

Die Zukunft von Commerce Media

SAS Banking Media Leadership Roundtable

Frankfurt, March 2026

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Digitale Medien vs Commerce Media

Digital Medien

Zeitungs- / Mediengruppen

Streaming-Medien/CTV

Gaming

Commerce Media

Retail Media

Banking Media/Financial Media Networks

Telekommunikation Anbieter

Beispiel für Einzelhandelsmedien – Amazon

The screenshot shows the Amazon.co.uk website with the search term "sd cards for cameras". The page displays a navigation bar, a search bar, and a list of products. A red box highlights a SanDisk promotional banner and a search result for a SanDisk 256GB Extreme SDXC card. A yellow box highlights the search results section. A red circle highlights the "Sponsored" label on the search result.

amazon.co.uk prime

All sd cards for cameras

Hello, Cornelia Account & Lists Returns & Orders Basket

Prime Video Grocery Free Delivery Buy Again Vouchers Gift Cards & Top Up Fashion Browsing History Health & Personal Care Home & Garden Beauty CITADEL New episode Fridays

Amazon.co.uk Today's Deals Warehouse Deals Outlet Subscribe & Save Vouchers Amazon Prime Prime Video Prime Student Mobile Apps Amazon Pickup Locations Amazon Assistant

1-16 of 628 results for "sd cards for cameras" Sort by: Featured

Delivery
 Tomorrow by 1PM
 All Prime

Department
Memory Cards
SD Cards
Micro SD Memory Cards
Components & Replacement Parts
Camera & Photo
All-in-One Digital Cameras
HDMI Cables
Computer Memory Card Accessories

Customer Review
★★★★☆ & Up
★★★★☆ & Up
★★★★☆ & Up
★★★★☆ & Up

Brand
 SanDisk
 Integral
 Kingston
 Gigastone
 Lexar
 BigBuild Technology

Price
Up to £15
£15 to £50
£50 to £100
£100 to £200
£200 to £500
£500 & above

SanDisk Level-up your storage with SanDisk memory
Shop SanDisk

SanDisk Extreme 512 GB microSDXC V30 U3 A2

SanDisk Ultra 512 GB microSDXC U3 A1

SanDisk Extreme PRO 128 GB microSDXC V30 U3 A2

SanDisk 512GB Extreme microSDXC card + SD adapter + RescuePRO Deluxe, up to 190MB/s, w...
★★★★☆ 15,155
prime

SanDisk 512GB Ultra microSDXC card + SD adapter up to 150 MB/s with A1 App Performan...
★★★★☆ 13,157
prime

SanDisk 128GB Extreme PRO microSDXC card + SD adapter + RescuePRO Deluxe, up to 200MB/...
★★★★☆ 6,257
prime

Sponsored

Results

Sponsored
SanDisk 256GB Extreme SDXC card + RescuePro Deluxe, up to 180MB/s, UHS-I, Class, 10, U3, V30
★★★★☆ 3,304
Deal
-37% £38.99 RRP: £61.99
Or £7.80/month for 5 months (no fees or interest)
FREE Delivery by Friday, 26 May for Prime members

Sponsored
SanDisk 256GB Ultra SDXC card up to 150 MB/s with A1 App Performance UHS-I Class 10 U1
★★★★☆ 1,912
£31.62
prime FREE One-Day
Get it Tomorrow by 1pm

Beispiel für Commerce Media – Lastminute.com

The screenshot displays the Lastminute.com website interface. At the top, there is a navigation bar with the logo and menu items: Flug + Hotel, Flüge, Hotels, Reisegutscheine, Erlebnisse, and Mehr. On the right side of the navigation bar, there is a phone icon with the text 'Telefonisch buchen +49 89207001508' and a user profile icon.

The main banner features a large image of Prague buildings. The text on the banner reads: 'EXKLUSIVANGEBOT PRAG ab 271 € / Person | ***** 2 Nächte + Flüge + KOSTENLOSE FLASCHE WEIN'. Below the banner is a search bar with the following fields: 'Abflughafen Stadt oder Flughafen', 'Reiseziel/Hotelname Wo soll es hingehen?', 'Wann? 21. März – 28. März', and 'Reisende/Flugklasse 2 Reisende • 1 Zimmer • ...'. There is also a checkbox for 'Unterkunft für einen Teil der Reise buchen'.

Below the search bar, there is a section titled 'Last Minute DEALS' with the subtitle 'Nur hier. Und nur für kurze Zeit.' This section contains six travel deal cards:

- Malta**: 11Std:52m, 4 Nächte im Apr., 5 stars, Flüge inklusive, ab 328 € p. P.
- San Miguel de Abona, Sp...**: 7T 11Std, 7 Nächte im Apr., 5 stars, Flüge inklusive, ab 822 € p. P.
- Rhodos, Griechenland**: 7T 11Std, 4 Nächte im Apr., 5 stars, Flüge inklusive, ab 273 € p. P.
- Órmos Athiniós, Grieche...**: 7T 11Std, 4 Nächte im Apr., 5 stars, Flüge inklusive.
- Menorca, Spanien**: 7T 11Std, 4 Nächte im Apr., 5 stars, Flüge inklusive.
- Küste von Djerba und Za...**: 13T 10Std, 7 Nächte im Apr., 5 stars, Flüge inklusive.



Warum Commerce Media

Verschiebung der digitalen Werbebranche und des Verbraucherverhaltens

Werbetreibende und Marken wünschen sich mehr Kontrolle, Leistung und ROI

Brands können potenzielle Kunden erreichen, wenn sie sich im Kauffokus konzentrieren

Die Werbebranche hat mit Transparenz, Datenschutzproblemen und Ad Fraud zu kämpfen



Traditionelle digitale Medien unter Bedrohung

1

Mediengruppen/Verlage

Jahrelang haben Publisher und das offene Web mit Signalverlusten zu kämpfen: Datenschutzänderungen, Cookie-Entwertung, Ablehnung der Zustimmung und weniger Adressierbarkeit

2

Brands

Unter Druck, den ROI zu beweisen, wurden die Ausgaben auf Kanäle mit stärkerer Identität, Messung und geschlossenen Ergebnissen verlagert

3

Budget

Infolgedessen fließt ein größeres Werbebudget in **Commerce Media**: eigene Umgebungen, in denen First-Party-Signale und Transaktionskontext verantwortungsvolle Medien ermöglichen

Commerce Media bietet eine transparente, effektive
Monetarisierungslösung



Das "alte" Monetarisierungsmodell geht kaputt

KI und neue Content Discovery beschleunigen den Wandel

Zero-Click search ändert Content Discovery



Intent Gating: Protect high intent, monetise low intent

In a mediated world, knowing your customer is everything

Understand intent + Journey stage to decide what to show (content, offer, partner value)

Orchestrate experiences that protect conversion and unlock incremental revenue



Warum Commerce Media für Banken?

**Commerce
Media ist NICHT
"nur Werbung".**



**Commerce
Media wird
durch Customer
Value finanziert**

1

Liefern Sie ein relevantes Angebot in Ihrer eigenen Kanälen

2

„High Intent“ Schutz: Wert in Momenten mit niedriger/mittlerer Absicht (Intent Gating) schaffen

3

Messen Sie Ergebnisse: **Margin, Conversion, LTV** – nicht Klicks

Measured like a business – not like AdTech

If guardrails fail, we gate harder to remove placement



Protect
Conversion

Checkout/application
completion = hard guardrail

Prove
incrementality

Incremental margin or
revenue per eligible
customer

Protect Trust

Opt-outs, complaints, NPS
deltas / feedback

Die neue Gewinn- und Verlustrechnung

Marketing und Monetarisierung werden zu **einem kommerziellen Kreislauf**

Partnerumsätze finanzieren **das Kundenwachstum**

The P&L Shift

Advertising funds Marketing

1

Partner Value becomes growth budget

Net new revenue that offsets CAC and funds retention/CRM

2

Marketing + monetization share one scoreboard

Margin, LTV, conversion protection, trust -> One View

3

Experience quality becomes a profit layer

Intent gating protects core journeys while creating incremental value



Customer intent signals

Consent based signals across journeys and channels

Decisioning + guardrails

Governed by trust, suitability, and frequency caps

Partner value funds customer growth

The new P&L is a loop

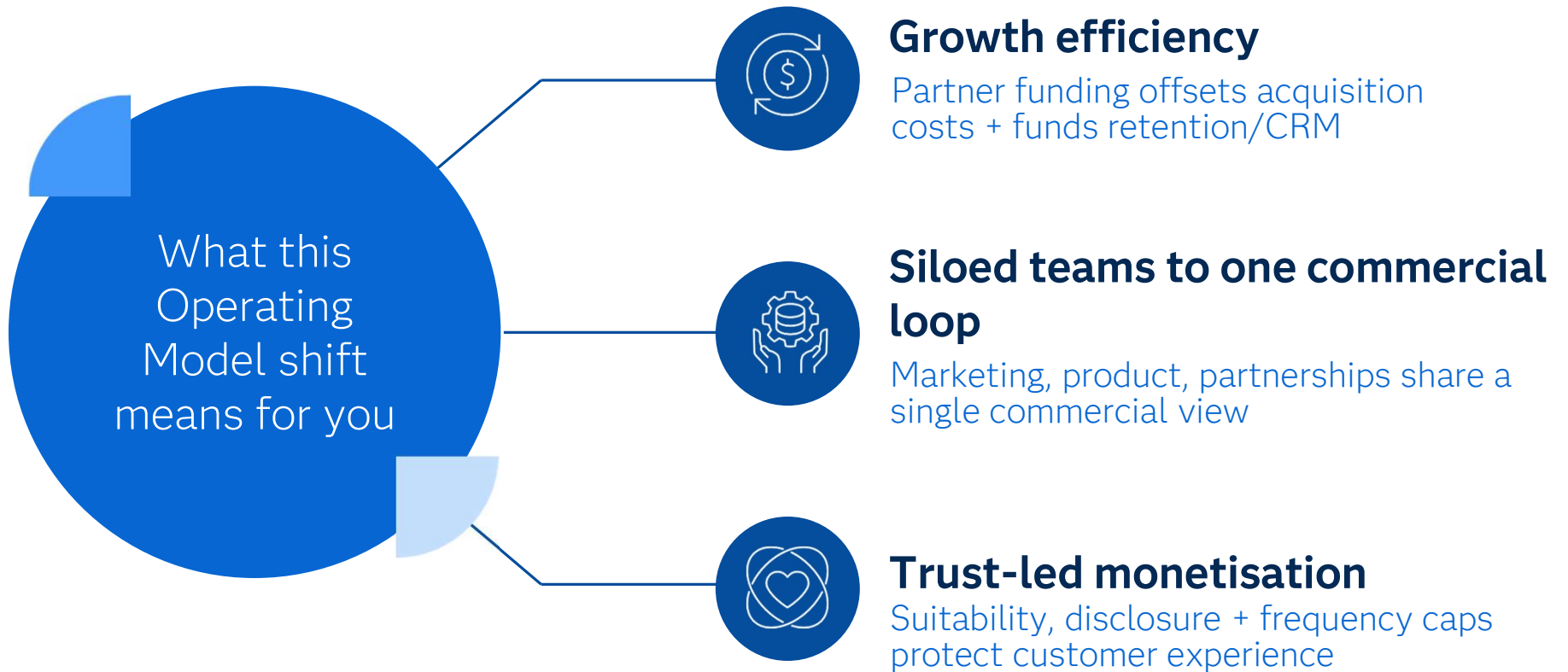
Delivery across owned channels

Web, in-app, email/CRM – consistent journeys without disrupting customer experience

Business outcomes

Conversion protection, incremental margin, LTV + retention. No click KPIs

Signals → Governed Decisions → Outcomes





The Outdated Model

Paid growth as the default

- Marketing is a cost line
- Monetisation sits elsewhere (separate owners, separate targets)
- Growth constrained by CAC inflation + signal loss



The Future Model

Funded Customer Value

- Partner value becomes incremental budget growth
- One commercial view across marketing, product, partnerships
- Optimised for conversion protection
- Trust + governance make it scalable

The P&L Merge