

SPARC Vertical Package - Retail/CPG

SPARC, powered by Nativo Predictive Audiences, drives high-quality traffic to your brand destination with content-like ad formats, boosting post-click engagement.

Activate Off-the-Shelf Audiences pre-bundled for retail/CPG brands today!

5.6b+

Monthly avails for retail engagers

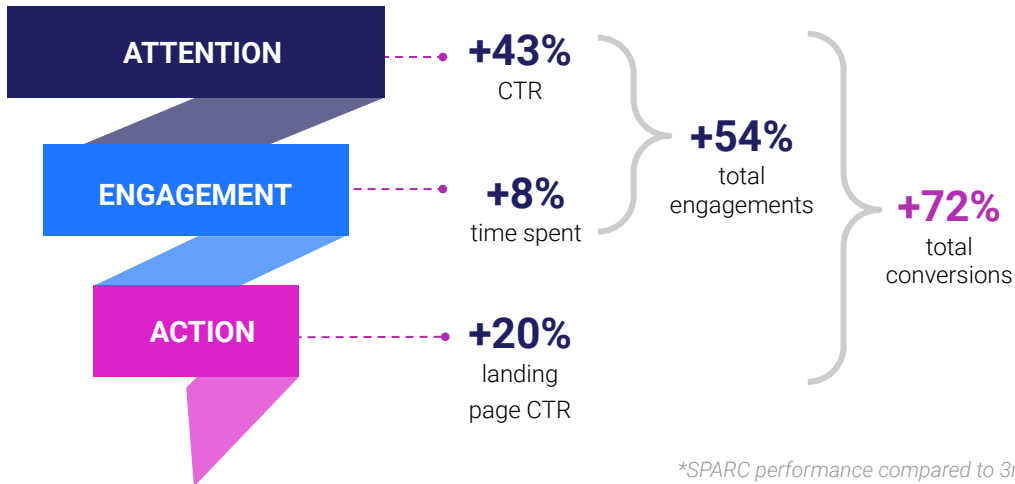
60%

Increase in CTR for retail brands using SPARC OTS Audiences

80%

Greater reach compared to only cookie environments

LIFT FULL-FUNNEL PERFORMANCE TO DRIVE CONVERSIONS



**SPARC performance compared to 3rd party cookies (Nativo Data, 2024)*

SCALE ACROSS PREMIUM SITES



CUSTOMIZE ACTIVATION OPTIONS

- **Formats** - Native Article, Native Display, Native Video, Outstream Video, Stories
- **Devices** - desktop, tablet, mobile- web & in-app
- **Buying** - Programmatic, PMP, managed service