PULSE BY GREENBERG ENTERPRISES™

Retail Media, Three Ways to Buy

2026 Retail Media Playbook

Geo-framed store audiences, syndicated retail data and retail media networks, all through one partner.

1. Geo-Framed Store Audiences
2. Syndicated Retail Data
3. Retail Media Networks

Three Ways to Build Your Retail Media Buy

Pick the option that matches what you need to prove. You can also combine them.

OPTION 1

Geo-Framed Store Audiences

Pick the stores. We reach their shoppers and track visits.

Best for driving and proving trips to specific retailers or store locations.

- ✓ Media performance reporting
- ✓ Store visit attribution + frequency
- \+ Purchase data overlay (optional)
- – Retailer POS sales data

$5,000 minimum spend

OPTION 2

Syndicated Retail Data

Target people by what they actually buy at major retailers.

Best for reaching proven category buyers without buying through each retailer's network.

- ✓ Media performance reporting
- – Store visit attribution
- ✓ Deterministic purchase targeting
- – Retailer POS sales data

$7,500/mo min. Can add to Option 1.

OPTION 3

Retail Media Networks

Buy through the retailer's own network and see the sales it drove.

Best for brands sold at the retailer that need sales proof, often down to the SKU.

- ✓ Media performance reporting
- – Store visit attribution
- ✓ Retailer's own purchase targeting
- ✓ Retailer POS sales data

$25K to $250K by network

Lower entry point, faster start → Deeper proof of sales

Why PULSE Beats Going Direct

Same retail data and measurement, with a lower buy-in, fewer hoops and a faster launch.

3	$5,000	7 to 10	1
ways to buy, through one partner	entry point with Option 1	business days to go live	brief, one team and one dashboard

	GOING DIRECT Vendor by vendor	WITH PULSE One partner, three ways to buy
ACCESS	– One retailer or data vendor at a time	✓ Geo-framed audiences, syndicated data and RMNs in one buy
BUY-IN	– Each network's full minimum and terms	✓ Lower buy-in to participating RMNs, or start at $5,000
SPEED	– A separate setup and approval with every vendor	✓ One brief. Live in 7 to 10 business days; RMNs in 2 to 3 weeks
ELIGIBILITY	– You work through each network's gatekeeping	✓ We submit your brand and manage every network review
STRATEGY	– Each vendor recommends its own inventory	✓ One plan built around your goal, not one vendor's inventory
REPORTING	– A different dashboard and attribution for each	✓ One PULSE dashboard, plus retailer sales data where offered

The result: less to manage, a lower buy-in and a faster path to market than going direct.

Option 1: Geo-Framed Store Audiences

Pick the stores. We reach the people who shop there and report who walked in.

HOW IT WORKS

1. **Send us your store list**
   Share the retailers and store addresses you want to target.

2. **We geoframe each location**
   Every store gets a precise geoframe, accurate to 3.28 feet.

3. **We curate high-frequency shoppers**
   Devices observed at each selected retailer in the most recent 30 days, focused on high-frequency shoppers, become a curated MAID audience.

4. **Add purchase data (optional)**
   Overlay deterministic purchase data at the category or product level to focus on likely buyers.

5. **Run media and report on observed visits**
   Turnkey reporting on media performance and store visit attribution, with visit frequency, 10-14 days after the campaign runs.

MINIMUM SPEND

$5,000

WHAT YOU GET

- Live in 7 to 10 business days
- Geoframes accurate to 3.28 feet
- High-frequency shoppers from the most recent 30 days
- Optional purchase data overlay
- Turnkey media performance reporting
- Store visit attribution with frequency

NOT INCLUDED

Retailer POS sales data. For sales reporting, see Option 3.

Option 1 in Action: Health & Beauty CPG

A Father's Day campaign for a national Health & Beauty manufacturer across 300+ grocery locations.

CLICK-THROUGH RATE

16.44%

24x the 0.4% to 1.0% industry average

COST PER CLICK

$0.02

89x more efficient than the $1.77 average

CPM

$3.43

5x more efficient than the $14 to $21 average

OBSERVED STORE VISITS

161,921

Across 300+ grocery locations during the flight

THE CHALLENGE

The brand needed awareness across 300+ grocery locations. Standard retail media gave fragmented reach and stopped measuring at the click. It needed verified shoppers, efficient spend and proof of what happened next.

WHAT WE DID

We geoframed each store and curated it to high frequency visitors from most recent 30-day lookback, then layered in deterministic Health & Beauty purchase data. The audience ran programmatically through Pulse, off retailer-owned media.

HOW WE MEASURED

We matched impression-level log files against anonymized mobile ad IDs to observe which exposed shoppers came back to the store. The process is privacy-compliant and auditable.

Campaign scale: 300+ grocery locations · 146,988 targeted impressions · 24,171 clicks · verified store visitation

Option 2: Syndicated Retail Data

Reach people based on what they buy at major retailers, without buying through each retailer's network.

HOW IT WORKS

1. **Choose who to reach**
   Category buyers, brand buyers or your competitors' buyers.

2. **We match retailer purchase data**
   Syndicated, deterministic purchase segments from our data partners, now including Ibotta.

3. **Run media and report**
   Media runs across PULSE's 275+ exchanges, networks and DSPs, with media performance reporting.

MINIMUM SPEND

$7,500/mo

Live in 7 to 10 business days. Included: purchase audiences and media reporting. Not included: visit reporting or POS sales.

ADD IT TO OPTION 1

Layer this data onto geo-framed store audiences as an incremental overlay to focus on likely buyers.

RETAILER PURCHASE DATA AND SOURCE

Walmart	Target	Amazon
Kroger	Albertsons	Wegmans
Hy-Vee	Giant Eagle	Schnucks
Lowes Foods	Kohl's	Chewy

THROUGH OUR DATA PARTNERS

Ibotta · Attain · Catalina* · Circana · NIQ · Fetch · Rippl/Bridg · PayPal Ads · Shipt · ABCS Insights · Commerce Signals · Microsoft

Option 3: Retail Media Networks

Buy media through the retailer's own network and get its sales data back.

WHY BUY THROUGH PULSE

1. **Lower buy-in than going direct**
   Enter participating networks for less than going direct.

2. **No gateways to participation**
   PULSE submits your brand and manages each network's eligibility review.

3. **Faster to market than going direct**
   One brief, live in 2 to 3 weeks, with sales data from the retailer.

MINIMUM SPEND

$25K to $250K

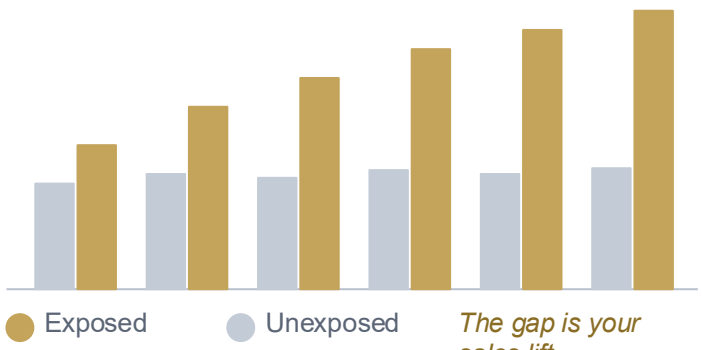
Each network sets its own minimum; parameters are in the Appendix and must be followed. Below the minimum? Agency partners can run self-serve, with some reporting not available.

Sample RMN sales report

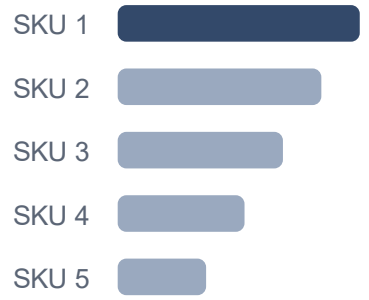
Illustrative layout

Sales dollars	Units sold	New-to-brand buyers	ROAS

Sales: exposed vs. unexposed shoppers



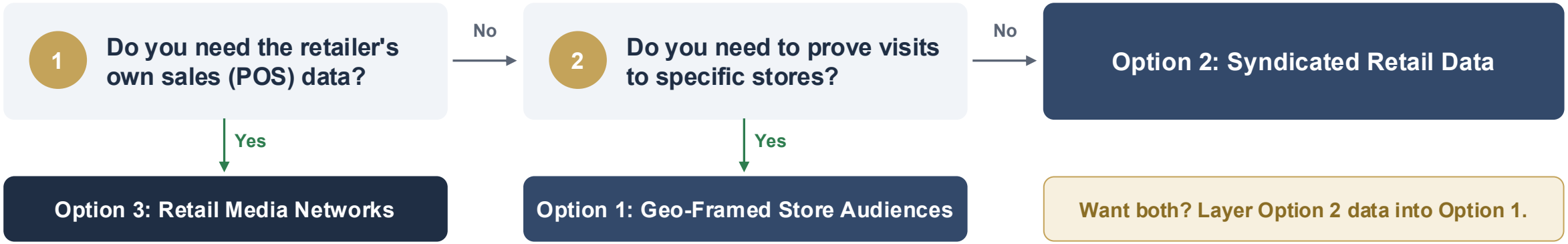
Top SKUs



Also available on some networks: sales lift studies, new buyers, path to conversion, halo, in-store vs. pickup vs. delivery and add-to-cart. Metrics vary by network. Store visit frequency attribution is not available on RMNs.

How to Choose, and What You Get

Answer two questions to find your starting point. Every option then goes through a feasibility check.



	Option 1: Geo-Framed	Option 2: Syndicated Data	Option 3: Retail Media Networks
Minimum spend	$5,000	$7,500/month	$25K to $250K, varies by network (see Appendix)
How we target	Visitors to the stores you pick, plus optional purchase data	Deterministic purchase data from retail data partners	The retailer's own POS and loyalty data
Reporting	Media performance + store visit attribution with frequency	Media performance	Media performance + retailer sales (POS) data
What we need from you	Retailer list with store addresses, budget, flight dates	Target category or products, budget, flight dates	Brand name for retailer review, brief, sample creatives
Launch time	7 to 10 business days	7 to 10 business days	2 to 3 weeks

Participating Partners

Every activation starts with a feasibility check. Full requirements for each partner are in the Appendix.

Partner	Type	Who can buy	Min. spend	Sales measurement	Launch
Walmart Connect	RMN	Endemic + non-endemic*	$25K+/mo	✓ **Closed-loop, SKU**	2 to 3 wks
Target Roundel	RMN	Endemic only	$75K	✓ **Closed-loop**	2 to 3 wks
Costco Media	RMN	Endemic only	$75K / 3 mo	✓ **Closed-loop**	2 to 3 wks
Instacart	RMN	Endemic only	$75K rec.	✓ **Post-campaign, SKU**	2 to 3 wks
DoorDash	RMN	Endemic only (CPG)	$75K rec.	✓ **In-flight, SKU**	2 to 3 wks
Walgreens	RMN	Both	$35K ($75K custom)	Not offered	2 to 3 wks
Kohl's Media	RMN	Non-endemic only	$35K	Not offered	2 to 3 wks
Dollar General	RMN	Non-endemic only	$75K rec.	Not offered	2 to 3 wks
Kroger	RMN	Coming Q4 2026	TBD	TBD	2 to 3 wks
Catalina NEW	Purchase data + measurement	Eligible CPG campaigns	$50K	✓ **Closed-loop, SKU + lift**	Per proposal
Circana	3P data + measurement	Both (CPG)	10M imps	✓ **Closed-loop + lift**	About 1 wk
Attain	3P data + measurement	Both	No min. to target	✓ **Transaction + lift**	About 1 wk
Fetch	3P data	Both (CPG)	No hard min.	Coming soon	Confirm

**Walmart non-endemic needs separate approval and has no measurement. All RMNs are US only unless noted, and store visit frequency attribution is not available on RMNs. Catalina media runs via MediaMath only. Also available (see Appendix): PayPal Ads, Shipt, Chewy, Rippl/Bridg, NIQ, Ibotta, ABCS Insights, Commerce Signals, Lyft Media, Marriott Bonvoy, Western Union, Kinective Media.*

Catalina: Verified Purchase Attribution

Purchase-level, closed-loop attribution that ties ad exposure to verified purchases at the product, or SKU, level.

70+
Major U.S. retail banners participating

10B+
Purchase transactions observed annually

SKU-level
Closed-loop purchase attribution

MediaMath
Catalina media runs via MediaMath only

Catalina is one of the world's largest sources of deterministic purchase data. Targeting and measurement are grounded in actual buying behavior across grocery and other retail channels, with digital, mobile and connected media.

REACH SHOPPERS BASED ON WHAT THEY BUY

For CPG advertisers, PULSE audiences target brand and category purchases, shopping behavior, brand affinities and purchase history. Lifestyle and dietary signals can refine the selection.

- **Brand buyers**
- **Competitive-brand buyers**
- **Lapsed buyers**
- **Loyalty segments**
- **Likely triers (modeled)**
- **Potential defectors (modeled)**

MEASURE THE SALES IMPACT OF YOUR MEDIA

For qualifying PULSE campaigns, Catalina measurement connects media impressions to verified purchases and assesses incremental sales lift and iROAS. These insights show which audiences and creative contribute to sales and inform campaign adjustments.

Attribution	Identifies purchases associated with ad exposure.
Incrementality	Assesses the additional sales attributable to the campaign.

Positive lift is an outcome to measure, not a guaranteed result. Eligibility and measurement terms are confirmed in each campaign proposal.

**Catalina media runs via MediaMath only. Coverage for every retailer is confirmed in the feasibility check.*

Catalina Retailer Roster

The retail banners behind our purchase data, and why retailers partner with Catalina.

WHY RETAILERS PARTNER

Retailers use Catalina to understand shoppers, personalize offers, encourage repeat visits and larger baskets, and measure marketing against sales. Purchase-based measurement also helps them show the value of their retail media inventory to brands. These partnerships supply the purchase signals behind eligible campaigns' sales measurement.

MORE THAN 10B PURCHASE TRANSACTIONS ANNUALLY FROM OVER 70 MAJOR RETAILERS.

MINIMUM MEDIA INVESTMENT

$50,000

For purchase-level measurement. Measurement availability, retailer and product coverage, campaign duration, data requirements, reporting schedule and any added measurement fees are confirmed in the campaign proposal.

RETAILER ROSTER FOR REFERENCE

- Ahold Delhaize
- GIANT MARTIN'S
- Stop & Shop
- Giant
- Food Lion
- Hannaford
- Ingles
- Food City
- Lowes Foods
- Rite Aid
- Tops Friendly Markets
- Strack & Van Til
- Cub Foods
- ACME Fresh Market
- Redner's
- Shoppers
- Giant Eagle
- Market District
- Weis
- H-E-B
- H-E-B Plus!
- Central Market
- Raley's
- Raley's O-N-E Market
- Bel Air
- Nob Hill Foods
- Bashas'
- Harris Teeter
- Save Mart
- FoodMaxx
- Lucky California
- Walgreens
- Duane Reade
- Hy-Vee
- Meijer
- Meijer Express
- Price Chopper
- Market 32
- Kroger
- Baker's
- Dillons
- Food 4 Less
- Fred Meyer
- Fry's
- Jay C Food Stores
- King Soopers
- City Market
- QFC
- Ralphs
- Smith's
- Roundy's
- Copps
- Metro Market
- Mariano's
- Pick 'n Save
- ShopRite
- Wakefern Food Corp.

How an RMN Campaign Runs

Campaign Brief to live campaign in 2-3 weeks. PULSE runs the process; you supply the brief and creative.

1

Share the brief

Brand, geo, products or promotion, budget, channels and flight dates.

YOU

2

RMN approval

The network approves the campaign and PULSE receives audience reach.

RMN + PULSE

3

Send creative

You send sample creatives and confirm audiences.

YOU

4

Creative review

The network reviews creative and returns comments in about 1 week.

RMN

5

Build and launch

PULSE builds and traffics the campaign, then it goes live.

PULSE

Weeks 1 to 2: audience build and approval | **Week 3: creative review** | **LIVE**

3P data partners (Circana, Attain) typically run in about 1 week.

WHAT WE NEED FROM YOU

- A brief: brand, geo, products or promotion, budget, channels, flight dates
- Sample creatives for network review (sizes and specs shared per campaign)
- Retailer logo where required: Walmart (official logos only), Costco (mandatory)

WHAT YOU GET

- One PULSE dashboard for every RMN campaign
- In-flight delivery and engagement reporting
- Retailer sales reporting where offered: closed-loop (Walmart, Target, Costco), in-flight (DoorDash), post-campaign (Instacart)

PULSE
BY GREENBERG ENTERPRISES

Let's Build Your Retail Media Mix

One partner. Three ways to buy. Faster than going direct.

1. Pick your option, or combine them
2. Share the brief: brand, stores or products, budget, flights
3. We run the feasibility check, then build and launch

Ready to get started?

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Partner Requirements

Eligibility, minimum spend, lead time, creative rules and measurement, one page per partner.

1. **Retail media networks**
   Walmart Connect, Target Roundel, Costco Media, Instacart, DoorDash, Walgreens, Kohl's Media, Dollar General, Kroger

2. **Data and measurement partners**
   Catalina, Circana, Attain, Fetch, plus additional partners including Ibotta

3. **Reference**
   FAQs, measurement side by side, endemic vs. non-endemic

Frequently Asked Questions

Q Where can ads run?

Outside the physical store: on the retailer's website and digital ecosystem where the RMN allows, and across 275+ partners. No in-store, Meta or email.

Q Who controls attribution?

Each RMN runs its own attribution and PULSE has no control over the method. Windows run 14 to 30 days, with data lag from 24 hours to 10 days.

Q Can we run a coupon or offer?

RMN buys do not include retailer deal or coupon programs: Walmart Rollback or Everyday Value (EDV), Target Cartwheel or Circle deals, myWalgreens or clip-to-card. A promotion can appear in creative, subject to RMN review.

Q Where does the shopper land?

Walmart: Walmart.com brand or product page. Target: Target.com. Costco: Costco website. Instacart, DoorDash and Walgreens: confirmed per campaign.

Q How does a brand activate?

Programmatically, through PULSE. The brand submits a brief, the RMN approves it and PULSE builds the campaign. Agency partners below a network's minimum can run self-serve, with some reporting not available.

Q Who handles trafficking?

PULSE does: uploading creative, adding destination links and tracking, applying targeting, budgets and flight dates, checking setup before launch, then monitoring and optimizing throughout.

Q What will reporting show?

Delivery and engagement in the PULSE dashboard, plus RMN sales reports where offered.

Q Can we run several RMNs at once?

All RMN campaigns sit in one PULSE dashboard. Running several at once for one brand is confirmed based on scope and approvals.

Q Any category restrictions?

Target, Costco, Instacart and DoorDash are endemic only. Walmart pharma and alcohol need extra approval. Instacart competitive data cannot be requested.

Glossary

Plain-language definitions for the terms used in this playbook.

Term	What it means
Online video (OLV)	Video ads that run on websites and apps, separate from connected TV.
CTV	Connected TV: video ads on internet-connected TV screens and streaming apps.
Endemic / non-endemic	Endemic brands sell at the retailer. Non-endemic brands do not.
Rollback / EDV	Walmart's Rollback price cuts and Everyday Value (EDV) pricing. Not included in RMN buys.
Cartwheel / Circle	Target's deals and offers programs. Not available in RMN buys.
Self-serve	For agency partners and clients who manage their own campaigns. Buys below a network's minimum can be set up self-serve, but some reporting is not available.
Trafficking	Setting up ads in the platform so they can run: uploading creative, adding destination links and tracking, applying targeting, budgets and flight dates, checking setup before launch, then monitoring and optimizing throughout. PULSE handles this.
Geoframe	A digital boundary drawn around a store location, used to build audiences and observe visits.
MAID	Mobile ad ID: an anonymized device identifier used to build audiences and observe store visits.
POS data	Point-of-sale data: the retailer's record of what was purchased.
Closed-loop attribution	Ties ad exposure to verified purchases.
iROAS	Incremental return on ad spend: sales the media drove beyond what would have happened anyway, compared with spend.
PMP / deal ID	Private marketplace: an invitation-only deal, identified by a deal ID, that gives access to specific inventory or data.

Walmart Connect

Retail media network · Option 3

WHO CAN BUY	MINIMUM SPEND	LEAD TIME	SALES MEASUREMENT
Both	**$25K+/mo**	**2 to 3 weeks**	**Closed-loop, SKU**
Non-endemic needs separate approval	Per channel, per brand	Audience build + creative review	14 or 30-day window, 24 to 48 hr lag

HOW IT RUNS

Targeted with	Walmart POS and loyalty data, SKU-level, across in-store, pickup and delivery.
Ads run on	Walmart.com and 275+ partners: display, native, online video, native video, CTV, streaming audio, in-app.
Shopper lands on	Walmart.com brand or product page. A non-endemic landing page needs approval.
Reporting	SKU-level sales. ROAS signals 48 to 72 hours after launch, with a daily DSP push (24 to 48 hour lag).

REQUIREMENTS AND RULES

- Use official Walmart logos only (guidelines on request).
- Any copy before the logo ("Only at", "Shop at") needs extra approval.
- Pharma and alcohol are approved case by case.
- Non-endemic campaigns run without measurement.
- Sales lift study: $200K spend, 25M impressions, 6+ weeks.
- Special reports at $200K+: new buyer, ROAS, path to conversion, top 10 SKUs, halo, in-store vs. pickup vs. delivery, add-to-cart, total sales and units.
- US only.

Not available: in-store placements, digital coupons, Rollback / Everyday Value (EDV) pricing integration, email, Meta, store visit frequency attribution.

Target Roundel

Retail media network · Option 3

WHO CAN BUY

Endemic only

Brand sells at Target

MINIMUM SPEND

$75K

$100K recommended for significance

LEAD TIME

2 to 3 weeks

Audience build + creative review

SALES MEASUREMENT

Closed-loop

14-day window, 5 to 6 day lag

HOW IT RUNS

Targeted with	Target POS and loyalty data from 165M+ guests, SKU-level.
Ads run on	Target.com and 275+ partners: display, video, CTV, audio, in-app.
Shopper lands on	Target.com. All campaigns must drive traffic to Target.com.
Reporting	Closed-loop sales from POS and media exposure, reported by Roundel.

REQUIREMENTS AND RULES

- All creative goes through Roundel review.
- A promotion can be included in the brief.
- No specific logo mandate. Follow standard IAB creative specs.
- 6+ week flights recommended for measurement.
- Roundel controls the attribution methodology.
- Audience examples: cosmetics, drinks and snacks, household essentials, pet care.
- US only.

Not available: in-store placements, Target Cartwheel / Circle deals, email, Meta, store visit frequency attribution.

Costco Media

Retail media network · Option 3

WHO CAN BUY

Endemic only

CPG brands sold at Costco

MINIMUM SPEND

$75K

Over a 3-month minimum

LEAD TIME

2 to 3 weeks

Audience build + creative review

SALES MEASUREMENT

Closed-loop

21-day window, 10-day lag

HOW IT RUNS

Targeted with	Purchase data from 81M+ warehouse members, SKU-level.
Ads run on	Costco's website and 275+ partners: display, online video, native, CTV, audio, in-app (not member-gated).
Shopper lands on	Costco website. Whether a member login is required is confirmed per campaign.
Reporting	Closed-loop sales from POS and media exposure, reported by Costco.

REQUIREMENTS AND RULES

- The Costco logo must appear on every creative, no exceptions.
- All campaigns must link to the Costco website.
- 3-month minimum flight for measurement.
- Member-only offer messaging is subject to Costco review.
- Segments: brand, category, loyalty, behavioral and purchase-frequency shoppers.
- US only.

Not available: email, in-warehouse, coupons or member-only offer mechanics, Meta, store visit frequency attribution.

Instacart

Retail media network · Option 3

WHO CAN BUY

Endemic only

CPG sold on Instacart

MINIMUM SPEND

$75K

Recommended. Less may limit results.

LEAD TIME

2 to 3 weeks

Audience build + creative review

SALES MEASUREMENT

Post-campaign

SKU-level, 6 to 8 weeks after

HOW IT RUNS

Targeted with	Online purchase data across 1,800+ retail partners, via curated deal IDs.
Ads run on	Off-platform only, across 275+ partners: display, online video, native, CTV, audio, in-game, in-app.
Shopper lands on	Confirmed per campaign.
Reporting	Purchase attribution, SKU-level aggregate across all retailers.

REQUIREMENTS AND RULES

- Instacart reviews and approves sample creatives.
- Competitive advertiser creative or data cannot be requested.
- Sizes and specs are confirmed per campaign.
- Measurement arrives 6 to 8 weeks after the campaign ends.
- US only.

Not available: Instacart marketplace placements, sponsored listings, brand storefronts, coupons, promo pages, email, Meta, store visit frequency attribution.

DoorDash

Retail media network · Option 3

WHO CAN BUY	MINIMUM SPEND	LEAD TIME	SALES MEASUREMENT
Endemic only	**$75K**	**2 to 3 weeks**	**In-flight, SKU**
CPG. QSR can be vetted.	Recommended	Audience build + creative review	CPG. Fee included in audience CPM.

HOW IT RUNS

Targeted with	POS and first-party purchase data from 42M+ monthly active users.
Ads run on	275+ partners: display, online video, native, CTV, audio, in-game, in-app. No banners inside the DoorDash app.
Shopper lands on	Confirmed per campaign and product.
Reporting	In-flight SKU-level conversions. The measurement fee is included in the audience CPM.

REQUIREMENTS AND RULES

- DoorDash reviews and approves sample creatives.
- Promo messaging in creative is subject to DoorDash review.
- Logo rules are confirmed per campaign.
- US only.

Not available: banners inside the DoorDash app, sponsored listings, promoted stores, promo codes / BOGO, email, push, Meta, store visit frequency attribution.

Walgreens

Retail media network · Option 3

WHO CAN BUY	MINIMUM SPEND	LEAD TIME	SALES MEASUREMENT
Both	**$35K**	**2 to 3 weeks**	**None**
Endemic and non-endemic	$75K for custom audiences	Audience build + creative review	Circana or Attain can add it

HOW IT RUNS

Targeted with	POS and loyalty data from 100M+ members, SKU-level, activated as a PMP deal.
Ads run on	275+ partners: display, online video, CTV, audio, in-app. No placements on Walgreens.com.
Shopper lands on	Confirmed per campaign.
Reporting	No RMN sales measurement. Circana or Attain can act as a measurement layer (feasibility dependent).

REQUIREMENTS AND RULES

- Walgreens approves both the campaign and the creative.
- Category compliance rules are confirmed per product.
- Logo inclusion is confirmed per campaign.
- US only.

Not available: Walgreens.com placements, in-store, email, myWalgreens coupons, Balance Rewards integration, Meta, store visit frequency attribution.

Kohl's Media

Retail media network · Option 3 · Non-endemic

WHO CAN BUY	MINIMUM SPEND	LEAD TIME	SALES MEASUREMENT
Non-endemic	**$35K**	**2 to 3 weeks**	**None**
Must not sell at Kohl's or Sephora	Minimum recommended	Audience build + creative review	Not offered by this partner

HOW IT RUNS

Targeted with	POS and loyalty data from 66M active customers. Always-on audiences: Kohl's Loyalists and Sephora Beauty Insiders.
Ads run on	Display, online video and CTV, bundled with inventory via Microsoft.
Shopper lands on	To be confirmed with the partner.
Reporting	Delivery and engagement in the PULSE dashboard. No sales measurement.

REQUIREMENTS AND RULES

- Non-endemic only: the brand must not sell at Kohl's or Sephora.
- US only.
- Eligible verticals: CPG, insurance, auto, QSR, media and entertainment.
- Channels limited to display, online video and CTV.

Not available: store visit frequency attribution.

Dollar General

Retail media network · Option 3 · Non-endemic

WHO CAN BUY	MINIMUM SPEND	LEAD TIME	SALES MEASUREMENT
Non-endemic	**$75K**	**2 to 3 weeks**	**None**
No CPG today	Recommended for best results	Audience build + creative review	Not offered by this partner

HOW IT RUNS

Targeted with	POS and loyalty data from 100M+ weekly customers, via curated deal IDs.
Ads run on	Display, online video, native, CTV, audio.
Shopper lands on	To be confirmed with the partner.
Reporting	Delivery and engagement in the PULSE dashboard. No sales measurement.

REQUIREMENTS AND RULES

- Non-endemic only. No CPG today.
- US only.
- Eligible verticals: financial services, auto, travel, entertainment.
- Competitive advertiser data cannot be requested.

Not available: store visit frequency attribution.

Kroger

Retail media network · Option 3 · Coming soon

WHO CAN BUY	MINIMUM SPEND	LEAD TIME	SALES MEASUREMENT
Coming soon	**Depends**	**2 to 3 weeks**	**TBD**
Anticipated Q4 2026	On the product	1 to 2 wks audience + about 1 wk creative	To be confirmed

HOW IT RUNS

Status	Not yet available through PULSE. In final development.
Channels	Product dependent. Display and online video may be available.
Eligibility	Endemic or non-endemic depends on the product.
Creative specs	Depend on the product.

REQUIREMENTS AND RULES

- US only.
- Minimum spend depends on the product.
- No Kroger.com placements.

Not available: sponsored products, Kroger.com product pages, in-store screens, digital coupons, Fuel Points, store visit frequency attribution.

Catalina: Purchase Data + Measurement

Purchase data + closed-loop measurement partner · New

WHO CAN BUY	MINIMUM SPEND	LEAD TIME	SALES MEASUREMENT
Eligible CPG	**$50,000**	**Per proposal**	**Closed-loop, SKU**
Qualifying PULSE campaigns	Minimum media investment	Confirmed in the campaign proposal	Plus incremental lift and iROAS

HOW IT RUNS

Targeted with	Deterministic purchase data from 70+ U.S. retail banners: brand, competitive-brand, lapsed and loyalty buyers, plus modeled likely triers and potential defectors.
Media	Runs via MediaMath only. Digital, mobile and connected media.
Reporting	Purchase-level, closed-loop attribution at the product or SKU level, plus incremental sales lift and iROAS.
Data scale	10B+ purchase transactions observed annually.

REQUIREMENTS AND RULES

- Catalina media runs via MediaMath only.
- Minimum media investment for purchase-level measurement: $50,000.
- Measurement availability, retailer and product coverage, campaign duration, data requirements, reporting schedule and any added measurement fees are confirmed in the campaign proposal.
- Positive lift is an outcome to measure, not a guaranteed result.
- US only.

Circana

3P data + measurement partner · Works across retailers

WHO CAN BUY	MINIMUM SPEND	LEAD TIME	SALES MEASUREMENT
Both (CPG)	**10M imps**	**About 1 week**	**Closed-loop + lift**
Endemic and non-endemic	Targeting minimum, feasibility dependent	Audience build	Household-level

HOW IT RUNS

Targeted with	POS and loyalty data, household-level, SKU-based (deterministic + probabilistic).
Segments	Loyalty shoppers, new and lapsed buyers, competitive conquesting.
Channels	Native, display, CTV, online video, audio, in-game.
Geography	US and EMEA.

REQUIREMENTS AND RULES

- Measurement minimum: 10M impressions, 6 to 8 weeks, maximum 20 weeks.
- CCF measurement: $0.55 CPM.
- Household lift study (deep dive): $45,000 flat.
- Lift on demand: $25,000 flat.
- Can act as the measurement layer on Walgreens campaigns (feasibility dependent).

Attain

3P data + measurement partner · Works across retailers

WHO CAN BUY	MINIMUM SPEND	LEAD TIME	SALES MEASUREMENT
Both	**No min.**	**About 1 week**	**Transaction + lift**
CPG, retail, QSR	To target. $20K to measure.	Audience build	User-level, opt-in panel

HOW IT RUNS

Targeted with	People-level opt-in panel of about 10M, retailer-agnostic (deterministic).
Coverage	Store and SKU-level. Big box: Walmart, Amazon, Target.
Segments	Retailer-specific, brand loyalists, seasonal, luxury shoppers.
Channels	Native, display, CTV, online video, audio, in-game.

REQUIREMENTS AND RULES

- Targeting: no spend minimum; 10M impressions (feasibility dependent).
- Measurement minimum: $20,000.
- Measurement: transaction-based attribution plus lift modeling.
- Post-campaign top retailer breakdowns are included.
- Retroactive study: $15,000 flat fee.
- US only.

Fetch

3P receipt data partner

WHO CAN BUY	MINIMUM SPEND	LEAD TIME	SALES MEASUREMENT
Both	**Flexible**	**Confirm**	**Coming soon**
Endemic and non-endemic, CPG	No stated hard minimum	With your PULSE contact	Not yet available

HOW IT RUNS

Data type	POS and receipt data (deterministic).
Audiences	Syndicated. Custom segments on request.
Key partner	Albertsons network.
Vertical	CPG.

REQUIREMENTS AND RULES

- US only.
- Endemic and non-endemic brands are both eligible.
- Sales measurement is not yet available.

Additional Partners

Targeting and measurement options beyond the core networks. All require a feasibility check.

PayPal Ads

1B+ monthly shopping moments across PayPal, Venmo and Honey. PMPs via PubMatic and Magnite.

Targeting + measurement | **Min: TBD**

Shipt

Syndicated and custom audiences via LiveRamp. CPG vertical. Endemic and non-endemic.

Targeting only | **No min.**

Chewy

Non-endemic audiences via Microsoft. Brand must not sell at Chewy. Eligible: appliances, cleaning, home care, fintech, auto, travel.

Targeting only | **No min.**

Rippl / Bridg

Regional grocery and convenience aggregator: Giant Eagle, Schnucks, Wegmans, Lowes Foods, Hy-Vee and more.

Targeting + measurement | **Min: $35K**

Lyft, Marriott Bonvoy, Western Union, Kinective

Travel, multicultural and lifestyle audiences. 65M+ engaged shoppers for Western Union.

Targeting + inventory | **Min: varies**

NIQ (NielsenIQ)

CPG vertical only. Targeting and measurement available.

Targeting + measurement | **Min: custom**

Additional 3P audiences: Ibotta (deterministic purchase segments), ABCS Insights (credit card + loyalty; $20K measurement base), Commerce Signals (bank and credit card; $20K / 30M impressions) and Click2Cart (add-to-cart tracking only; does not measure actual sales).

Measurement Side by Side

Each partner sets its own attribution method. All measurement needs a feasibility check.

Partner	Min. spend	Type	Attribution window	Cost / notes
Walmart Connect	$25K+/mo	Closed-loop POS + media	14 / 30 day, 24 to 48 hr lag	Standard reporting included; $200K+ for lift study
Target Roundel	$75K	Closed-loop POS + media	14-day, 5 to 6 day lag	Included. Must drive to Target.com
Costco Media	$75K / 3 mo	Closed-loop POS + media	21-day, 10-day lag	Included. Logo required on creative
DoorDash	$75K	In-flight SKU-level (CPG)	In-house measurement	Included in audience CPM
Instacart	$75K	Purchase attribution	SKU-level aggregate	Results 6 to 8 wks post-campaign
Catalina NEW	$50K	Closed-loop purchase + lift, iROAS	Confirmed in proposal	Media via MediaMath only
Attain	$20K	Transaction-based + lift	User-level (opt-in panel)	$15K for retroactive study
Circana	10M imps	Closed-loop POS + lift	Household-level only	$0.55 CPM; $45K HH lift; $25K lift on demand
PayPal Ads	TBD	Transaction-based	PayPal transaction graph	Via PubMatic / Magnite PMPs
ABCS Insights	No min.	Sales effect, total market	Mid or post campaign	$20K base + add-on pricing
Commerce Signals	No min.	Retailer + QSR sales lift	Post-campaign	$20K / 30M imps; $0.50 CPM over

Reporting can include impressions and clicks, add-to-cart, SKU-level sales and ROAS, sales lift, audience composition and path-to-purchase logs, depending on minimums.

Endemic vs. Non-Endemic: Quick Reference

Endemic means the brand sells at the retailer. Always confirm with a feasibility check before pitching.

✓ Endemic partners: brand sells here		
Walmart Connect	**$25K+/mo rec.**	Any brand sold at Walmart (1P seller)
Target Roundel	**$75K min.**	CPG brands sold at Target
Costco Media	**$75K rec.**	CPG brands sold at Costco
DoorDash	**$75K rec.**	CPG brands (+ vettable QSR)
Instacart	**$75K rec.**	CPG brands sold on Instacart
Fetch	**No hard min.**	CPG, endemic + non-endemic
Walgreens	**$35K standard**	Endemic + non-endemic

Non-endemic partners: brand does not sell here		
Kohl's Media	**$35K min.**	Must not sell at Kohl's or Sephora
Dollar General	**$75K rec.**	Non-endemic only (no CPG today)
Chewy	**No min.**	Must not sell products at Chewy
Walgreens	**$35K standard**	Endemic + non-endemic
Shipt	**No min.**	Endemic + non-endemic
Fetch	**No hard min.**	Endemic + non-endemic

Walgreens and Fetch accept both and appear in both columns. Walmart also accepts non-endemic brands with separate approval and no measurement.