

NEW HOUSEHOLD PENETRATION

THE SHOPPERS YOUR FILE CANNOT SEE

Why retail media cannot move the number you are measured on

Retail media grew out of the shopper data a retailer already owns. It works, and it gets better every year, but what it cannot do is reach the household that has never walked or clicked onto your store, simply because that household is not in the file.

When penetration growth matters, conquest email marketing is what works.

THE LOYALTY-FILE CEILING

What retail media networks **cannot do**

The gap a loyalty-based system structurally leaves open

A retail media network is one of the best things to happen to grocery in a decade. It takes the shopper data a retailer already owns and turns it into high-margin ad revenue. It is precise, measurable, and profitable. It is also, by design, pointed entirely inward.

Every RMN runs on the loyalty file. It can find, segment, and message the households a retailer already has. What it cannot do is reach the household that has never opted-in with them, because that household is not in the file. This new household penetration, the number retailers are increasingly measured on, sits structurally outside what the network can move.

Offsite extension does not solve this either. Extending your own first-party audience across the open web reaches the same people in more places. That is more reach, not incremental reach.

That is the ceiling. A loyalty-based system can deepen a relationship that already exists, but it cannot start a new one. Growth in penetration has to come from somewhere the file does not reach.

Penetration is the number. Conquest is the only mechanism that moves it, because every other channel you run is pointed at people already in the file.

It works from an opt-in universe built on category intent rather than a retailer's own list, reaching competitive-brand and non-loyal category shoppers directly, the exact households an RMN is blind to. It does not replace the network. It covers the side the network was never built to serve.

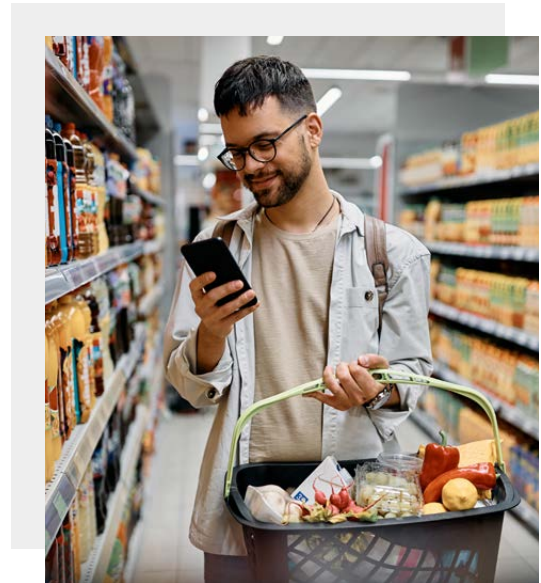
HOW NEW HOUSEHOLD GROWTH ACTUALLY HAPPENS

Conquest email, built on real purchasing intent **rather than your customer list**

Hundreds of Millions of category shoppers nationwide, none of them in your file

Audiences are built from a proprietary opt-in consumer database using more than five hundred purchasing, behavioral, demographic, lifestyle and geographic selects. We target category buyers not yet loyal to your banner, down to the SKU or at the category level, among households likely to buy within the next seven to twelve days.

Our opt-in universe reaches hundreds of millions of category shoppers nationwide, none of them in any retailer's loyalty file. Each deployment goes to one million of them that have your products on their weekend shopping list.



No platform integration. No data exchange.

We run on our own infrastructure against our own file, so your first-party data never leaves your walls. Nothing is extracted, nothing is matched back, nothing is shared. That is why vendor approval moves quickly.

Coverage across every aisle, including the restricted ones

Pharmacy including Rx and OTC, Cannabis, beer, wine and spirits, supplements, and family planning. The categories Meta and programmatic restrict or reject outright. Premium CPM categories with the thinnest channel options anywhere, and the ones where a conquest channel is worth the most.

Store-tier weighting

Deployment can be weighted toward flagship, new, or underperforming locations rather than spread evenly across the chain. Surgical coverage that circulars and social cannot match.

FIND-IN-STORE ENGAGEMENT

It is a revenue signal

Closed-loop measurement, from exposure to store behavior

Email interaction is easy to count, but on its own it rarely tells a retailer whether anyone went shopping. We focus on the behavior that actually correlates to sales.

By routing shoppers to store locators, weekly ads, and retailer product pages, we measure the downstream activity that lines up with real purchasing instead of stopping at the open or the click. This is closed-loop measurement in the sense the category means it. Exposure on one end, store behavior on the other.



This is also where incrementality stops being a claim. Because the audience starts outside your file, every household reached is one your existing channels were not going to reach. The lift is additive by construction, not by attribution modeling.

One distinction we hold firm. Targeting inputs and measurement outputs are not the same thing. We target on consumer file selects.

This is the point where email stops behaving like a broadcast channel and starts working as merchandising support.

TARGETED EMAIL CASE STUDY

Premium wine brand, in a category most channels will not run

Two campaigns, one national brand, measured to store behavior

Background

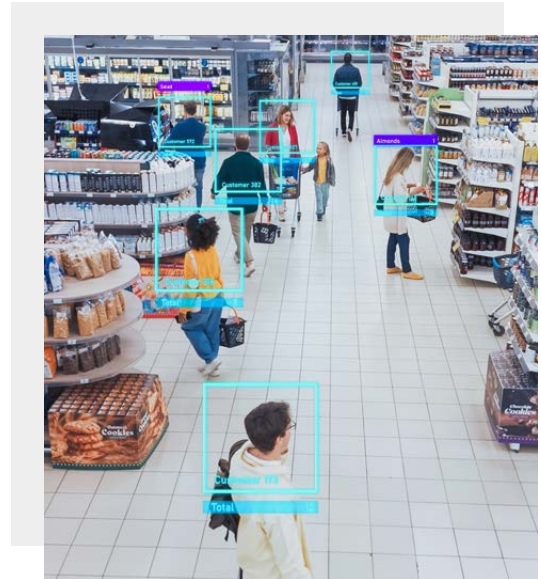
A premium wine brand needed to drive measurable in-store and ecommerce sales during the highly competitive holiday season. The campaign was structured as a merchandising initiative rather than a broad-reach media buy, with audience targeting and performance measurement managed as separate strategic goals.

Approach

The audience was built from our proprietary opt-in consumer database using more than a dozen purchasing, behavioral, demographic, lifestyle and geographic selects. Segments included verified wine buyers, frequent hosts and entertainers, holiday planners, premium beverage shoppers, and households within five miles of grocery stores carrying the brand.

Solution

One million targeted households received custom HTML creative engineered for cross-device performance, directing consumers to support both in-store and online purchasing. A redeployment wave targeted everyone who engaged with the initial email. Reporting measured the full journey, from email engagement through retailer site activity.



1,000,000
UNIQUE
HOUSEHOLDS
REACHED

350%
INCREASE IN
STORE LOCATOR
ENGAGEMENT

20%
LIFT IN
FIND-IN-STORE
TRAFFIC

CASE STUDY RESULTS

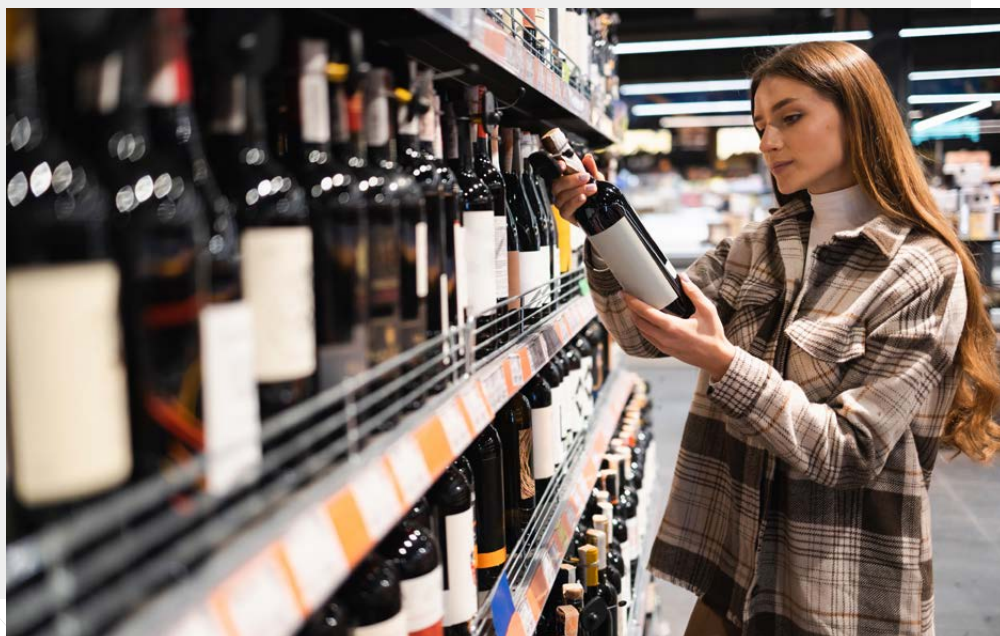
What **two campaigns** produced

Campaign one, holiday activation

One million targeted households.
A 350 percent week-over-week lift in retailer store locator engagement and a 5 percent lift in online purchases during the campaign period.

Campaign two, persona activation

A campaign targeting One million affluent wine drinking households resulted in a 20 percent lift in find-in-store website traffic and a 350 percent increase in e-commerce delivery sales.



More importantly, the campaigns proved that email can function as a measurable retail activation channel when built on verified shopper data and connected directly to retailer conversion points. The brand renewed the program for the following holiday season, and the retailer adopted the model for additional CPG-funded category campaigns.

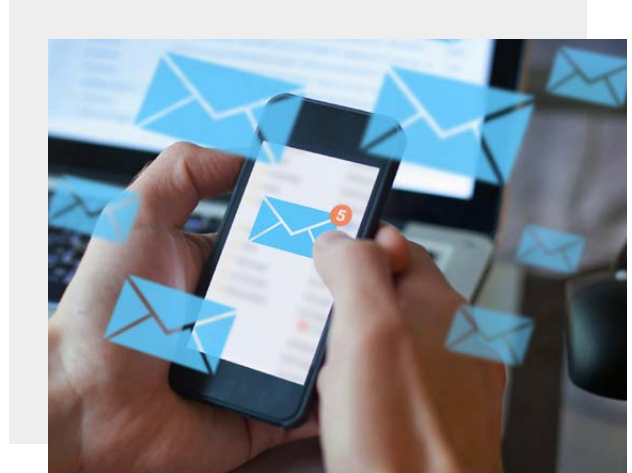
GETTING STARTED

What a test looks like

We build your custom conquest audience, deploy, and report back on new household penetration.

What we need from you

A category worth growing, a store list, a production-ready creative file, and your subject line. You are welcome to share your own suppression file at no charge. We complete all HTML and testing.



If you would rather we build the creative or need help with subject lines, we can do that too.

What you do not need

- No platform integration
- No data exchange or extraction
- No annual commitment
- No change to your existing retail media roster

The question a test answers is narrow and worth answering. **How many new households bought the category with you who were not going to?**

If that is a number your team is under pressure to move, it is worth a conversation.

See if your markets qualify

diamondmediasolutions.com/grocery-free-conquest-email-offer

DIAMOND MEDIA SOLUTIONS

Two decades of conquest and database marketing

A Florida-based, woman-owned advertising agency with over two decades of experience serving grocery retailers, CPG brands and their agencies across the United States. Conquest and database marketing is what we do, not a line on a longer list.

- Opt-in consumer model with 500+ selects
- Open rates of 17 to 26 percent
- Click-to-open above 10 percent
- Category-specific shopper modeling
- 100 percent inbox delivery guarantee
- Case studies across every aisle
- Market exclusivity held for partner retailers

I've been working with Diamond Media Solutions shortly after starting in my current role in 2019. I am my company's primary contact with them and they have been a fantastic partner. Not only are our email results always reaching or surpassing our benchmarks, the customer service has been outstanding. We are in the CPG industry so their targeting capabilities are vast. I highly recommend Diamond Media Solutions for your email marketing needs.

MaryKay Hruskocy Scott, Promopoint / Advantage Sales and Marketing



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