

Linehub

Maximaliseer je omzet

Verdien slim met checkout marketing,
insert marketing en in-store activation

adnymics

affili|print

 Basebuilder

 **conversive**

 **daisycon**

 new media

 **Parcel Dealz**

S@VENDUS

trendata



Monetize on your traffic with Linehub:

- Checkout Marketing
- Insert Marketing
- In-store Activation



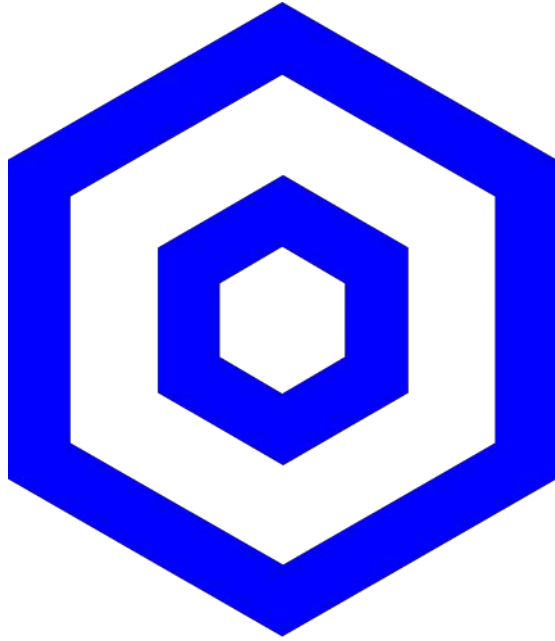
Sira

Sales Manager
Basebuilder



Igor

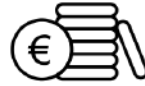
Account Manager
Affiliprint



**"56% European
E-commerce
leaders have a retail
media offering"**



Retail Media Challenges



Costs of Tech Development



Limited staff / resources



Partner management is hard



Linehub



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Touchpoints Customer Journey



Order confirmation page



Unboxing of the
weborder



In-store shopper
(in physical store)



Checkout Marketing with Sovendus

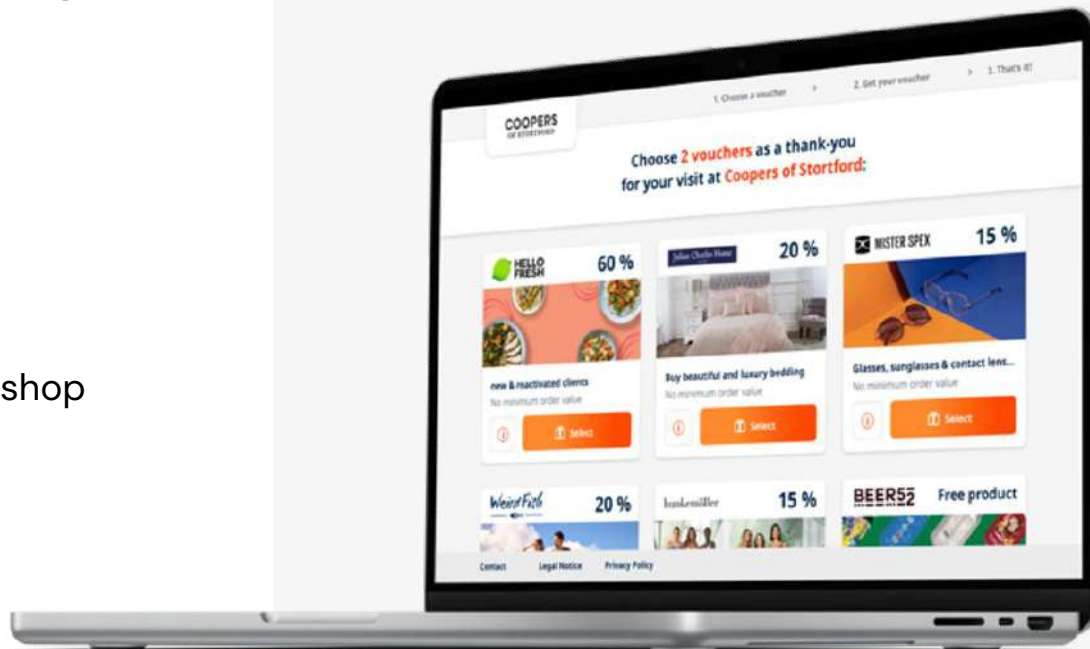
Leading provider of checkout marketing services in Europe



Active in **14 countries**



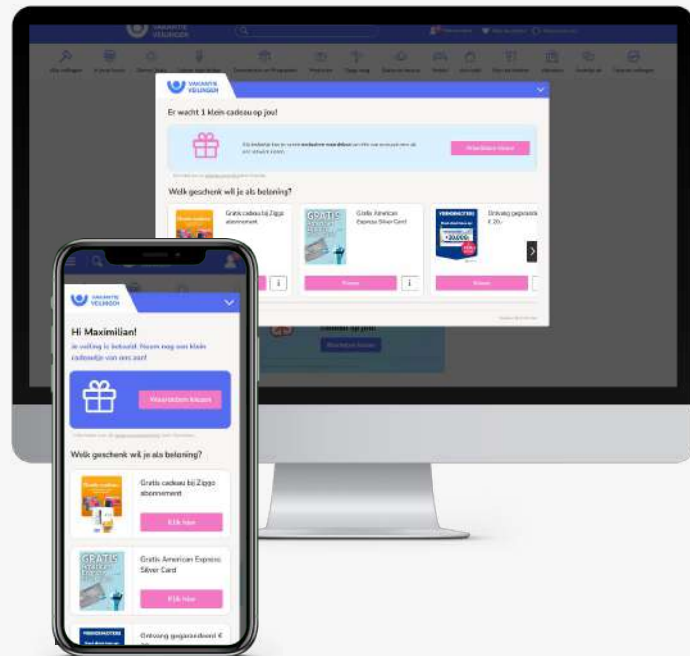
45 million checkouts/webshop orders per month





Your Checkout page as an extra revenue stream

- Variety of solutions
- From 10K checkouts per month
- E.g. 100k checkouts = € 6.000





Insert Marketing with Affiliprint & ParcelDealz

Distribute vouchers, gift cards, product samples through **parcels**, magazines, and newspapers.



Choose from **1200+ publishers**
reaching **200m households**



Active in **32 countries**





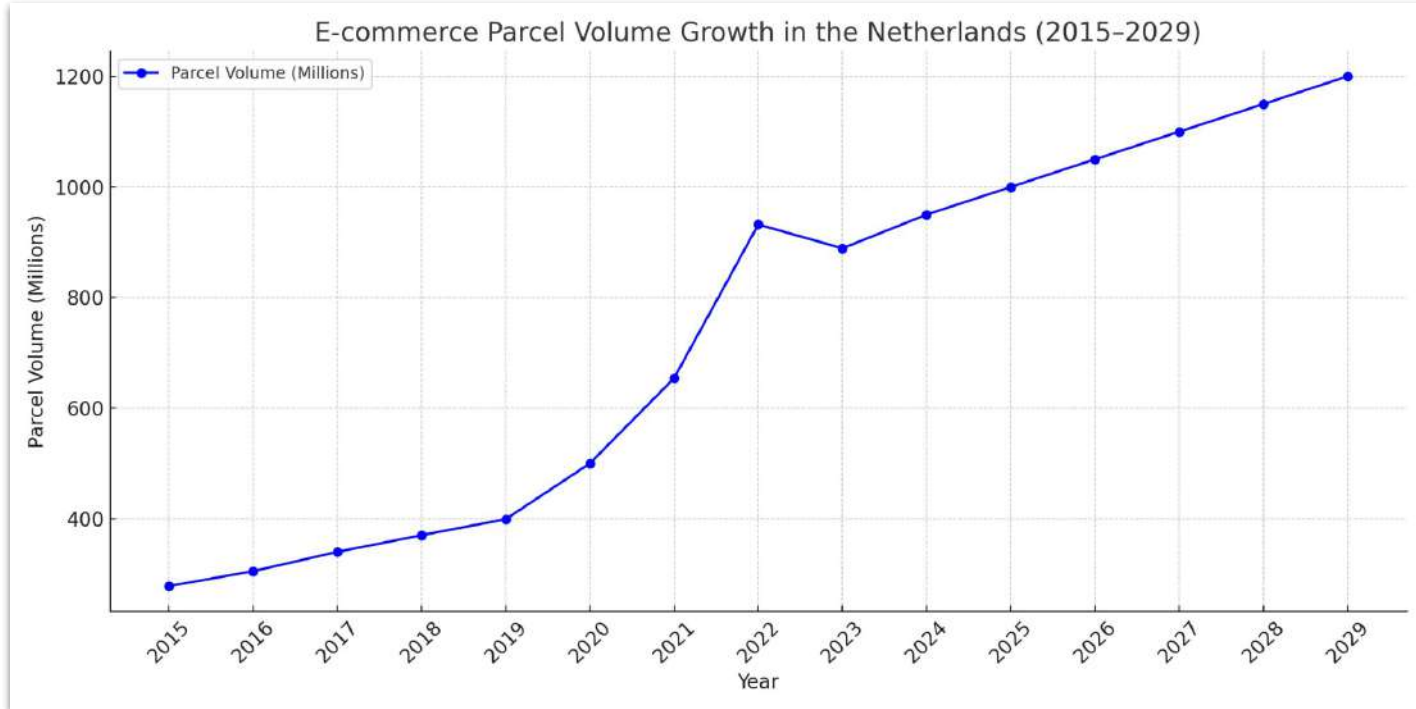
Why insert marketing in your Retail Media Mix?

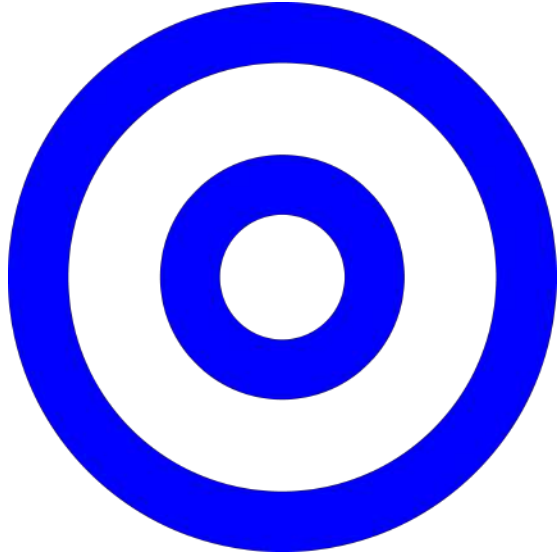
- 1. Generate revenue**
 - Every shipment is now a media touchpoint you can monetize.
- 2. Full control**
 - No algo. You decide which partners.
- 3. Partner with brands that fit**
 - You can select brands that add value to your customers
- 4. More parcels. More revenue.**
 - A channel that grows with you





More orders = More money





**“Turn your
packages into a
revenue stream”**



Which solution fits into your strategy?



ParcelDealz

- Little handling efforts
- Continuous – always on
- CPM €30 – €50



Affiliprint

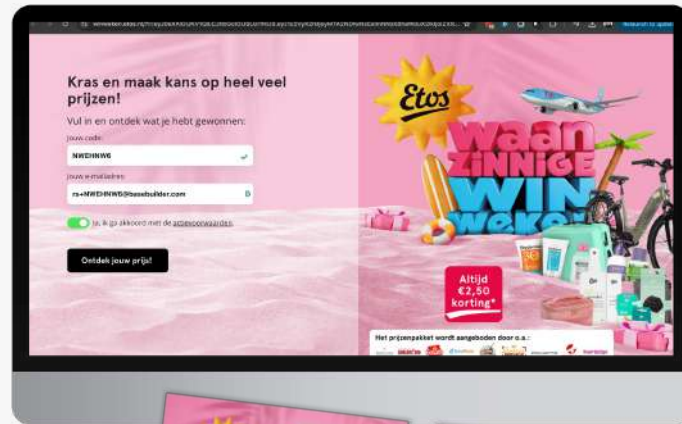
- Thematic campaigns
- Possible for one-off sendouts
- CPM €50 – €70

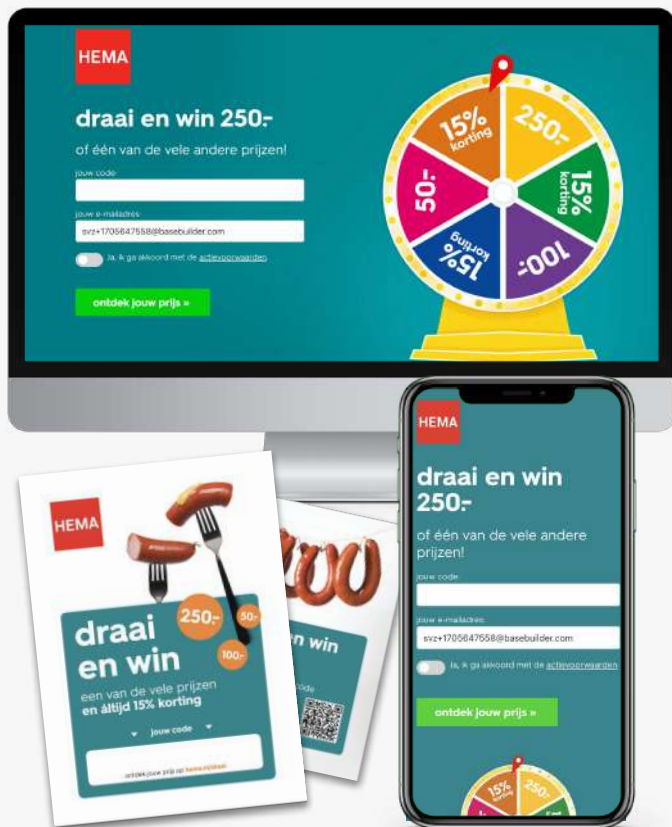


In-store activation with Basebuilder

Monetize your traffic with gamification

- gain first party data
- combine forces





Gain in-store data

- activate 12% to 16% of your in-store traffic
- 35 to 45% signup for newsletter
- 3 to 6% recurring sales



Combine forces: TacoMundo x JBL

- 44% optin for TacoMundo
- 36% optin for JBL



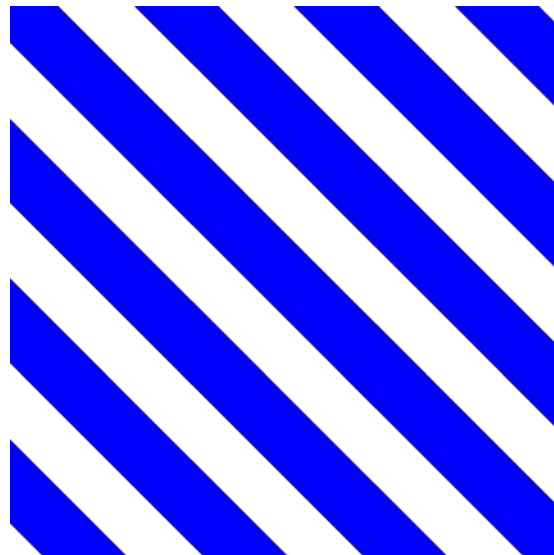
Takeaways from this session

From 5k orders per month:

- insert marketing with **Affiliprint** and **ParcelDealz**

From 10k orders per month:

- checkout marketing with **Sovendus**
- gain in-store data with partnerships with **Basebuilder**





SOVENDUS

Unlocking new revenue
streams with
checkout-marketing



Empower your business
with
insert marketing

Basebuilder

Identify and monetize
your in-store traffic via
in-store activation

Monetize your traffic and maximise your earnings, the smart way

Talk to us at our **stand** or get in touch via **linehub.com**



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