

Retail Media Network Partner Solution



Revenue increase For Retail clients

Attracting brand ad budget by reaching consumers in shopping mode, increasing customer experience



Better Brand Performance

With utilising 1st party data, shopping behaviour, audience segmentation and advanced yield management



Deepen Brand relationship

By offering easy and personalised ad buying options (direct/self serve) to brands & offering high ROI



Easy integration with open APIs

Open APIs allow for easy integration with existing tools as well as building unique new features

Cruxo boosts Retailer Revenues with SAS 360 Match

Cruxo is a European-based marketing technology company that specializes in helping retailers increase their revenues and profitability.

With the emergence of retail media, Cruxo recognized the need for a platform that would enable retailers to employ data, targeting, and native ads to reach customers in shopping mode. By utilizing first-party data, shopping behavior, session-based behavioral targeting, audience segmentation, and advanced yield management, Cruxo can offer a better brand campaign performance and help deepen the relationship between the retailer and brands.

Cruxo's founders had extensive experience with SAS and its ad serving solution, 360 Match, and decided to utilise SAS 360 Match as the core ad delivery engine for their new platform. Cruxo developed an Advertiser Self-Serve campaign booking interface integrated with SAS 360 Match, utilising its open APIs, allowing vendors to easily advertise on the retailer's website and take advantage of native ads that offer high ROI.

SAS 360 Match is an advanced ad platform which supports campaign management, ad delivery, advanced targeting, reporting, and yield management. The SAS ad server allows for easy integration with third-party tools, and Cruxo has built a user-friendly UI for vendors and retailers that enables self-serve advertising on the retailer's website and campaign reporting.

Cruxo's platform, in conjunction with SAS 360 Match, offers retailers a powerful solution for boosting revenues and profitability through data-driven targeting and native ads. With their recent successes Cruxo is well-positioned to become a leader in the rapidly growing field of retail and commerce media.