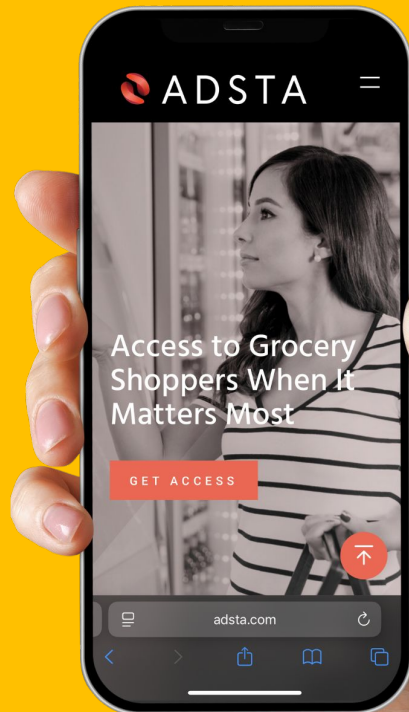




Smarter Media. Verified Attribution. Real Sales Lift.

A data-driven retail media + shopper attribution
platform across 4,000+ stores



How The Adsta Retail Media Platform Started



01

Adsta powers retailer platforms



02

Millions of shoppers per ad cycle



03

Brands run promotional campaigns here



04

Hyper-focused shoppers see your promotions



More than retail media.

A complete ecosystem.

Media targeting, attribution, and promotional technologies built to maximize ROAS across 4,000+ stores.



Onsite Media

Web, email, mobile, and in-store kiosk placements on the retailer platforms shoppers already use.



Offsite Media

Targeted display and social reaching known grocery shoppers off the retailer's site – high-intent, behavioral-data driven.



Digital Coupons & Promotions

Branded promotional offers with verified clip-and-redemption tracking, integrated across the same network.



Closed-Loop Attribution

Shopper-level engagement plus verified POS sales lift – measurable proof of impact on every campaign.

Adsta is no longer just media placements – **it's a smarter, data-driven retail media + shopper attribution platform.**



Every retail media network has shoppers. Here's what makes Adsta **different**.



You control the campaign

Pick your objective, your channels, your creative, your audience. We execute your vision – not the retailer's playbook.



Launch in under 4 weeks

No 6-month onboarding. No quarterly intake windows. From green light to live campaign in under a month.



A low-risk place to test

Validate your bold idea here first. Prove what works before scaling it across your largest retail partners.



Same shoppers everyone else can reach. A completely different way of getting to them.

General Mills earned **5X** campaign value in 2 weeks

Pillsbury Grands Biscuits · Lowe's Markets · December 2025

Standard post-campaign reporting delivered after every Adsta campaign.

+65%

Unit movement

vs. pre-campaign baseline

+45.8%

Sales movement

vs. pre-campaign baseline

\$575K

Total sales

Over a 2-week campaign window

5X return on estimated campaign cost — delivered through a multi-channel campaign Adsta executed end-to-end.

Multi-channel reach delivered **5.6M+** impressions.

Digital · Email · In-Store · Social · Gas Station Screens

DIGITAL

650K+

impressions

EMAIL

950K+

sent · 215K+ opens

IN-STORE

3.5M+

kiosk + media impressions

SOCIAL

430K+

impressions

GAS STATIONS

100K+

screen impressions

CAMPAIGN CREATIVE



A \$1 OFF coupon drove a **+36% sales lift** for a national CPG brand

Coupon campaign · March – April · \$1.00 off any ONE (1) item · 15 grocers

Standard post-campaign reporting delivered after every Adsta campaign.

+36%

Sales increase

vs. pre-promotional period

+34%

Units increase

vs. pre-promotional period

50%+

New or lapsed shoppers

redeemed the coupon

Over half of redeemers were new or lapsed customers – **incremental sales runway after the campaign ends.**

Performance crushed industry benchmarks across the funnel

Standard post-campaign reporting delivered after every Adsta campaign.

10%+

Redeem : Clip Ratio

vs. 2-3% industry standard

70%+

Redeem : Basket Ratio

redeemers also bought more in basket

2.62%

Offsite Click-Through Rate

5X industry benchmark

OFFSITE MEDIA

\$0.18 Cost per click

\$4.70 Cost per 1K impressions

ONSITE MEDIA

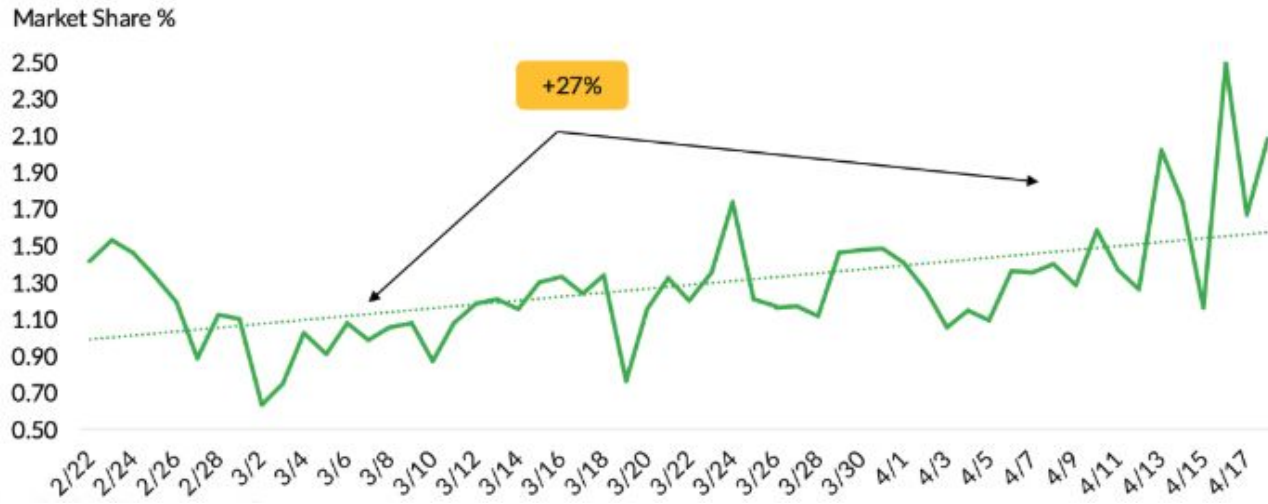
0.3%+ Kiosk CTR

0.5%+ Web / Mobile CTR

Brand market share grew +27% during the campaign period

Pre-campaign baseline vs. campaign period · Daily share of category

Standard post-campaign reporting delivered after every Adsta campaign.



Note: 2/22 – 4/18 · Pre-Campaign Period vs. Campaign Period

ROI

You Can Prove



POS Sales Lift

Verified through retailer-reported sales data – see the actual unit and dollar movement.



Shopper-Level Engagement

Know exactly who redeemed, opened, and clicked – not just aggregate impression counts.



Sales Movement + Basket Behavior

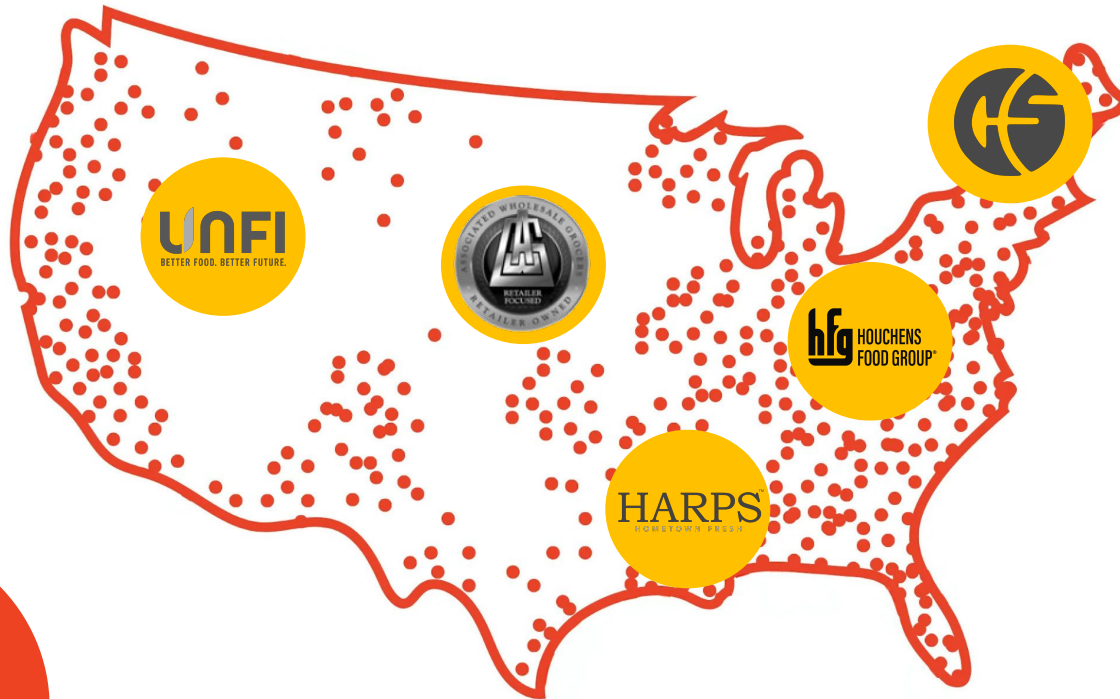
Track unit lift, basket size, and category share – not just media impressions.



Closed-Loop Attribution

No markups, no guesswork – verified outcomes on every campaign.

4,000+ Stores representing 40M shoppers contributing \$250+ billion in annual sales





Adsta allows brands to reach shoppers more efficiently
with access to 4,000+ stores

Adsta's Grocers Represent:

Millions of loyal, local customers

\$250B+ annual sales

Deep regional penetration and trust