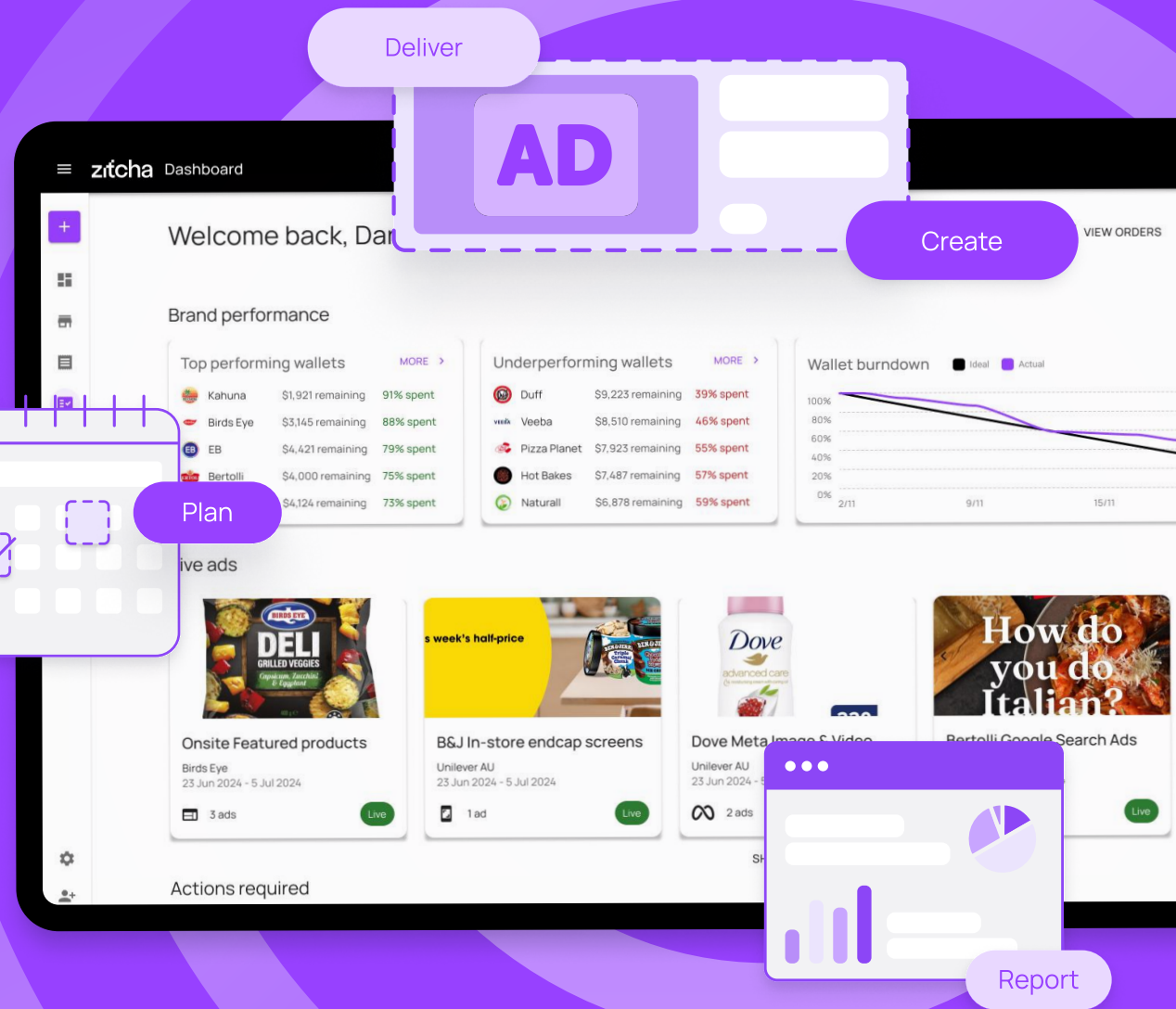


Zitcha Product Overview

One Platform. Your Entire Retail Media Network.



zitcha

When you make retail media easy, revenue will follow.

zitcha

Contents

Introduction	3
What Makes a Great Retail Media Network?	4
The Zitcha Difference	5
Platform Overview	6
Grow at Your Own Pace	7
Network Setup	8
Planning: Where Retail Media Starts	10
Delivery: Ad Type Deep Dive	12
Performance, Prediction & Optimisation	17
Reporting: Reporting & Insights	18
Onboarding & Growth Support	19
Why Retailers Choose Zitcha	20
Ready to Build a Smarter Retail Media Network?	21

Introduction

Retail media isn't new, but the way it is run needs an overhaul.

Most networks today are fragmented, slow, and optimised for ad impressions rather than retailer margin. Vendors speak in adtech jargon instead of the operational language of retail. The result is a model that creates work, not value.

✨
Zitcha takes a
different approach.
✨



It's the only platform designed from day one with a **retailer-first model** putting margin, merchandising, and operational control at the centre.

Zitcha doesn't just deliver ads. It powers your **entire retail media network** from campaign planning and supplier funding to cross-channel activation and outcome optimisation.

Whether you're just starting out or scaling globally, Zitcha helps every team that touches retail media from trade to tech operate faster, smarter, and more profitably.

What Makes a Great Retail Media Network?

A good platform helps you sell ads.

A great one helps you grow margin, align teams, and run retail media like a business.

A modern retail media network should:

- Align marketing, media, and merchandising
- Maximise retailer margin, not just media volume



- Deliver across onsite, offsite, and in-store from one platform
- Support every stage of maturity from manual to automated
- Turn retail data into a competitive advantage, not complexity
- Provide real-time intelligence, not just post-campaign reports
- Reflect how retail organisations actually operate

The future of retail media is not a replacement for trade. It is the operational layer that brings trade and media together. Zitcha turns Joint Business Plans (JBP) into live activations; creating margin-aligned, omnichannel campaigns that support both retailers and suppliers.

Zitcha leads in orchestration and omnichannel delivery. What makes it transformative is the intelligence and planning layer at its core, powering smarter decisions around yield, pacing, and outcomes tied to your business goals.

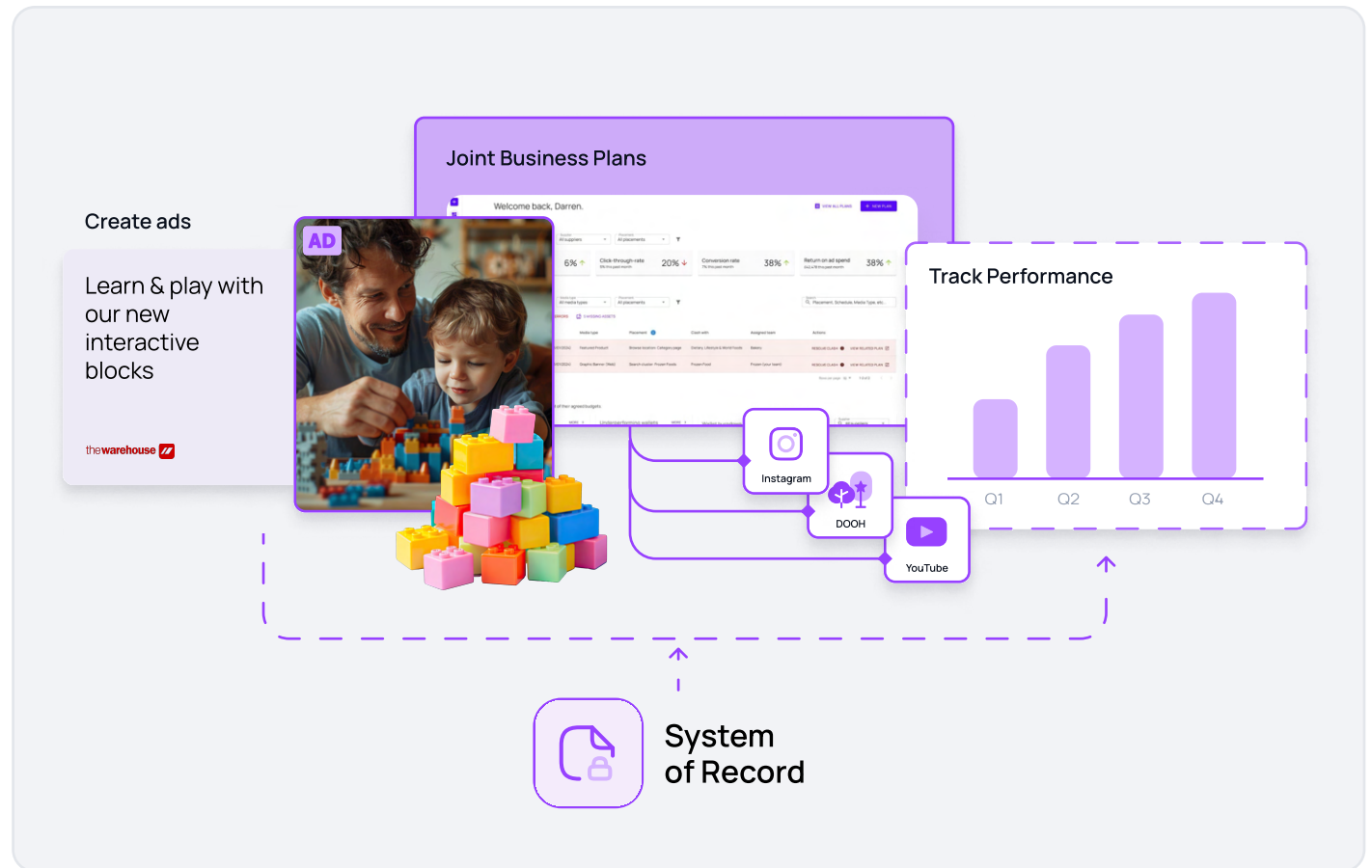
(Advanced yield tools launching soon.)

The Zitcha Difference

Retail Media, Built for Retailers

We didn't pivot into retail media.

Zitcha was created specifically for retailers, giving you the operating model, workflows, and controls needed to run retail media as part of your commercial engine. It respects how retail calendars work, how suppliers engage, and how internal teams collaborate.



That means:

- Workflows that mirror merchandising and marketing cycles
- Integrations that support, not disrupt, your existing tools
- Outcomes measured by margin and operational value, not impression volume

Zitcha becomes your Retail Media System of Record aligning teams, activating campaigns, tracking spend, and proving ROI across the board.

It replaces siloed tools with a unified platform and campaign chaos with margin clarity.

Platform Overview

Zitcha's modular architecture combines configurable products with shared platform services to create a unified retail media environment.

You have full control across  **planning**,  **delivery**, and  **reporting** without the need to stitch together separate tools or APIs.

Phase	Capabilities
 Plan	Identity and access management (IAM)
 Deliver	Onsite, Offsite, In-Store Media
 Optimise	Embedded insights and automation
 Report	Unified, role-based dashboards with financial-grade reporting

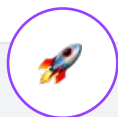
Grow at Your Own Pace

Zitcha evolves with you no matter where you start.

It's designed to support every stage of maturity. Start where you want. Scale when it makes sense.

For example:

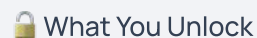
You don't need to boil the ocean on Day 1. Whether you're in Horizon 1 or Horizon 3, Zitcha adapts to your structure and accelerates what comes next.



Horizon 1: **Launch fast**



Get live with offsite campaigns



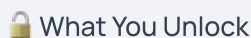
Meta + Google ads, self-serve wallet funding, ROI tracking



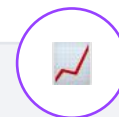
Horizon 2: **Plan smarter**



Align merch, marketing, and media



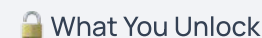
Shared planning engine, inventory & calendar views



Horizon 3: **Scale Omnichannel**



Deliver at scale, everywhere



Onsite & in-store activation, unified reporting & optimisation

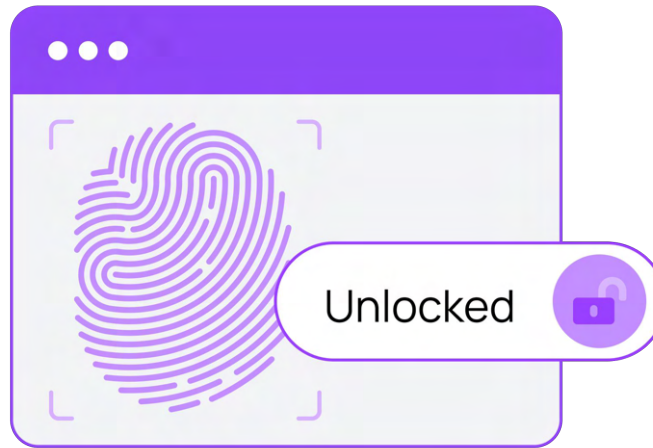


Foundations

Network Setup

Configure your network the way you run your retail business.

Zitcha gives you full control over how your retail media environment is structured from user permissions to budget controls to supplier-facing branding. These foundational tools ensure your network runs securely, transparently, and in a way that reflects your internal structure and brand.

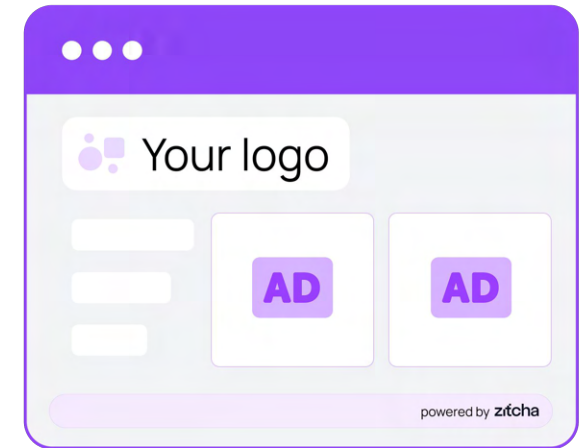


Identity & Access Management (IAM)

Control who sees what by role, region, or partner.

Zitcha includes enterprise-grade access control and SSO support, allowing you to manage visibility and permissions across internal teams, external suppliers, and agency partners.

- Assign user roles by function (e.g. marketing, merch, finance)
- Enable supplier- or brand-specific access
- Ensure governance without slowing execution



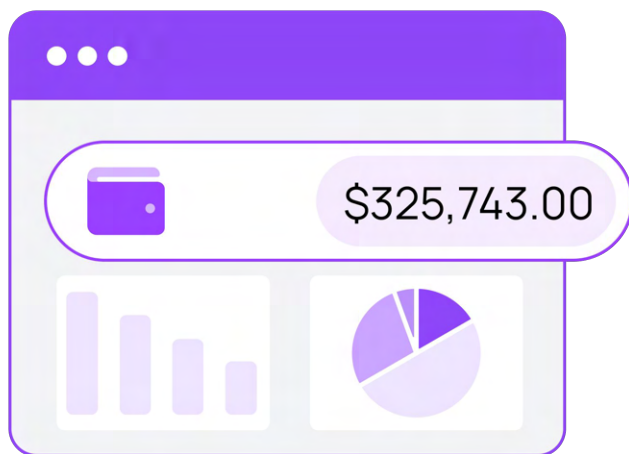
Whitelabelling

Put your brand front and centre from login to reporting.

Zitcha can be fully whitelabelled to reflect your brand identity, so your internal teams and supplier partners see your name, not ours.

- Supplier views show your logo, language, and structure
- Create a seamless extension of your owned media ecosystem

Zitcha powers your network in the background but your brand stays in the spotlight.



Wallets

Plan, allocate, and reconcile supplier spend .

Wallets define, manage, and pace budgets across campaigns and channels all while keeping suppliers informed and accountable.

You can:

- Create wallets by brand, format, or time period
- Track spend and balance
- Set rules for usage, co-funding, and carryover.

Why it matters:

- Drives financial clarity and trust
- Prevents underspend and over-commitment
- Connects commercial and campaign teams

Wallets don't just track funding they become the commercial bridge between planning and delivery.

Future enhancements will support forecasting, burn down, shared JBP tracking, and automated reconciliation.

zitcha Advertiser settings

Advertiser settings / List / Acme / Wallets

Back to advertiser list

ACME Acme

PERMISSIONS AD TYPES CONNECTIONS USERS **WALLETS**

Wallets

Manage available wallets when transacting with this Supplier.

+ NEW WALLET

Current balance	Available balance						
£120,500.00	£117,849.00						

Wallet name	Available balance	Net position	Total debits	Total credits	Overdraw amount	Minimum balance	JBP ID	Financial doc	Actions
Over and above	£89,000.00	£11,000.00	£100,000.00	£0.00	£0.00	£0.00	54356879		
Terms of trade	£96,503.00	£100,000.00	£97,000.00	£80,000.00	£0.00	£0.00	98765454		

Transaction summary

Search by keyword

SHOW FILTERS

25 of 1707 results

EXPORT CSV

Date	Wallet	Note	Ad set ID	Plan ID	Money in	Money out
23 Jul 2026	Over and above	Lorum ipsum dolor sit amet.	1616b617-9a21-41e1...	595602c1-4a1c-45f1...		£1,000
23 Jul 2026	Terms of trade	Dolor sit amet consequat.	80a261ee-0617-47b6...	23a6d014-22d3-41d3...		£3,000
23 Jul 2026	Terms of trade	Ventre il nulla il amet con.	99a640ae-47b4-4a3e...	99a640ae-47b4-4a3e...		£2,000
22 Jul 2026	Over and above	Ipsum lorem dolor sit amet.	23a6d014-22d3-41d3...	80a261ee-0617-47b6...		£1,000
22 Jul 2026	Terms of trade	F225 budget increase	595602c1-4a1c-45f1...	1616b617-9a21-41e1...	£10,000	
22 Jul 2026	Over and above	Lorum ipsum dolor sit amet.	1616b617-9a21-41e1...	595602c1-4a1c-45f1...		£1,000
21 Jul 2026	Terms of trade	Dolor sit amet consequat.	80a261ee-0617-47b6...	23a6d014-22d3-41d3...		£3,000
21 Jul 2026	Terms of trade	Ventre il nulla il amet con.	99a640ae-47b4-4a3e...	99a640ae-47b4-4a3e...		£2,000
21 Jul 2026	Over and above	Ipsum lorem dolor sit amet.	23a6d014-22d3-41d3...	80a261ee-0617-47b6...		£1,000
21 Jul 2026	Over and above	Ipsum lorem dolor sit amet.	23a6d014-22d3-41d3...	80a261ee-0617-47b6...		£1,000
19 Jul 2026	Over and above	Lorum ipsum dolor sit amet.	1616b617-9a21-41e1...	595602c1-4a1c-45f1...		£1,000
19 Jul 2026	Terms of trade	Winter campaign funds	595602c1-4a1c-45f1...	1616b617-9a21-41e1...	£15,000	
15 Jul 2026	Terms of trade	Ventre il nulla il amet con.	99a640ae-47b4-4a3e...	99a640ae-47b4-4a3e...		£2,000
15 Jul 2026	Over and above	Ipsum lorem dolor sit amet.	23a6d014-22d3-41d3...	80a261ee-0617-47b6...		£1,000
15 Jul 2026	Over and above	Ipsum lorem dolor sit amet.	23a6d014-22d3-41d3...	80a261ee-0617-47b6...		£1,000
16 Jul 2026	Over and above	Lorum ipsum dolor sit amet.	1616b617-9a21-41e1...	595602c1-4a1c-45f1...		£1,000
16 Jul 2026	Terms of trade	Dolor sit amet consequat.	80a261ee-0617-47b6...	23a6d014-22d3-41d3...		£3,000
16 Jul 2026	Terms of trade	Winter Sale funds	595602c1-4a1c-45f1...	1616b617-9a21-41e1...	£10,000	
12 Jul 2026	Over and above	Ipsum lorem dolor sit amet.	23a6d014-22d3-41d3...	80a261ee-0617-47b6...		£1,000
12 Jul 2026	Over and above	Ipsum lorem dolor sit amet.	23a6d014-22d3-41d3...	80a261ee-0617-47b6...		£1,000
12 Jul 2026	Over and above	Lorum ipsum dolor sit amet.	1616b617-9a21-41e1...	595602c1-4a1c-45f1...		£1,000
27 Jun 2026	Terms of trade	Dolor sit amet consequat.	80a261ee-0617-47b6...	23a6d014-22d3-41d3...		£3,000
27 Jun 2026	Terms of trade	Ventre il nulla il amet con.	99a640ae-47b4-4a3e...	99a640ae-47b4-4a3e...		£2,000
25 Jun 2026	Over and above	Ipsum lorem dolor sit amet.	23a6d014-22d3-41d3...	80a261ee-0617-47b6...		£1,000
25 Jun 2026	Over and above	Ipsum lorem dolor sit amet.	23a6d014-22d3-41d3...	80a261ee-0617-47b6...		£1,000

LOAD MORE

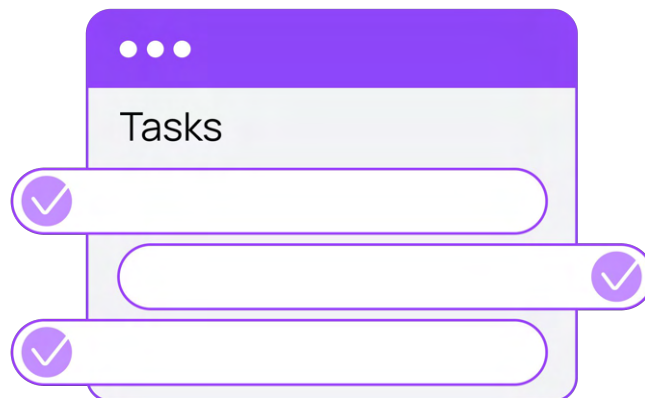


Planning

Where Retail Media Starts

One Unified Front Door for Trade, Merch & Media

From seasonal displays to in-store screens and sponsored products, Zitcha creates a single, structured front door to everything you can sell and how it's sold.



Planning Engine

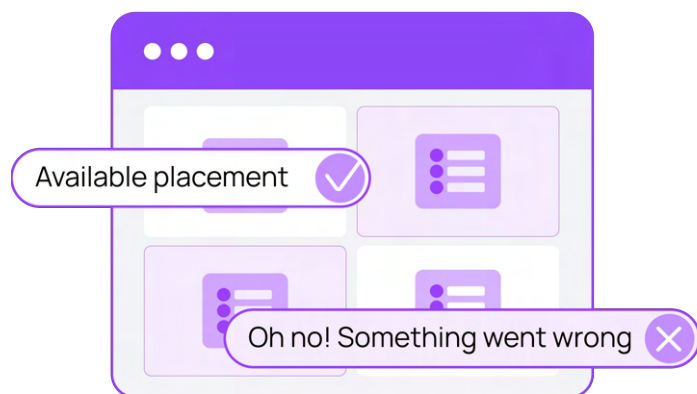
Zitcha's planning engine is the front door to your entire media business. It centralises every format you can sell, from banners and screens to seasonal displays and POS, and connects them to supplier funding and commercial priorities.

You can:

- Coordinate campaigns across onsite, offsite, and in-store
- Align execution windows with supplier budgets and promos
- Visualise all plans, status, and approvals in one hub
- Manager feedback communication within the platform

Why it matters:

- Reduces overlap and delays
- Improves transparency across internal and external teams
- Turns planning into a strategic, not administrative, function
- Takes the negotiating out of emails and reduces the back and forth



Inventory Management

Maximise every slot. Monetise every channel.

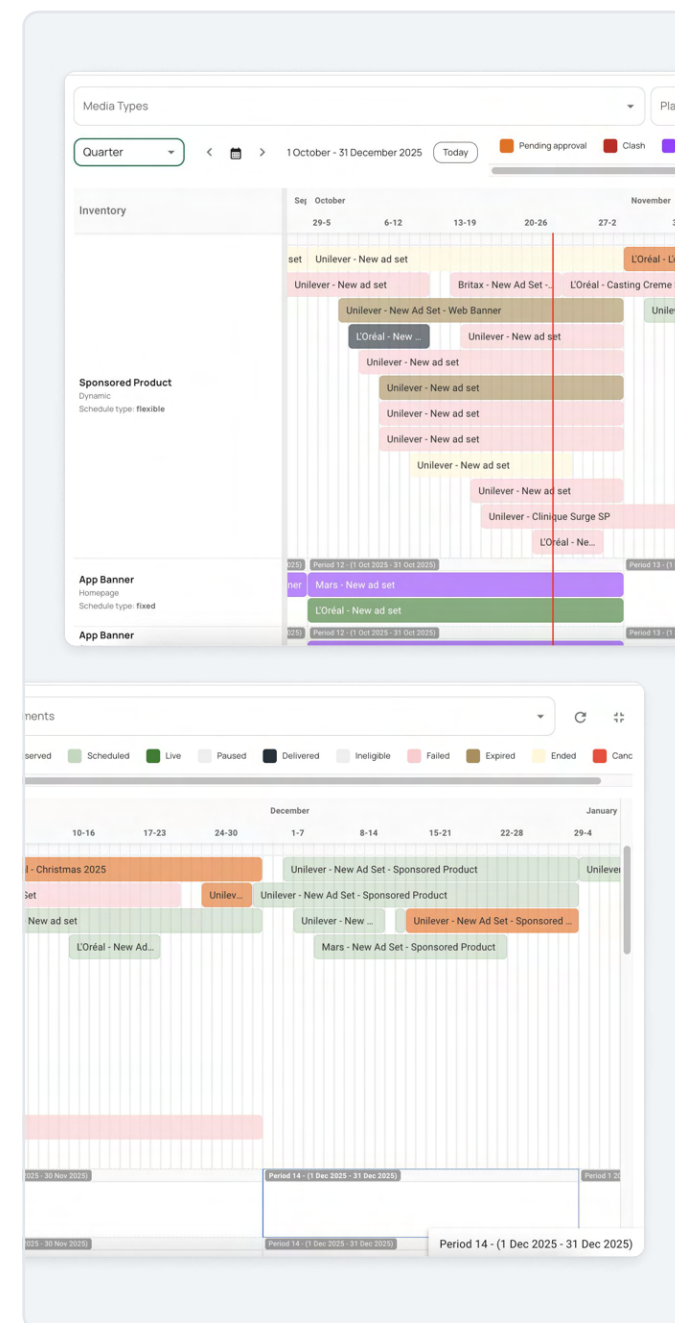
Zitcha centralises **media supply management** from banners to shelf screens with the rules and logic to protect it.

You can:

- Define inventory availability by page, screen, or store
- Apply clash logic and blackout windows
- Create packages for sale or self-serve

Why it matters:

- Unlocks underutilised placements
- Optimises pricing and performance
- Protects the shopper experience





Ad Type Deep Dive

Zitcha supports full-funnel delivery across all key media types:

- **Onsite:** Sponsored products, banners, brand stores
- **Offsite:** Meta MPA/DPA, Google PMax, YouTube
- **In-store:** Digital signage, printed POS, audio and more
- **Bespoke:** POS, Radio, Catalogues, Influencer - you name it!

Each is centrally managed, fully measurable, and supported by built-in intelligence to optimise delivery, creative, and outcomes.

zitcha

Ad set title

Summer Drink Varieties Promo

Status

Draft

ID

9ccee80e-0521-4baf-5

Last modified

15 February 2026

Ad set created on

1 February 2026

Set details

Ads (0)

Media type

Browse by channel

Onsite

Ads on the retailer's own channels, like their website or search listings.

Offsite

Ads on external channels such as social media or other sites (e.g. Meta, Google).

In-store

Physical media in retail locations, including digital screens, posters, or shelf signage.

Other

Formats outside standard as custom activation

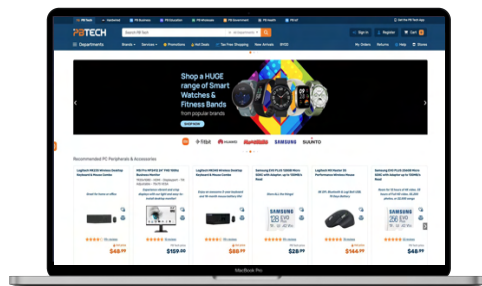
Schedule

Placement

Budget

Cancel

Onsite Media



Web Banners



Brand Stores



Sponsored Products

Turn shopper intent into measurable retail media revenue.

Onsite media covers every paid placement on your owned digital properties, from homepage takeovers to sponsored products and brand store pages. These high-intent moments sit closest to purchase and become premium, monetisable real estate for your suppliers.

How It Works in Zitcha:

- Retailers define placements and rules
- Brands submit creative through Zitcha
- Campaigns are funded via Wallets, with approval flows you control
- Live performance is tracked in real-time inside the platform

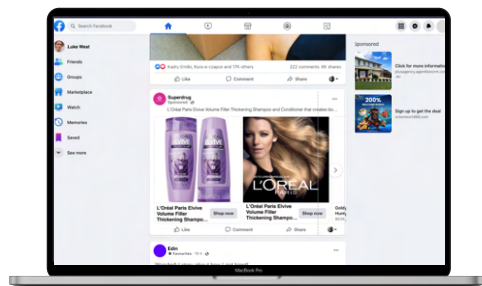
What Sets Us Apart

- Supports fixed or flexible pricing, including daily or campaign fees
- Built-in clash management, validation, and brand-safety rules
- Placement-level guardrails to protect the shopper experience
- Unified reporting for banners and Sponsored Products in one plan
- AI-driven relevancy so the right ad appears in the right context

Measurement Options:

- Impressions, Clicks, CTR, CPC, CPM
- ROAS for product-linked placements
- Placement and slot-level yield
- Integrated dashboards with 6-hour refreshes
- Wallet-aligned spend and plan-level reconciliation

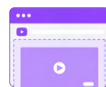
Offsite Media



Facebook Carousel

Dynamic
Product Ad (Meta)

Responsive Search

YouTube Bumper Ads
& Short Ads

Extend your reach without losing control.

Offsite connects your first-party data to the world's biggest media platforms, letting you reach shoppers across Meta and Google with precision, speed, and measurable results. You keep full ownership of audiences, budgets, and outcomes, all orchestrated from Zitcha.

How It Works in Zitcha:

- Direct integrations with Meta (MPA, DPA, Carousel) and Google (Search, PMax, YouTube)
- Retailers activate their own first-party data for targeting
- Campaigns are funded using Wallets and follow your governance rules
- All setup and optimisation occurs inside Zitcha—no extra ad accounts
- Results roll into unified dashboards alongside onsite and in-store

What Sets Us Apart

- Retailer-owned audiences, no external data sharing
- Unified budgeting and pacing across channels via Wallets
- Full-funnel attribution from offsite ad to onsite engagement and conversion
- Supports retailer-funded and brand-funded activations

Measurement Options:

- ROAS, CTR, CPV, Engagement
- Attribution: Offsite → Onsite → Conversion
- Spend pacing against outcome benchmarks
- Audience, brand, and category-level performance
- All metrics surfaced natively in Zitcha—no need to log into Meta or Google



With Zitcha powering our offsite retail media, particularly across Meta, we've seen more than 400% growth in media investment in under 18 months. The platform has enabled us to scale campaigns quickly and efficiently, driving over \$510,000 in spend at a 30% margin. Beyond the numbers, Zitcha has become a trusted partner, helping us turn offsite into a major growth channel for our business.

Stacey Kwijas

VILLAGE CINEMAS

In-Store Media



Digital Screens

Turn every screen in your store into a measurable media asset.

Digital signage is becoming one of the most influential touchpoints in retail. With Zitcha's Broadsign integration, your screen network becomes a measurable, sellable, and fully-governed part of your unified retail media offering.

How It Works in Zitcha:

- Screens are added to Inventory Manager by store, region, or format
- Pricing is set per screen per day or by campaign duration
- Users can book all screens in a store, or select screens across regions
- Creative is uploaded once, validated against screen requirements, and sent to delivery (currently Broadsign)
- Campaigns run with live status, spend, and delivery metrics in Zitcha
- Full support for pause, cancel, duplicate, and creative rotation

What Sets Us Apart

- Fully integrated into delivery (currently Broadsign) workflow
- Plan and manage in-store alongside onsite and offsite
- Automatic creative rotation and screen mapping
- You maintain all pricing, packaging, and delivery rules
- Campaign metrics sync back into Zitcha—no dual reporting

Measurement Options:

- Store and screen-level reach
- Play frequency, duration, and spend
- Metrics surfaced directly in the Zitcha UI

Bespoke Media



End of Aisle



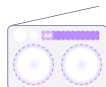
Aisle Fin



Floor Stickers



Sampling



Radio



Posters



Shelf Wobblers



Sampling

Everything in one place, no matter the format.

Trade formats can feel “messy”, bespoke, and often undervalued. Zitcha turns them into structured, repeatable opportunities giving even legacy inventory (like radio, POS, wobblers) a modern planning and approval workflow. No standardisation required.

Zitcha is built to be the central source of truth for your entire retail media business, enabling you to plan, approve, and track even your most bespoke formats with the same consistency and governance as digital.

What's possible, you monetise it, we organise it:

- Aisle fins, wobblers, end caps
- Print catalogues and flyers
- Store radio or live events
- Influencer or content integrations
- External media sales via agency partners

These channels don't require custom development they're planned, booked, and reported through Zitcha using configurable media types.

Your inventory. Your offering.
Our platform to organise, track, and scale it all.

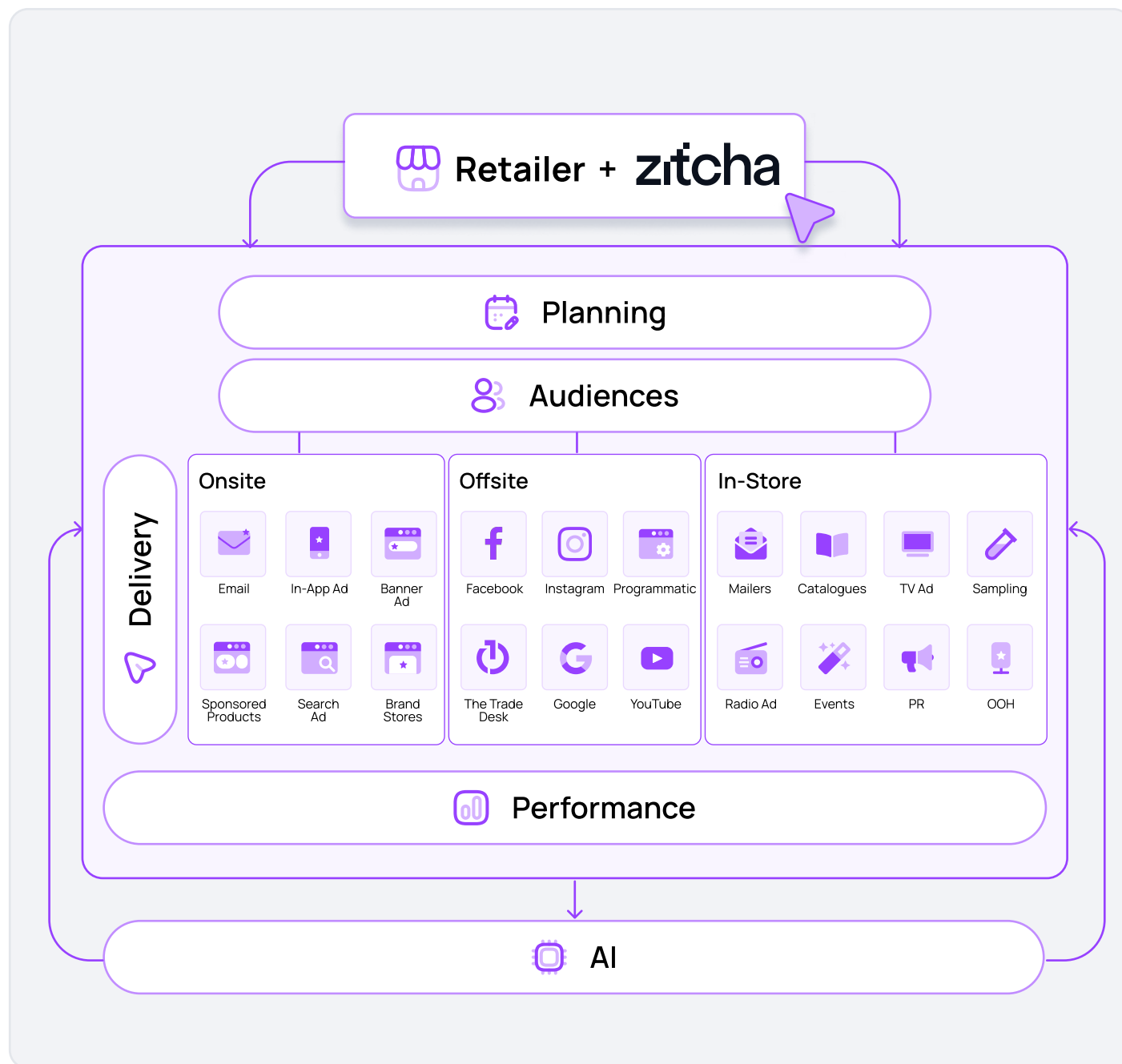
zitcha



Performance, Prediction & Optimisation

Zitcha's intelligence layer is always on surfacing predictive insights, performance patterns, and yield recommendations at the point of decision.

This isn't a standalone tool. It's embedded intelligence activated during planning, campaign setup, and reporting.



Zitcha Integration Lanes

Implementation advances across two coordinated tracks - Engineering and Business - ensuring the platform, processes, and people are fully ready for launch.

Engineering

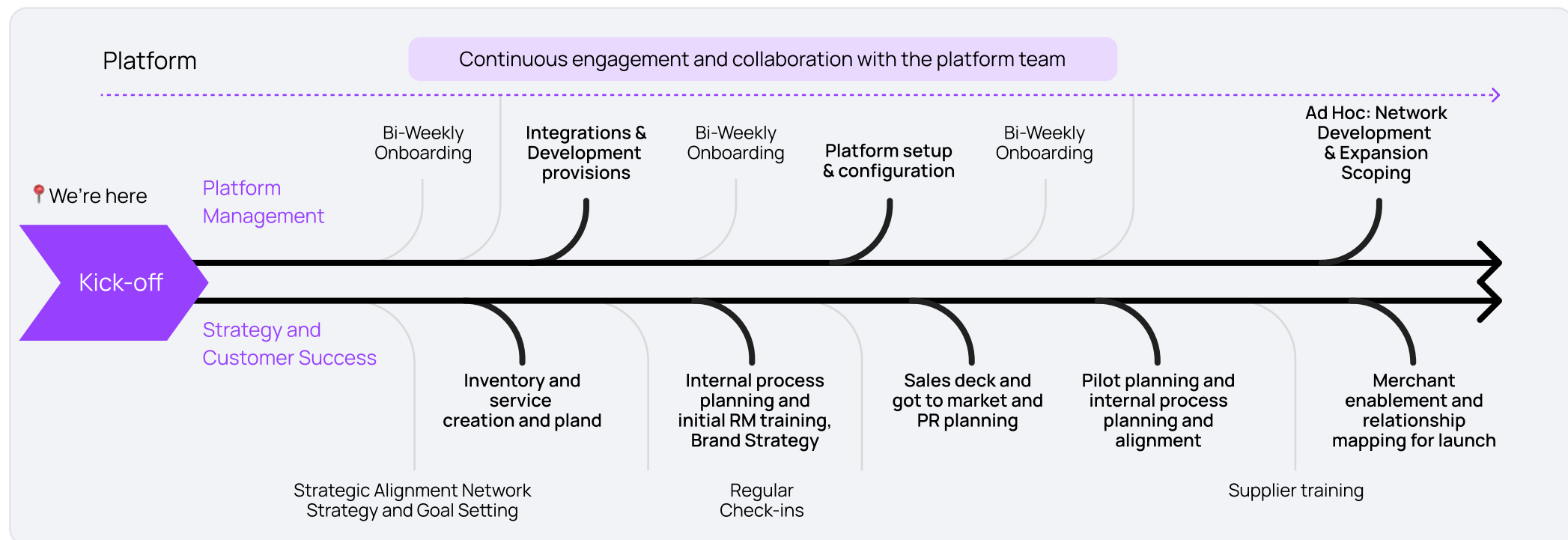
- Get access to Sandbox
- Share SSO credentials
- Share Offsite & In-Store channel credentials for activation and reporting
- Integrate Product feed using Collect API
- Integrate Ad tracking events
- Integrate Onsite Ads using Search API
- Perform UAT and End-to-End tests

Business

- Define Media Types and inventory to make available in Zitcha
- Invite Users and Suppliers to platform
- Define Pricing and selling strategies
- Get following assets:
 1. Media Deck
 2. Ad Launch Checklist
- Goal Setting with Zitcha
 1. Commercial Strategy
 2. Initial Suppliers to be added to platform

Speed to Market & Launch Readiness

Through bi-weekly onboarding, continuous alignment, and hands-on support, Zitcha drives rapid progress from kickoff through pilot and full network launch.





Insights

Reporting & Insights

Reporting is your margin control panel.

In retail media, reporting isn't a nice-to-have. It's your margin control panel.

Zitcha unifies results across every channel, placement, and supplier, giving you a single financial and operational view of performance.

You can measure:

- Placement-level performance (CTR, ROAS, conversions)
- Spend and revenue reconciliation
- Attribution across offsite > onsite > in-store
- Yield by supplier, campaign, format
- Slot-level monetisation by location and time

Data is always reconciled against real wallet spend giving finance full confidence in the numbers.

Built for every role:

- Merch: product lift and placement yield
- Marketing: cross-channel attribution and creative insights
- Finance: spend, margin, audit-ready tracking
- Suppliers: self-serve dashboards — no manual exports

Ad set title: Colgate Whitening Range Status: Live

Created by: Zac Willis on 4 April 2025 Modified by: Jane Pilkington 6 days ago Metrics updated: 1 hour ago

Set details Ads (1) Performance

Date range

PRODUCT	SKU	SPEND	CONVERSIONS	SALES	IMPRES.	CLICKS	CPM
Dove Body Wash 1L	123456...	\$500	3,342	3,342	45,890	189,000	\$278.90
Dove Body Wash 600ML	123456...	\$500	2,342	4,342	45,890	189,000	\$278.90
Dove Body Wash 300ML	123456...	\$400	2,342	2,342	45,890	189,000	\$278.90
Dove Body Wash Travel	123456...	\$1,400	1,342	1,342	45,890	189,000	\$278.90
Summary		\$2,800	6,343	1,342	45,890	189,000	\$278.90

Cancel

Ad set title: Colgate Whitening Range Status: Live

Created by: Zac Willis on 4 April 2025 Modified by: Jane Pilkington 6 days ago Metrics updated: 1 hour ago

\$3,200 Budget \$2,800 Spend 512,000 Impressions 4,326 Conversions 6% Conversion rate \$0.80 CPM x4.2 ROAS

Set details Ads (1) Performance

Media type Sponsored product Ready

Schedule Apr 11 2025 - May 10 2025 Ready

Placement Baby Ready

Products 3 products selected Ready

Budget \$3,200 Ready

Preview

Ad previews are for illustrative purposes only and

Cancel



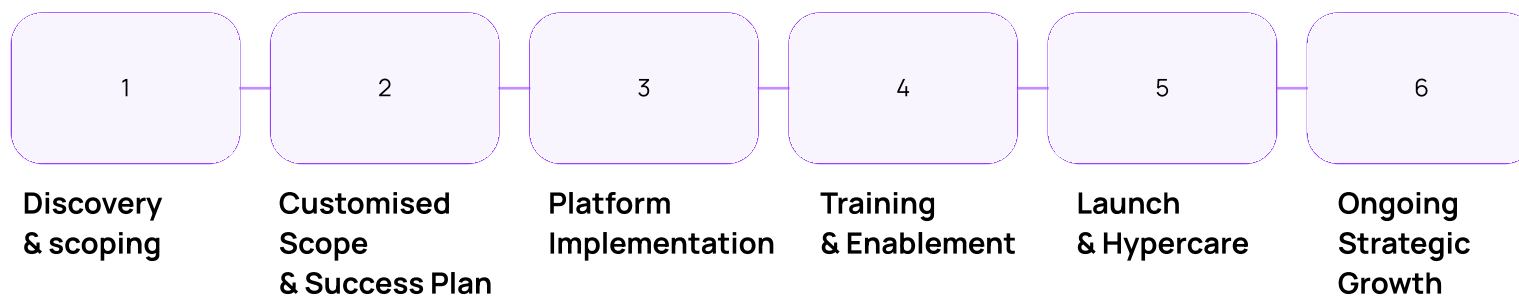
Onboarding & Growth Support

**Structured for Success.
Built for Scale.**

Onboarding with Zitcha isn't about setup. It's about establishing a new operating model.



Your Onboarding Journey:



Why it matters:

- Aligns all teams around a single source of truth
- Reduces disruption while accelerating value
- Delivers early wins — built to scale
- Gives you a partner, not just a platform

Why Retailers Choose Zitcha

Retail Media, Rebuilt for Retailers

Retail media is no longer a marketing experiment. It's a margin-driving, cross-functional business unit.

Zitcha gives retailers the operating system to run retail media as a business. It unifies planning, delivery, and reporting; aligns teams; and delivers measurable outcomes that support margin, efficiency, and supplier value.



Why leading retailers choose Zitcha:

- Built from the ground up for retail not retrofitted DSPs
- Unifies planning, delivery, and reporting
- Modular and maturity-aware grow at your pace
- Works across all functions merch, media, marketing, finance
- Drives outcomes not just activations

Zitcha becomes your system of record for retail media, centralising control, clarifying results, and scaling success across the business.



We can't predict what's next in Retail Media, but we're confident that with Zitcha we can work together to evolve and solve the future

Alex Lawson

Head of Strategy and Marketing

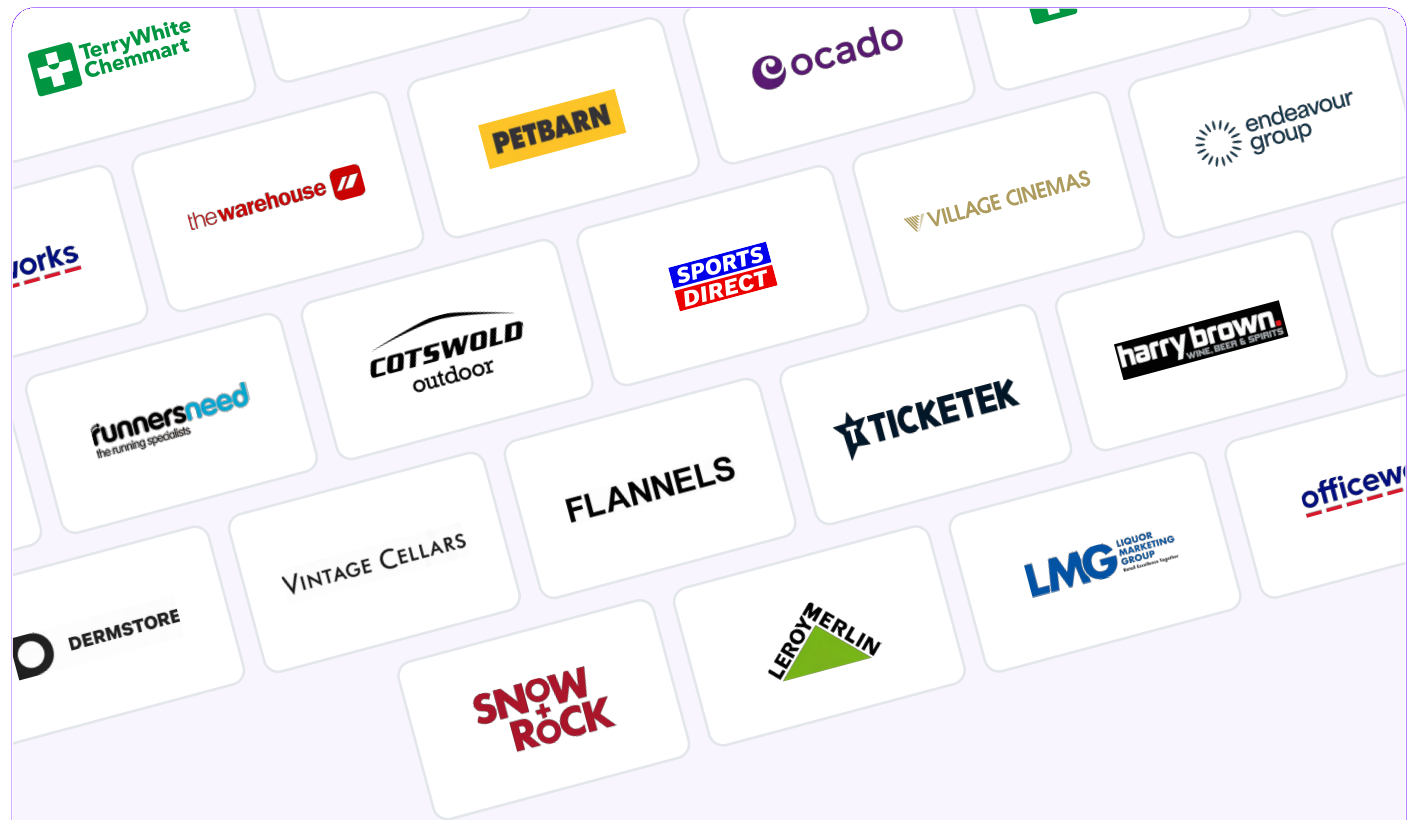


Why Zitcha?

Ready to Build a Smarter Retail Media Network?

Retail media has evolved. The platforms powering it should too.

Zitcha brings your network, your teams, and your data together and turns them into performance you can prove.



Join those already leading
- Let's get started:



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