



OPTIMO

by *Superdrug* ☆

THE MARKETING EFFECTIVENESS ENGINE

A.S. Watson

Your retail media team



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Access one of the UK's largest Health & Beauty retail networks



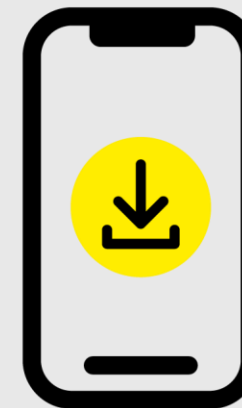
800
stores

across the UK

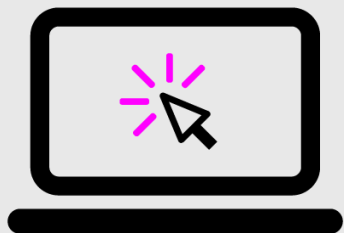


20 million

visits per
year to
Superdrug
stores



30%
of all .com
Sales **via app**



+150
million

visits to .com
each year



80%

of traffic
on mobile



18.1
million



Superdrug
Health & Beauty
card members

Access one of the UK's largest Health & Beauty retail networks

Superdrug ☆

Superdrug is one of the most iconic, and successful brands on the high street.

Why Optimo?



**High-impact,
high-reach retail**

Tap into Superdrug's scale, with **800 stores, millions of weekly shoppers and unique in-store media.**



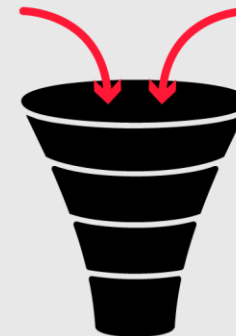
**First-party data
at real scale**

Access one of the UK's richest health and beauty datasets, with over **19 million active Health & Beauty card members.**



**Closed-loop measurement
that proves effectiveness**

Go beyond traditional media metrics with full sales attribution from in house insights.



**Full-funnel visibility
Across every touchpoint**

Track and influence the entire customer journey, from awareness to purchase, all within **one connected ecosystem.**

Customer insights



“

Living and breathing that Superdrug feeling



“

Superdrug's my **go-to store**, for everything I need and more!



“

I know **what's hot in beauty** (and hopefully it's me!)



“

The **products I buy show I care**, quality at a price that's fair!



“

Looking for something **a cut above**, Superdrug's got the brands I love!

Optimo Media



POP-IN
TREATMENTS
THREADING
BROWS
LASH
NAILS
PIERCING

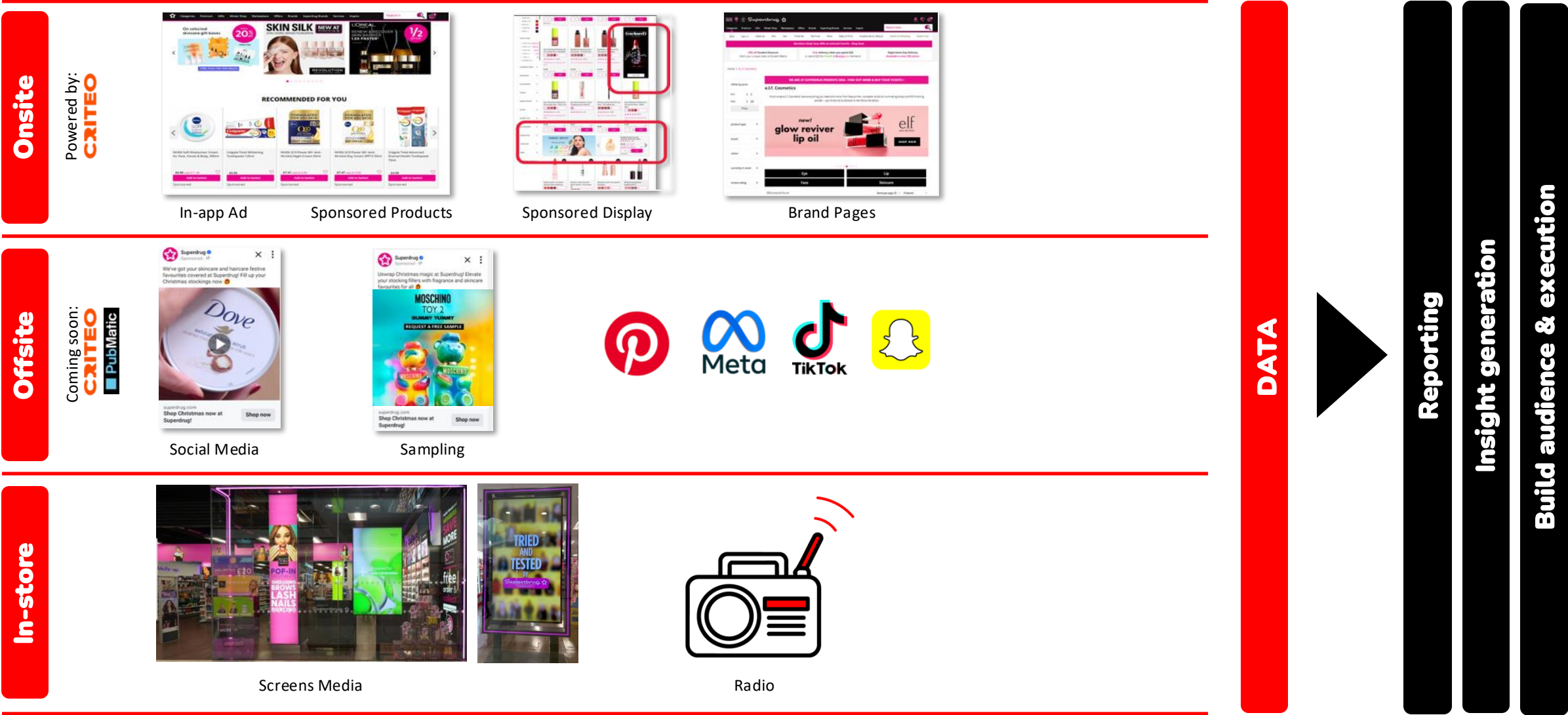


Part of
Superdrug ☆

MEMBERS
SAVE
MORE

SHOP 24/7

Our omnichannel RM offering – All the bases covered for a truly connected experience



Connecting to audiences

INSIGHTS

- Shopper behaviour insights
- Product performance insights
- Cross-channel marketing performance

AUDIENCES



Offsite



Onsite



Instore

MEASUREMENT

- Transaction Data
- PCA's
- MMM
- Brand Lift Study (external & internal)

Fuelling

End-to-end tailoring



Planning

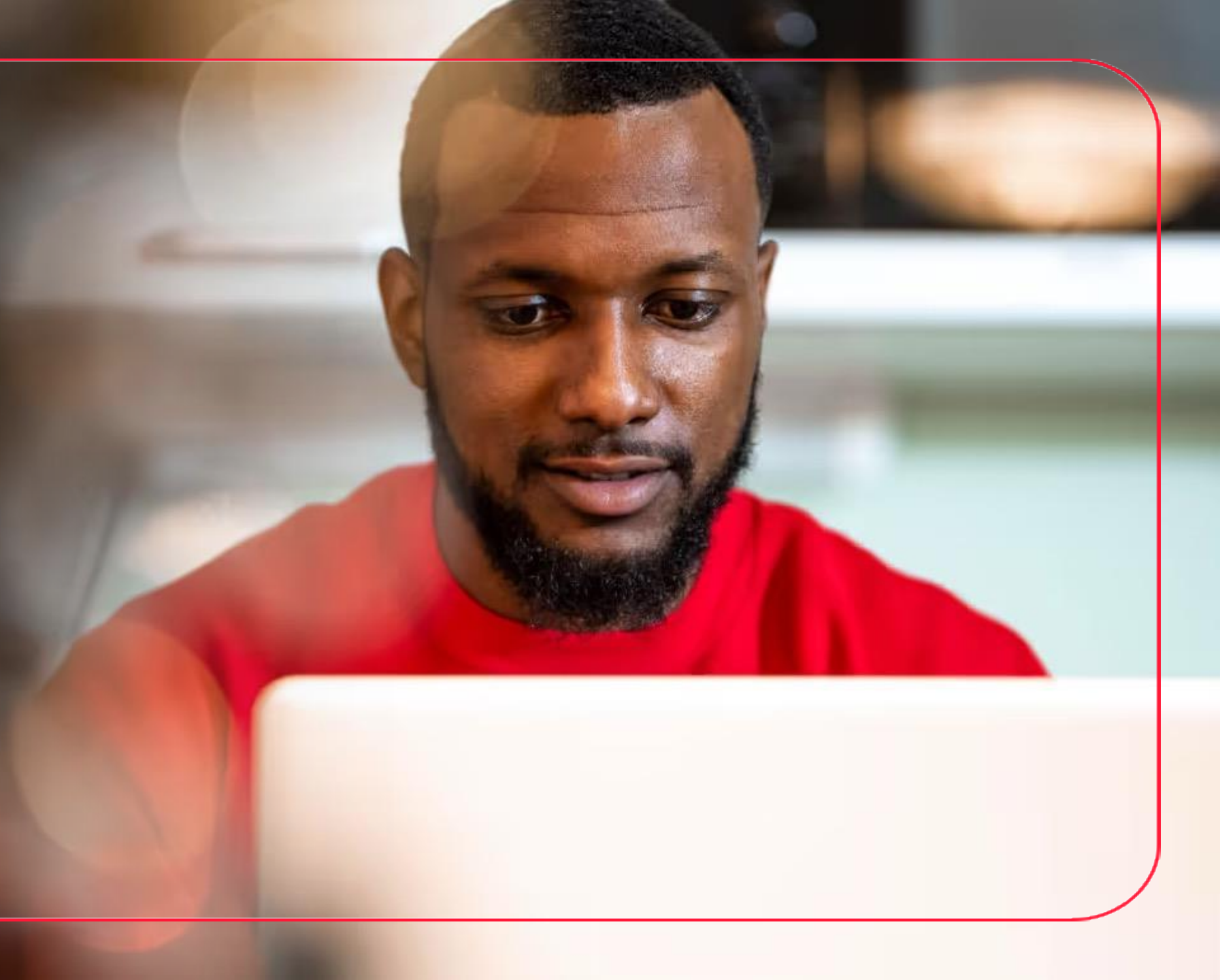


Executing



Reporting

Onsite Media



Retail Media vs JBP

<i>DISPLAY PLACEMENT</i>	<i>JBP</i>	<i>RETAIL MEDIA via Criteo</i>
Homepage Goldspot	Included	Not Included
Homepage Grids	Included	Included
Category Pages	Not Included	Included
Homepage Takeover	Included	Not Included
Keyword Search Page	Not Included	Included
Merchandise	Not Included	Included

Driving conversions via **CRITEO** on Superdrug.com

DISPLAY ADS

Advanced targeting used to deliver **personalised banners** on strategic site locations.

Maximises visibility, engagement and **increasing awareness.**

SPONSORED PRODUCT PLACEMENT

Entices shoppers to **click through** and **purchase.**

Sponsored products appear on the **first, second and third slot** on our first row of the product listing.

INTEGRATED ONSITE ADS

Combines sponsored products and **display ads.**

Creates a **unified approach** when **building awareness** and **driving sales** onsite.

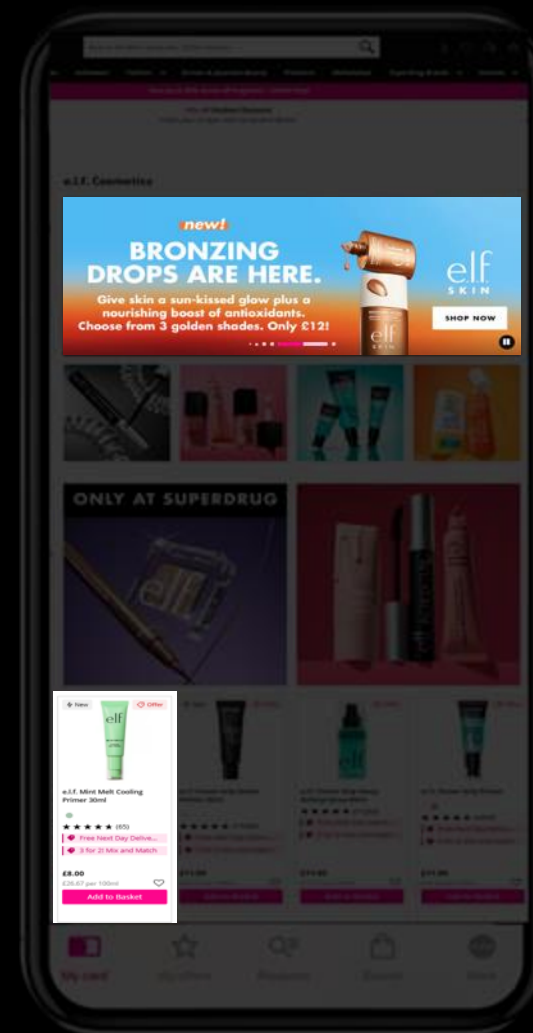
Min £5,000 per month

Investment for managed service
Display Ads on an auction CPM buying model
Sponsored product ads on a fixed CPC buying model

CRITEO

Display Ad

Sponsored Product Ad



Measuring



Only available via
Optimo Retail
Media

Standard Metrics

Impressions

ROAS

Online Sales

Units Sold

New to Brand Sales

Share of Voice

Category Penetration

Get all the standard media & sales information related to your activations directly into our Platform

Advanced Metrics

Offline Sales

New To Brand

% Of New To Category Shoppers

Trade Up

Repeat Purchase

Incremental Purchase

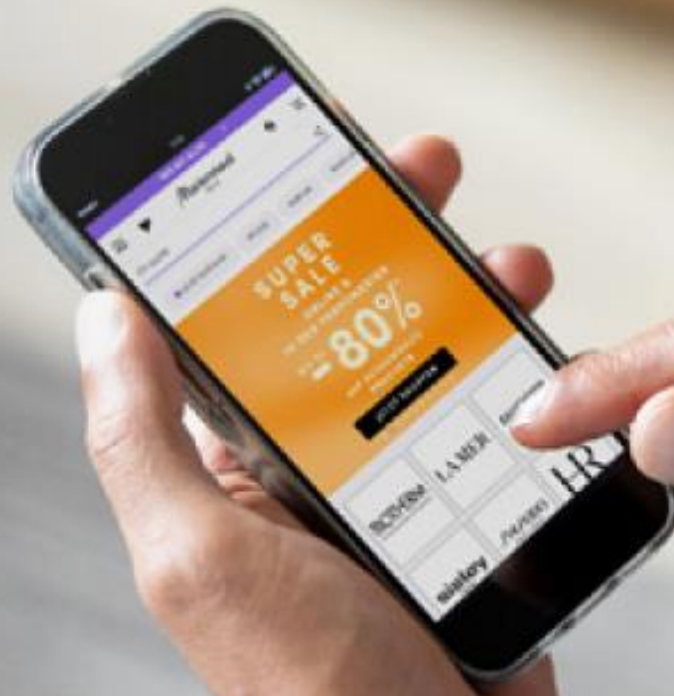
Increased Basket Size

*SKU Level Reporting

Close the loop on your campaign with additional data that allows you to better understand performance and optimise future investments

*Criteo Only

Offsite Media



Creating brand awareness

Min spend of £10K per month
per platform

Target Superdrug's audience

PLATFORMS



theTradeDesk

CRITEO // COMMERCE-MAX

PubMatic

TARGETING

Site tag & CRM
audiences for laser
targeting

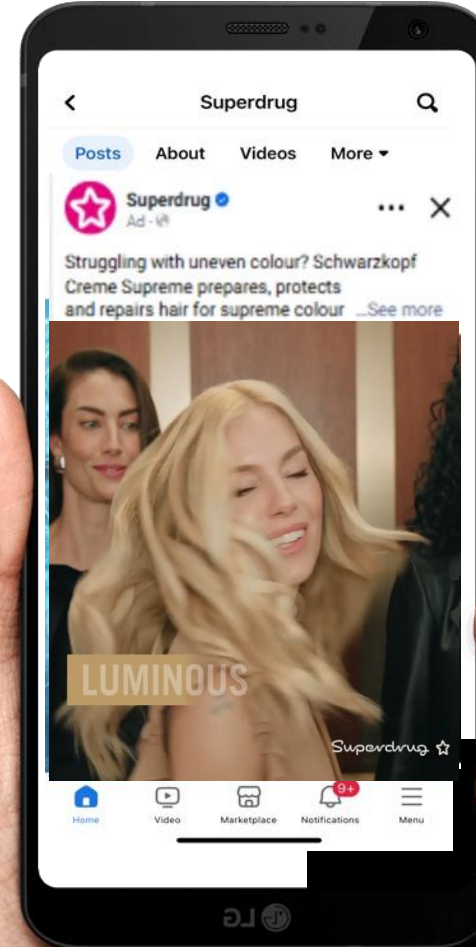
Lookalike audience to
drive relevance at scale

Audiences can be as
wide or niche



Objective:

Drive awareness and traffic to superdrug.com through
multiple platforms and targeting make-up



FORMATS

Video

Awareness solutions to drive
new products or complement traditional
media plans

Static

Consideration-stage, drives
traffic to product pages

DPA's

Products pulled directly from the feed
and served on a carousel

Collection ad's

Mobile first for a seamless browse

Cost: Variable CPM's depending on format

Data driven sampling – Trial without the error

Use our 1PD to activate sampling campaigns across social media and have your product delivered to the homes of your target audience.



SAMPLE AD

Sees ad, clicks to request a sample



DETAILS

Enters details into microsite or app-native form



CONFIRMATION

Email confirms acceptance and intros further content



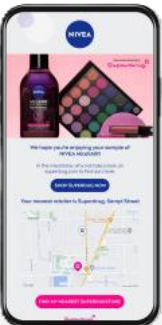
PRE-DELIVERY

2nd email confirms sample shipped, pushes message



DELIVERY

Sample delivered in sustainable packaging with clear CTA to driver further engagement



SALES

Sales email drives purchase via SD. Online or stores



REVIEW

Review email to invite feedback on the experience



SURVEY

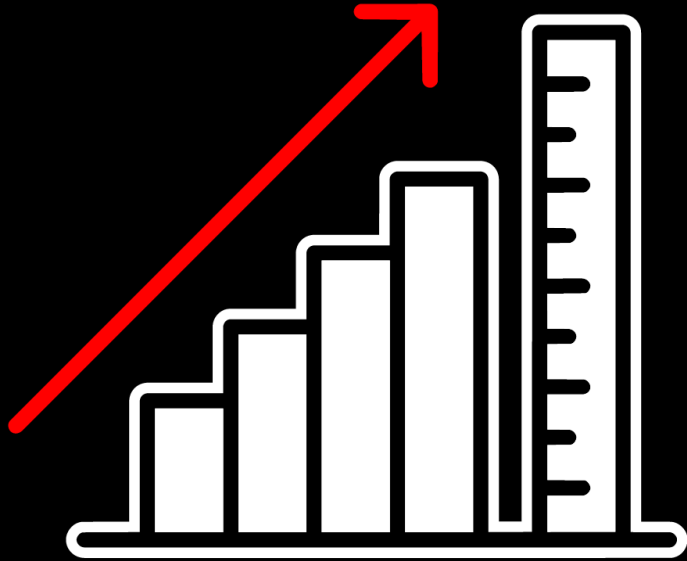
Bespoke survey to capture additional data and feedback



COMPLETE

Completion page, pushing purchase

Measurement



1.



STANDARD CAMPAIGN DELIVERY REPORT

Get all the standard media & sales information related to your activations directly into our platform.

2.



ADVANCED CAMPAIGN REPORTS

Close the loop on your campaign with additional data linked to your campaigns to understand better your performance and optimise your future investments.

In-store Media Screens



In-store displays that demand attention



WINDOWS

**Stand out in high footfall areas
in our most premium stores**

- Prime placement catching high footfall
- Perfect for all categories
- 75" portrait high bright screens

BEAUTY PLAYGROUND

**Own the aisle with Superdrug's
Next Gen interactive experience**

- 4 BP Screens sold as 1
- Perfect for same or cross category targeting
- High purchase intent space
- 43" portrait high bright screens

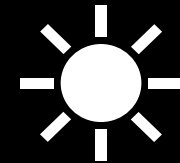
**Be as contextual
as you like**



Run standard ads tailored
to customer journey



Advanced personalisation
to resonate with the customer.
E.g. Location



Weather/seasonal activation
to drive relevancy

Gondola end takeovers

With discounts and bundles available for longer term booking



Gondola end dress up

Gain standout visibility in our highest footfall, premium stores

- 28 Beauty Playground stores
- 1x gondola end dress up per store
- The first Gondola closest to the entrance
- Incremental spend depending on the dress up

Screens & End Caps

Maximise visibility with prime product positioning

- 1x BP 24" landscape screens per store
- 1x end cap underneath the 24" screen
- 3x shelves to place the products on
- Have multiple creatives on rotation
- Incremental spend from the rate card

Screens rate card

With discounts and bundles available for longer term booking

- Rate is per store
- Minimum 4-week flight time

	WINDOW	BEAUTY PLAYGROUND	MAKEUP	FRAGRANCE	END CAP
Rate	£100 pw	£200 pw	£200 pw	£200 pw	£400 pw
Screens	1x 75"/55" screen	4x 43"screens & 4x 24" screens	2x 75"/55" screen	2x 75"/55" screen	3 x 3 shelves
Volume	49	224	10	33	84
No. Stores	39	28	4	17	28

We are continuing with the screens roll out and the number of screens may vary

Unlocking deeper insights with instore screens

Go beyond media metrics to understand the deeper impact of your campaigns



STANDARD

i.e campaign reporting

Delivered 4-week post campaign
Included in media package

- Store level sales metrics
- Estimated impression volume calculated from instore foot traffic
- Share of voice
- Proof of play



INTERMEDIATE

i.e campaign reporting & insights

Delivered 4-week post campaign
£20,000

- Standard measurement
- Category penetration
- New Member Acquisition
- Loyalty member acquisition

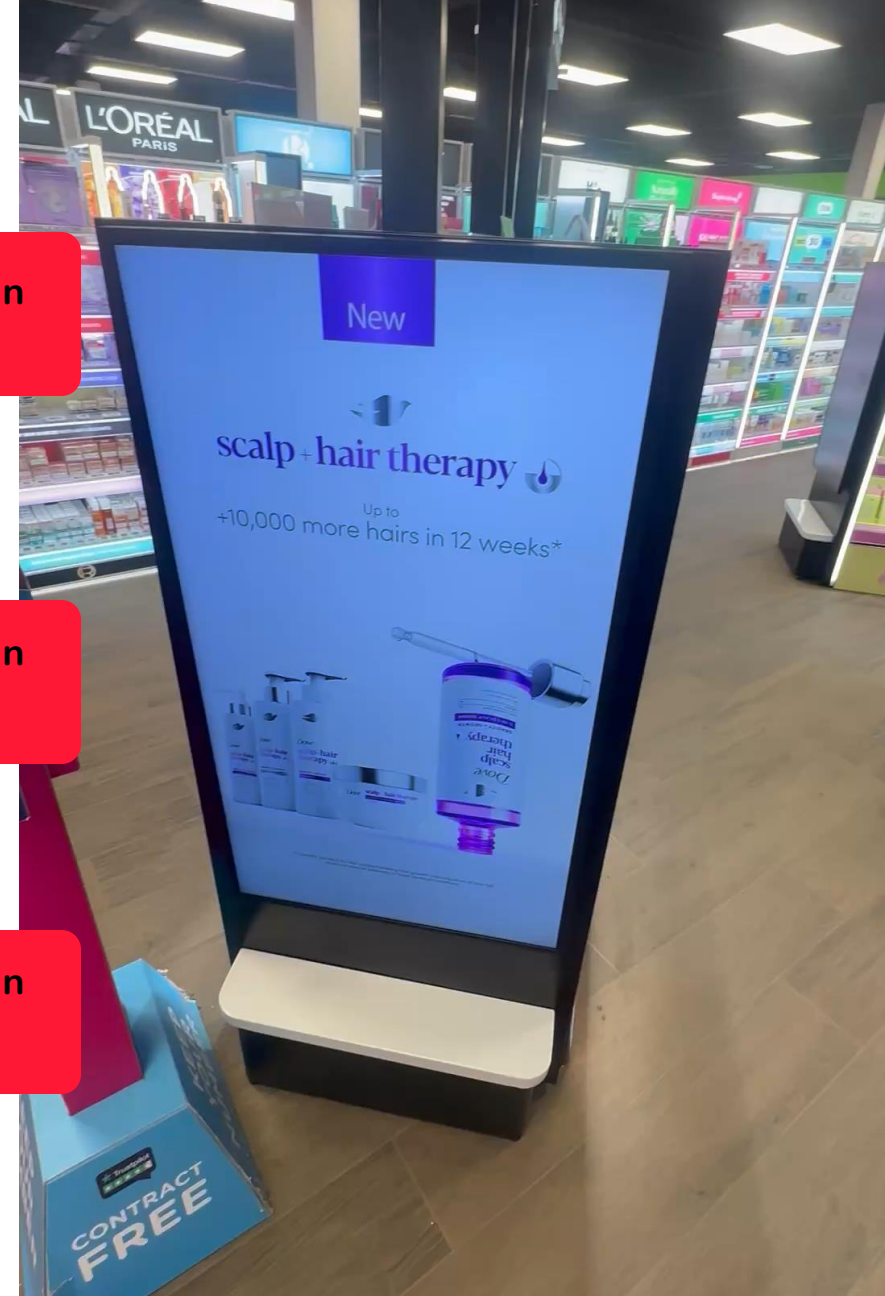


ADVANCED

i.e campaign reporting & insights

Delivered 4-week post campaign
£40,000

- Standard measurement
- Intermediate measurement
- Customer profile
- Shopper missions
- Promotional participation



Case studies

Recent screens & end cap campaign performance (E3 2026)

The featured product performed very strongly.

Clear increase in sales when comparing during and pre campaign flight time.

Net revenue rose by

+1,801%

showing exceptional spike during flight time.

Units sold increased by

+3,886%

meaning the campaign drove high demand.



In-store Media Radio



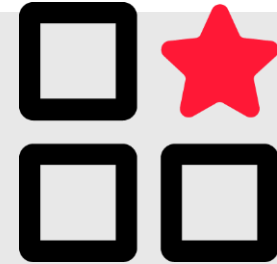
Healthcare
Nurse Clinic
Healthcare



POWERFUL RETAIL MEDIA CHANNEL

Superdrug Radio
is a unique audio channel.

Designed to **influence impulse
purchasers
with buying intent.**



DISTINCT FROM TRADITIONAL RADIO

Our radio is not traditional
radio, but a point-of-purchase
advertising opportunity.

We're solving what traditional radio can't:
Influence at the point of purchase.

Why Superdrug Radio?



FOOTFALL

Our daily & weekly
footfall across

800
stores

exceeds any single
UK commercial radio
station's average
listenership.

Superdrug
attracts

3.5
million

weekly shoppers
across
UK
& Ireland stores.



COVERAGE

Superdrug radio
is on air in

99%
of our
stores



Instore Radio Rates

With discounts and bundles available for longer term booking

- Rate for all 800 stores
- Minimum 4-week flight time



BRONZE

Ad plays once every hour

£16,500 per month

£4,125 per week

4 – week minimum run time

800 stores



SILVER

Ad plays once every 30 minutes

£21,750 per month

£7,250 per week

4 – week minimum run time

800 stores



GOLD

Ad plays once every 20 minutes

£27,000 per month

£9,000 per week

4 – week minimum run time

800 stores

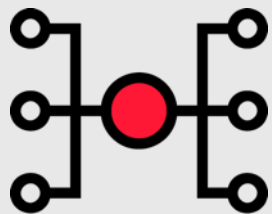
Gold ad delivery capacity ★★ ★



A single ad that plays once every 20 minutes gets **30 ad spots per day, per store.**



A single brand ad plays **24,000 ad spots per day** across our UK & Ireland stores.



Every week a brand's ad plays **168,000 times** across all stores.



A brand's ad plays **720,000+ times** across all stores per month.



Bespoke In-Store Radio Activations

Presenter Product Testing
per store.

Presenter-led Native Ad

- £7000 per activation
- 4-week maximum flight time

Playlist Sponsorships

Launch Day Exclusives



Case studies

Recent audio campaign performance (February 2026)

The featured product performed very strongly.

Clearly **outperforming** both the **brand** and the **category**.

Net revenue rose by

+12.5%

showing strong value growth.

Units sold increased by

+21.8%

meaning the campaign successfully drove real demand.



Access one of the UK's largest Health & Beauty retail networks

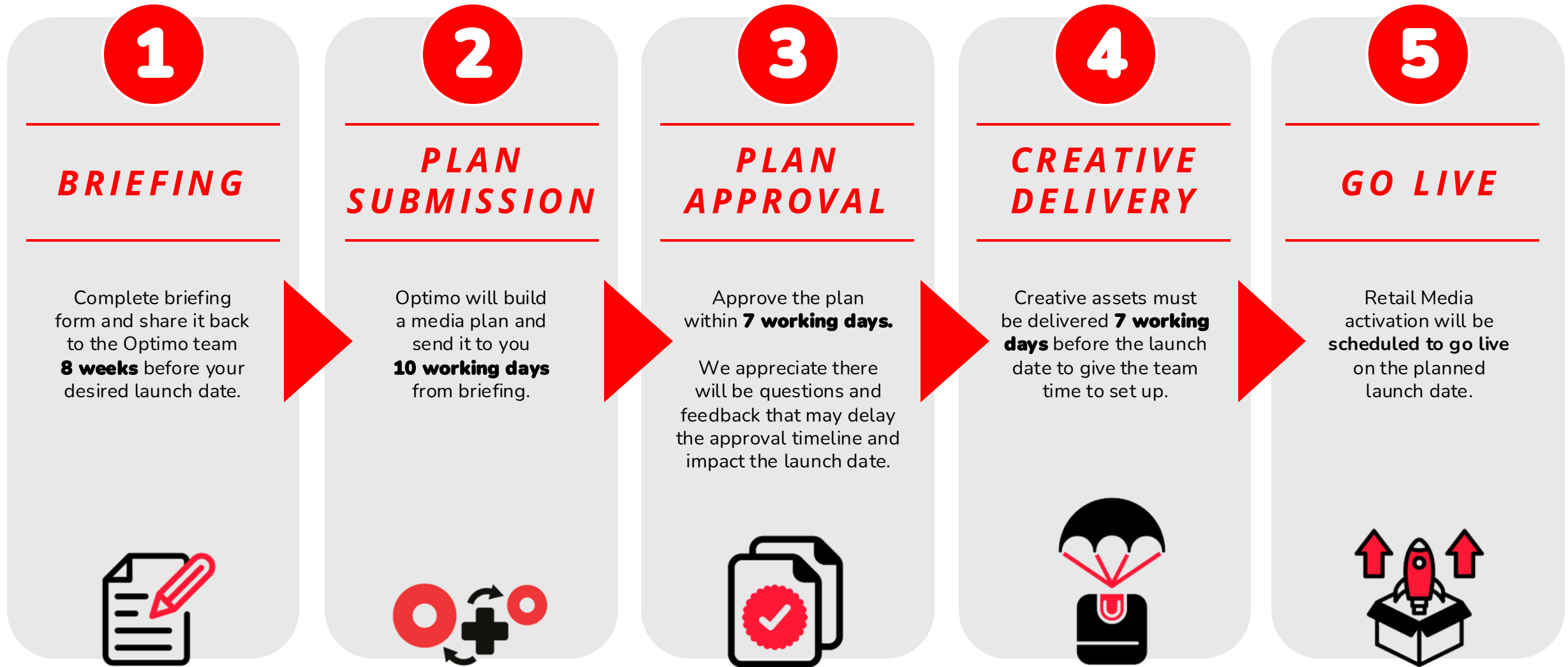


Superdrug

**Connect with Superdrug's
customers at scale, across
every touchpoint.**

Our briefing process

Retail media



Thank you

OP+IMO
by *Superdrug* ☆

A.S. Watson