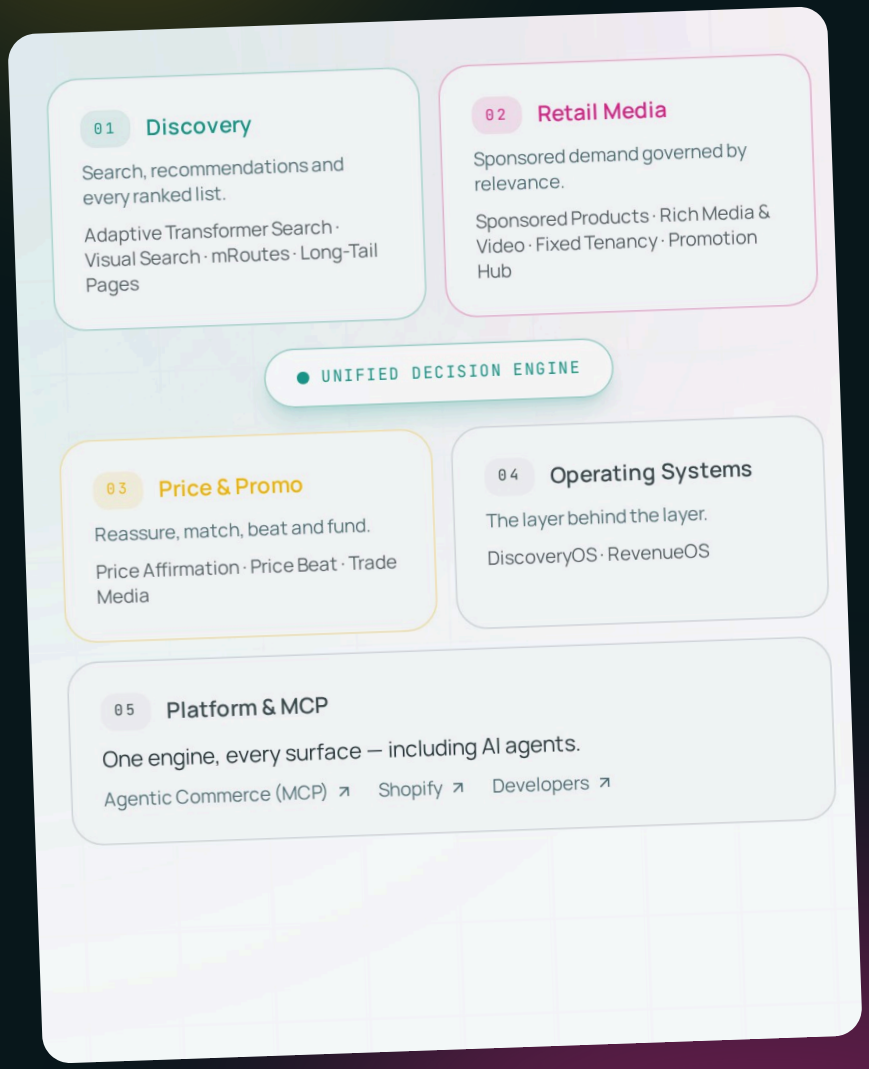
THE RETAIL OPERATING SYSTEM

One engine for every retail decision.

Search, recommendations, retail media, pricing, promotions and margin, decided by one engine, in one pass, on every surface, including AI agents.



+126.1%
Sponsored product CTR
THE WAREHOUSE GROUP

+65%
More relevant catalogue surfaced
GROCERY SEARCH STUDY

+36%
Share of voice
BOSCH

+312%
PDP conversion at a 2.7% discount
PRICE BEAT

WHY ONE LAYER

Separate tools can’t agree on what a shopper should see.

Search in one tool, pricing in another, ads bolted on top. Nobody owns the order shoppers see. Each tool optimises its own definition of "best", and none of them describes the whole business.

WHAT IT COSTS

Relevance, media yield, margin and supplier commitments are traded off by hand, after the fact, in spreadsheets.

-87.3%

CTR when bid replaced relevance

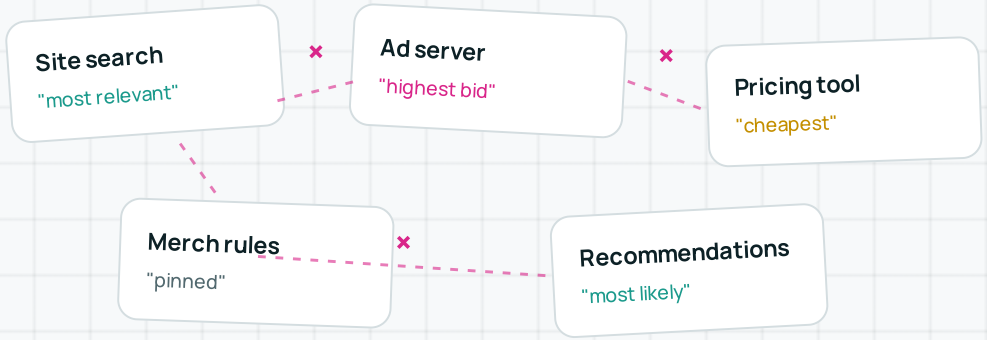
BEAUTY RETAILER

2.2%

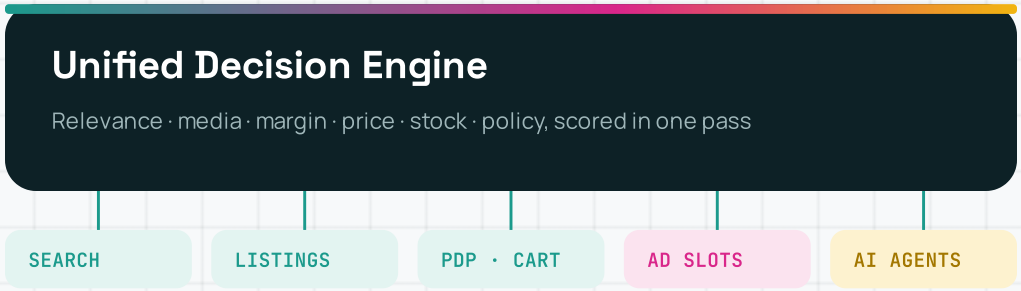
Avg CTR with relevance kept

SAME RETAILER

TODAY · FIVE TOOLS, FIVE ANSWERS



WITH PARTICULAR AUDIENCE · ONE DECISION



Every surface reads from the same governed answer, so the shopper sees one coherent store.

THE PLATFORM

Five pillars. One engine. Start with one surface.



01 · DISCOVERY

Adaptive Transformer Search, Visual Search, Recommendations, Bundles, mRoutes, Long-Tail Pages, Buy Again

02 · RETAIL MEDIA

Sponsored Products, Listings & Search, Fixed Tenancy, Rich Media, Shoppable Video, Promotion Hub, Unified Ranking

03 · PRICE & PROMO

Price Affirmation, Price Beat, Trade Media, In-Store & ESL pricing, Price Match for AI Agents

04 · OPERATING SYSTEMS

RevenueOS (incl. Yield Optimizer) · DiscoveryOS (incl. Merchandiser Control)

05 · PLATFORM & MCP

One engine on every surface, including AI agents: MCP, headless APIs, Shopify app. **Margin Management** runs across all pillars, not just one.

30
Products on the platform map
ONE ENGINE

5 wks
Signature to live
THE WAREHOUSE GROUP

+43%
Sponsored product revenue, year on year
THE WAREHOUSE GROUP

+11.1%
Revenue per visitor, head-to-head
SHOPIFY BIKES RETAILER

Understand intent, not just keywords.

Adaptive Transformer Search reads meaning, so conversational, misspelt and multilingual queries work out of the box. The same understanding powers recommendations, bundles, See Similar visual search and replenishment.

SHOPPER QUERY

"cheap cordless drill for tiling a bathroom"

INTENT: DIY TILING | ATTR: CORDLESS | PRICE-SENSITIVE | SPONSORED ELIGIBLE

01 Hammer drill kit

02 Sponsored · relevant

03 Tile bit set

Sponsored · below relevance floor

Illustrative. Organic and sponsored are scored in the same pass; irrelevant ads never reach the shelf.

+65%
More relevant catalogue surfaced (Recall@120)
GROCERY SEARCH

-40%
Fewer severe search misses
GROCERY SEARCH

+11.1%
Revenue per visitor vs incumbent
SHOPIFY BIKES RETAILER

60.1%
CTR on See Similar visual search
FASHION RETAILER

+403%
Mixed-basket lift
PVH GROUP BUNDLES

+23.2%
Visitor conversion lift
LIFE PHARMACY

DISCOVERY · LONG-TAIL LANDING PAGES

Capture demand your category pages never reach.

Governed pages generated from your catalogue for the long tail of real searches. Built for **SEO and AEO**: indexable in Google, and clear, citable sources for AI answer engines. Quality gates keep thin pages out.

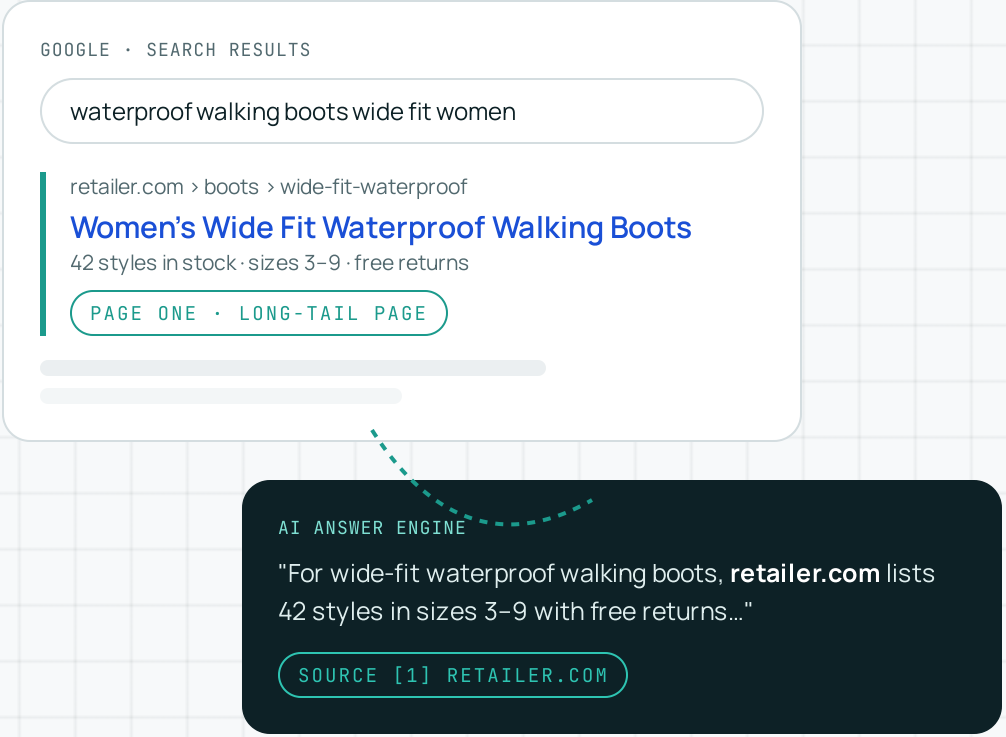
64%
Of pages ranking on Google page one
LONG-TAIL ROLLOUT

+17%
Non-brand revenue uplift
LONG-TAIL ROLLOUT

71%
Sessions from new users
LONG-TAIL ROLLOUT

YOU PROVIDE

Catalogue feed · templates · sitemap submission · analytics. PA generates, governs and refreshes the pages.



QUALITY GATES BEFORE ANYTHING IS PUBLISHED

REAL SEARCH DEMAND · ENOUGH IN-STOCK PRODUCTS · NO DUPLICATE INTENT · SCHEMA + CANONICAL

PILLAR 02 · RETAIL MEDIA SUITE

The grid is the storefront. Make it rich.

Sponsored Products, Listings and Search, booked Fixed Tenancy, Rich Media and Shoppable Video, all ranked against the same relevance floor as organic results.

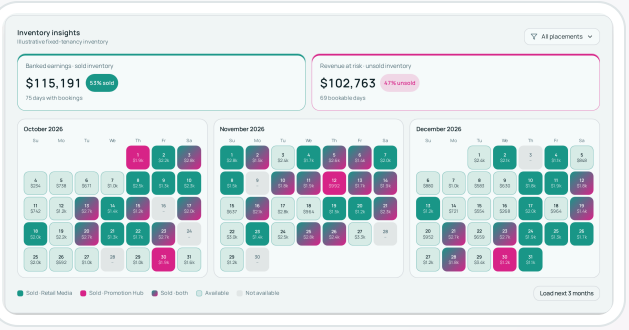
+126.1%
Sponsored product CTR
THE WAREHOUSE GROUP

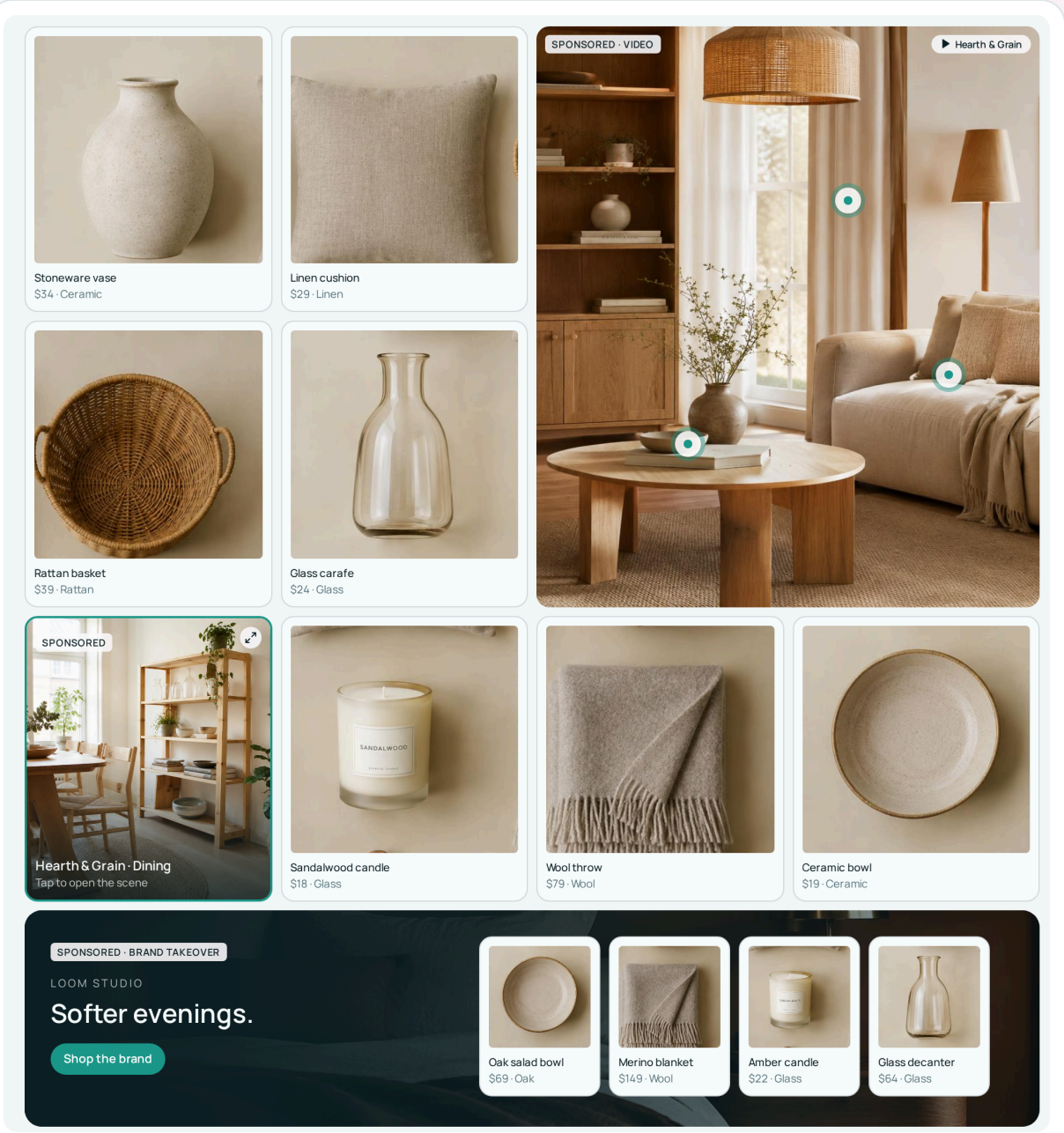
+43%
Sponsored product revenue, one year from launch
THE WAREHOUSE GROUP

17.3×
Brand-halo ROAS in five weeks
INTERSPORT AUSTRIA

+121%
Share of clicks, relevance floors intact
BOSCH

FIXED TENANCY · SELL SLOTS LIKE A HOTEL BOOKS ROOMS





Rich Grid Studio on particularaudience.com: shoppable video, sponsored tiles and a mid-grid brand takeover in one category page.

How a bid becomes value, and why it never buys past the shopper.

01 · QUALIFY

Who may compete?

Retailer policy, eligibility, stock and **shopper relevance** set the qualified set. Money cannot buy entry.

- ✓ Own-brand drill · relevant
- ✓ Supplier A drill · relevant
- ✕ Supplier B · out of stock
- ✕ Supplier C · off-intent

→

02 · VALUE

One comparable number per product

MEDIA VALUE
`supplier bid CPC · CPM · CPA`

+

RETAILER VALUE
`margin · stock strategic range`

A higher bid is not higher margin. The bid is the supplier's media payment, one input. The retailer sets what its own goals are worth, and Promotion Hub expresses them in the same CPC, CPM or CPA terms so they can be compared fairly.

→

03 · COMPOSE

Order the qualified set

Commercial value only changes the order inside the qualified set. Relevance keeps the floor.

```
01 Own-brand · $2.00 retailer value
02 Supplier A · $1.40 CPC
03 Organic · best relevance
```

WORKED EXAMPLE · FROM THE MARGIN MANAGEMENT PAGE

Both relevant: supplier bids $1.40 CPC; the retailer values its private label at $2.00. **Private label ranks first.**

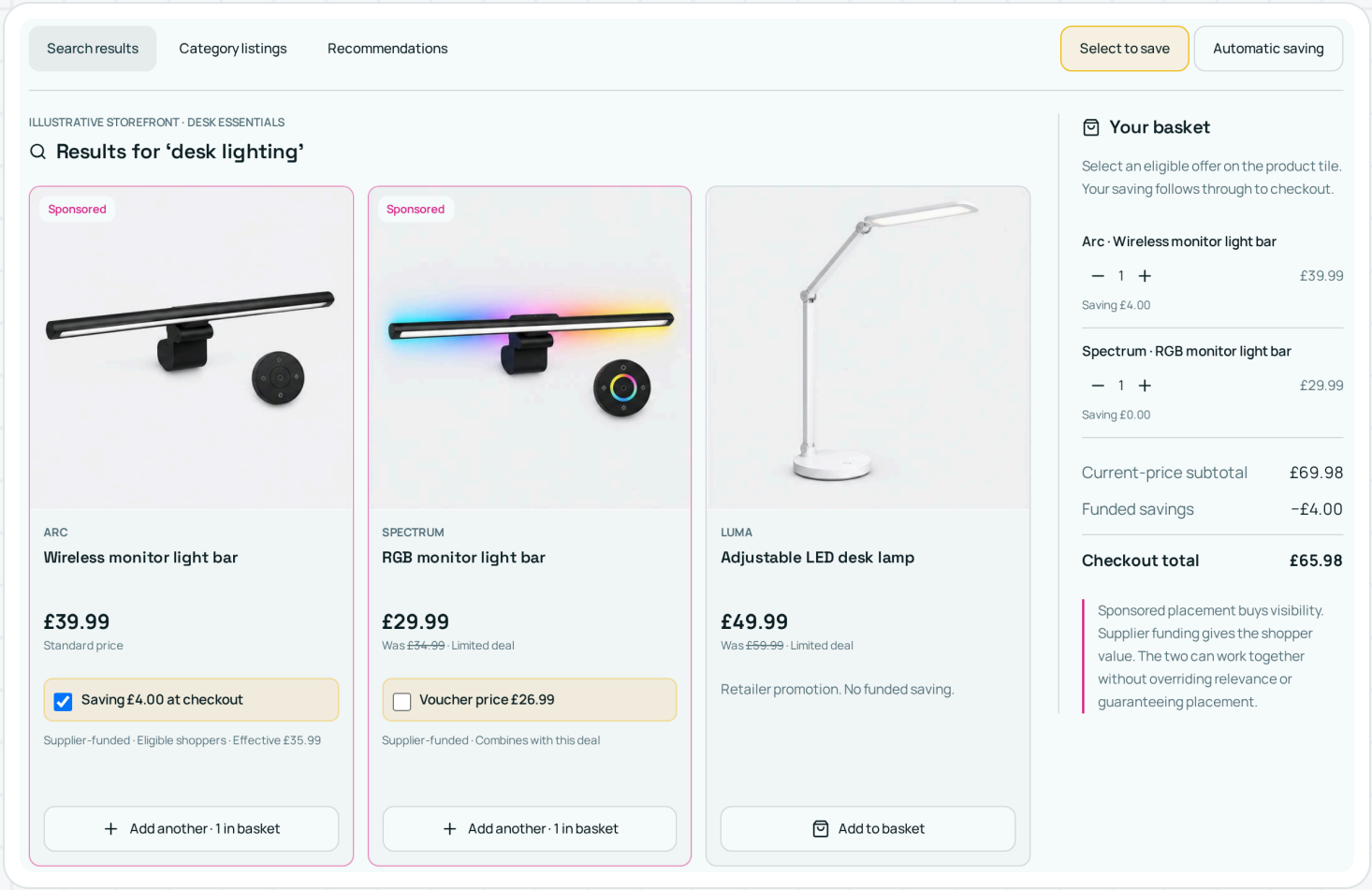
Supplier uniquely relevant: the $1.40 bid wins even against a higher-margin own brand, because the own brand is not what the shopper asked for.

SHOPPER VALUE: A SEPARATE LANE

Relevance, price and any saving decide whether a product helps the shopper. That value gates the auction. It is never added to media income.

All values illustrative and retailer-configured. Profit-aware ranking, not a guaranteed profit calculation. Works for mono-brand retailers with no supplier campaigns.

Sponsored products monetise the shelf. Instant Promotions monetise the price.



The shopper ticks "Saving £4.00 at checkout" on a sponsored tile; the funded saving follows into the basket: £69.98 becomes **£65.98**. Illustrative storefront from the Trade Media page.

SUPPLIER PLACEMENT VALUE · ILLUSTRATIVE, PER CLICK

£0.65 max CPC

+ £0.014 3.5% × £4 × 10%

= £0.664

The £4 saving goes to the shopper; it is not placement income. Supplier £3 + retailer £1 co-funding shown as illustrative.

~$1.0T

Global supplier trade spend

INDUSTRY ESTIMATE

$173B

Retail media

INDUSTRY ESTIMATE

17% vs 3%

Supplier/trade income vs retail media income, grocery P&L

PARTICULAR AUDIENCE ANALYSIS

A 2.7% discount. A 312% lift in PDP conversion.

Price Beat targets the moment of hesitation with small, controlled, often supplier-funded discounts. Price Affirmation proves the price is right. Trade Media funds the saving. All governed by the retailer.

+306%
Conversion lift, price match
LEGO · TOY RETAILER

+167%
Conversion lift, match
CANON · CAMERA RETAILER

+102%
Conversion lift vs 6 competitors
SAMSUNG WHITE GOODS

+79.8%
Customer conversion uplift
MAKITA POWER TOOLS

Retailer A ▾ Last 7 days · Day 1 to Day 7 ▾

Price Beat Guarantee KPI overview

Attributed revenue A$78,200

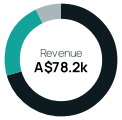


Attributed revenue	Total discount	Modal impressions
A$78,200	A$1,560 2.0%	42,000

Enabled PDP views	Sessions with impressions	Attributed orders
150,000	36,500	980

Performance by trigger

Revenue | Impressions



- Exit intent 70%
- Button click 22%
- Highlight 8%

Post impression reporting

Total | Price Beat | Price Affirmation

Segment	Sessions	PDP views	Modal impr.	Orders	Revenue	Conv. rate	Conv. lift
Post modal impression	36,500	52,000	42,000	1,460	A$146,000	4.00%	+12%
No modal impression	64,000	98,000	0	2,290	A$203,000	3.58%	–

Product performance

Revenue | Units | Impressions

Product	Revenue	Avg. discount	Total discount
Product A · SKU-0001	A$1,240	2.1%	A$26
Product B · SKU-0002	A$1,180	1.9%	A$22
Product C · SKU-0003	A$1,050	2.4%	A$25

Item level analysis

Seven days ▾

SKU	Product name	Category	Modal impressions	Units sold	Subtotal
SKU-0001	Product A	Category 1 › Subcategory 1	4,200	38	A$4,100
SKU-0002	Product B	Category 1 › Subcategory 2	3,900	31	A$3,350
SKU-0003	Product C	Category 2 › Subcategory 1	3,600	27	A$2,900

Showing 1–20 of 500 items ‹ 1 2 3 … 25 › Export CSV

Illustrative reporting view, anonymised retailer. Shows what retailers see: revenue, discount cost and conversion lift attributed to Price Beat.

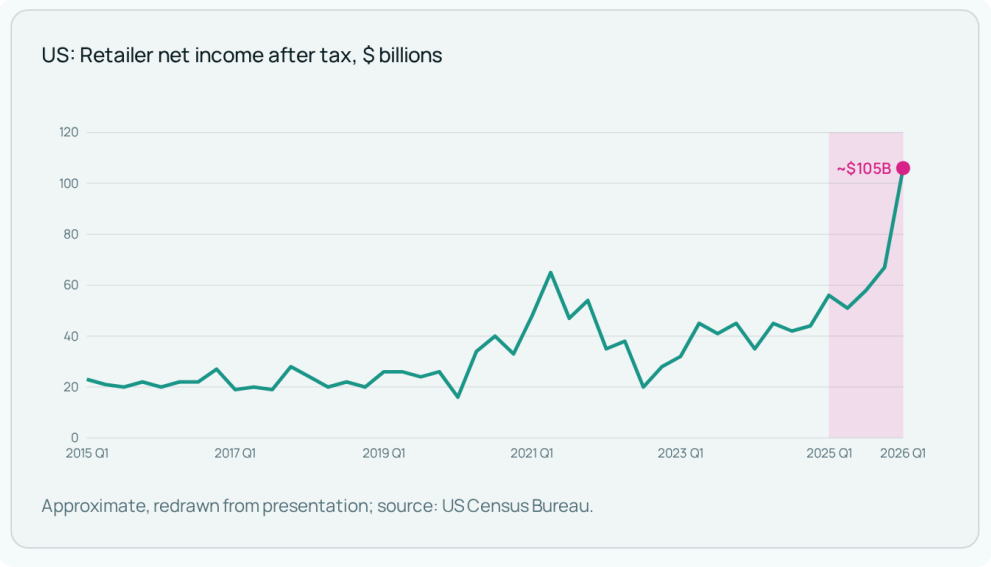
Price Affirmation
Pack-size and offer mapping shows the shopper the price is already competitive.

Price Beat
Beat approved competitors by a governed margin, funded where suppliers agree.

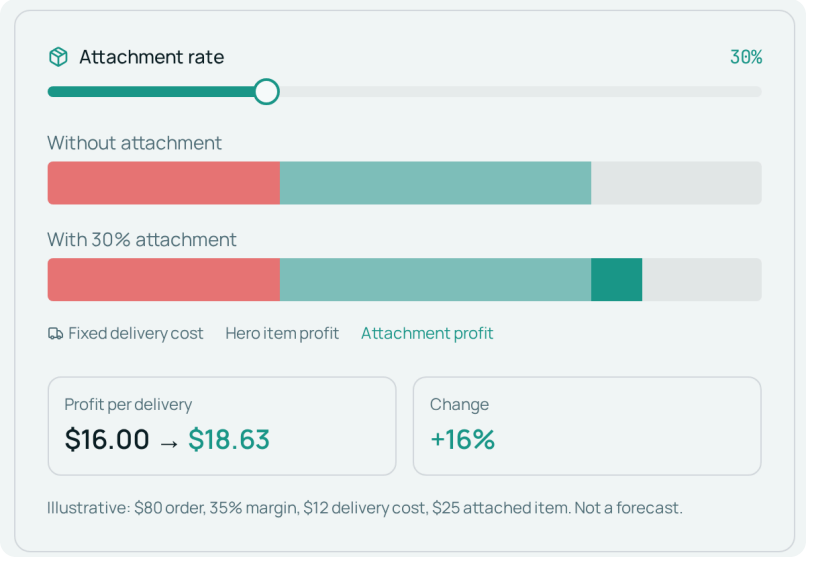
In-Store & ESL
The same price decision on electronic shelf labels and POS.

Price Match for AI Agents
Policy-governed price claims for chatbots. See page 14.

Profit was always the goal. Now it is something you can manage.



Retail media is now visible on the bottom line of US retail. Approximate, redrawn from US Census Bureau data.



Profit per delivery. A 30% attachment rate lifts profit per delivery from $16.00 to $18.63 in the site's illustrative model.

PROFIT IS NOT ONE INPUT. IT IS THE OUTCOME OF RESOLVING ALL FIVE.

Media income
CPM, CPC, CPA, budget
Retail Media Suite

Product contribution
1P and private-label margin
Margin Management

Marketplace value
Commission and CPA, net of servicing
Promotion Hub

Commercial priorities
Trade, seasonal, strategic commitments
Trade Media · Price Beat

Customer & stock effects
Basket quality, availability, delivery
Bundles

+403%
Mixed-basket lift
PVH GROUP

2.7%
Discount behind +312% PDP conversion
PRICE BEAT

+36%
AOV vs sitewide
US FURNITURE · BUNDLES

Two operating systems. Built for the people who run the store.

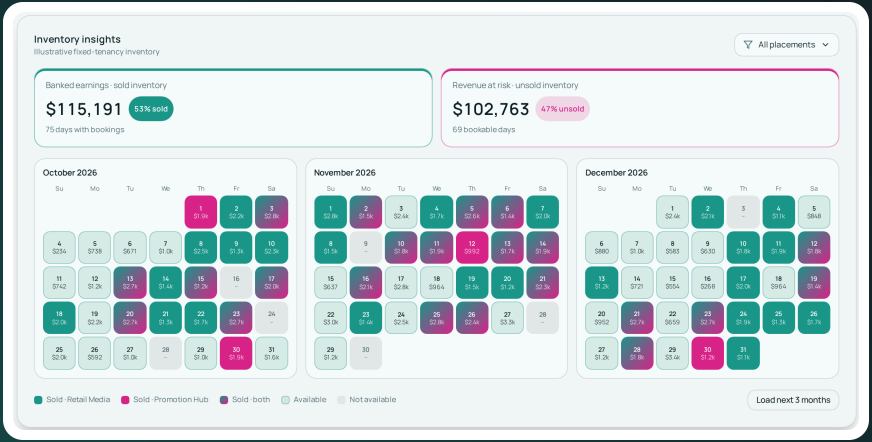
REVENUEOS

Run retail media as a business

Account planning, booking, delivery, billing and yield in one workspace for the media team, including the Yield Optimizer.

Every day, sold or at risk

One calendar across Retail Media and Promotion Hub shows which days are sold, who sold them and what is still open.



3.35× ROAS NOEL LEEMING

DISCOVERYOS

Govern and grow discovery

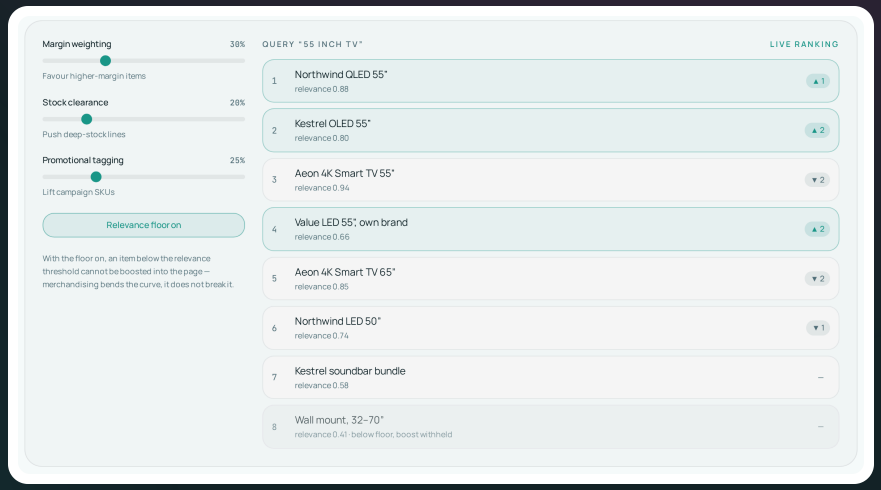
The control layer for search, recommendations and listing pages. Two offerings, one workspace:

Benchmark & forecast

See what search, recommendations and media are worth before you change them.

Merchandiser Control

Pins, boosts, exclusions and mRoutes destinations, governed with full audit history.



+33% Attribution improvement SURFSTITCH

PILLAR 05 · AGENTIC COMMERCE & MCP

AI agents are the new storefront. We already run it.

When shoppers buy through ChatGPT, they see 2–4 products, not 200. The same engine that ranks your site answers the agent through MCP: governed, relevant and monetisable.

AI agent
ChatGPT · Claude
Gemini · retailer bot

PA MCP SERVER

search_products
get_recommendations
get_bundles

get_sponsored_results
list_ad_surfaces

get_price
get_competitor_beat_status

PA decisioning
ATS vector scores, policy, relevance floor, audit

Retailer commerce
checkout handoff, loyalty, final approval

20%
Of ChatGPT conversations show shopping intent
OPENAI

1,419
Brands already tested ChatGPT ads
SENSOR TOWER

2–4
Items visible to an agent, vs 24–200 on desktop
VIEWPORT ANALYSIS

Sample tool names from PA's published MCP description. Live execution is partner-authorised.

DISCOVERY IN CHAT
Transformer search answers conversational intent with in-stock, relevant products.

ADS THAT DO A JOB
Sponsored comparisons that answer the question, not banners that interrupt it.

PRICE AUTHORITY
Retailer-owned pricing. No agent override.

Your own AI assistant is only as good as the tools it can call.

External agents are one storefront; your own assistant and search box are the other. Shoppers ask one question and expect products, content, advice, service, places and the best price back together, so owned AI has to work across your whole headless commerce stack through one governed MCP tool layer, not six separate doors.

ONE QUESTION, ONE ROUND TRIP

> "55 inch TV for a bright room, delivered by Saturday, cheapest near me"

Products	`search_products`	Catalogue · ATS
Content	`search_content`	CMS / content index
Advice	`answer`	LLM, grounded on the tools
Service	`order_and_delivery`	Orders, delivery, support
Places	`store_stock`	Stores, stock, click & collect
Price	`get_price`	Price Beat, promotions

Back through one decisioning layer: relevance floor, merchandising, disclosed sponsored supply and margin applied before anything is shown.

Illustrative tool names. Your systems are exposed as tools; PA supplies decisioning and governance.

OWNED AI STILL NEEDS GOVERNANCE

One tool layer over the headless stack

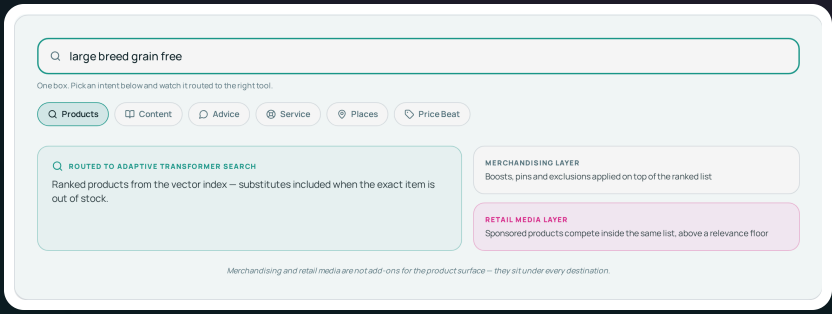
No bespoke integration per system for every assistant you build.

Same ranking, same rules as the site

Chat and the results page are two presentations of the same tools, not two products to reconcile.

Ready for any agent

The same MCP serves your own assistant and external agents.



Universal Search on particularaudience.com/platform/universal-search: one box, six destinations, one decisioning layer.

AGENTIC COMMERCE · AI DISCOVERY

Built to be found by AI agents.
We run it on our own site first.

Shoppers and buyers increasingly ask ChatGPT, Gemini and Perplexity before they ever reach a site. Our public site is set up so those assistants read the same facts a visitor sees, and we bring the same discipline to a retailer's catalogue.

01 · TALK

Public, read-only MCP server

Agents can call our platform, module and proof tools directly instead of scraping pages. Read-only, no customer data.

02 · INTRODUCE

/.well-known cards

Agent card, MCP server card and plugin manifest tell an assistant what the domain is and what it may do.

03 · SUMMARISE

llms.txt & agents.md

A curated map of products, proof, events and recognition, so a model starts from the right pages.

04 · PROVE

Crawler-ready pages + schema

Every product, case study and event page ships readable text and structured data matching what visitors see.

THE RULE WE HOLD OURSELVES TO

One source of truth. Page, crawler text, schema and agent files can't drift.

Automated checks fail the release if a claim on a page doesn't match what the agent-facing files say, so assistants never quote a stale or inflated number.

FOR RETAILERS · SEO / AEO / GEO

Same approach, applied to your catalogue

Long-Tail Landing Pages built from your catalogue, with structured product data, sitemaps and agent-readable answers. Answer-engine and generative-engine visibility, without keyword stuffing.

robots.txt · open to search & AI crawlers | sitemap.xml | JSON-LD: Organization, Product, FAQ, Event, Podcast | /.well-known/mcp.json | /.well-known/agent.json

Try it now: connect your AI assistant to our public MCP server

21 read-only tools in ChatGPT, Claude or Claude Code. No sign-in. **particularaudience.com/connect**

AGENTIC · PRICE MATCH FOR AI AGENTS

Price match is your biggest ticket queue. Your chatbot needs a policy engine, not a guess.

01 · CLAIM
"Competitor X has this TV for $899. Can you match?"

02 · EVIDENCE
Live competitor price, same SKU, approved competitor, in stock

03 · DECISION BUNDLE
Rule applied, price, rationale and audit ID, returned to the agent

04 · APPLY OR ESCALATE
✓ Approved · applied to cart
✕ Rejected · not like-for-like
↑ Escalated · above threshold

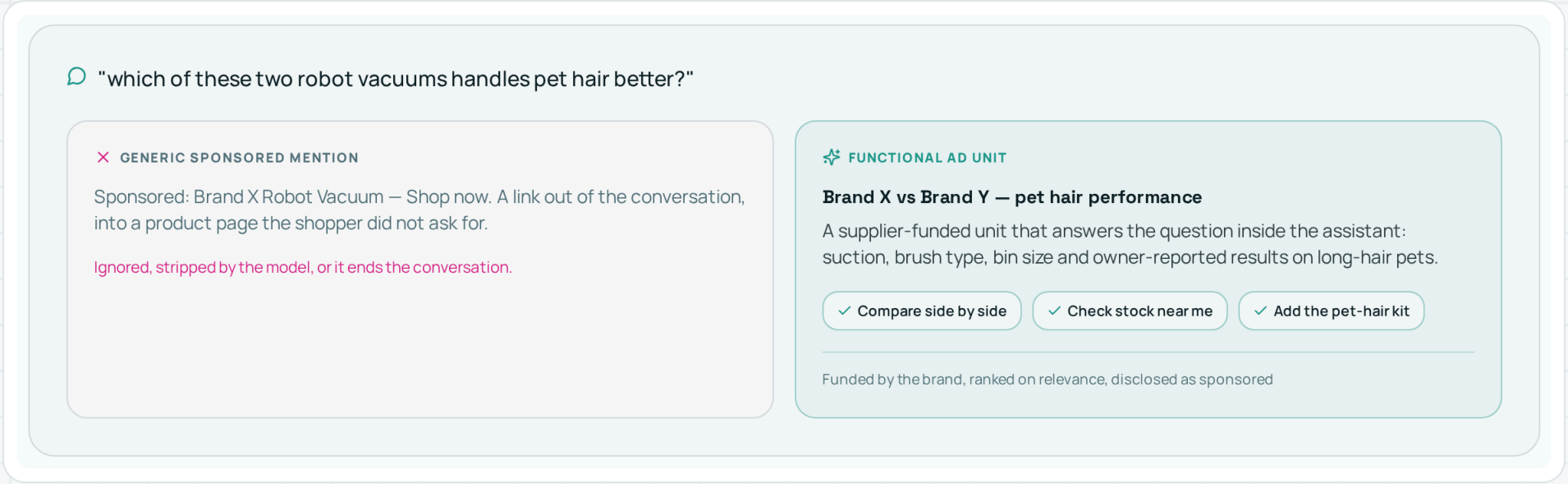
PARTICULAR AUDIENCE OWNS
Decisioning, evidence, rules, rationale, audit

THE RETAILER'S AGENT OWNS
Experience, cart execution, customer conversation, final approval

DISCOVERABLE BY AI · FUNCTIONAL AD UNITS IN CHAT

Make your catalogue the answer AI engines cite.

/.WELL-KNOWN/MCP.JSON · /LLMS.TXT · AGENTS.MD · OPENAPI.JSON · SCHEMA.ORG JSON-LD · ACP · UCP READY



A sponsored comparison that answers "which of these handles pet hair?": same relevance floor, same reporting as your site.

RECOGNITION

Named a Leader. Seen in Times Square. Shortlisted at The Wires 2026.

QKS GROUP SPARK MATRIX™ · Q2 2026

Named a Leader

Retail Media Network & Monetization Platform, evaluated on technology excellence and customer impact.

EXCHANGEWIRE · THE WIRES 2026

Shortlisted: Best Commerce Media Campaign

James Taylor in the top 15 for Ad Tech Personality of the Year 2026.

THE LEADING 100 · 2024

On the Nasdaq tower, Times Square

Recognised for AI-driven personalisation across ecommerce and retail media.

NRF 2025 · WITH FORRESTER

NRF Innovators Showcase

Selected for the Innovators Showcase at Retail's Big Show.

IAB SLOVENIA · TRENDI '26

On stage with Intersport

A retailer showcase of retail media in production.

PROGRAMMES

L'Oréal Beauty Tech Atelier

With HEC Paris & Station F. Also AWS FasTrack Academy ISV and Microsoft Retail Innovation Club.

ALSO

- Awin Power 100 (2024)
- Mayor of London · Grow London
- Investment NSW AI Representative
- Microsoft Startup (2019)
- Launch Festival 2018 · Best of Year One Finalist
- AIIA iAwards 2018 · AI/ML Innovation Finalist
- AIIA iAwards 2018 · Startup of the Year Finalist

START WITH ONE

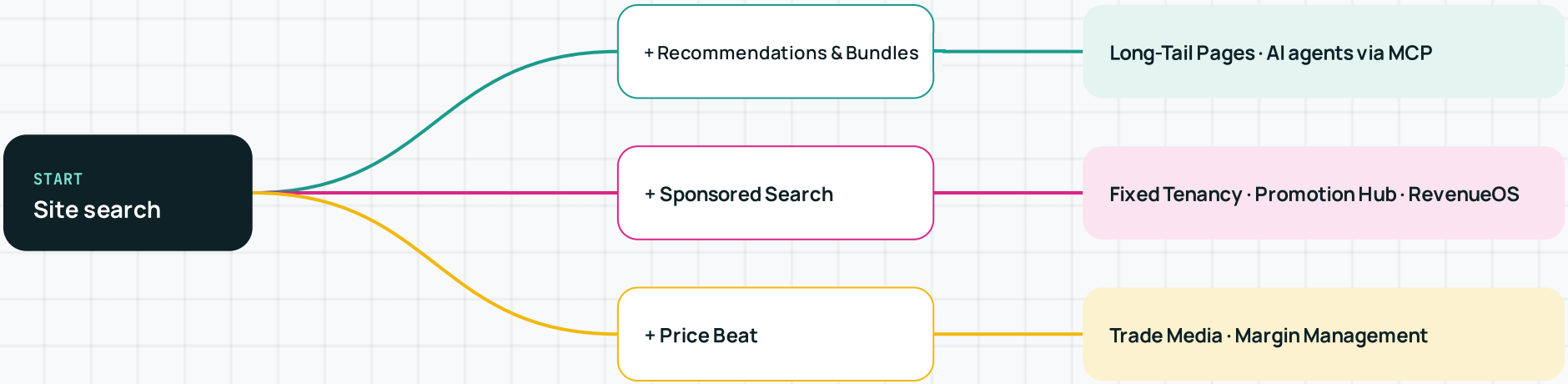
Bought one component at a time. Proven before it expands.

01
Choose a category
One surface, one problem.

02
Define value & policy
Your economics, your guardrails.

03
Compare outcomes
Against today's approach.

04
Expand deliberately
The engine is already in place.



5 wks
Signature to live, two brands
THE WAREHOUSE GROUP

5 wks
To prove brand growth on new retail media
INTERSPORT AUSTRIA

+8.0%
AOV, won every KPI head-to-head
SHOPIFY BIKES RETAILER

ON STAGE WITH THE INDUSTRY · 2026

We don’t just sell retail AI.
We run the room on it.



IAB EUROPE RETAIL MEDIA IMPACT SUMMIT · AMSTERDAM · 7 OCT 2026

AI in Retail Media Town Hall

James Taylor hosted Europe’s leading retail media networks, live-polling where AI really is in use today.

89	953	71%	4.7/5
participants	live contributions	engagement	session feedback



MUMBRELLA REMADE 2026 · SYDNEY · SEPTEMBER 2026

Retail Media is Eating Trade

“Sponsored products monetise the shelf. Sponsored promotions monetise the price.”

$200.4B	~$310B	~$875B	62%
retail media 2026 (WARC)	2030, PA directional	trade & shopper pool, est.	RM funding from trade + shopper

ALSO RECOGNISED

- **Leader** · QKS SPARK Matrix
- **Lead 100** · Nasdaq tower, Times Square
- **NRF Innovators** · supported by Forrester
- Podcast · **IAB Europe Retail Media Roundtable**

Ten moments on stage in one year.
Same message: own the ranking layer.

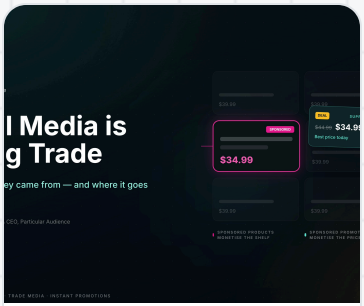
From Sydney to Cannes to Amsterdam, we hosted, keynoted and were interviewed about retail media, AI agents, incrementality and price as the next shelf. Recaps, slides and recordings are on particularaudience.com.



IAB EUROPE RMIS · AMSTERDAM

AI in Retail Media Town Hall

Host · 7 Oct 2026



MUMBRELLA REMADE · SYDNEY

Retail Media is Eating Trade

Keynote · Sep 2026



IAB UK GROWTH SUMMIT

Retail media growth

Talk · Beth Smith



CANNES LIONS · WITH IAB EUROPE

Leadership Breakfast

Host · 23 Jun 2026



CANNES · THAT'S WHAT I CALL MARKETING

The Cannes Sessions

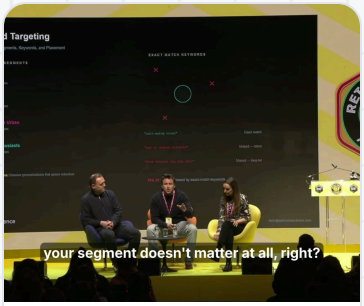
Interview · 25 Jun 2026



MAD//FEST LONDON

Retail Media Evolved stage

Keynote



MAD//NORTH

Segments to signals

Retail Media Stage · Feb 2026



RETAIL MEDIA X LONDON

Industry landscape findings

Panel



DUNNHUMBY RETAIL INNOVATION FORUM

What do consumers want?

James Taylor

INTERSPORT

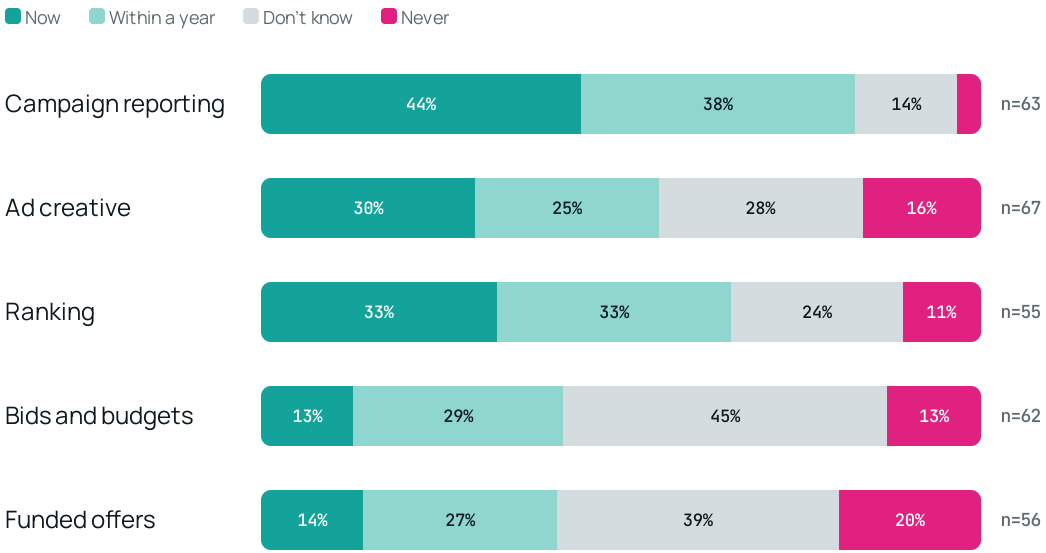
IAB SLOVENIA · TRENDI '26

Intersport showcase

On stage with Intersport

What Europe's retail media leaders will hand to AI — and what they won't.

"When would you delegate this decision to AI?"



Live-room polling, 7 Oct 2026; n per task 55–67. Self-selected audience — directional, not a market survey.

THE HEADLINE

83% would hand reporting to AI now or within a year.

Only **41%** say the same of supplier-funded offers — the decision closest to money.

What would increase trust in AI?

governance transparency accuracy guardrails proof ethics data results standards control

"The majority of RMNs are still not doing any kind of AI-backed search automation in their sponsored search."

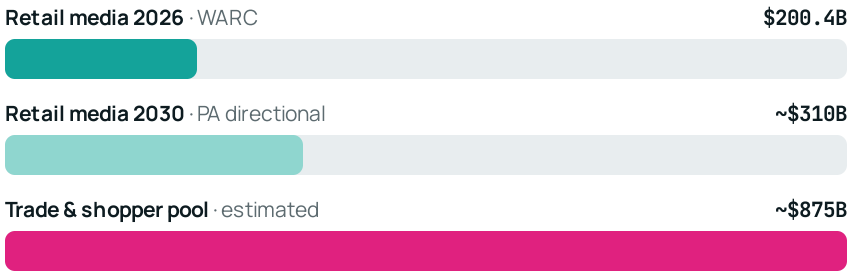
JAMES TAYLOR · IAB EUROPE PODCAST

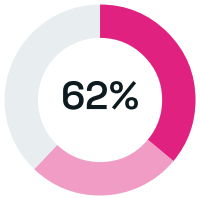
What it means for you: start AI where trust is already earned — governed ranking and reporting — and bring funded offers in with guardrails, holdouts and an audit trail. That's how Particular Audience is built.

INSIGHT · REMADE 2026 KEYNOTE

Retail media is eating trade. Price is the next shelf.

The pool retail media is eating is ~4× its size





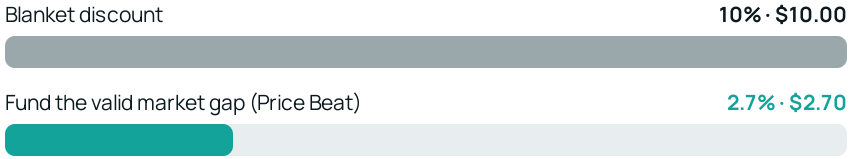
62% of retail-media funding came from trade (36%) and shopper (26%) budgets.

Forrester US survey via Digiday, Mar 2025.

WARC Aug 2026 ($200.4B). ~$310B is a PA directional planning case; ~$875B trade & shopper pool is an estimate, held flat.

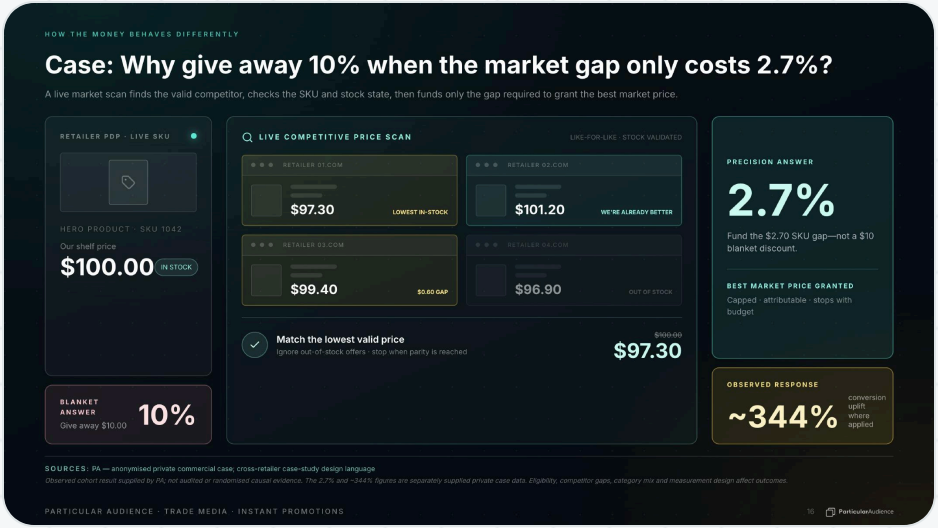
ANONYMISED PRIVATE CASE

Why give away 10% when the gap only costs 2.7%?



~344% observed cohort result

Observed cohort result, not audited or randomised causal evidence.



What it means for you: Trade Media turns supplier-funded price into a capped, attributable media product — sponsored promotions, not blanket markdowns.

NEXT STEP · 30 MINUTES

Bring one category.
Leave with a test design.

The team behind the IAB Europe Town Hall, the REmade keynote and a year of 2026 stages, from Cannes to MAD//Fest. Pick the conversation that matters most; we'll bring your numbers back modelled.

OPTION 01

Trade Media test

Size your supplier-funded price pool and design one capped, measured sponsored-promotion test.

OPTION 02

AI readiness benchmark

Compare your retail media AI use against the Town Hall room data, and where to delegate first.

OPTION 03

Search & AI discovery audit

How one category ranks today in your site search and in AI assistants, versus one engine for both.

Book a session · particularaudience.com/contact

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