

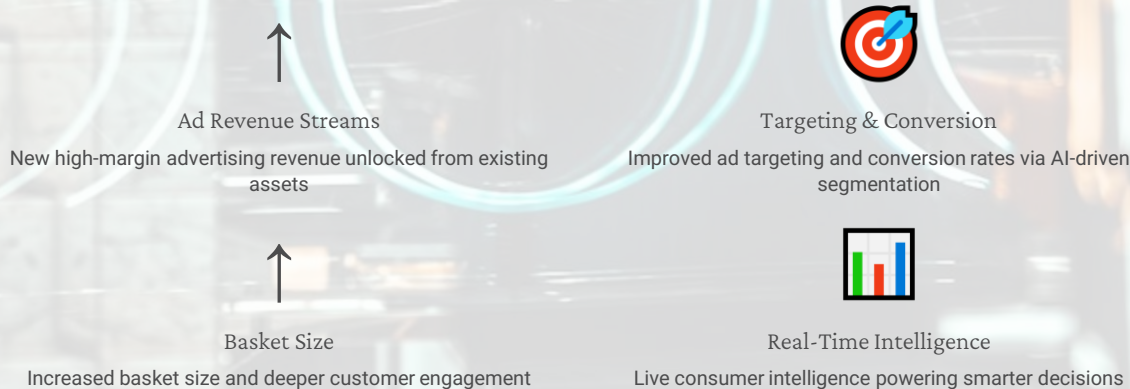
# Retail Media Networks (RMN) as a Profit Engine

## CONSUMER & RETAIL INDUSTRY

The retail industry is undergoing a structural transformation. Traditionally, retailers generated value through product sales, inventory turnover, and operational efficiency. But tightening margins, rising customer acquisition costs, and intensifying digital competition are forcing retailers to rethink the economics of the store itself — and unlock the true value of their most underutilized asset: **first-party consumer data**.

In 2026, leading retailers are no longer operating solely as merchants. They are evolving into media companies, leveraging customer behavior, purchase intent, location intelligence, and digital engagement to create highly targeted advertising ecosystems known as **Retail Media Networks (RMNs)**. Far beyond simple "sponsored products," today's RMNs are integrated, context-aware media ecosystems spanning e-commerce platforms, mobile applications, in-store digital displays, loyalty ecosystems, smart shelves, and AI-driven personalized promotions.

This shift is redefining retail infrastructure itself. Stores are no longer viewed as operational cost centers — they are becoming **high-margin advertising and intelligence platforms**. The real opportunity is transforming customer engagement data into a scalable, intelligence-driven profit engine.



Transforming retail ecosystems into high-margin, intelligent media platforms — **Fortis & Peak Consulting & Investment**

# The Strategic Challenge

Despite operating efficient store networks, many retailers find themselves unable to fully monetize the intelligence generated within their own ecosystems. Five critical structural challenges define the gap between traditional retail operations and the media-enabled future:

## Declining Margins

Shrinking retail margins and rising operational costs are eroding profitability, demanding new high-margin revenue streams beyond product sales.

## Underutilized Data

Vast customer engagement data remains largely unmonetized, representing a significant untapped value pool sitting dormant within retail operations.

## Fragmented Experiences

Disconnected digital and in-store customer experiences prevent cohesive engagement strategies and reduce the effectiveness of promotional efforts.

## Third-Party Dependence

Over-reliance on external advertising platforms cedes control of customer data, targeting capabilities, and advertising margin to outside parties.

## Infrastructure Gaps

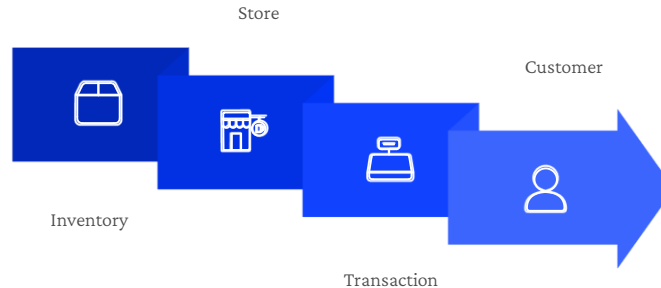
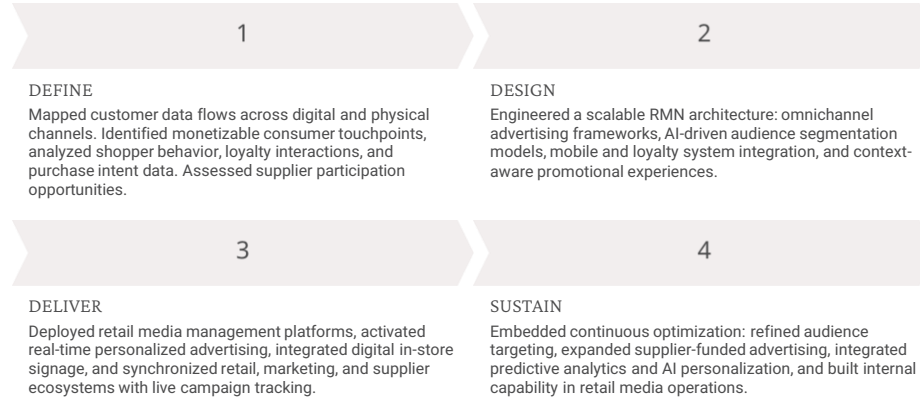
A lack of integrated infrastructure for retail media operations prevents retailers from activating advertising capabilities at enterprise scale.



The retailer operated stores efficiently – but was not fully monetizing the intelligence generated within its ecosystem. The gap between operational excellence and media monetization represented a significant unrealized profit opportunity.

# Transformation Powered by 3D&S + FortisIntel

Fortis & Peak deployed its proprietary **3D&S transformation framework** — Define, Design, Deliver, Sustain — powered by the **FortisIntel consumer intelligence engine** to architect and activate a full-scale Retail Media Network. Each phase built upon the last, creating a compounding transformation from transactional retail to an intelligent media ecosystem.



# Core Platforms in Action

Two proprietary platforms form the backbone of the Retail Media Network transformation, working in concert to deliver both intelligence and execution at enterprise scale.

## FortisIntel — Consumer Intelligence Engine

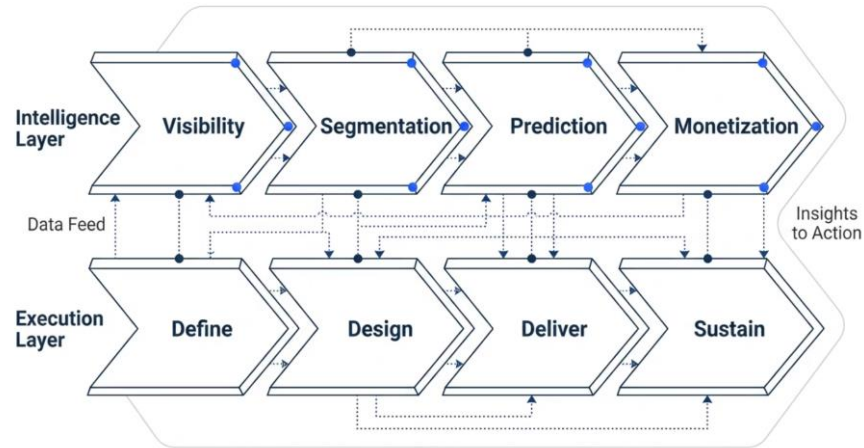
FortisIntel maps end-to-end customer engagement journeys across every touchpoint, enabling precise audience segmentation and behavioral targeting. It provides real-time analytics on advertising effectiveness and integrates retail operations with media monetization intelligence — turning raw customer data into actionable, revenue-generating insight.

- End-to-end customer journey mapping
- Audience segmentation & behavioral targeting
- Real-time advertising effectiveness analytics
- Retail-media monetization integration

## 3D&S — Transformation Execution Framework

The 3D&S methodology provides the structured execution engine that translates intelligence into operational reality. Each phase is designed to build capability progressively — from identifying opportunity through to sustaining a continuously optimizing media enterprise.

- **Define:** Identify monetizable consumer engagement opportunities
- **Design:** Architect omnichannel RMN ecosystems
- **Deliver:** Deploy advertising platforms, targeting, and analytics
- **Sustain:** Optimize media monetization and performance continuously



# Measurable Impact & Strategic Positioning

The Retail Media Network transformation delivers measurable, high-margin outcomes that fundamentally alter the economics of retail. By activating the intelligence latent within existing retail infrastructure, the transformation generates recurring revenue streams that compound over time – without requiring additional physical footprint or inventory investment.

## High-Margin Revenue

Creation of new advertising and media revenue streams from existing retail infrastructure and customer relationships.

## Supplier Collaboration

Improved supplier co-marketing opportunities and expanded supplier-funded advertising programs driving shared growth.

## Customer Engagement

Enhanced personalization and context-aware experiences that deepen loyalty and increase basket size across channels.

## Intelligence-Driven Ops

Transformation of retail operations into continuously optimizing, data-driven ecosystems generating recurring profit.

The most valuable retailers of the future will not simply sell products – they will monetize the intelligence created by every customer interaction.

This work positions **Fortis & Peak** as the creator of FortisIntel, owner of the 3D&S methodology, and a recognized leader in Retail Media Network strategy, data monetization, and omnichannel transformation – transforming retail ecosystems into intelligent, media-driven profit engines.



### FortisIntel Creator

Consumer intelligence and monetization platforms purpose-built for retail media ecosystems.



### 3D&S Owner

Execution-driven transformation methodology delivering Define, Design, Deliver, and Sustain outcomes.



### RMN Strategy Leader

A firm that transforms retail ecosystems into intelligent, omnichannel, high-margin media platforms.