ParticularAudience

MAD// North

Face the Future

RETAIL MEDIA STAGE

From Segments to Signals in Retail Media

AI, Machine Learning, and the closing gap between retail personalisation and media targeting.



James Taylor

CEO & Founder, Particular Audience



Beth Smith

VP Customer Success, Particular Audience



Dave Trolle

Marketing Director, Face The Future

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How Does Spotify Know You So Well?

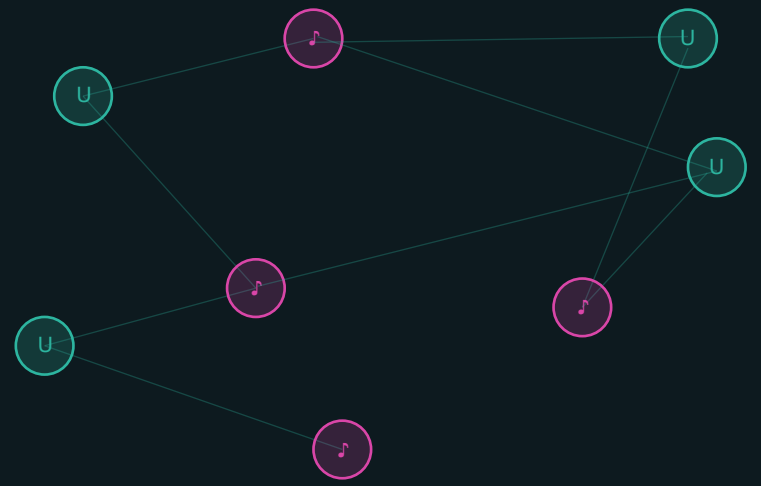
Speaker: James Taylor

NOW PLAYING

Your Daily Mix
Based on your signals

- Skips
- Replays
- Time of Day
- Correlations

COLLABORATIVE FILTERING



"They don't put you in a segment; they respond to your intent in real-time."

⚠ Old World Targeting

Speaker: Beth Smith — Segments, Keywords, and Placement

DEMOGRAPHIC SEGMENTS

Mums 25-40
Broad generalization

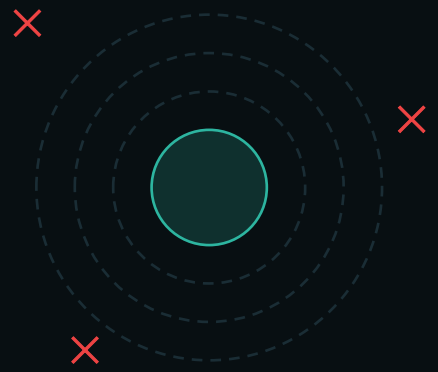
Males 18-34
Broad generalization

High-Income Urban
Broad generalization

Beauty Enthusiasts
Broad generalization

Fat Finger Solutions: Massive generalizations that ignore individual needs.

EXACT MATCH KEYWORDS



"anti-aging cream"	Exact match
"how to reduce wrinkles"	Missed — intent
"best routine for dry skin"	Missed — long-tail

75% of intent is missed by exact-match keywords.

✦ New World Targeting

Speaker: Beth Smith — Signals, Intent, and Inference

Song Prediction

Collaborative filtering learns what you'll love next

→ SAME ALGORITHM →

Item Prediction

Real-time signals infer what you need right now

=

REAL-TIME SIGNAL CAPTURE

Clicks

Product interactions

Dwell Time

Engagement depth

Basket Adds

Purchase intent

Semantic Search

Meaning, not keywords

*"The system learns what the user is trying to achieve **right now**, not who they were three months ago."*

✦ The Algorithms That Shape Our Digital Experiences

Speaker: James Taylor



Entertainment

What you watch, when you pause, what you skip



Dating

Who you swipe on, message patterns, preferences



Navigation

Where you go, time of day, route preferences



Commerce

What you browse, buy, return, and review

"Personalisation is just good prediction."

When Retail Media adopts this mindset, it stops feeling like intrusive advertising and starts feeling like a highly relevant service.

Case Study: Face the Future

With / Without Personalisation

Speakers: Dave Trolle & Beth Smith

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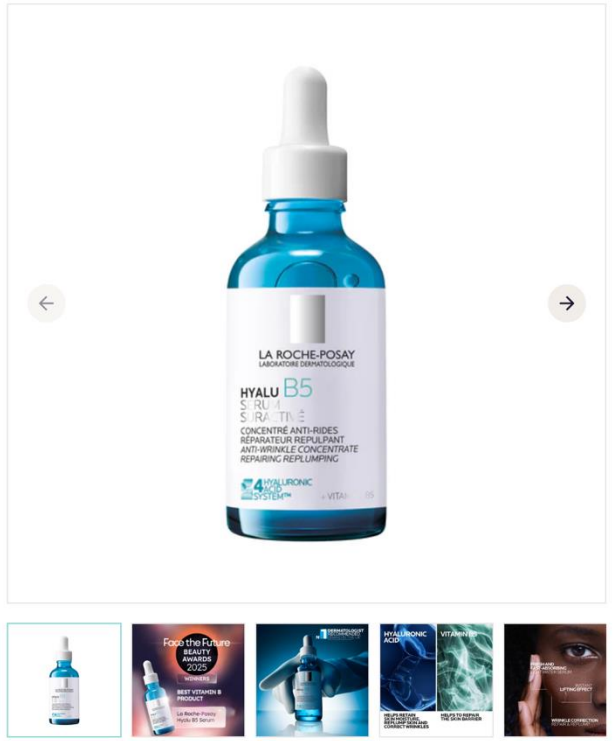

⚠ Bid-Only Auction vs. AI-Driven Relevance

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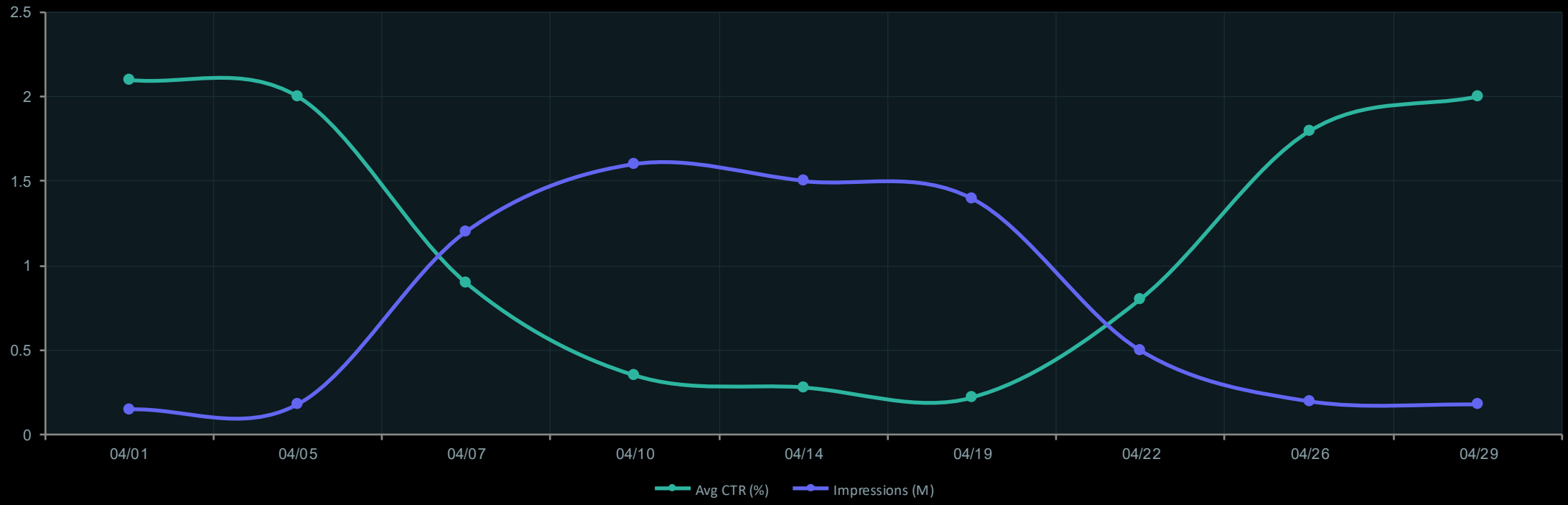
Sponsored Impact: A Cautionary Tale



Ad scale +9×

Retail media CTR -87.3%

Overall CTR -82.5% desktop -59.9% mobile

⚠ Bid-Only Auction vs. AI-Driven Relevance

Organic + Sponsored Impact

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TEST WIDGET PERFORMANCE — BIDDING ENABLED

Clicks	Sales
-44.72%	-55.62%

Sitewide AOV	Sitewide Units / Transaction	Sitewide Revenue / Visitor
-12.68%	-10.52%	-12.27%

Switching OFF Signal-led AI-Powered Relevance cratered performance across the board.

Changing the Mindset of Advertisers

Speakers: Dave Trolle & Beth Smith

If AI works so well, why are we still buying keywords?



Dave Trolle
Face The Future

"From a brand side, it's hard to let go of control. Advertisers like the 'comfort' of buying a specific keyword or audience segment because it's tangible and what we've known over recent years."

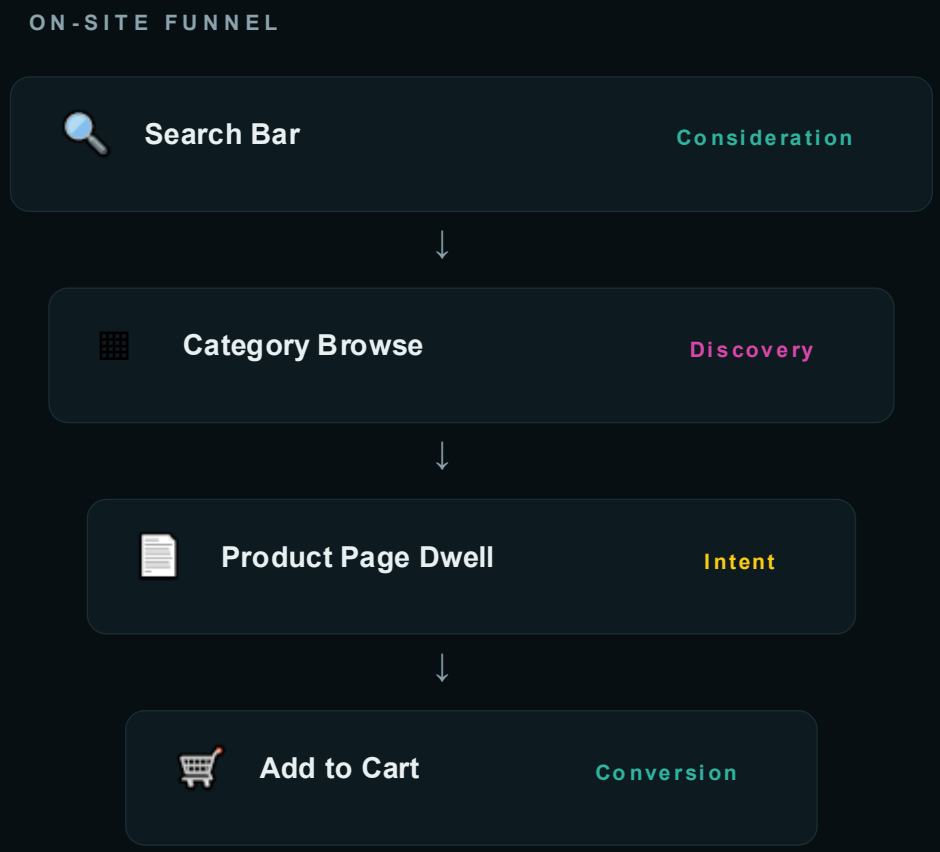


Beth Smith
Particular Audience

"Changing the mindset requires proving that 'black box' AI isn't actually a black box — it's just a faster, smarter way of processing thousands of data points at once."

⚡ Performant Automation at Scale

Speaker: James Taylor — The Full-Funnel On-Site Reality



THE GOLDEN OPPORTUNITY

When we predict intent accurately from first-party signals, we unlock performant automation at scale.

ParticularAudience

Thank You

Move from segments to signals. Come talk to us.



James Taylor

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Beth Smith

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Dave Trolle

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Full-Funnel Inventory Valuation

Build your own valuation

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