

# ¡Hola!

## Retail Media Forum



mercado  
ads








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Unlock real  
connections  
with LATAM's highest  
intent-driven audience.





We understand that achieving **high-impact marketing** objectives is becoming increasingly challenging

## Objetives

- 1  Reach More **Customers**
- 2  Build Brand **Awareness**
- 3  Increase **Traffic**
- 4  Increase **Sales and Conversion**
- 5  Increase Customer **Loyalty**

## Challenges allong the way

- 1  Low attention & fast changing consumers
- 2  **Standing** out in a crowded market with intense competition
- 3  **Brand Image Management** across multiple channels.
- 4  **Personalization vs. Massive**
- 5  **Efficiency & Measurement**

# The post-digital consumer

and the new importance of the point of sale in the purchase



## Informed consumer:

more researched purchases and less brand loyalty



**Product research,** review searches, social recommendations, and experiences at **both physical and digital points of sale.**



## Brands aligned with your values and needs

(3 to 5 brands that make it to your shortlist).



## Convenience:

Prefers quick and simple purchasing processes.



## Omnichannel & personalized:

Expects a consistent & personalized experience across all channels.

Consumers seek from BRANDS  
**point of sale**



Reputation



Recommendation



Visibility



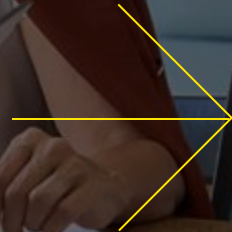
Access



Cost



# We are Mercado Ads





# Mercado Ads is the **#1 Retail Media** platform in Latin America

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A blurry, low-resolution photograph of a person in a yellow shirt and blue shorts running on a track. The person is in motion, and the background is out of focus. The year '1999' is overlaid in large, white, stylized text in the center of the image.

1999

# Driven by the power of the Most Powerful Company in Latin America

#100 TIME

Most influential

MOST INFLUENTIAL  
BRAND 2023

#2 FORTUNE

Changing the World

COMPANIES  
CHANGING THE  
WORLD 2023

#1

MEDIA  
REACTIONS  
2023

TOP MEDIA BRAND  
LATAM

#57

KANTAR BRANDZ

MOST VALUABLE  
BRANDS 2024







# TOP OF MIND

WE ARE ONE OF THE LARGEST E-COMMERCE IN THE

WORLD

Unique Merchants **+200K**



**+3,9 M** Unique Buyers

Visits a Week **+27M**



**+3,6M** Posted Products

Shipped Packages a Week **+700K**



**+1,2M** Sold Units a Week



TODAY, 1 OUT OF 2 PACKAGES SOLD IN CHILE OVER THE INTERNET ARE MELI TRANSACTION

# RETAIL MEDIA will Keep Growing

Growth Curve Trend in the USA

# What About Benchmark **MARKETS**?

# What about LATAM?

## RETAIL MEDIA is the fastest growing digital advertising platform in Latin America

■ Expenditure on Retail Media Advertising

● % Total Investment in Digital Advertising

■ Billions

Source: Retail Media Trends 2024 Emarketer

In **Chile**, and all Around  
Latam, Opportunities are  
**UNIQUE**  
**& REAL**

Why is Retail Media the  
**the third wave**  
of digital advertising?



# The third wave of digital advertising is gaining momentum and speed

USA: Time to go from  
**\$1.000M to \$30.000M**  
**USD**

Search

\$300

\$250

\$200

\$150

\$100

US net ad revenues in billions

2002 2003 2004 2005 2006 2007 2008 2009 2010 2011 2012 2013 2014 2015 2016 2017 2018 2019 2020 2021 2022 2023 2024

3

changes in  
**Buyer habits**



# Who bought

A product during this **Cyber**?

① Changes in the way they **search**

# Marketplaces are the new search

|Search in Mercado Libre



0/10

**searches**  
start on an e-  
commerce  
platform

Changes In How People Buy

# e-Commerce has grown at an extremely fast pace

eCommerce Sales in LATAM

Who didn't know exactly which  
**brand**  
they were going to buy?



### ③ Changes in the way they **choose brands**

People come to marketplaces to make their purchasing decisions.

0/10

**Searches**  
are generic,  
without a  
specific brand.

# 3 **Changes** in the way brands invest



① We need to optimize the **audiences**.

# Reach with **real Impact**

With millions of searches, purchases, transfers, and payments within our ecosystem, **Mercado Ads** has billions of shopping, payment & entertainment signals to **help connect your brand with the right customers**, at the right time, in brand-safe contextualized placements.



**+54** purchases  
per second



**56.6M** million  
buyers



**+344** transactions  
per second



**+52M** million unique  
fintech users

# Branding or Performance strategies?

② We need to optimize your **strategies**

# It's all about the Journey

Kantar | Metalearning Ecosistema 2022

 **Awareness**



**+167%**

Online ad Awareness

 **Consideration**

**+400%**

Brand Favorability

 **Purchase**

**+447%**

Purchase Intent

## ② Build **Brand Awareness**

With Mercado Ads, become top of mind with potential customers when they begin to consider purchase decisions. **KANTAR**



### **High attention Users:**

"Retail Media captures significant consumer attention and generates the **highest ad equity** among online channels.



### **Brand Impact across the full consumer journey**

**+167%** Ad Awareness  
**+400%** Brand Favorability  
**+447%** Purchase Intent

Kantar vs. digital media norm



**8 out of 10** product searches start in Mercado Libre and **7 out of 10** are unbranded searches.



**Higher Ad Equity vs. industry**  
**#1 site for receiving advertising.**  
Ads are perceived as relevant, useful, trustworthy, and high-quality.


Kantar Media Reactions 2023



# Is demographic segmentation enough to reach **new buyers?**

# Not Only Reach: Our First-Party & transactional Data takes your reach to the next level


**We Know**





**Woman**


Is a **gamer**


Visited the official store of a **sports brand** and bought a product


Clicked on a **skincare** brand ad 


Is a **beauty lover** 


Buys **kitchen articles** every 3 months 





Searched for **running shoes** 


Has high **buying power** 

Went to the movies last week and paid with **Mercado Pago** 



Pays with a specific credit card bank 

Searched for a **smartphone** in the last 30 days 

Bought **sunscreen** in the last 2 months 

# No, it's not enough.

③ We need **high-quality data** and **actionable information**.

Retail Media

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Is driven by  
unique

First  
Party Data

# My Journey...



¿And how can I use this  
**first party data**  
to enhance my **marketing strategy**?



# Boost your impact through **repeated actions** with Mercado Ads DSP

100% CUSTOMIZABLE AUDIENCES



## Keyword Search

Create target audiences using segmentation based on selected keywords related to your products.



## Interactions with brands

Segment based on interactions with brands, including views, visits, cart additions, and purchases.



## Official Stores

Create personalized audiences from those who visited or purchased at your official store.



## Interactions with Products

Segment based on product interactions to reach those who have viewed, visited, added to cart, or purchased products.



## Campaign Remarketing

Create new campaigns targeted at audiences that have interacted with your previous campaigns, either by clicking or viewing them.



So, brands are also changing the way they invest. ➔

# 1

They need to optimize their audiences

# 2

They need to optimize their strategies



# 3

Need for high-quality data and actionable information

We also  
**change**  
we improve

# Why Mercado Ads to empower your brand?

## Branding + Performance

RETAIL MEDIA FORUM



Millions Of  
Potential  
Clients With  
Purchase  
Intent



56.6

millones de  
**compradores**

MERCADO ADS



Higher consideration  
when impacting  
users in the  
discovery phase.



+400%

Brand  
Favorability  
vs. other media



Contextual  
Placements  
To Engage First-  
Party  
Transactional  
Audiences.



**Targeting  
combinations**  
in customized  
audiences



Unique Insights &  
Measurement



Unique  
Insights



Highest  
ecommerce sales  
speed in Latam



+54

Sales per  
second



Strongest Ad  
Performance



+2.5

**X** Return  
investment  
vs. Industry.



High Impact  
On Sales



+36

%  
increase in sales  
with Product Ads

## Our Ad Products

# Everywhere you want your brand to be.

Our ad solutions help your brand connect with shoppers at key moments through engaging campaigns, ensuring your ad reaches the right audience through insights available only in Mercado Ads

Display Ads

Video Ads

Search Ads



# +0x

Conversion in users who have been exposed to all our full-funnel solutions

**Measurement  
Hub**  
KANTAR



**Cobrandings**



**First Party  
Audiences  
Display, Video  
& Search**

**Creative Hub  
Brand Lab &  
Creative  
Sessions**



**Spectacular  
Out Of  
Home**



**Full Funnel  
Solutions**

Display, Video &  
Search

**Cooperative**



**Mercado  
Ads  
Platform x  
Objetivo**



**Industry  
Recognitio  
n Program**





What are you  
**Waiting for?**

iTthan

k

you!



mercado  
ads