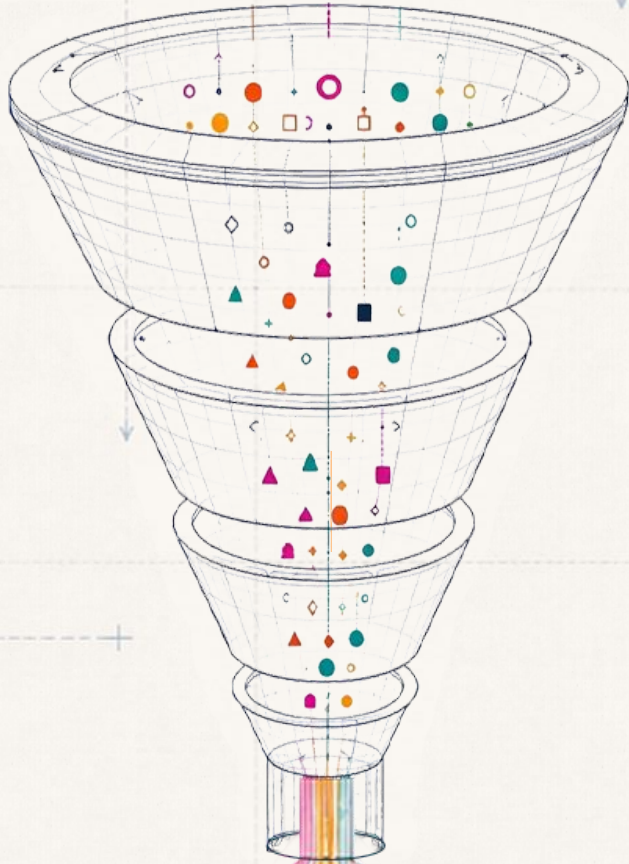




# The Offsite Impact Framework

Empowering Commerce Media  
Drives More Than Sales





**Taylor Stewart**

VP, Growth and Emerging Channels



**Greg Wolny**

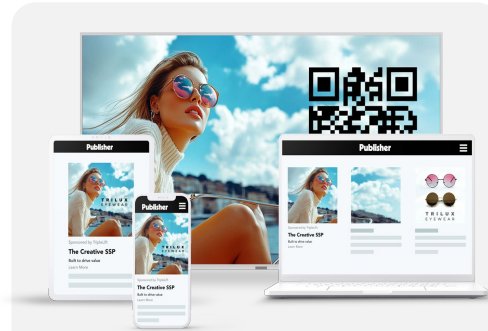
VP, Professional Services

**Stackline**

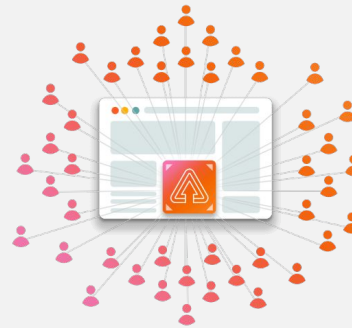
# TripleLift is the Creative SSP



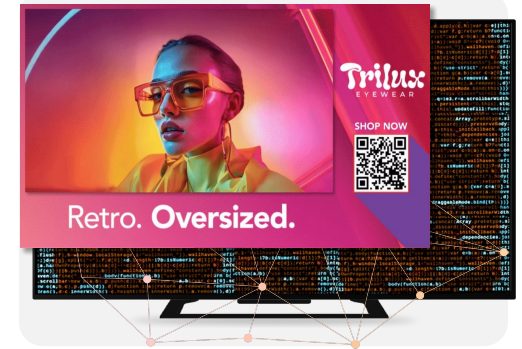
Orchestrate supply, creative, audience, and measurement as one system.



Build high-impact ads with creative intelligence injected into every stage of delivery.



Unify commerce signals with behavioral and contextual segments from publishers.

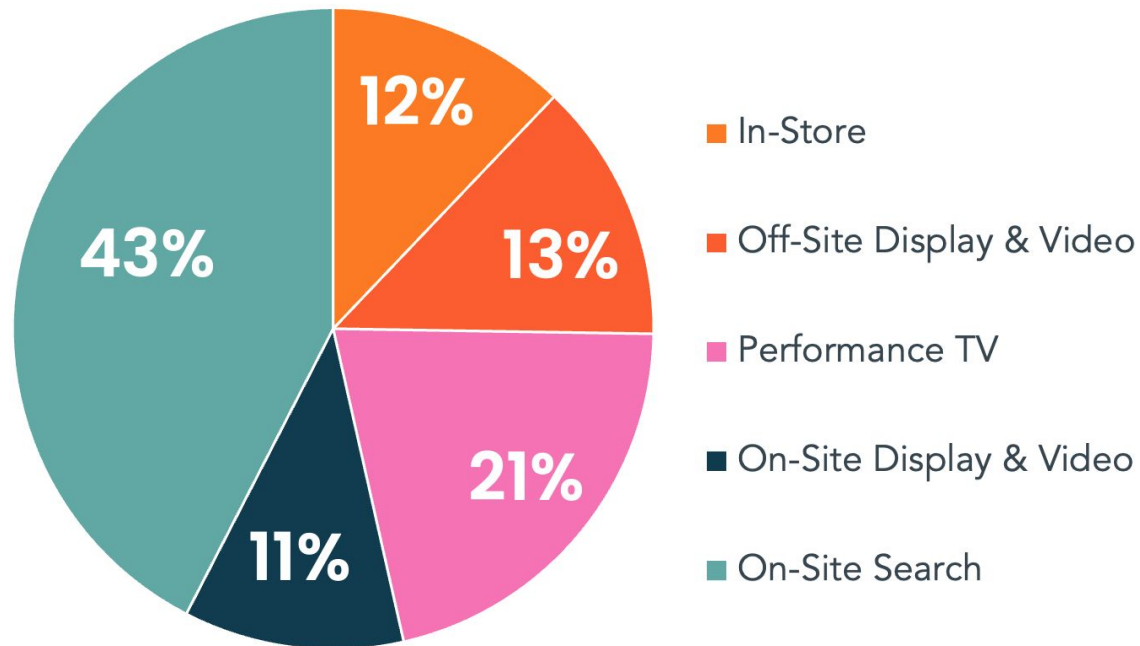


Optimize continuously against measurable outcomes.

We are designed for impact.  
Not just delivery.

# Offsite Commerce Media Strategy Must Mature

Share of US Retail Media Ad Spending  
Growth by Format (2025 - 2035)



**80%** of retail media spend stays on-site — commerce data isn't extended where it could work harder

**71%** of advertisers use commerce media primarily for on-site conversions — upper- and mid-funnel demand goes unaddressed

**58%** of brands/agencies use offsite retail media for upper-funnel objectives.

**34%** use offsite retail media for lower-funnel objectives.

**51%** say retail media is most effective for mid-funnel marketing.

Only **15%** say retail media is most effective full-funnel.

# Current Commerce Media Framework

## Limits Impact



**Commerce Data Is Under Utilized**

**71%**  
of advertisers primarily use commerce media for conversions<sup>1</sup>

Commerce data is not meeting its full potential



**Creative Mix Is Fragmented**

**90%**  
of ads go unnoticed<sup>2</sup>

Creative is disconnected from objectives and fails to engage

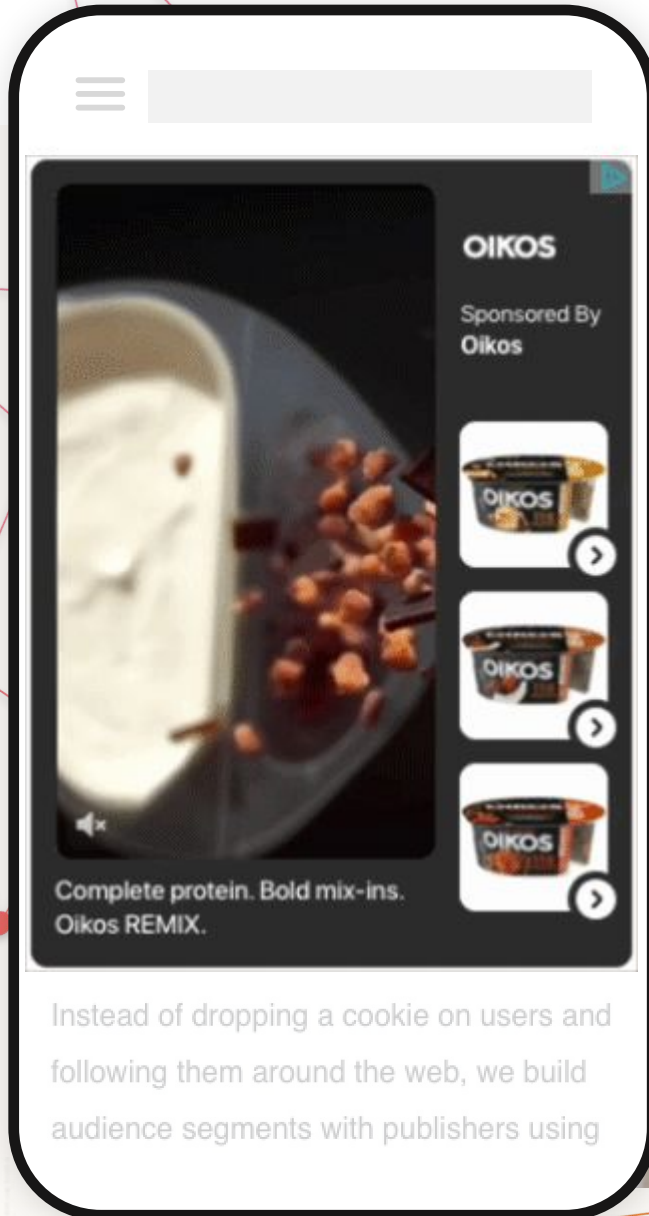


**Conversions Are The Hyper Focus**

Onsite garners  
**80%** of retail media spend<sup>3</sup>

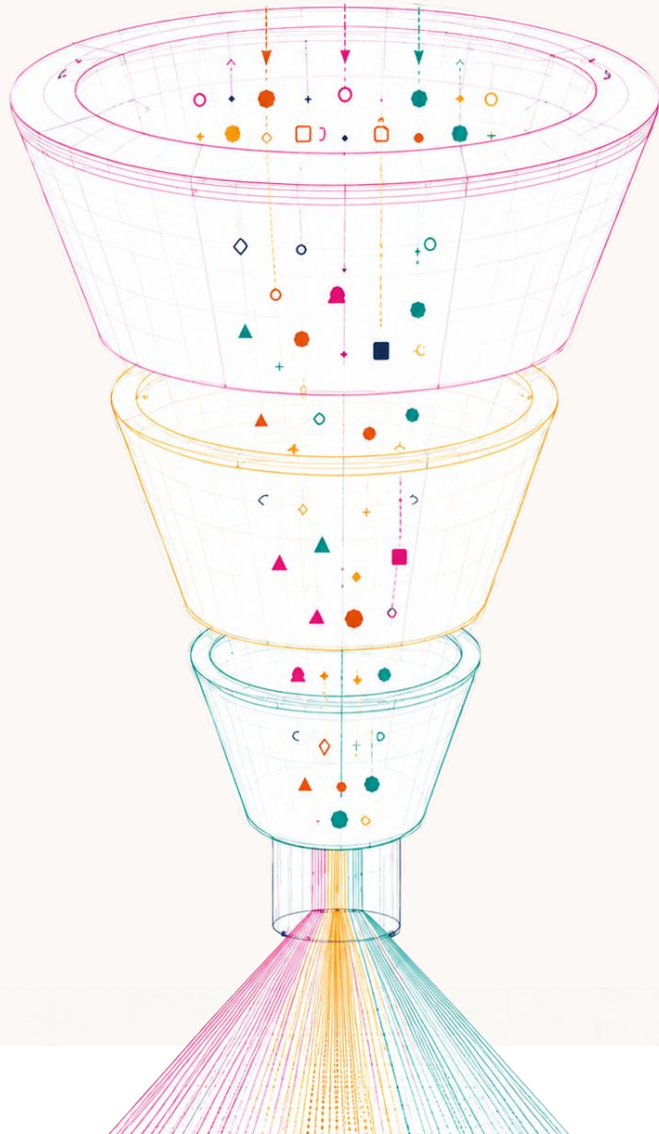
Driving bottom line is key, but so is engaging and enriching customers

# Moving Beyond Conversion



Offsite is  
Commerce 2.0

# Expanding the Commerce Media Funnel



- **Upper Funnel is about reach – but still targeted**

TV buying has transitioned to programmatic: measurement, creative, and curation needs to catch up

- **Mid Funnel is under serviced**

Need to leverage data and creative in conjunction to drive engagement, rather than just conversions

- **Lower Funnel is hyper-competitive – inventory is scarce**

Commerce operates strongly in this space and has driven historic value, but there is more that can be done with commerce data upstream

# Offsite Impact Framework

Coordinating supply-side intelligence and creative in tandem with commerce signals

|                                                                                     |                                            | Strategic Approach                                            | Why It Performs                    |
|-------------------------------------------------------------------------------------|--------------------------------------------|---------------------------------------------------------------|------------------------------------|
|    | <b>Amplify</b><br>Commerce<br>Signals      | Melding with publisher contextual/behavioral segments         | +126% new to brand sales           |
|    | <b>Diversify</b><br>Creative               | Formats/creatives designed to meet specific funnel objectives | Informed reach + engagement        |
|  | <b>Curate</b><br>Cross-Channel<br>Packages | Brand-safe, premium web, mobile app, and CTV inventory        | Incremental reach + maximum impact |

## SELL-SIDE INTELLIGENCE

# Data + Supply for **Impact**

Leveraging supply-side behavioral and contextual signals alongside curated supply drives results across multiple KPIs.

## TRIPLELIFT IMPACT: Data + Supply

**+125%**

New to Brand Sales

**2.7x**

Greater Reach  
on Video

**+15%**

More Efficient CPMs

**+50%**

More Efficient CPCs

**+35%**

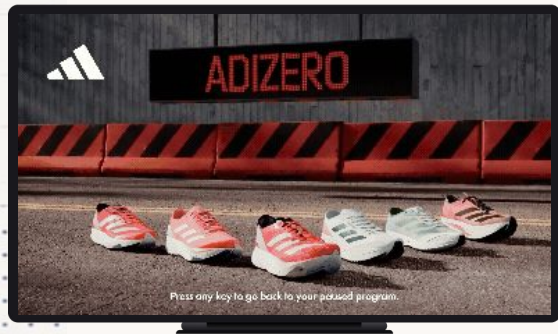
More Efficient CPAs

**+47%**

Higher ROAS

# Full-Funnel Creative Strategy for Commerce Media

Brand-building, engagement, and conversion across all channels for any KPI



**AWARENESS**

**Pause Ads**

Average in-view time of 24 seconds helps drive +24% brand lift.



**ENGAGEMENT**

**High-Impact Display**

Turning existing assets into engaging new experiences



**CONSIDERATION**

**Branded Video**

Pushes consumers closer to conversion with formats shown to decrease CPA by up to 80%.



**CONVERSION**

**Enhanced CTV Spots**

Interactive elements lead to 11.5% increase in purchase intent from low-propensity consumers.

# Deliver Impressions That Impact

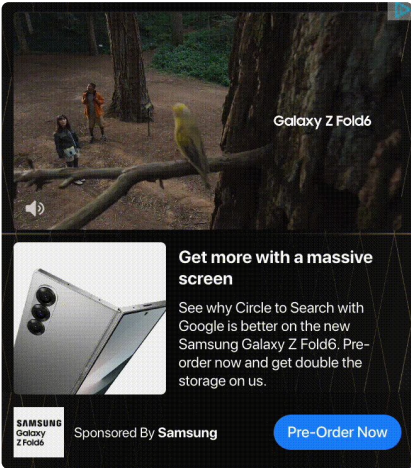
## Content + Context

first-party data, identifying and reaching

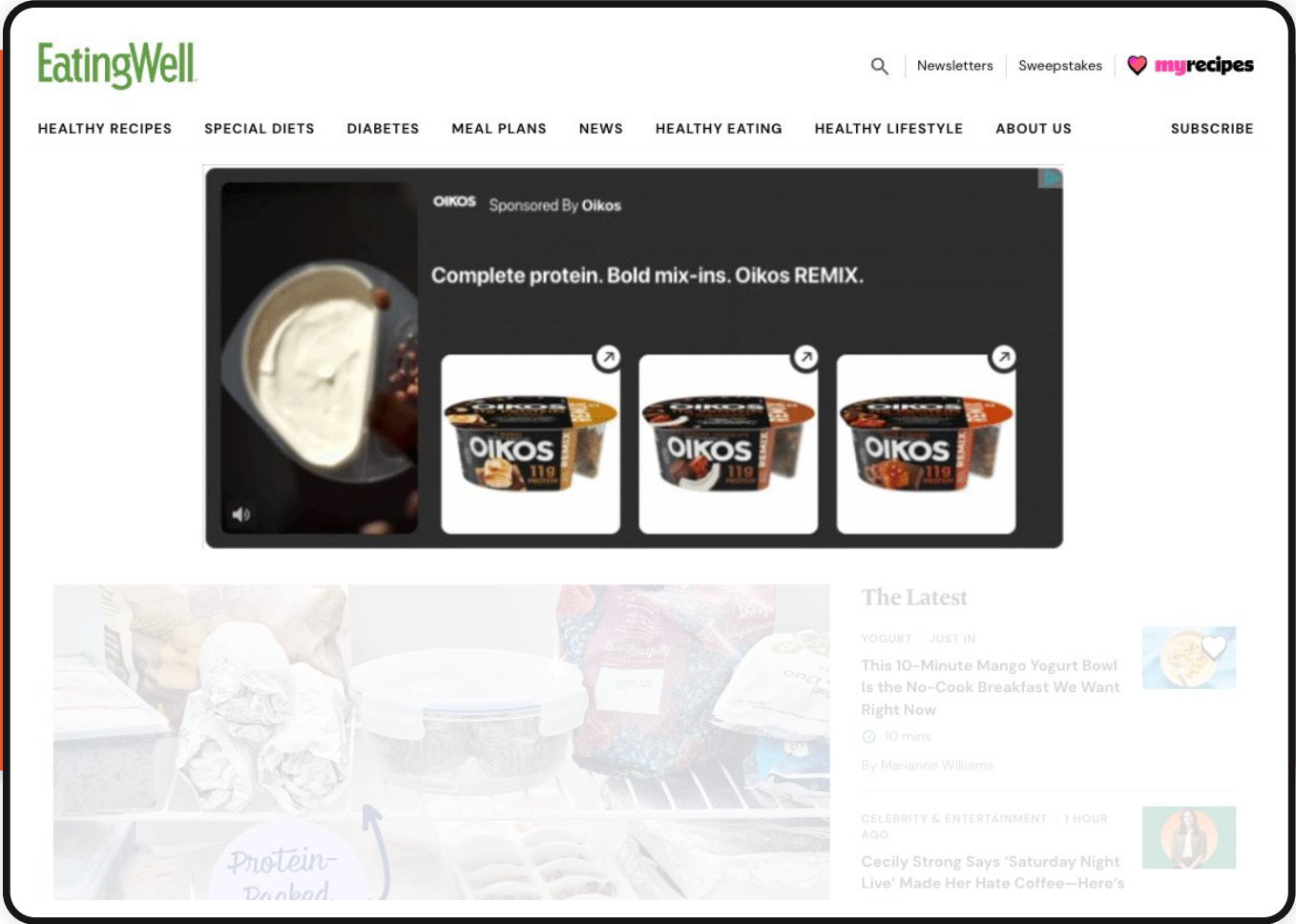


Our solution effectively addresses the 47% of the internet that *already operates without cookies*. We're creating a path forward *today* as the industry braces for further addressability outages.

audience segments with publishers using their first-party data, identifying and reaching



Our solution effectively addresses the 47% of the internet that *already operates without cookies*. We're creating a path forward *today* as the industry braces for further addressability outages.



The screenshot shows the EatingWell website interface. At the top, there's a navigation bar with links for 'HEALTHY RECIPES', 'SPECIAL DIETS', 'DIABETES', 'MEAL PLANS', 'NEWS', 'HEALTHY EATING', 'HEALTHY LIFESTYLE', 'ABOUT US', and 'SUBSCRIBE'. A search bar and links for 'Newsletters', 'Sweepstakes', and 'myrecipes' are also present. The main content area features a large video player for an Oikos advertisement, showing a bowl of yogurt and three tubs of Oikos REMIX. Below the video, there's a section titled 'The Latest' with a featured article about a '10-Minute Mango Yogurt Bowl' and a link to 'Cecily Strong Says 'Saturday Night Live' Made Her Hate Coffee—Here's'.

# A Proven Framework

**3-in-4**

**New Customer Product Sales**  
75% of purchases came from first-time buyers

**+50%**

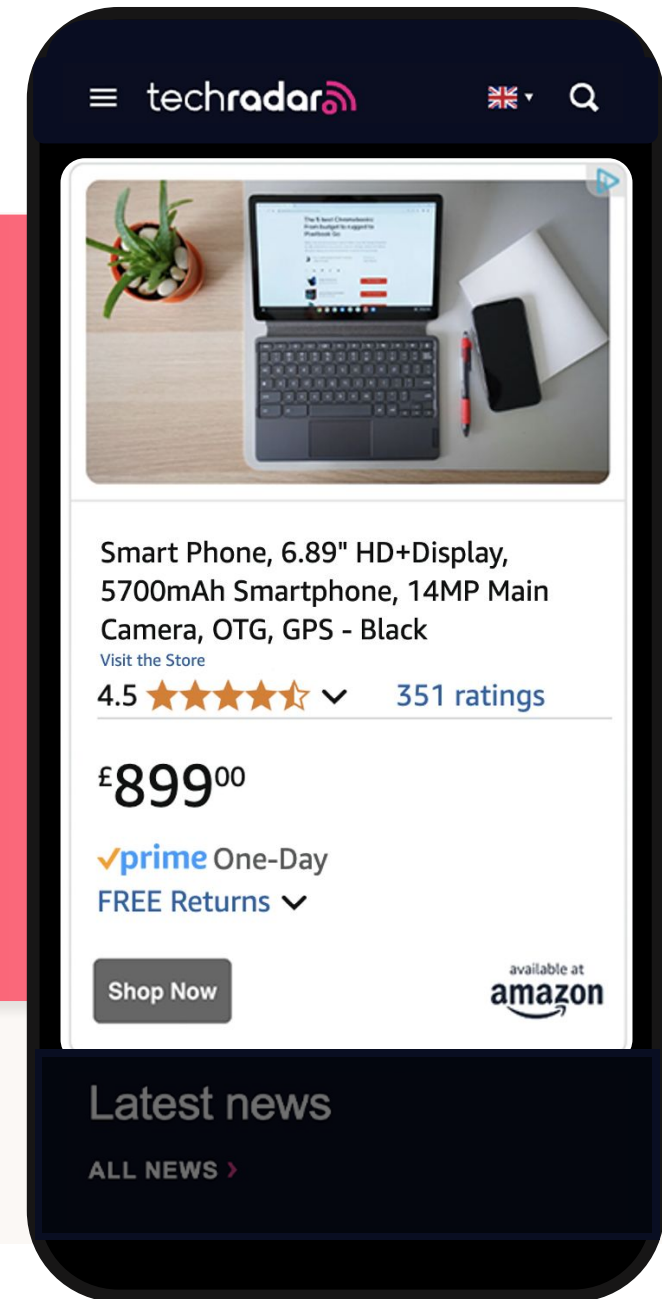
**More efficient CPC**  
Improved cost vs. benchmark

**+47%**

**Higher ROAS**  
Lift over standard video benchmarks

 **triplelift** | **Stackline**

Source: TripleLift + Stackline Case Study



 **triplelift**



**Taylor Stewart**

VP, Growth and Emerging Channels



**Greg Wolny**

VP, Professional Services

**Stackline**



# Thank you

