

BENCH®

For Retailers

Our expert Bench Services team and unique Bench Connect technology help retail marketers create highly effective digital campaigns through insights, data and market-leading strategy to keep you ahead of the curve.

50+
markets

35+
media integrations

2K+
campaigns



Unparalleled access to **retail data & partners:**

Why partner with Bench Media



Drive NEW customer acquisition

Access our data and tech partners to find new, high performing audiences that convert through multi-channels.



Diversify into other channels

Reimagine traditional channels online with proven results across TV, DOOH, Audio, Native, Social and Display.



Maximize your first party data

We utilise your customer and website data to inform media buying, minimise wastage and lower acquisition costs.



Understand the impact of brand channels on sales

We help measure and prove the impact of branding efforts on your performance media and business outcomes.



Ability to scale effectively and efficiently

We use data/targeting to buy ALL media and find new audiences in real-time with less wastage.



Real consolidated reporting and speedy decision making

The Bench Connect platform pulls all your campaign data into one place (even in-house campaigns) providing fully customisable real time reporting, helping you make better decisions, faster.



Agnostic access to partners

Our agnostic approach to partners and tech mean you can access and utilise our tried and tested retail partners, platforms and solutions.

Retailers partner with Bench to gain an edge over the competition and drive business results.

For more info contact accounts@benchmedia.com

See results we have driven for clients at benchmedia.com/case-studies

BENCH[®]

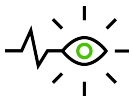
Bench understands **Retailer** needs:



How to find NEW customers cost effectively



How to scale current advertising efforts to harness growth



How to react to supply & demand changes with 'informed' speed & agility



How to build brand & trust digitally without impacting performance



How to create cut-through vs competitors

Some of our **Solutions**:

- ✓ First party data connectivity
- ✓ Acquisition through data
- ✓ Offline/Online measurement
- ✓ Custom Retail Solutions
- ✓ Acquisition through brand channels
- ✓ Dynamic retargeting

KOOKAÏ

jaycar

EPSON

UBISOFT

NOBODY
DENIM

GUESS

Panasonic

LYRE'S

*"Bench services and technology have helped build awareness for Lyre's Spirits among our target audiences internationally and drive traffic to our website. They have delivered outstanding results for us resulting in **30% increase in sales.**"*



Ashleigh Murray

Lyre's Spirits
Global SVP eCommerce

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