

# Should Muslim Brands

ADVERTISE ON RETAIL  
MEDIA NETWORKS?



# What is Retail Media Marketing?



A retail media network allows retailers to set up an advertising platform on their website, app, or other digital platforms within their network.

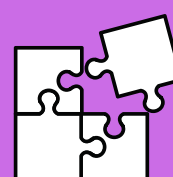
Stores, their partners, and other brands advertise to customers on these platforms. Think of it as in-store advertising in a digital format.



# Ads on retail media networks can be displayed on the:



HOME  
PAGE



CATEGORY  
PAGE



PRODUCT  
PAGE



SEARCH  
RESULTS

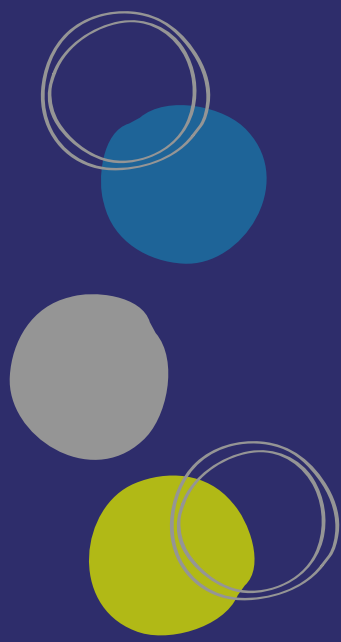


OTHER  
PAGES





# Pros of Advertising on Retail Media Networks for Your Muslim Brand



First-Party  
Data

Tracking  
Ad  
Spend





## PROS

# First-Party Data

**First-party data is collected and owned by the website, and in this case, that's the retailer's website. It's cleaner and more reliable than third-party data.**

**First-party data is collected right at the point of sale, giving you better insight into buyer behavior.**





## PROS

# Tracking Ad Spend

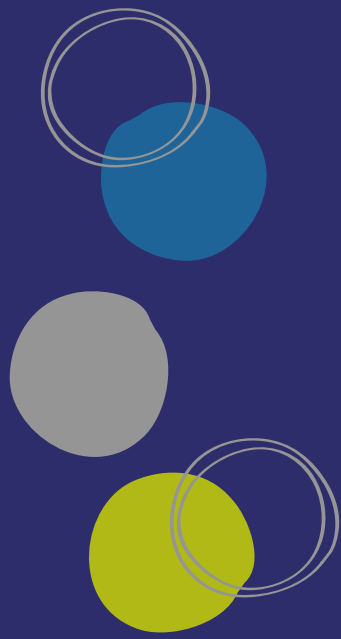
When you advertise on retail media networks you will be able to tie ad spend to sales easily.

This is because sales happen closer to the ads and therefore it's easier to attribute a sale to a specific ad and action. This helps your strategic decision-making like allocating resources for example.





## Cons of Advertising on Retail Media Networks for Your Muslim Brand



Uneven  
Playing  
Field





CONS

## Uneven Playing Field

Retail media networks amplify the power of brands that are already big and create disadvantages for smaller brands.

It's a learning curve for all the parties involved and we do not know for sure where it will end up.







## THE ALTERNATIVE



The alternative is to use an advertising platform, such as the platform we've built at Muslim Ad Network, dedicated to Muslim publishers, advertisers, brands, and any entity wanting to target a Muslim audience.



Reach 3 million+ Muslims Per Month



Get quality engagement with Muslim audiences

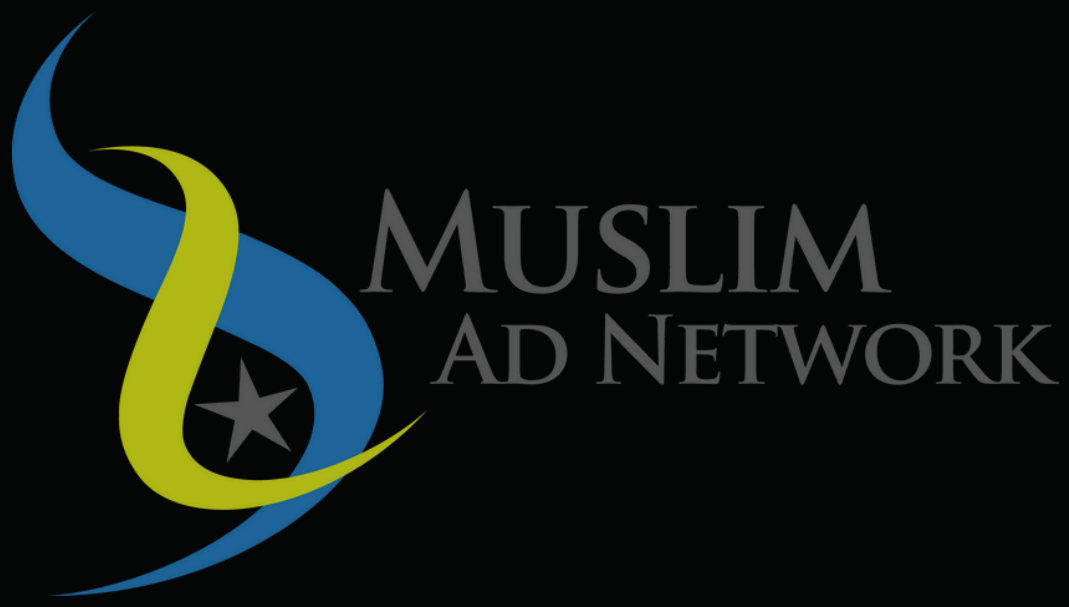


Sell to an Untapped Market



Increase overall impact of your media dollars





# Get in touch

Feel free to call us directly  
for any questions. We are  
always ready to listen.

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