

Mass Merchant & Department Stores

Turn promotional scale, retail media and content complexity into a coordinated growth engine.

 **MUNVO** × **ARiSTiD**



INDEPENDENT INDUSTRY SIGNALS



89%

of surveyed U.S. holiday shoppers planned to seek deals in 2025; 49% planned to wait for offers.[1]



\$63.4B

in U.S. commerce-media revenue in 2025, up 18% year over year.[2]



5x+

content-demand growth expected through 2027 by 71% of surveyed marketers.[3]

THE BUSINESS PROBLEM

Mass merchants must create more deal-led, channel-specific content while protecting margin, speed and consistency across huge assortments and store networks.



Fragmented economics:

Promotional spend, creative cost, vendor funding, media revenue and campaign performance are often managed in separate processes and systems.



Execution leakage:

Late price changes, duplicate production, manual approvals and inconsistent versions create cost, delay and customer-facing errors.

OUTCOME POTENTIAL | Munvo retail promotion opportunity ranges



30–75%

potential reduction in production costs



40–60%

potentially faster campaign deployment



25–40%

potential reduction in manual workflows

Screening benchmarks, not guaranteed results. Munvo validates the addressable range against current spend, cycle time, workflow, technology and adoption readiness.

HOW MUNVO CREATES VALUE



01

DIAGNOSE

Baseline cost, cycle time, pain points, maturity and value.



02

REDESIGN

Define the operating model, workflows, governance and KPIs.



03

ENABLE

Select, implement and integrate the right technology.



04

SCALE

Pilot, adopt, roll out, operate and continuously optimize.

PRIORITY MUNVO ENGAGEMENTS



Promotion-operations assessment and business case: quantify cost-to-serve, cycle time, rework, agency dependency and the highest-value automation opportunities.



Future-state operating model: align merchandising, marketing, creative, e-commerce, media and store teams around one governed offer and content lifecycle.



Composable implementation and measurement: connect product, price, inventory, content, customer and media data; pilot priority journeys; scale what proves value.



TECHNOLOGY FOLLOWS THE CHALLENGE

If promotional production and localization are the constraint, ARiSTiD may be the right execution layer. If work management, content, customer decisioning or activation is the constraint, Munvo can apply Adobe, Salesforce, SAS, HCL Unica, Redpoint or other ecosystem capabilities — integrated with the retailer's existing PIM, DAM, pricing, inventory, commerce and media platforms.

MEASURE FROM DAY ONE | production cost • campaign cycle time • rework and errors • localization throughput • commerce-media ROI

SOURCES: [1] Deloitte 2025 Holiday Survey | [2] IAB/PwC 2025 Ad Revenue | [3] Adobe Content Demand | [4] Munvo Retail Benchmarks