**

impacting supplier confidence and reinvestment rates

**Low supplier visibility,** with limited access to real-time performance insights

**Missed revenue opportunities,** particularly in upselling premium inventory and seasonal placements

In an RMN landscape where top-performing networks grow supplier budgets by 20–30% annually, the client risked underperforming against industry peers without a step-change in execution.

# iOPEX Solution

iOPEX partnered with the client to **re-architect supplier media operations** as a scalable, **AI-powered engine**, embedding intelligence directly into workflows rather than layering manual processes. The operating model centered on AI agents that sense performance signals, decide on optimization actions, and autonomously execute changes, transforming operations into a **Services-as-Software system where effort decreases as volume and complexity increase.**

## End-to-End Campaign and Supplier Operations

- Established a **tiered supplier support model** with 24×7 coverage across offshore and nearshore locations
- Dedicated teams managed campaign setup, execution, optimization, and supplier communications at scale

## Strategic Paid Media Consulting Layer

- Introduced a **revenue-first consulting model** focused on paid search strategy, off-site audience targeting, and inventory upsell
- Enabled data-driven recommendations aligned to supplier category goals and seasonality

## Creative Strategy and Rapid Design Enablement

- Built a **creative production stream** delivering brand-compliant assets with faster turnaround times
- Supported seasonal campaigns and supplier-specific promotions without delays

## Supplier Self-Care Enablement

- Launched **self-service dashboards and knowledge portals** enabling suppliers to:
  - Track performance in near real time
  - Access reports and insights
  - Raise service requests independently

## Agentic AI-Driven Workflow Automation

- Deployed **AI agents to automate:**
  - Campaign pacing and budget checks
  - Performance anomaly detection and alerts
  - Predictive optimization recommendations
- Reduced manual intervention while improving accuracy and speed
- Enabled always-on monitoring, predictive optimization, and self-healing workflows

## Proactive Surge and Peak Planning

- Designed an **always-on readiness model** for peak retail events
- Enabled proactive upsell recommendations during high-intent periods, driving incremental media revenue

## The Impact

The engagement delivered **measurable, industry-leading outcomes**, positioning the client's retail media network for sustained growth:

**35%**

**increase in supplier media budgets**, outperforming RMN industry growth benchmarks

**100%**

**on-time campaign launches**, even during peak retail seasons

**12%**

**uplift in supplier satisfaction**, driven by transparency and responsiveness

**100%**

**market coverage**, eliminating geographic and timezone gaps

**24%**

**operational efficiency gain** through agentic AI-led automation

Beyond operational metrics, the client established a **scalable operating foundation** where increased campaign volume and complexity no longer required proportional increases in cost or headcount.



## About iOPEX

iOPEX Technologies is a new-generation agentic AI and automation-led enterprise transformation partner headquartered in San Jose, California. At the intersection of enterprise operations, agentic AI, and intelligent automation, we deliver **Intelligence as a Service**, helping organizations embed intelligence directly into workflows for measurable impact. Over 70 global brands trust iOPEX to transform operations, accelerate revenue growth, and unlock value at scale. Contact us at [marketing@iopex.com](mailto:marketing@iopex.com).

