

# Woolworths NZ Media Kit FY27



cartology   
closest to customers

Woolworths 



# We are Cartology

**Cartology** gives you access to some of New Zealand's most valuable and unique media assets.

We position your brand where it needs to be on the customer's path to purchase, including the critical final step of the shopping journey.

**Our marketing solutions are built** on rich and detailed customer data, giving you unprecedented insights into campaign effectiveness and bespoke solutions to meet your brand objectives.





# Cartology brings brands **closest to customers**

Woolworths 



**186**

Woolworths  
New Zealand stores



**23-24%**

Total sales  
influenced by digital

**3.2m**

weekly transactions  
(in-store and online)



**6m+**

searches per week for  
grocery products on  
[www.woolworths.co.nz](http://www.woolworths.co.nz)



**2**

visits per week made by  
the average Woolworths  
New Zealand shopper



**2.1m**

Everyday  
Rewards members



**2.7m+**

Personalised eDMs  
sent weekly



**14-17%**

Online shopping  
penetration

**78.9%**

Everyday  
Rewards Scan Rate  
(% of sale)



*Pre Shop*  
Prime audiences

**58%**  
DICR



Off Network



eDM



External Digital/SEM

*Early Shop*  
Drive to the aisle for purchase



Off Network

*Active Shop*  
Convert Customers



Home Page Carousel



Front of store and in-store screens

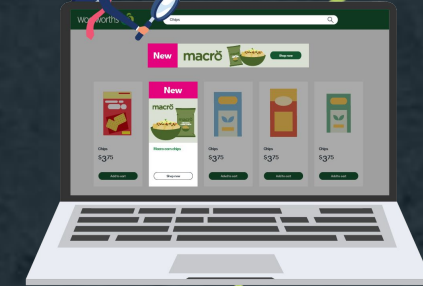


Digital Mailer



POS

Sponsored Search (CPP)



Digital Display



Department Screens



Assisted Checkout



In-store Sampling

*Post Shop*  
Retain Customers



eDM

*The*  
**CONNECTED CUSTOMER**  
*journey*





**Cartology**  
brings brands  
**closest to**  
**customers**

## How We Work

**The Cartology team is fully integrated into the Woolworths New Zealand Category and Marketing teams, whilst working in unison with all of our client partners.**

This enables us to build effective plans that align with the Woolworths New Zealand strategy, run in conjunction with category priorities and deliver against individual client campaign objectives.

We provide our clients access to some of New Zealand's most valuable media channels and the opportunity to talk to a captive audience, both in our stores and online.

Cartology provides a comprehensive, full-service marketing solution, **from campaign conception, to execution & evaluation**



**Define your objectives**



**Match with the right customers**



**Select the right channels**

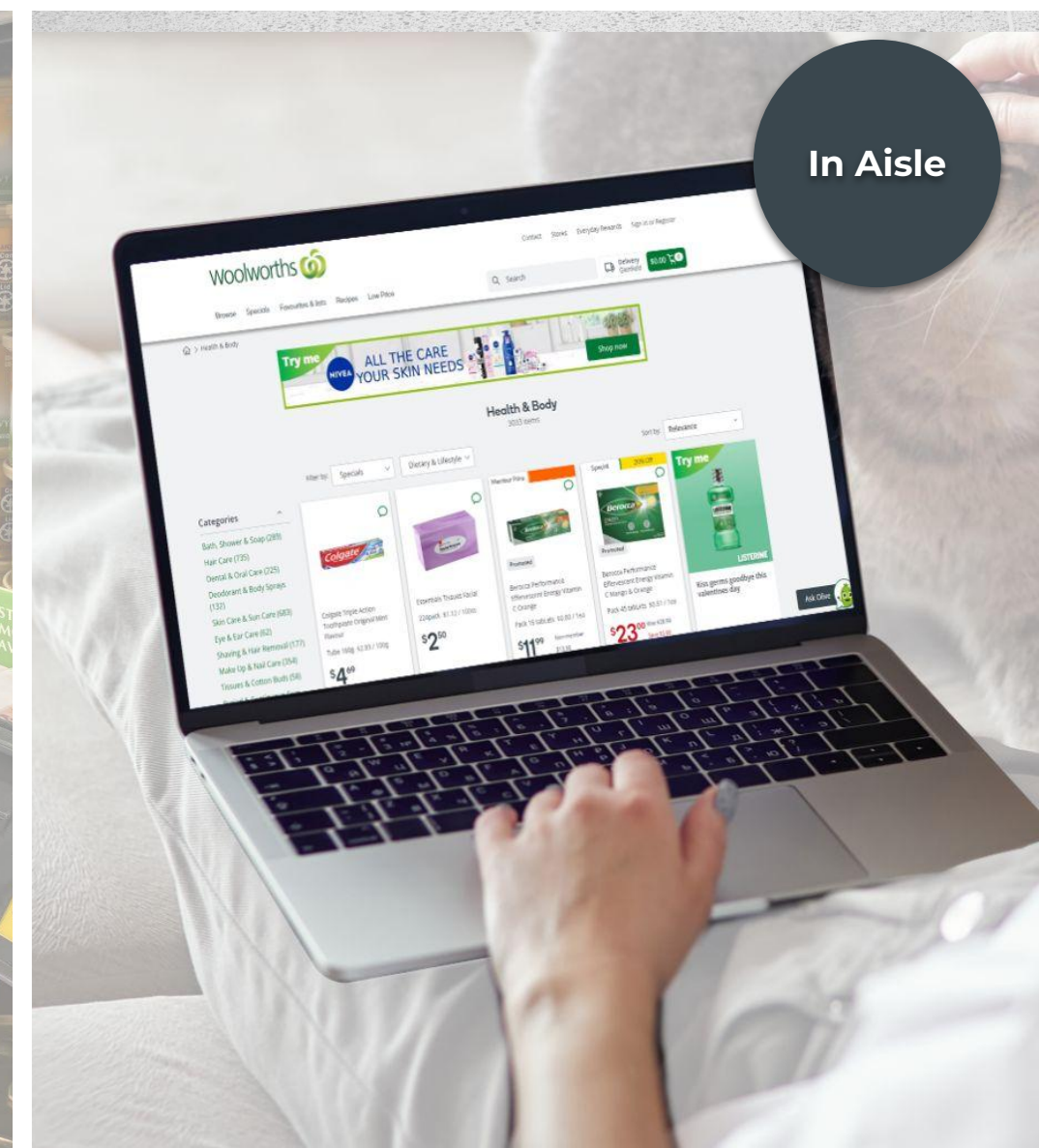
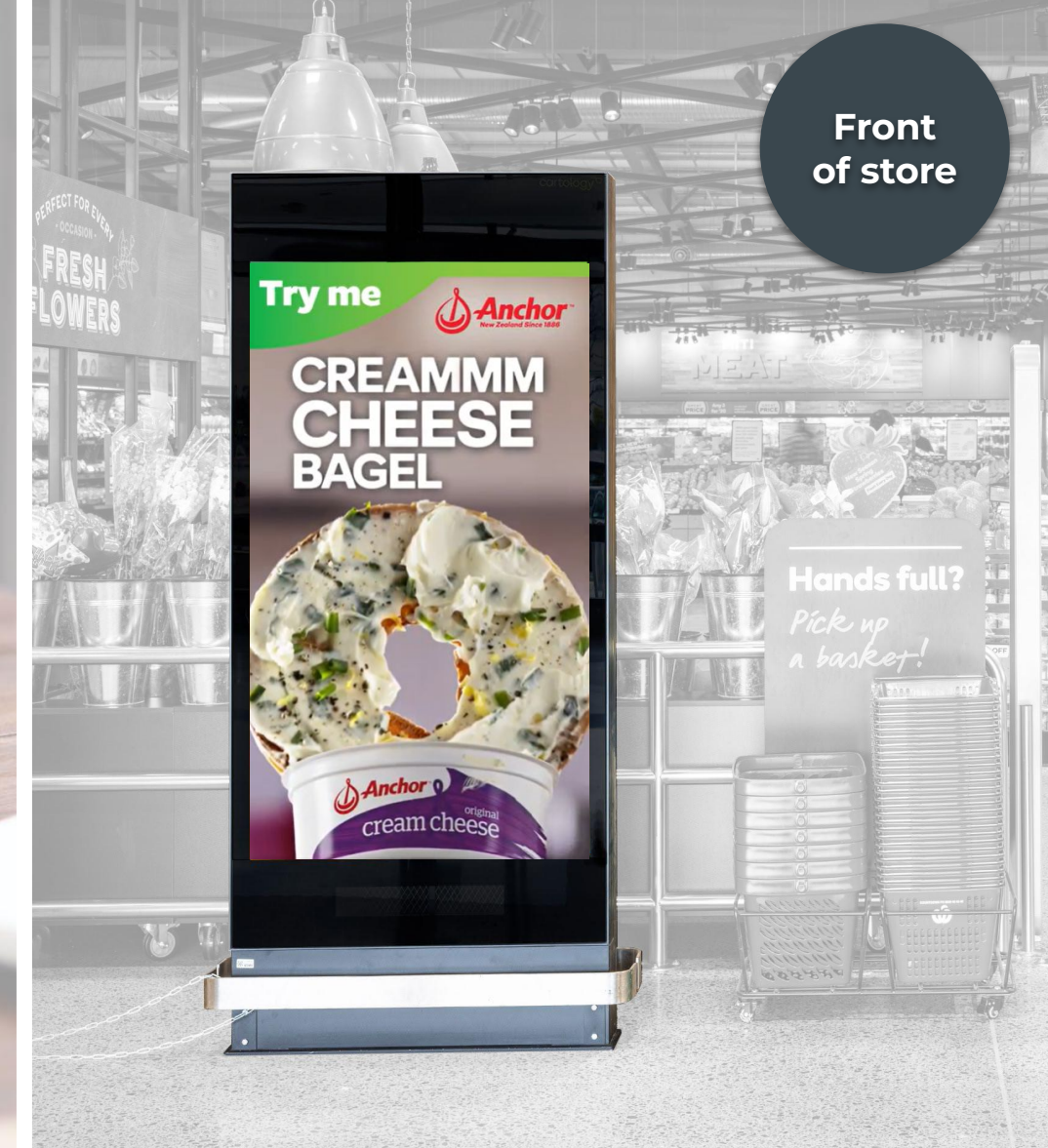
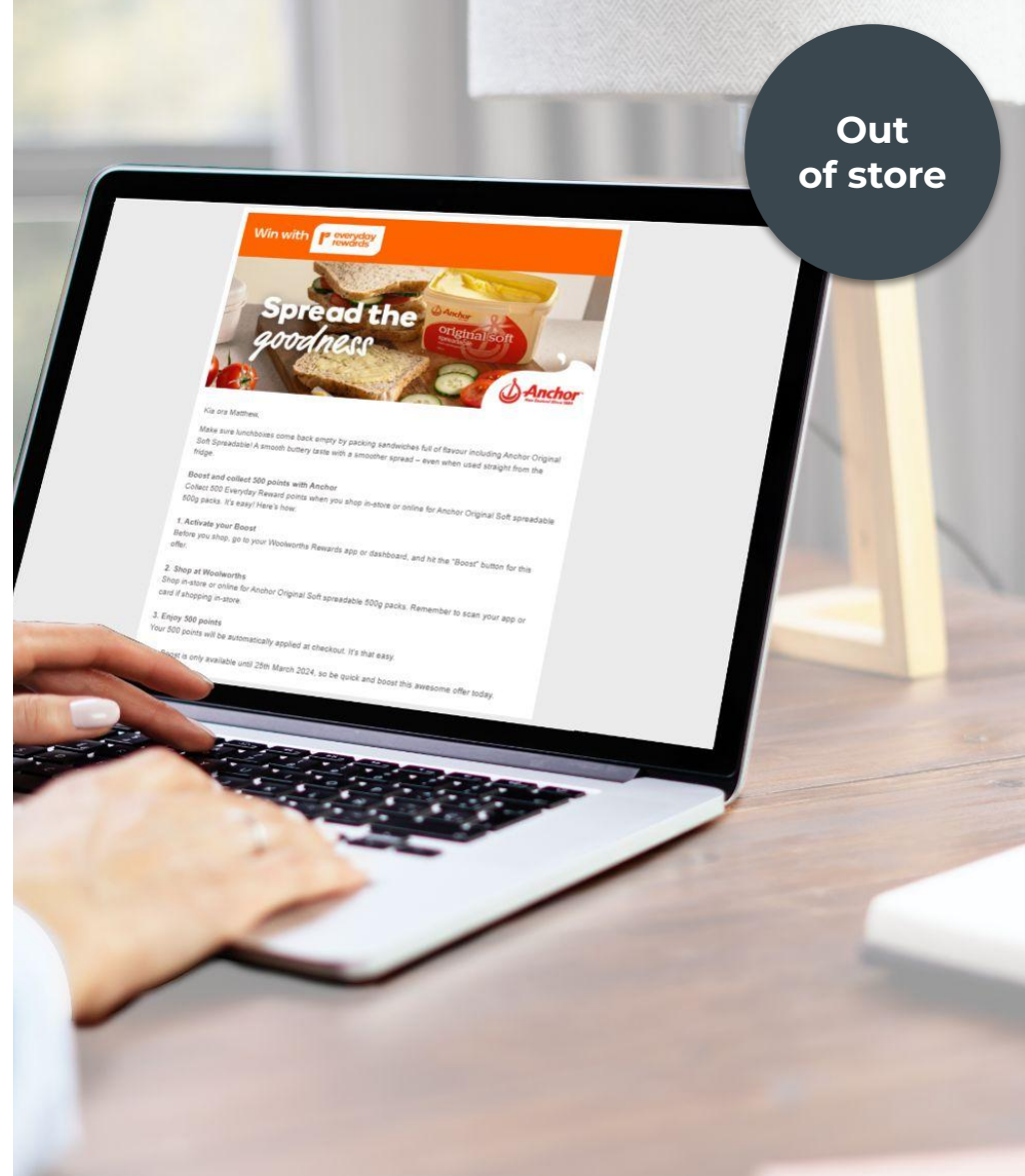


**Measure and learn**

## Connect and impact Woolworths shoppers wherever they are with a **sofa to shelf** media ecosystem

The customer journey is no longer just online or in-store. Our omni-channel media solutions enable brands to reach customers at every step along the shopper journey, providing unique opportunities to influence their purchase decisions.

**Cartology** can help brands impact customers along the omnichannel shopping journey, **driving awareness, consideration and purchase**



# Customer Communication Pillars

Our customer communication pillars are used across all media channels. They provide customers with relevant and recognisable messaging throughout their shopping experience and enable suppliers to deliver clear and consistent communications across multi-channel campaigns.

## PRODUCT

### New

#### Introduce & Highlight NPD

New products are important to our customers, with over 50% purchasing something new.

### Try me

#### Inform, Inspire & Educate

Remind customers of product benefits, unique selling points and provide inspiration and suggestions on product use.

## PRICE

### Special

#### Price driven

Price is an important driver for Woolworths customers. Many actively search for products on special each week.

## LOYALTY

### Win with

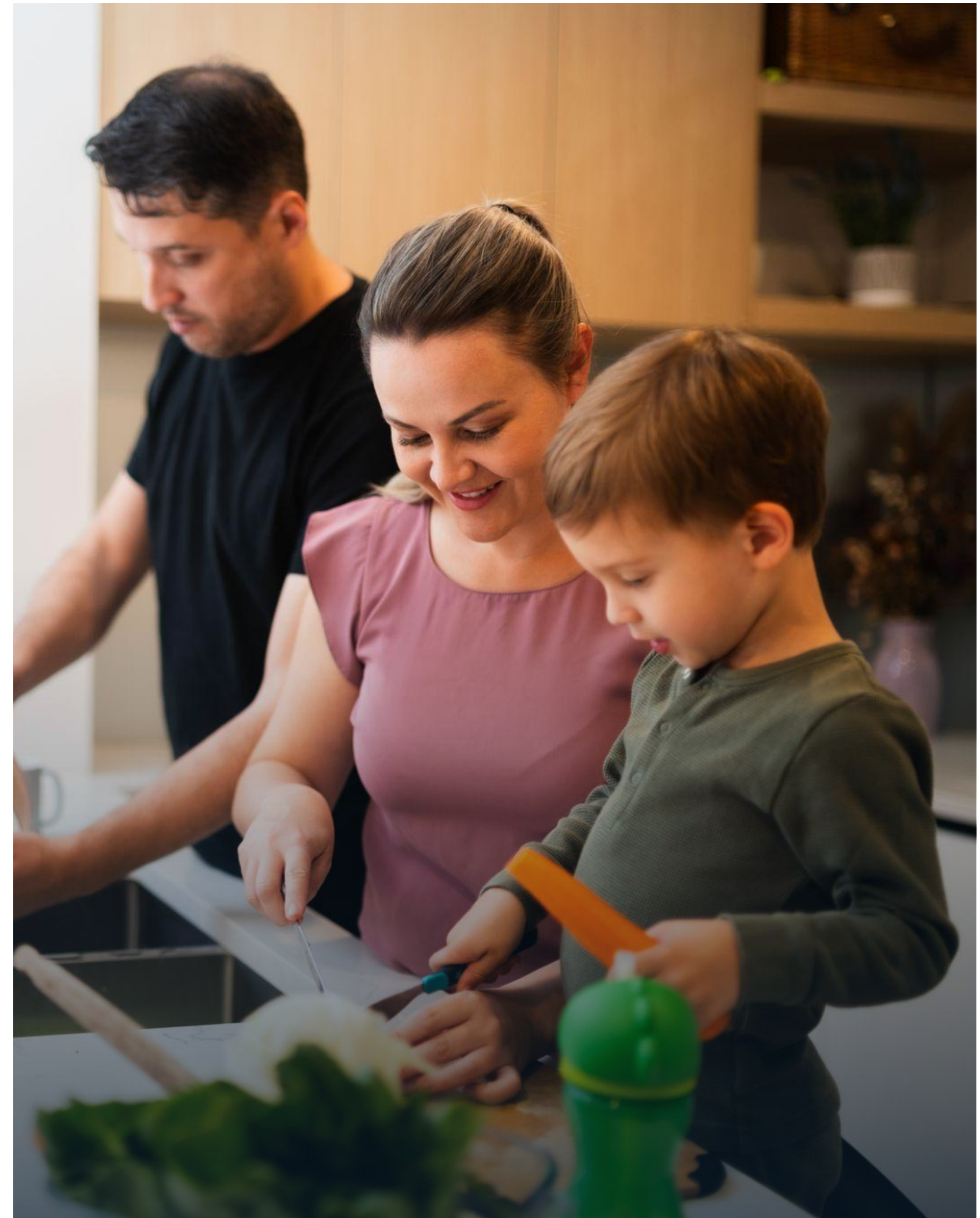
#### Value driven & Personalised

Engage Everyday Rewards members across two premium Cartology solutions. targeted offers and competitions



#### Drive brand switching and sales

Targeted Boost offers connects directly with shoppers based on their unique behaviour.





**Cartology unlocks the power of **Everyday Rewards** for brands with exclusive access to **bespoke member engagement solutions.****



**Out of Home**



# Social Media

Connect with the Woolworths New Zealand social community to captivate, educate and inspire our customers.

- **Drive consideration** of your brand to grow awareness amongst an engaged social audience.
- **Create thumb stopping** content for your brand to encourage interaction with Woolworths engaged social community. Includes stop-motion and cinemagraph editing styles.
- **Stop motion** tells a short story or introduces a new product with a high impact execution.
- **Clickable Recipe Stop Motion** is a compelling format that shows the versatility of your product.
- **Star product serving suggestion**  
Showcase your product as the hero of an entire meal or entertaining platter.

## Facebook in-stream video

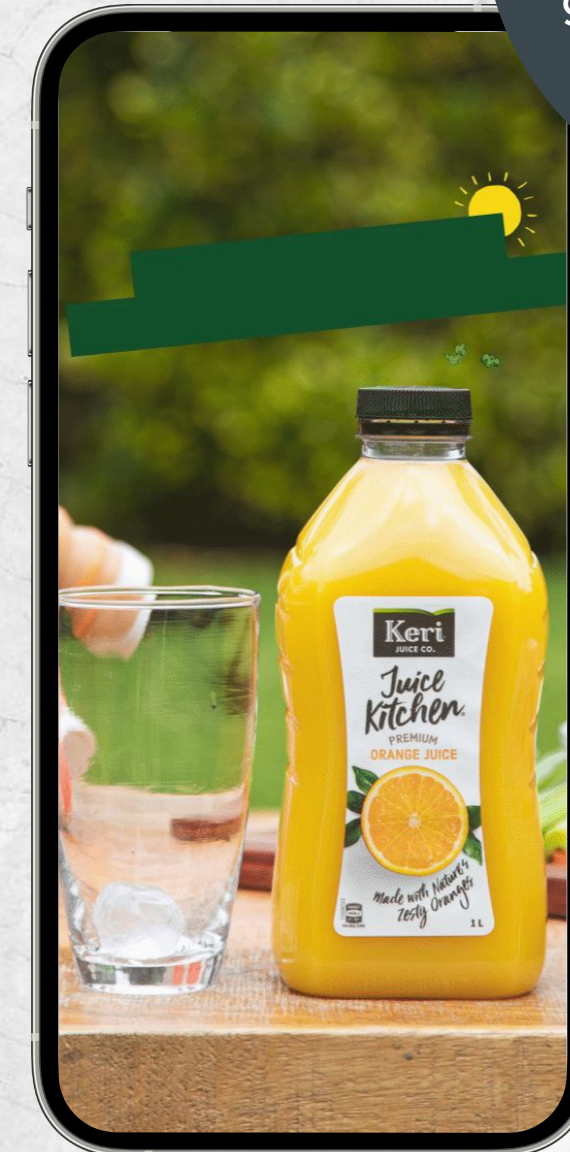
Facebook in-stream video is an optimised ad placement that specialises in increasing your brand's visibility, message, awareness and reach.

- In-stream advertising allows brands to deliver 15 second videos before, during or after video content
- Over 70% of in-stream impressions are viewed to completion



**70%**  
of Facebook and  
Instagram users  
watch Stories daily

**66%**  
of audiences are  
responsible for  
grocery shopping



## Facebook & Instagram stories

Stories are an immersive creative format that enable Facebook, Instagram and Messenger users to view and share everyday moments.

# Social Media

## Competitions & Giveaways

Woolworths social media platforms are a live, modern and dynamic way for brands to interact with New Zealanders, with industry leading content, that is customer relevant and thumb stopping..

- **Competition & Giveaways** are a proven way to amplify engagements
- Build a **strong following and communities**
- Raise **brand awareness for existing and new products**
- Ensure **trial of a new product**
- **Boost engagement** with comments, shares and likes
- **Acquire new customers**
- Incorporate into broader campaign to **boost awareness and engagement**

Everyday Woolworths **connects with millions of New Zealanders** across our social channels including, Facebook and Instagram.



**+133%**

Uplift in engagements\*

**+1161%**

Uplift in interactions\*

**+578%**

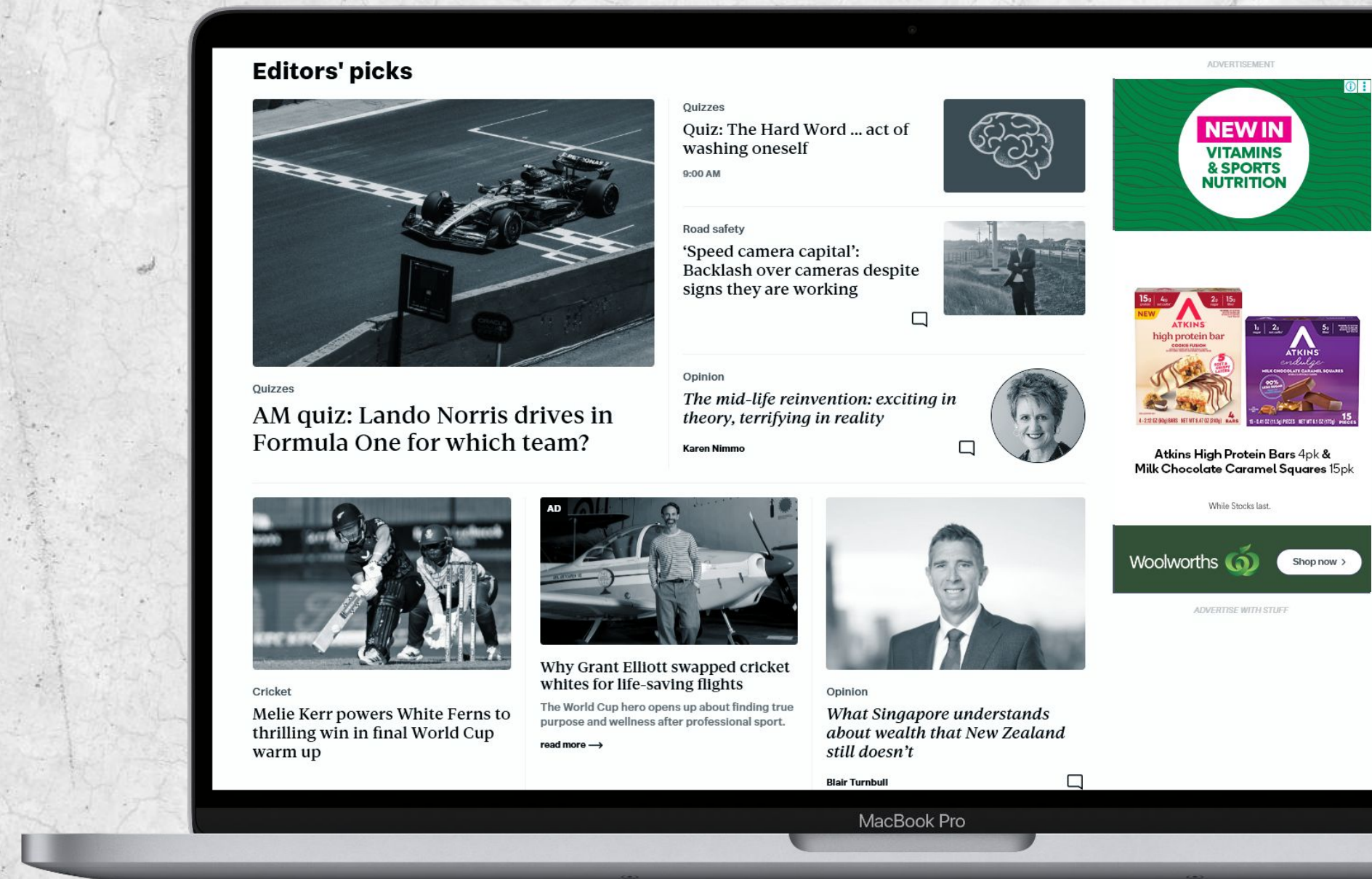
Uplift in shares\*

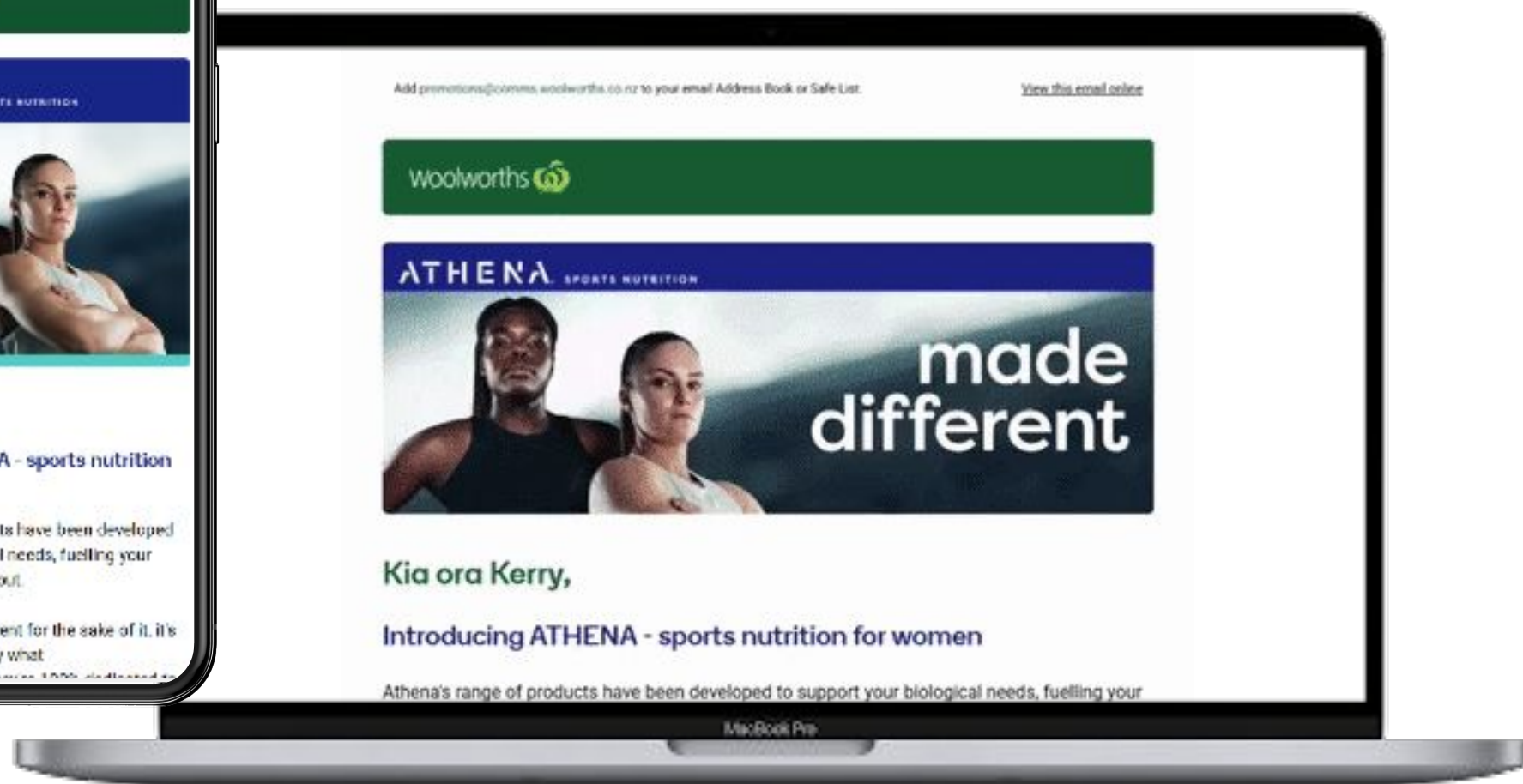
# External Digital

Targeted advertising via multiple display networks.

Reach	Campaign dependent
Audience	Targeted - Household shoppers 25-54 or Bespoke Audience Segments
Formats	Digital Display - Standard or Bespoke
Duration	Campaign Dependent

- Communicate product & price messages within the Woolworths communication pillars
- Opportunities to reach specific customer segments through targeted programmatic ad buying
- Scalable medium that can be successful at any budget level





# Personalised 1:1 eDM

Drive **awareness**, **trial** and **repeat purchase** behaviour with 1:1 communications reaching highly engaged, valuable customers powered by New Zealand's largest customer personalisation engine.

Reach	1.5 million+ Email Subscribers
Audience	Extensive targeting options
Formats	Solus Email, myWoolworths Banner, myWoolworths Key Message
Duration	1 Delivery Per Activity
Engagement	eDM offers - 39% Open Rates & 8.3% Redemption rates

- **Reach:** Highly targeted segmentation options to connect with the right customer at the right time
- **Encourage:** Trial through the use of targeted offers & promotions, including Targeted Boost Offer
- **Automatically:** Load offers to the customers Everyday Rewards card through our targeted offer platform

# Front of Store



# Front of Store Digital Screens

Cartology screens are a key touch-point on the path to purchase delivering brands unrivalled **proximity, contextual relevance and customer impact** in the supermarket environment.

The screen network is perfectly placed at store entrance to drive awareness at scale, allowing your brand message to reach 100% on target shoppers.

Reach	Campaign dependent
Audience	National - 159 Stores   Targeted - Min 50 Stores
Formats	Static or Animated Digital content on 65" UHD Panels
Duration	1 Week

- Capture attention and prime customers as they start their shop with unrivalled proximity
- 80% of shoppers plan less than 50% of their in-store spend, digital screens are a great way to get your product into their baskets
- 37% of in-store shoppers agree that digital screens help them notice products they might not have seen previously



# Homepage Banner

Drive **awareness** and **engagement** for your brand with visually rich and engaging placements to influence woolworths.co.nz online shoppers, at the very start of their shopping journey.

Offering maximum exposure, delivering cut-through and lifting brand salience, the homepage banner helps influence purchase behaviour in our highest traffic destination across web and app.

Reach	900k+ Unique Weekly Views
Audience	National
Duration	1 Week

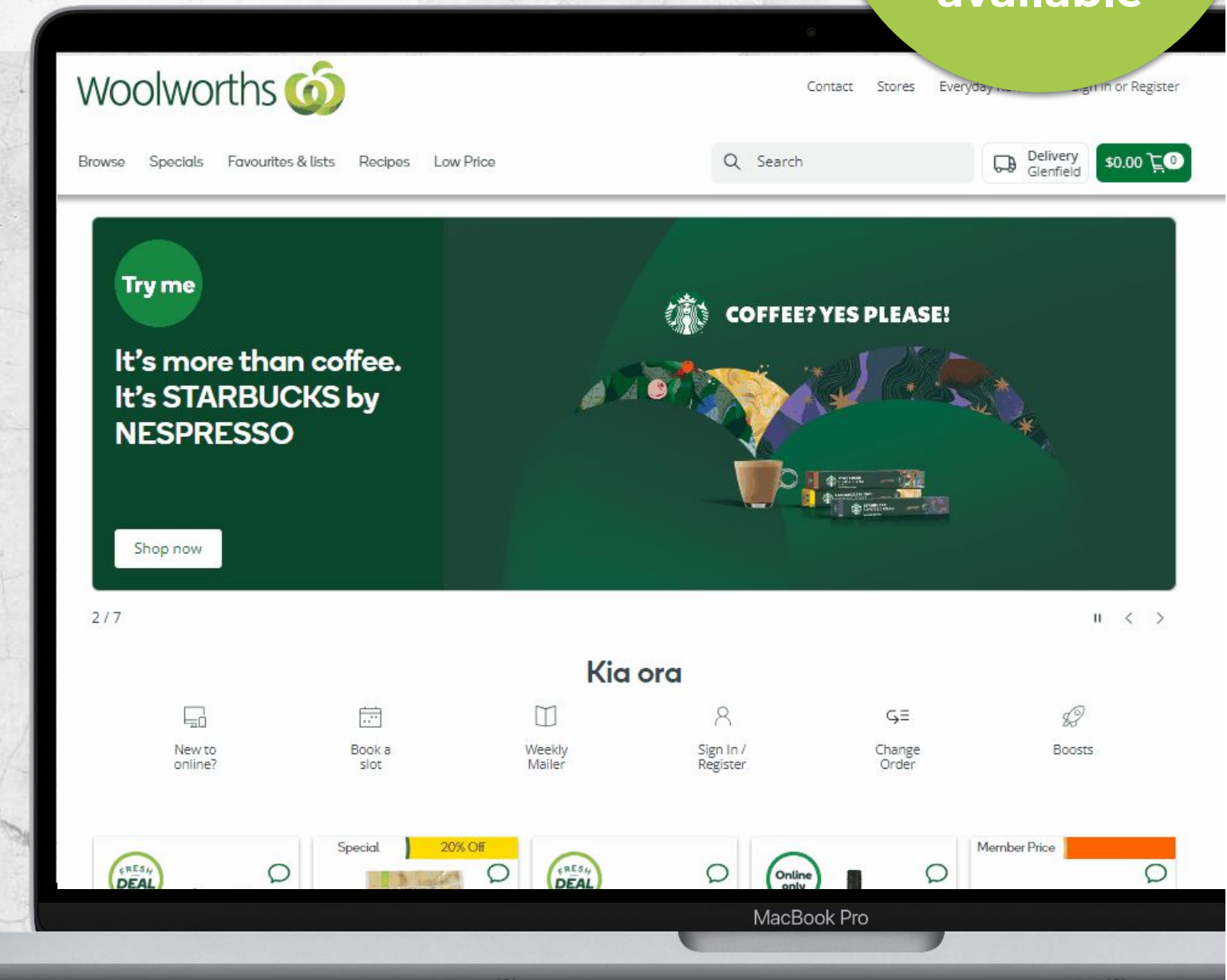
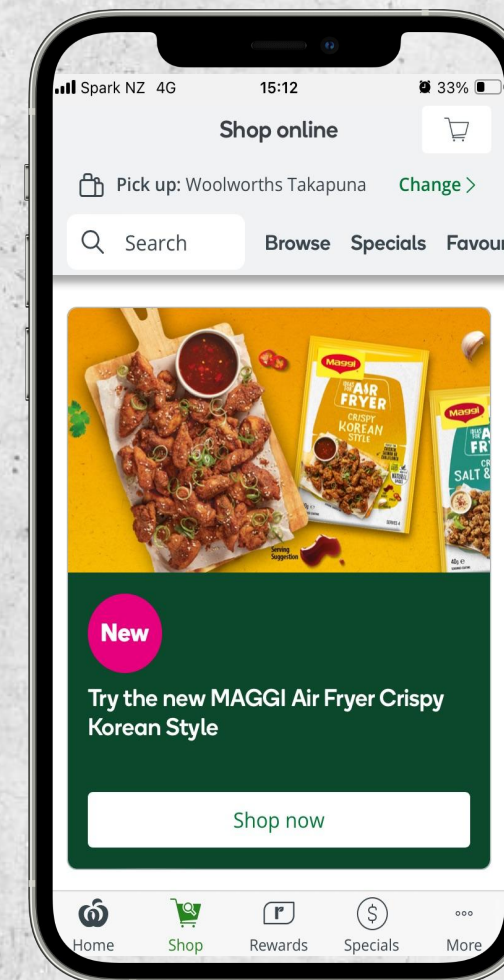
- Reach a significant audience on New Zealand's' #1 grocery shopping website
- Capture the attention of our customers as they start their shop on the highest traffics area of the site
- High impact visibility on the homepage, positioning your brand in a contextually relevant eCommerce environment

## Digital drives in-store traffic and engagement

**70%**

of customers shop in-store within 4 days of visiting woolworths.co.nz

**NEW**  
**Premium position 2**  
**now available**

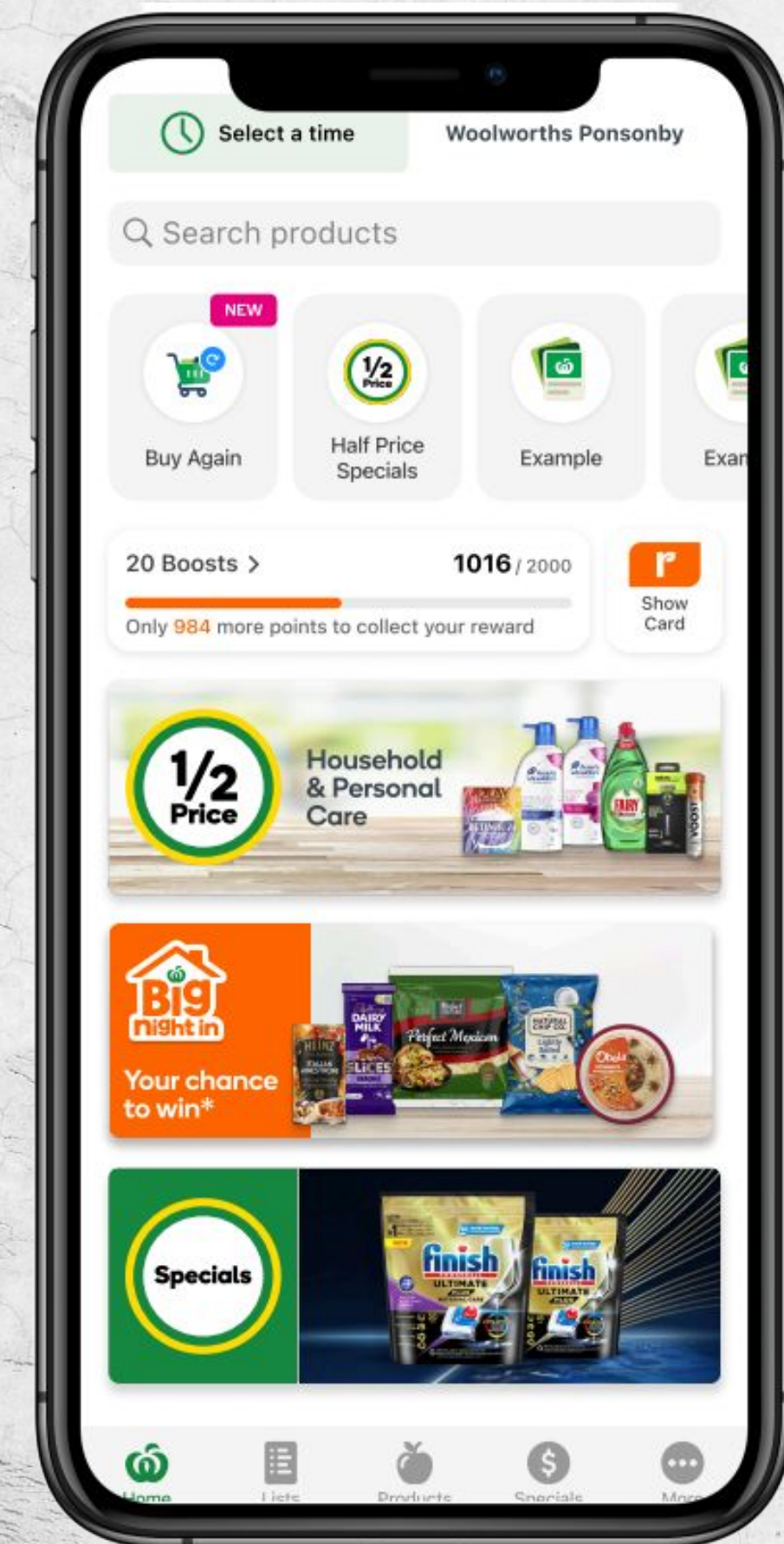
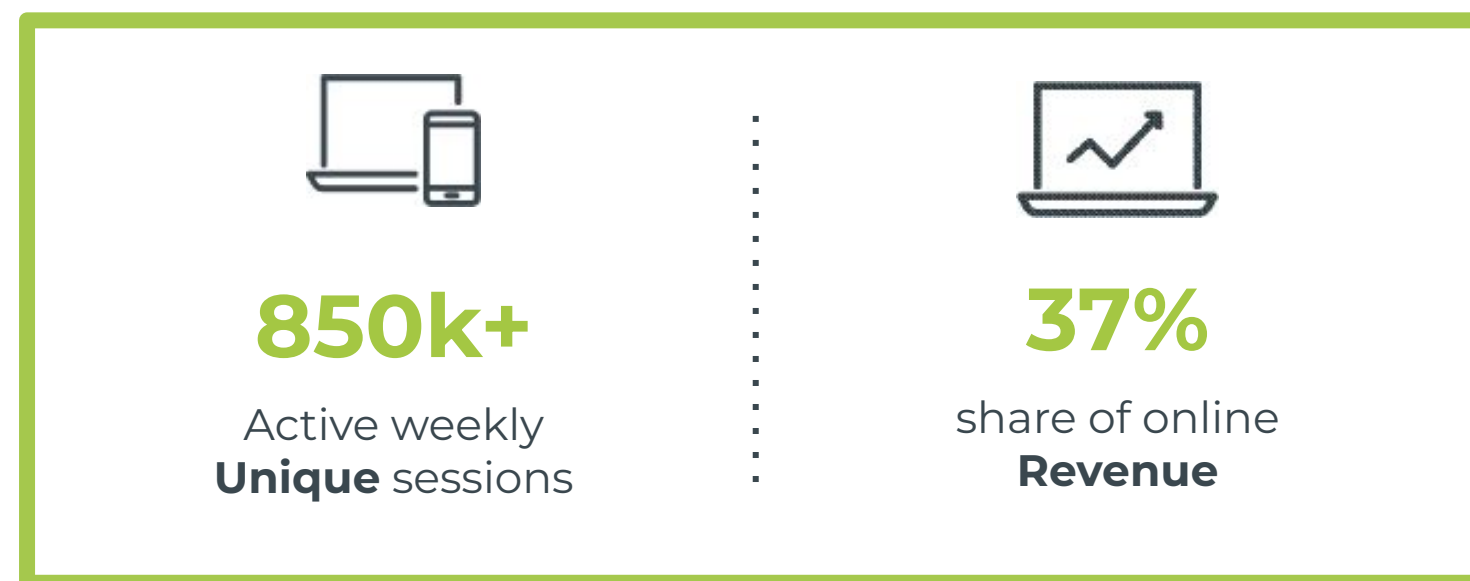


# App Campaign Tile

The 'App Campaign Tile' is located on the native homescreen of the app, and can be used to drive awareness and engagement for your campaign.

This premium placement when clicked, takes shoppers directly to your specific campaign landing page. (Branded Shop, Product Group page or Product details page)

Placement	Tile will always appear below the 'Shopping List' and 'Product Locator'. If Woolworths NZ business is utilising a tile, they will have first place and the Cartology tile will appear in the second slot
Duration	1 x per week
Timelines	7 weeks booking deadline. Material deadline 5 weeks before go-live
Exclusions	Alcohol, Baby, Pet and Contraception & Pregnancy. Products that are gender specific should be avoided (eg period care, gender specific deodorants or shaving products)



# Digital Mailer

Drive brand awareness to a highly engaged audience.

**Showcase your brand** using high impact, full-page ads, videos or banners with powerful 'shop now' functionality to maximise sales conversion.

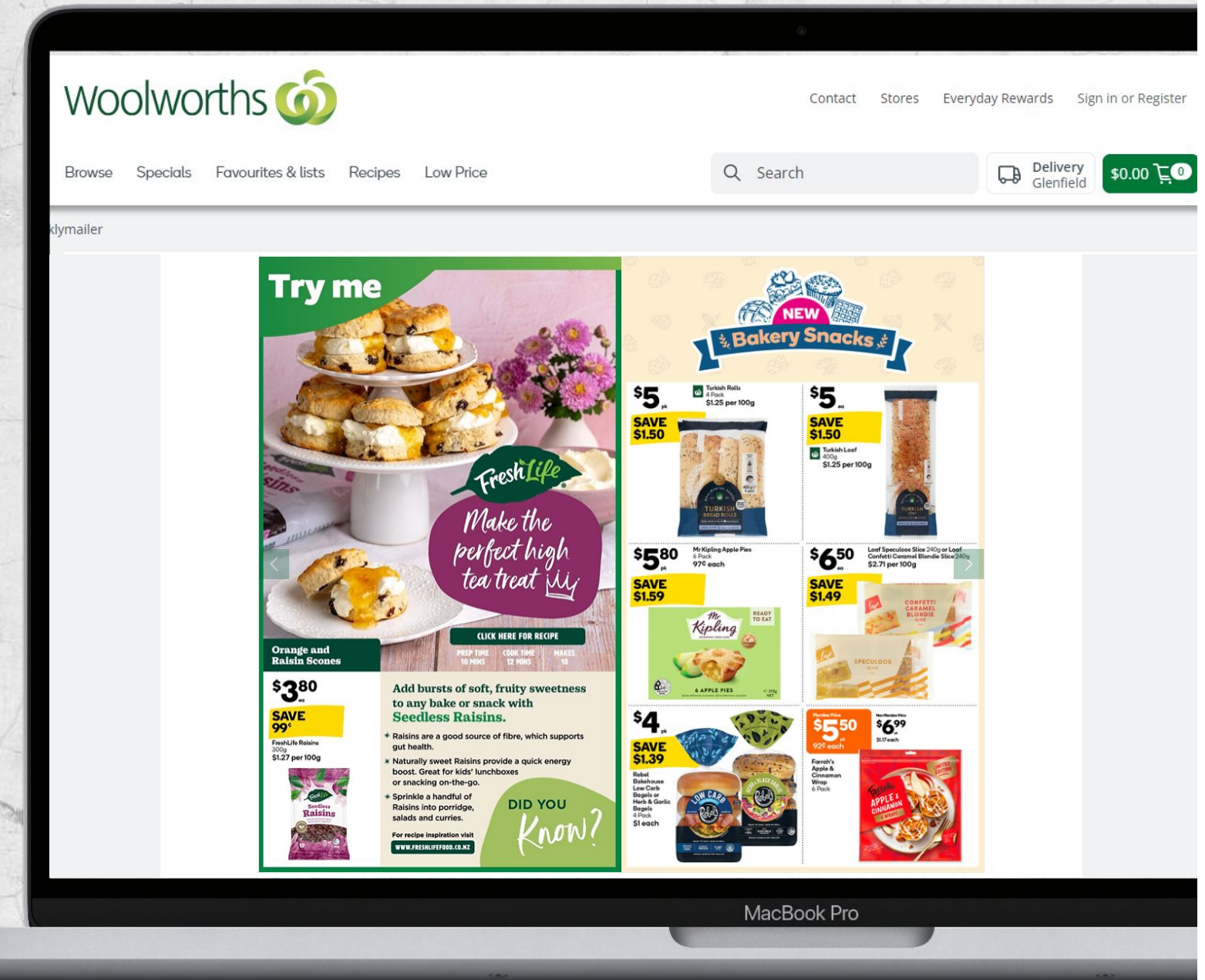
Reach	5 Million+ Weekly Page Views
Audience	National
Format	Full Page - Display, Advertorial & Video Banner Ad
Duration	1 Week

- Position your brand and products in a contextually relevant environment
- Capture attention and drive consideration during the planning phase
- Seamless eCommerce integration allowing add to cart with a few clicks

5m+

weekly page views

Maximise shopper response with a high impact ad





**Tell your brand story**  
Communicate a promotional message or direct customers to your product on a national level

# In-Store Radio

Connect with and **inspire customers** through the in-store audio network that has been designed to **provide an enhanced in-store ambiance and shopping experience** for customers.

Reach	2 Million+ Shoppers
Audience	National
Format	30 Second Spot
Duration	1 Week

- Reach 2 Million+ shoppers with a 30 second radio spot
- Immersive audio content to tell your brand story to active FMCG customers
- Build brand awareness and affinity with contextually relevant audio at scale
- Broadcast your message across the total store environment to build awareness

# Checkout Media

With over 2.9 million transactions through Woolworths' tills every week, this is the last opportunity to communicate with customers before they exit the store.

Reach	2 Million+ Shoppers
Audience	National
Format	Checkout Wrap, Checkout Bar
Duration	4 Weeks

- Stand-alone medium, not competing with any other communications
- Ideal for products with a lower frequency of purchase
- Last message before the shopper completes their transaction





**In Aisle**

# In-store screens connect with customers on their shopping journey

**207**  
Screens

**Prime**  
In-Store  
Locations

**Full**  
Motion  
DOOH

- **In 78 Woolworths NZ stores nationally**

with run-of in-store network packages ensuring extensive scale and store coverage.

- **Cross-category touchpoints**

High impact placement in prime transit locations throughout store, delivering 100% on target reach

- **55" Ultra-HD portrait format**

10 second placements with 4 in 6 rotations dedicated to Cartology brand partners.

**INFLUENCE**

**97%**

of all Deli and Seafood transactions are happening at the counter.



# Drive meal inspiration with **Deli Scale Screens**

**An added touch point throughout the Deli departments driving brand visibility across a network of over 700 weigh scale screens in Deli service areas.**



## **A key location at a key moment**

The Deli counter is a high traffic, mission-led location that customers visit early in their shop, and is where meal plans are being built



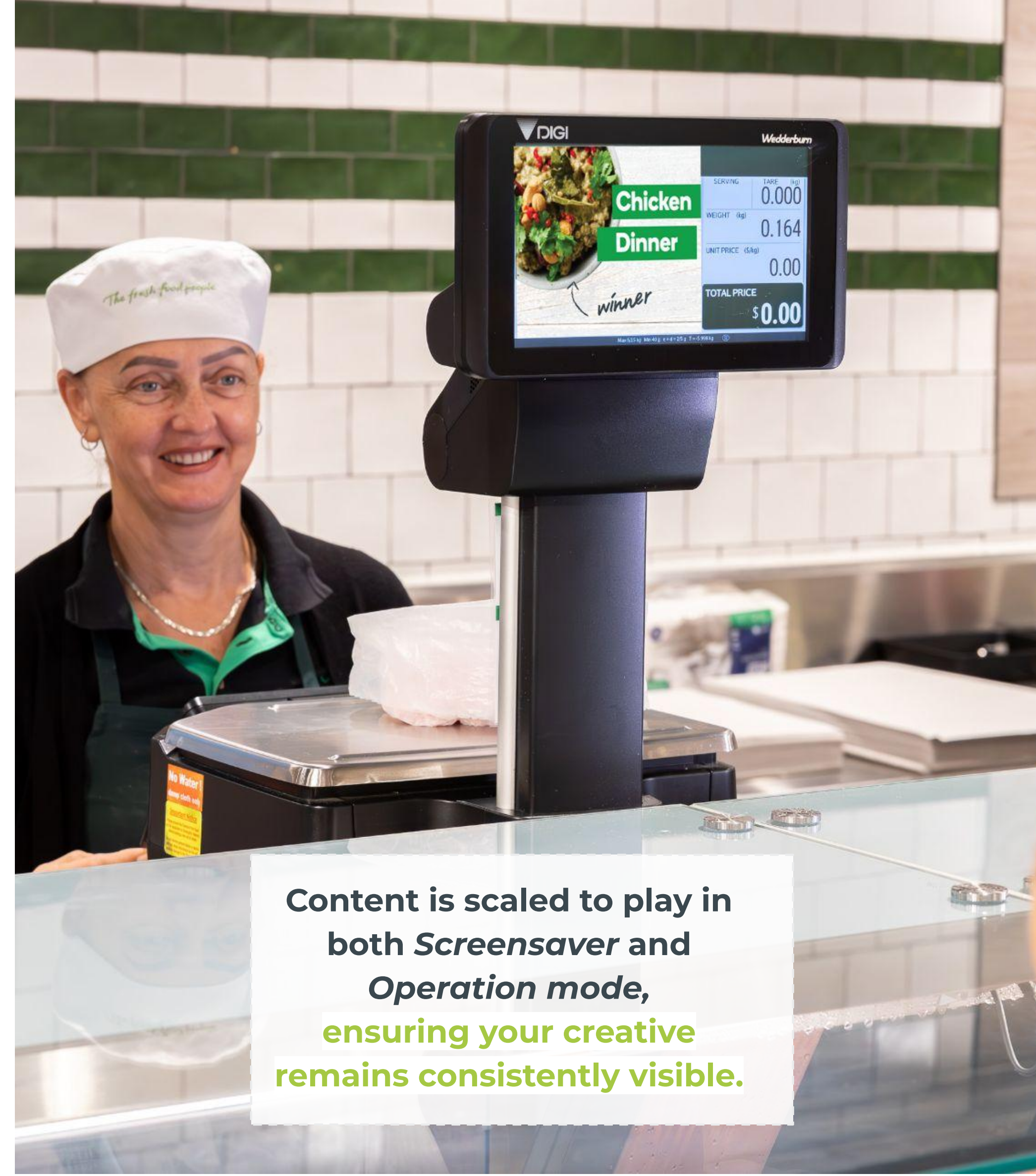
## **High dwell time driving solution inspiration**

An extended dwell environment ideal for delivering education and inspiration-based messaging



## **Video to tell your brand story your way**

Full motion video capability gives brands the opportunity to communicate their unique features and benefits and reinforce quality credentials



**Content is scaled to play in both *Screensaver* and *Operation mode*, ensuring your creative remains consistently visible.**



# An exclusive screen network for the **Health & Body** category

# 150

**Category Entrance Impact**

**Full Motion DOOH**

**Woolworths NZ stores nationally** with run-of-network packages ensuring extensive scale and store coverage.

**Premium position at end of aisle**  
High impact placement for mass customer reach & engagement

**43" UHD Screens in portrait & landscape formats**  
Take advantage of 10 second placements in two content formats - portrait & landscape. 4 in 6 rotations dedicated to Cartology brand partners.

**DISCOVER**  
**35%**  
of customers agree screens help them notice products they might not have seen previously.



**Be seen, considered & chosen.**  
**68%**  
notice or engage with retail media whilst shopping for health & body product

# End of journey inspiration with **Assisted Checkout screens**

**Connect customers with offers beyond the basket, driving brand visibility for events, masterbrands and EDR partners.**



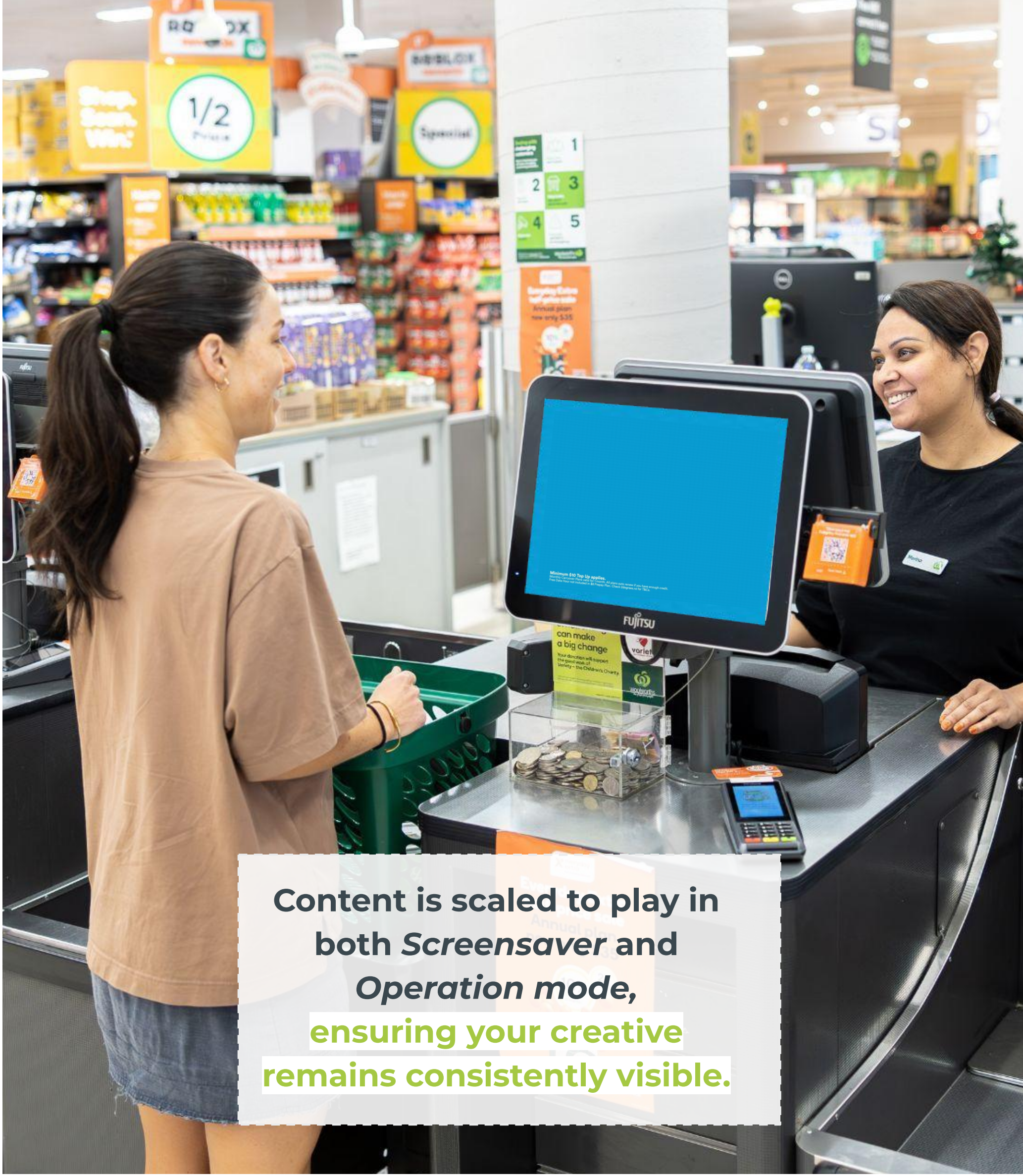
**Impressions to leave a lasting impression**  
Capture your audience at scale, tapping into the millions of unique customers shopping with Woolworths twice every week



**High dwell time with informative content**  
Educate and inspire shoppers with other relevant offers while they're assisted at the checkouts and service areas



**Video to tell your brand story your way**  
Full motion video capability gives brands and wider partners the opportunity to communicate their unique features and benefits with un-pillared brand expression



**Content is scaled to play in both Screensaver and Operation mode, ensuring your creative remains consistently visible.**





## Aisle Fins

Drive consideration for your brand utilising **impactful POS solutions** as customers scan the shelves. With 30,000 SKUs in-store, Point of Sale will direct customers to your category and **inspire them to choose your brand.**

Reach	2 Million+ Shoppers
Audience	National
Format	Aisle Fins / Aisle Fins & Tear Away Pads Small - 150mm x 450mm Large - 150mm x 900mm
Duration	4 Weeks

- Place your brand at the forefront of the shoppers mind at the shelf edge
- Highly visible throughout the aisle
- Inspire and educate shoppers at the point of purchase with the added option of including tear away pads for shoppers to take home with them



# Category Specific Media

## Bread Aisle Header / Fin

Category **specific** opportunities **throughout** the store.

Reach	Campaign Dependent
Audience	National
Format	Bread Aisle Header Bread Aisle Fin
Duration	4 Weeks

- Bespoke opportunities, tailored to location and in-store space
- High stand-out media in specific areas of the store
- Available in selected stores, dependent on format

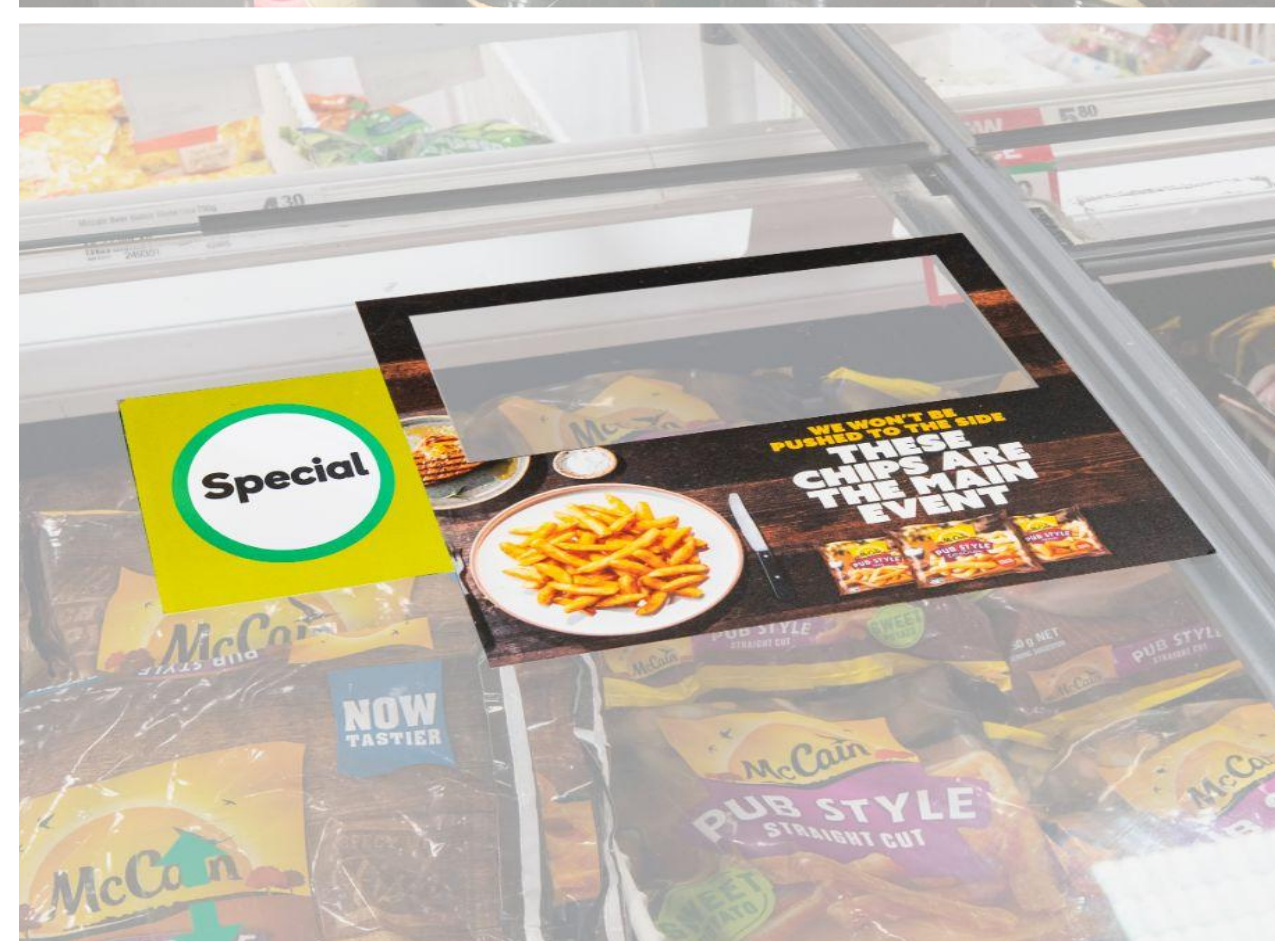


# Category Specific Media Freezer Window Decal

Category **specific** opportunities **throughout** the store.

Reach	2 million + customers
Audience	National
Format	Upright & Coffin Freezer Decal Freezer window decal with fin
Duration	4 Weeks

- Increase at shelf visibility with engaging and impactful point of sales solutions
- Drive conversion at the final moment of purchase
- Communicate new product information, price promotions or product attributes



# Floor Graphics

High **impact** media that grabs the customers **attention** in aisle. Reach **actively engaged** in-store customers by utilising a combination of layered assets to gently lead them towards your product.

Reach	2 million + customers
Audience	National
Format	Small - 300mm x 1000mm, Regular - 600mm x 1000mm Medium - 600mm x 1800mm, Large - 1200mm x 1800mm Navigation Beacon
Duration	4 Weeks

- Disrupt the shopper journey in aisle
- Highlight product location and navigate shoppers to your brand
- Communicate product features, benefits and price promotions
- Multiple positioning options available
- Navigation Beacons act as a spotlight to draw the attention and bridge the media opportunity between in-aisle impact assets



# Category Specific Media

## Full Frame Freezer Decal

Category **specific** opportunities **throughout** the store. Bespoke opportunities, tailored to location and in-store space. High stand-out media in specific areas of the store.

Reach	Campaign Dependent
Audience	National
Format	Upright Freezer Decal
Duration	4 Weeks

- Available in selected stores, dependent on format
- Increase at shelf visibility with engaging and impactful point of sales solutions
- Drive conversion at the final moment of purchase



# Wine & Beer



## Category Specific Media Liquor Chiller Door Decal

Category **specific** opportunities **throughout** the store.

Reach	Campaign Dependent
Audience	National
Format	Liquor Chiller Door Decal
Duration	4 Weeks

- Bespoke opportunities, tailored to location and in-store space
- High stand-out media in specific areas of the store
- Available in selected stores, dependent on format



# In-Store Sampling

**Encourage** shoppers to **trial** your product when they are in a buying mindset. Introduce shoppers to a NPD or new SKU variations. Educate customers on product features and benefits.

Reach	Campaign Dependent
Audience	National or Targeted
Format	Demonstration
Duration	1 Session

- In-store sampling has proven to deliver sale uplifts of over 250%
- Builds advocacy and awareness as shoppers make future purchases based on sampling



# Online Branded Shop

Leverage the visitation to [www.woolworths.co.nz](http://www.woolworths.co.nz) to bring your brand to life and educate shoppers with more detailed information, including videos on how to use and consume products.

Branded shops offer a **great opportunity to point multiple media channels to one information hub**, and showcase your full range. Curate content, deliver brand value proposition - all within our shoppable platform.

## Traffic drivers

- Display banners, branded tiles, eDM
- [Brand suggestions](#)
- [SEM packages](#)

- Contextually relevant branded experience within the Woolworths digital ecosystem
- Drive awareness and educate customers on your brand and products
- Tell your brand story and seamlessly integrate eCommerce functionality

Create a **highly branded and customised online destination** to showcase your brand and product range

**54%**  
are more likely  
to purchase  
advertised  
products here



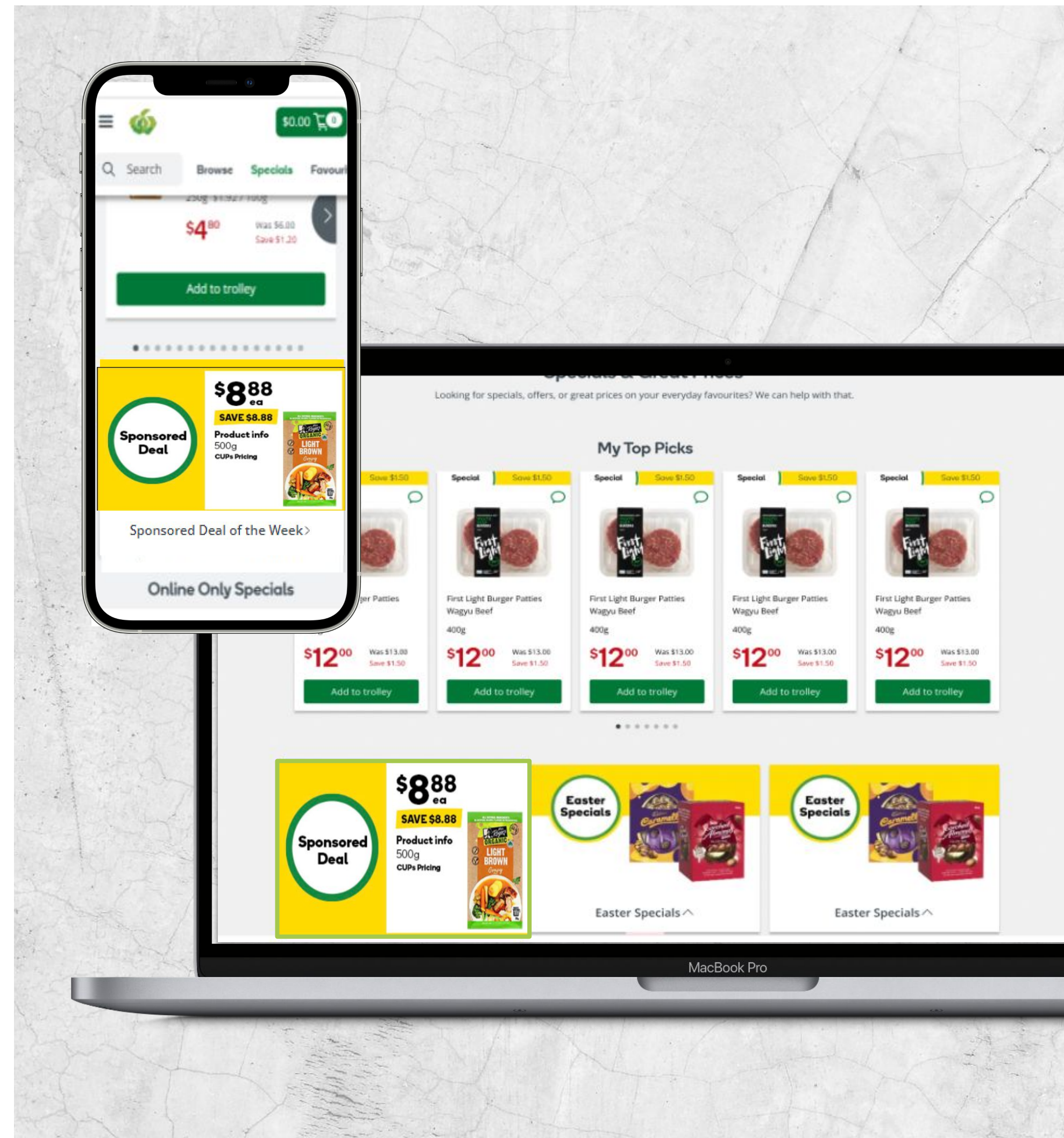
# Sponsored Deal Tile

## Specials Hub

Showcase your **product** on the **Specials Hub** on woolworths.co.nz and get more eyes on your product with increased 'Add to Carts'

Reach	Campaign Dependent
Audience	National
Format	KU(s) required 2 weeks out from go-live date
Duration	1 Week on the Specials Hub

- Exclusive ownership (only one opportunity per week)
- Communicate price, product and range messages, to customers actively looking for value
- Deal only eligible for promotion with minimum \$100K weekly forecast (RSV) for the SKU/price family, and minimum 20% discount level on all promoted SKU's
- No artwork required - supply SKU code and ensure product images are up to date on the site



**At Shelf**

health & body Sale

Up to 25% Off Listerine

LISTERINE FRESHBURST

LISTERINE TOTAL CARE

LISTERINE TOTAL CARE GUM HEALTH

Listerine

While stocks last. Prices valid from Monday 14/07/23 till Sunday 27/07/23. ©2023 P&G IP, Inc.

# POS - Product Spotters

It is time to make your brand stand out at the **final decision-making** moment.

Whether launching a **new product**, **highlighting a price promotion** or **communicating product attributes** there are a dynamic range of solutions to make sure you are **added to the trolley**.

Reach	2 Million+ Shoppers per Week
Audience	National
Format	Wobblers, Right Angle Identifier, Image Tickets, Neck tags
Duration	1 Week

- Highlight specific products at the shelf edge, driving navigation to your brand
- Aid navigation so customers can easily find and purchase your product
- Combat brand switching away from your brand at the last moment

The final step of the path to purchase, the shelf is the customer's **ultimate decision point** - your last chance to influence the purchase decision and have your brand chosen



# Online - Results Page Display

Reach high-intent customers actively searching and purchasing groceries on www.woolworths.co.nz and the Woolworths mobile app. Results Page Display combines Search/Aisle & Category products into a single solution that simplifies planning and delivers an instant category 'roadblock' across search terms and aisles simultaneously.

Reach	30,000+ Unique Average Weekly Views
Audience	National
Duration	1 Week

## EXTENDED REACH (ROADBLOCK)

Display ads run across relevant categories and search terms from a single buy

## MULTI-PLATFORM SOLUTION

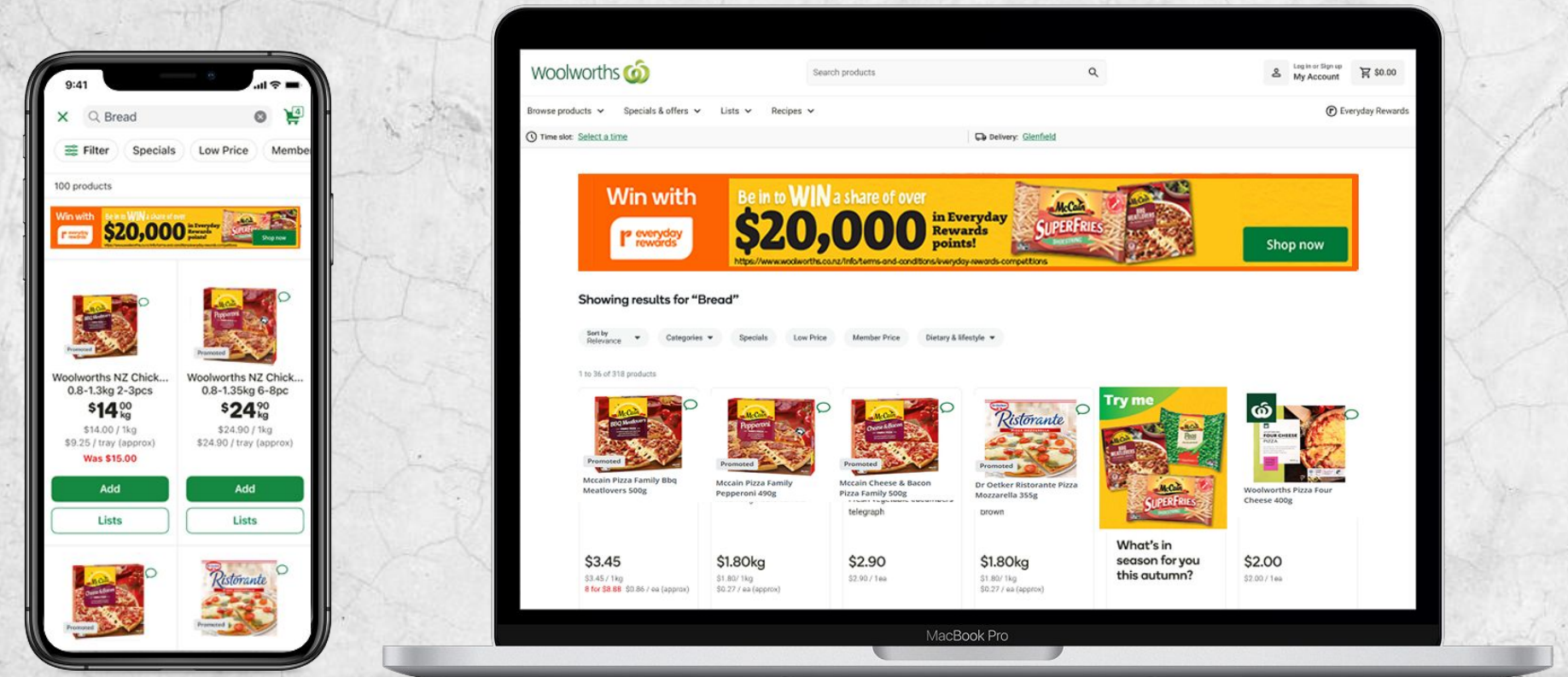
Reach customers on App, Desktop and Mobile Web

## CROSS CATEGORY MADE EASY

Clearly defined cross-category rules for associated selling plans

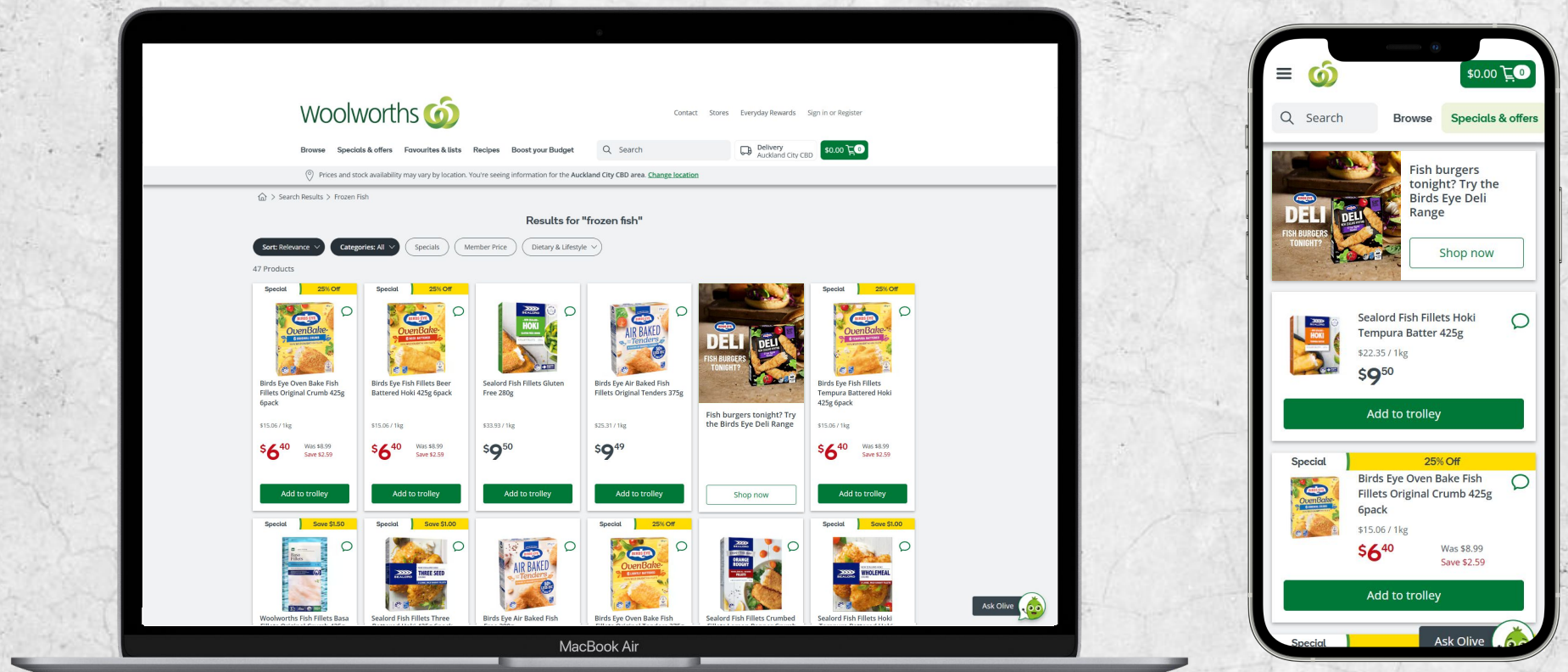
## Search Banners

Desktop, Mobile web only



## Search Branded Tile / Carousel

Web, mobile web, and mobile app



# Cartology

## Promoted Products

There are over **4 million product searches** on shop.woolworths.co.nz each week. 92% of the top 200 site searches are performed using generic terms at a product, aisle & category level. **90% of all customers only visit the first page of the search results.**

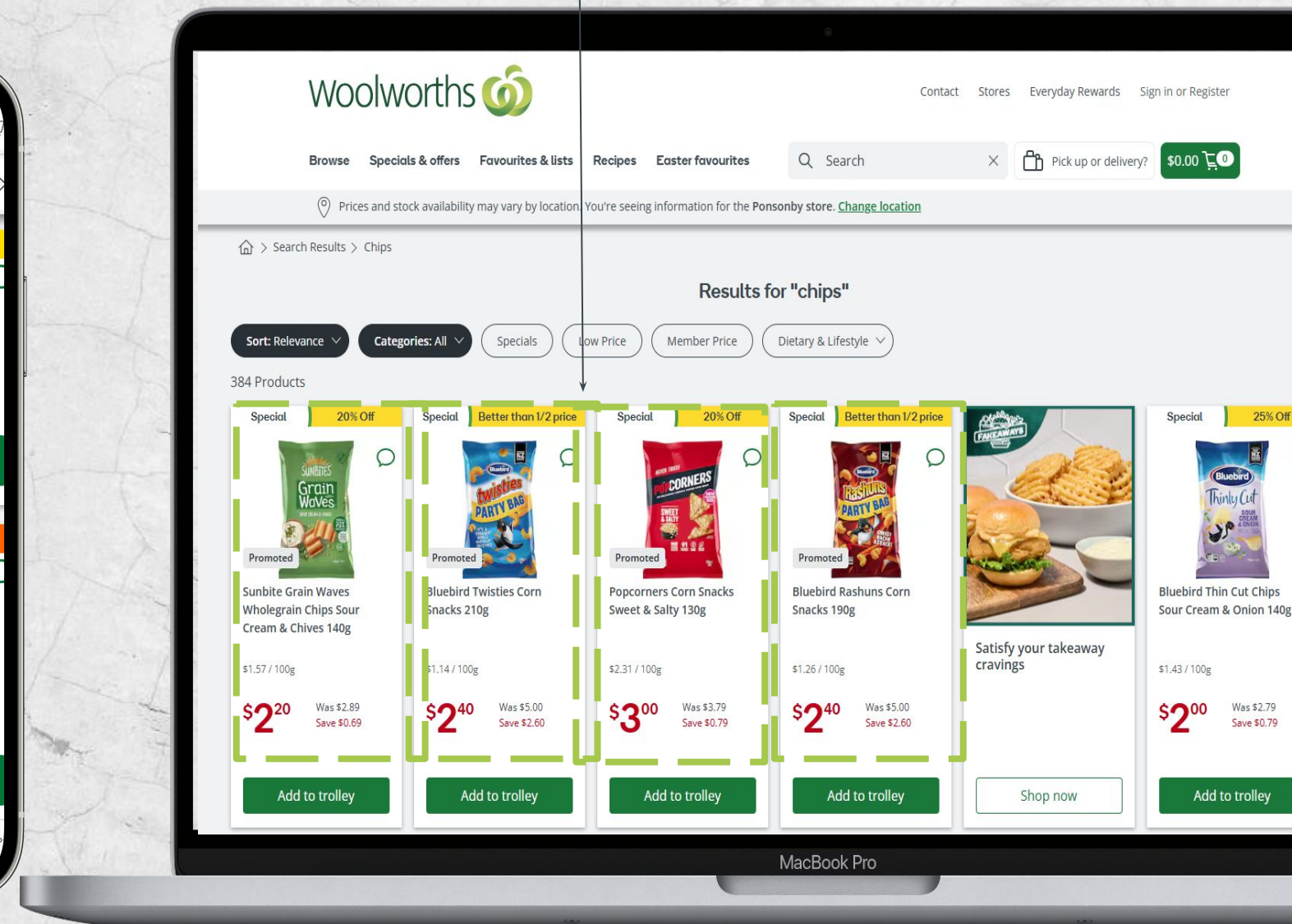
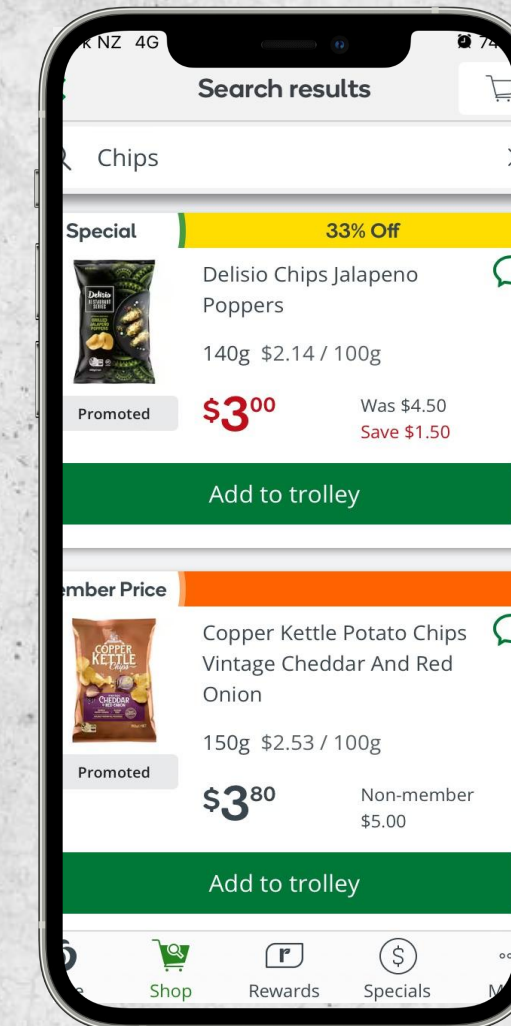
Our advanced marketing platform **places your brand on the first page of search results** for keywords related to your product, increasing 'on-shelf' visibility in the online shopping environment.

The **self serve digital media platform** enables clients access to launch, optimise and edit campaigns in-flight and delivers **real-time performance results.**

- Increased digital on-shelf visibility to support sales conversion
- High performance cost-per-click advertising solution
- Real time keyword bidding and dashboard reporting

**Cartology Promoted Products deliver an average return on ad spend**

of over **600%** and an online conversion rate of over **60%**

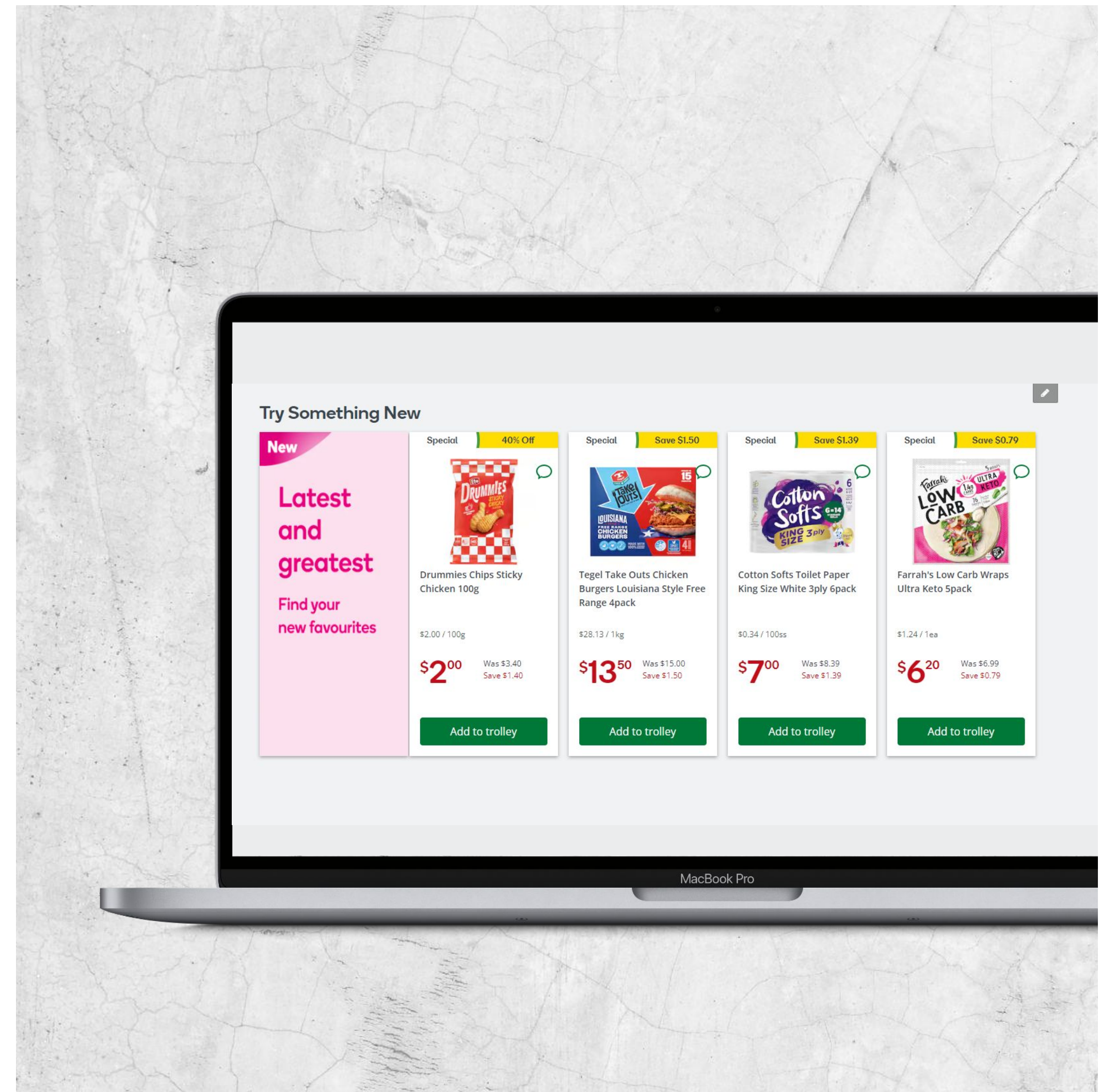


# Have you forgotten New Product Tile

2nd Highest traffic page on the shop.woolworths.co.nz website

Reach	Campaign Dependent
Audience	National
Duration	1 Week

- Communicate New products
- Served to customers prior to checkout on the Have You Forgotten Page
- Located on the 3rd carousel of the page
- 1 of 4 SOV (4 tiles per week)
- No artwork required - supply SKU code and ensure product images are up to date on the site

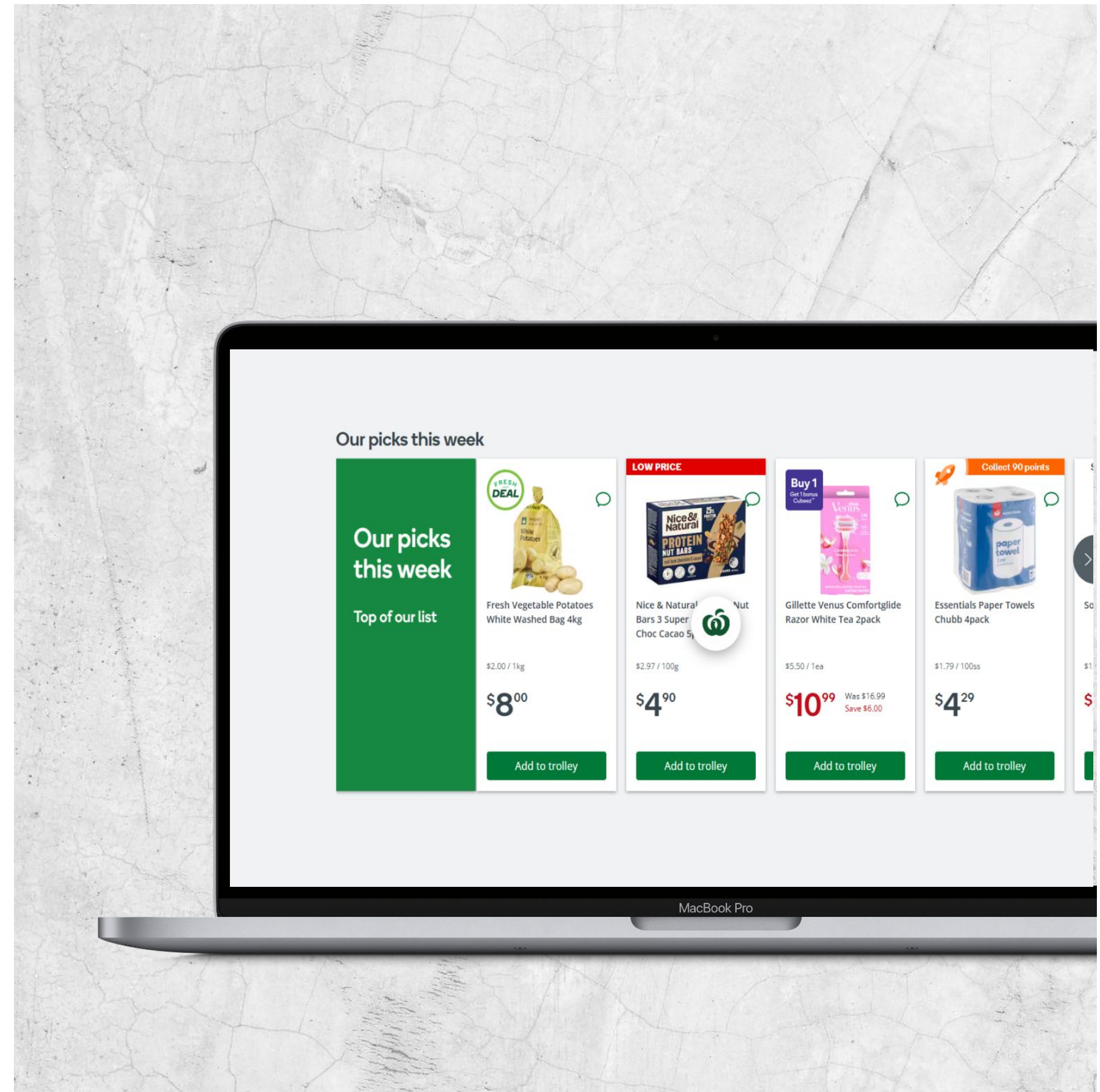


# Have you forgotten 'You might like' Product Tile

**2nd Highest** traffic page on the shop.woolworths.co.nz website.

Reach	Campaign Dependent
Audience	National
Duration	1 Week

- Served to customers prior to checkout on the Have You Forgotten Page
- Located on the 2nd carousel of the page
- 3 opportunities per week - Position 3,6 or 9
- No artwork required - supply SKU code and ensure product images are up to date on the site



## Partner with Woolworths

**Woolworths has an established calendar of customer programs, offering unique brand integration and alignment.**

Woolworths has an established calendar of customer programs, offering unique brand integration and alignment.

Partner with a trusted New Zealand brand and leverage key customer programs from Cartology Trading Moments to seasonal and category events, driving real customer impact in the moments that matter the most.

Woolworths 



# Major Marketing Events (MMAs) Flagship Brand Integration

These are our definitive "Go Big" moments, offering your brand unrivalled national reach through Woolworths' largest marketing investments. By integrating with these flagship events, you benefit from a powerful brand halo effect, ensuring your products are unmissable when customer engagement is at its absolute highest.

**Key Examples:** Collectables, Continuity Programs and Major Partnerships.

**Supplier Value:** Maximum reach. These events redefine the shopper experience and offer the highest level of brand association with the Woolworths Masterbrand.

**F27 Focus:** "Go Big" moments that capture national attention.



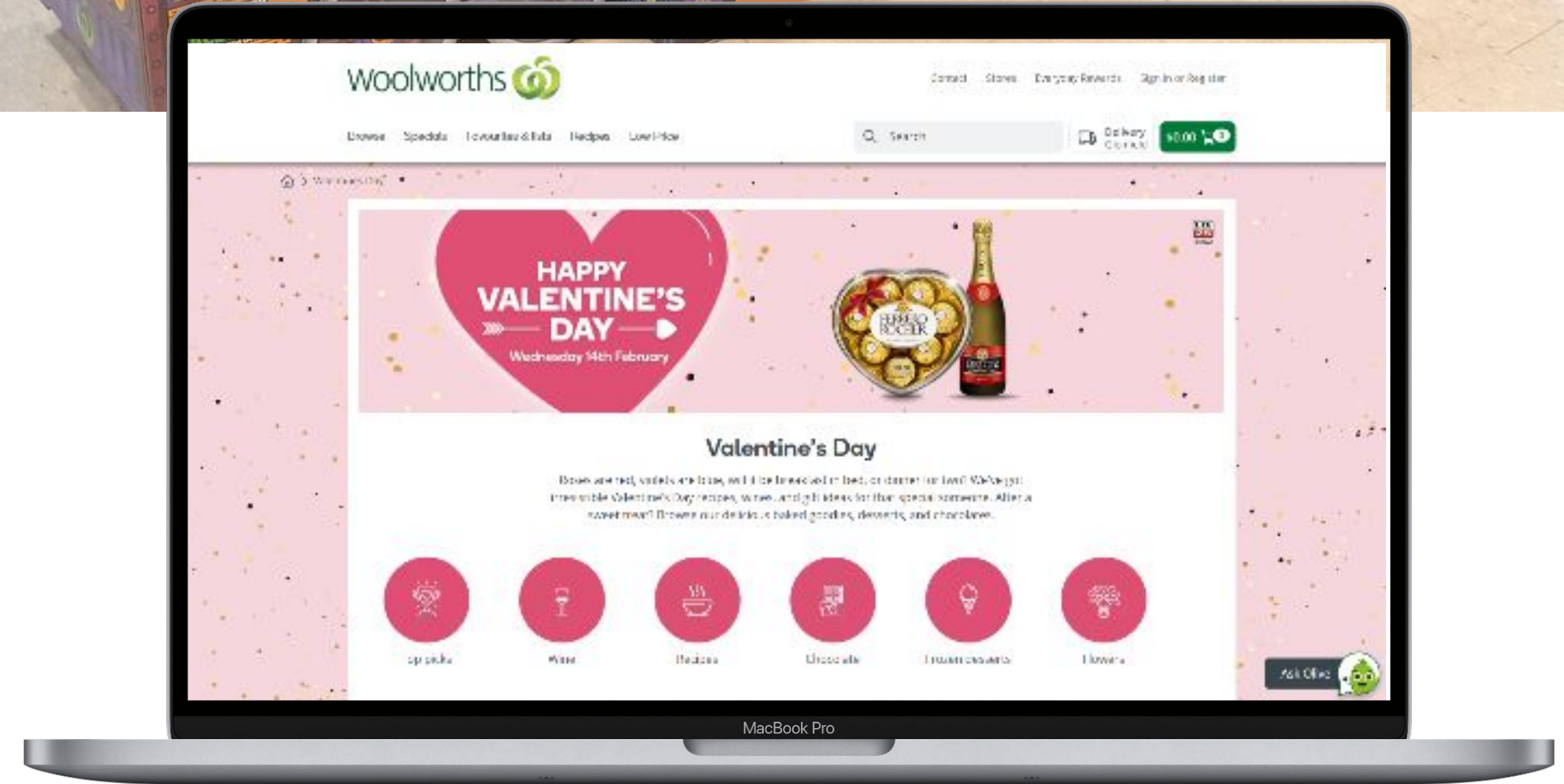
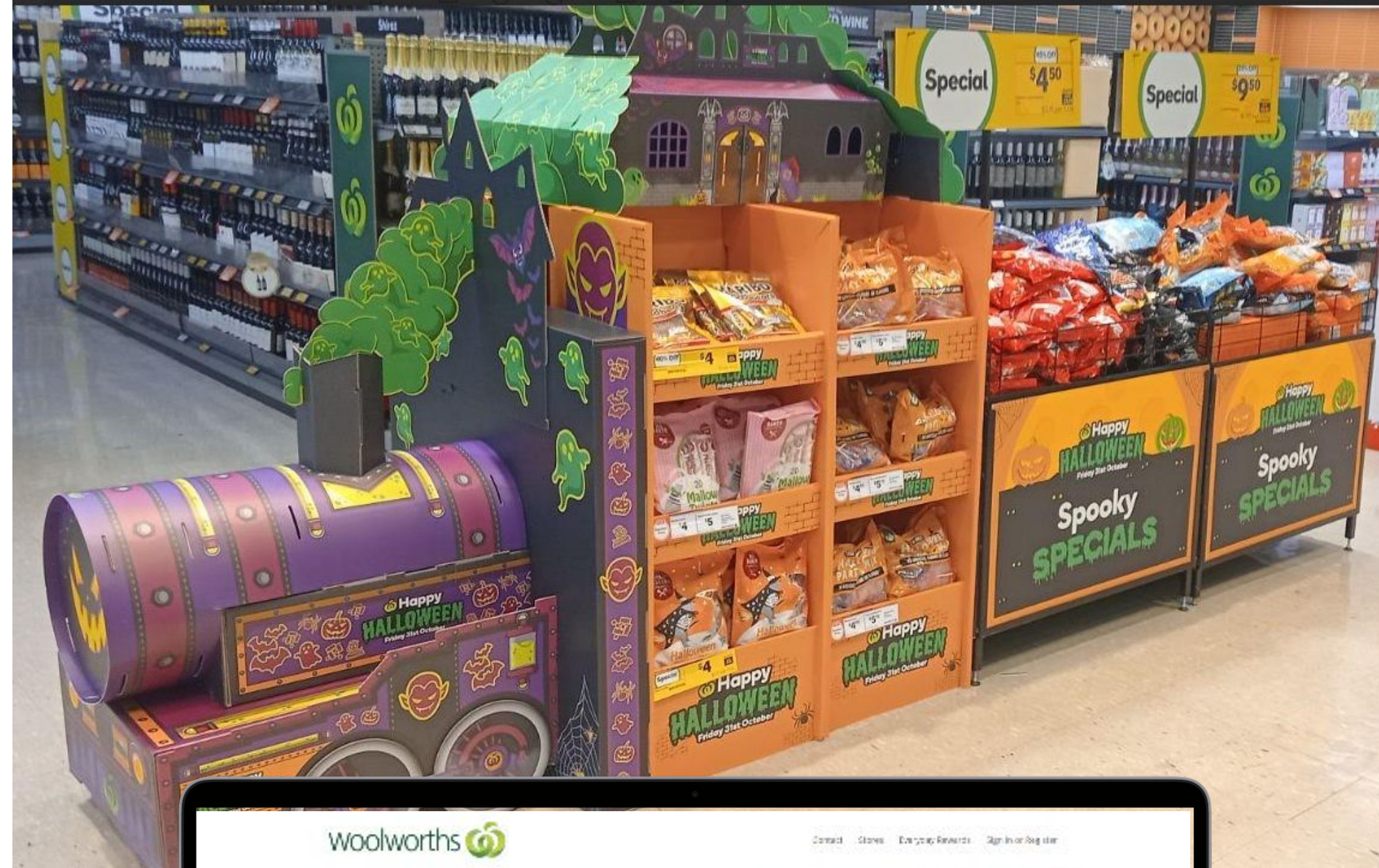
# Calendar Moments

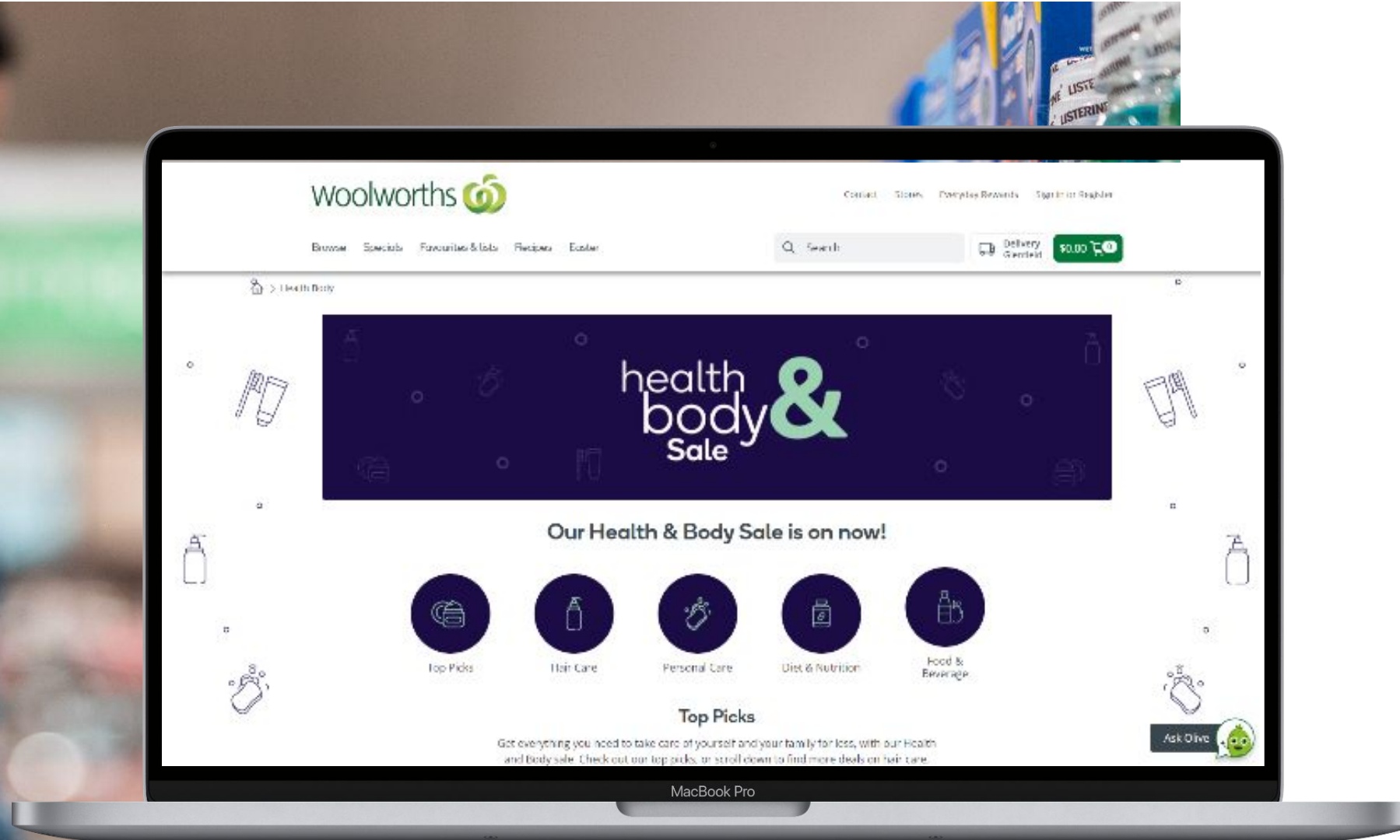
Capitalise on high-traffic seasonal peaks—like Christmas and Back-to-School—when shoppers are primed to spend and actively seeking inspiration. Partnering in these multi-category events allows you to intercept the shopper journey during their largest shops, helping you cut through the noise and drive significant incremental volume.

**Key Examples:** Christmas, Easter, Back to School, Halloween, Fathers Day, Lunar New Year etc

**Supplier Value:** Be top-of-mind during high-traffic periods. These events help you disrupt the shopper journey and provide solutions for seasonal needs.

**F27 Focus:** Driving incremental basket spend through seasonal inspiration.





# Category Events

## Targeted Category Growth

These deeply strategic campaigns are designed to help you dominate your specific aisle and attract new, light, or lapsed shoppers. By utilising highly targeted media to educate and drive trial, these events are the ultimate engine for establishing brand leadership and accelerating market share growth.

**Key Examples:** Health & Beauty, Baby, Pet, Cold & Flu, Sun Care.

**Supplier Value:** The ultimate tool for attracting new, light, and lapsed shoppers. These campaigns use highly relevant media to drive category-specific penetration.

**F27 Focus:** Precision targeting and category leadership.



# Sub Category Events

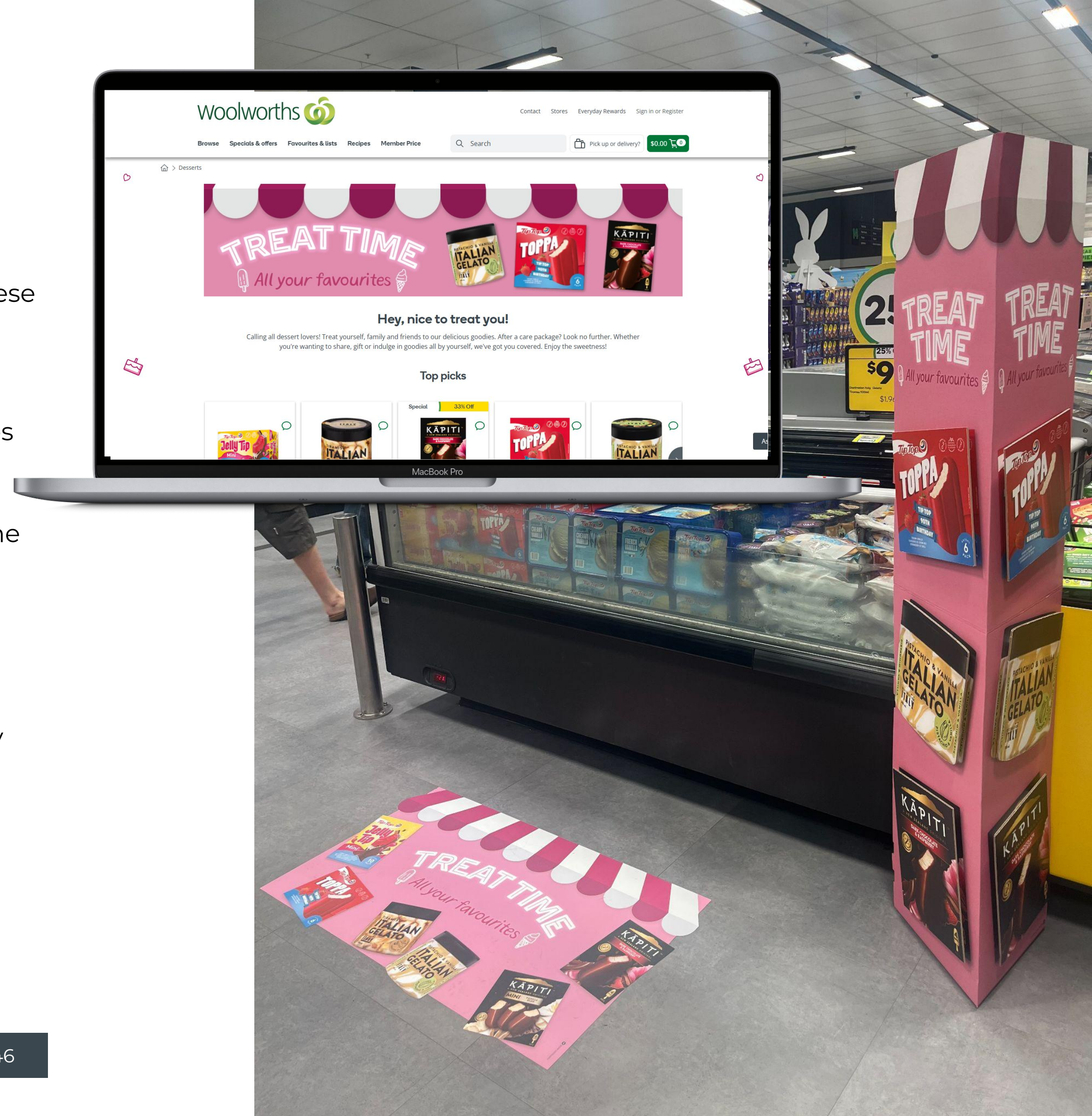
## Tactical & Solution-Focused

Stay agile and tap directly into emerging shopper trends with these flexible, multi-supplier activations. Perfect for curating solution-based themes (like "Meal Deals" or "Winter Wellness"), these tactical events offer cost-effective entry points to drive short-term volume spikes and cross-merchandising opportunities right when customers need them.

**Key Examples:** Fakeaways, Winter Wellness, Cheese Month, Home Essentials, Treat Time

**Supplier Value:** Flexible entry points to join themed activations. Perfect for driving volume and providing shopper inspiration.

**F27 Focus:** Agile responsiveness to shopper trends and inventory opportunities.



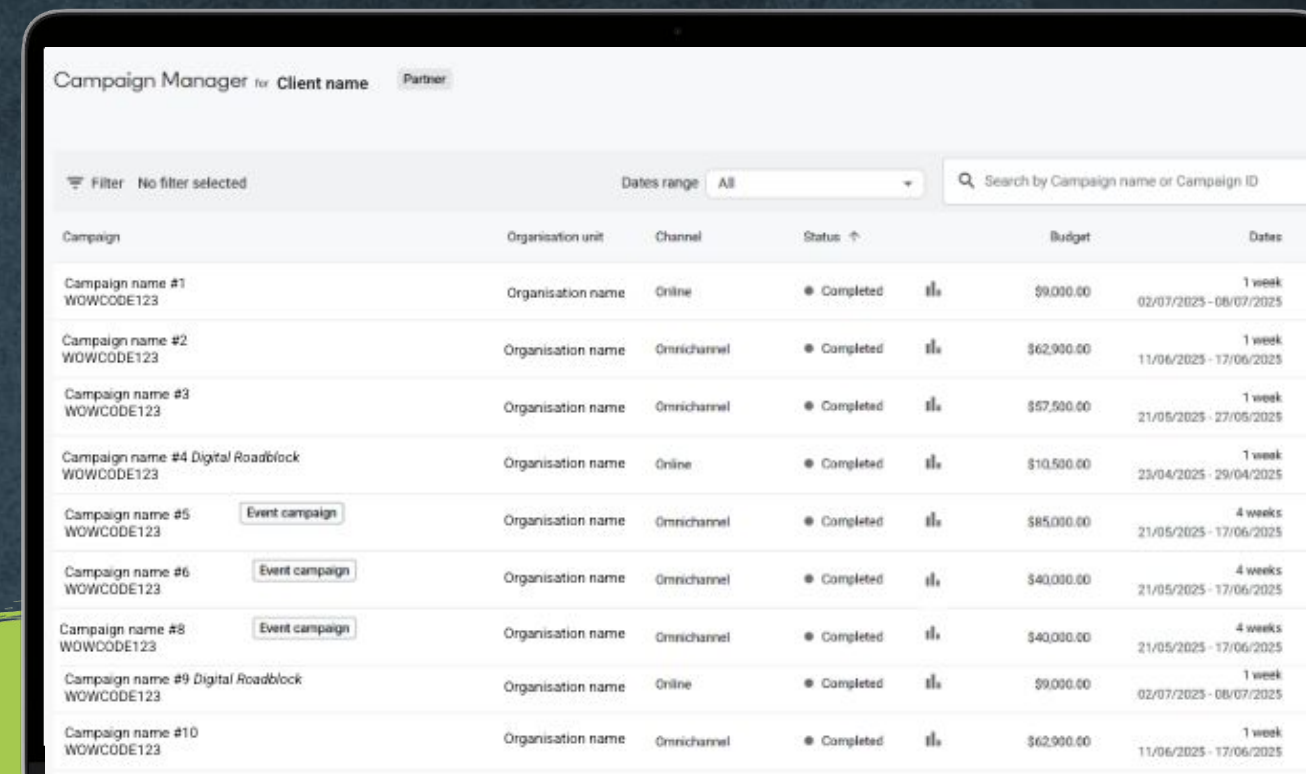
A person is sitting on a patterned rug, using a laptop. The laptop screen shows a dashboard for a campaign named 'Yoghurt Delight Summer Promotion' running from 01 Nov 2023 to 01 Dec 2023. The dashboard includes several sections: 'Campaign effectiveness' with an objective of 'Acquire New Customers', 'More conversion results', 'New to Brand' (Sales: \$27747), 'Repeat Customers' (Sales: \$27747), 'New to SKU' (Sales: \$4516), and 'Purchase Patterns' (Average Height of Purchase: 11.7). The person's hands are visible on the laptop keyboard and trackpad. A green line highlights the laptop screen and the person's hands.

# Post Campaign Reporting Cartology Ads Manager

# Better metrics, better interface

## Reporting

Automated reporting  
**48 Hours after Campaign completion**



Campaign	Organisation unit	Channel	Status	Budget	Dates
Campaign name #1 WOWCODE123	Organisation name	Online	Completed	\$9,000.00	02/07/2025 - 06/07/2025
Campaign name #2 WOWCODE123	Organisation name	Omni-channel	Completed	\$62,900.00	11/06/2025 - 17/06/2025
Campaign name #3 WOWCODE123	Organisation name	Omni-channel	Completed	\$57,500.00	21/05/2025 - 27/05/2025
Campaign name #4 Digital Roadblock WOWCODE123	Organisation name	Online	Completed	\$10,500.00	23/04/2025 - 29/04/2025
Campaign name #5 WOWCODE123	Organisation name	Omni-channel	Completed	\$85,000.00	21/05/2025 - 17/06/2025
Campaign name #6 WOWCODE123	Organisation name	Omni-channel	Completed	\$40,000.00	21/05/2025 - 17/06/2025
Campaign name #8 WOWCODE123	Organisation name	Omni-channel	Completed	\$40,000.00	21/05/2025 - 17/06/2025
Campaign name #9 Digital Roadblock WOWCODE123	Organisation name	Online	Completed	\$9,000.00	02/07/2025 - 06/07/2025
Campaign name #10 WOWCODE123	Organisation name	Omni-channel	Completed	\$62,900.00	11/06/2025 - 17/06/2025

### One Platform, all your campaigns

All reports housed in one dashboard

### Self Serve Platform

Including a dashboard showing status of campaigns and easy navigation through your post campaign reports.

### Added Metrics

You'll have access to new in depth customer metrics with benchmarking against pre period

### Historical Data

Campaigns ending on or after March 11, 2025 will be viewable in the platform

# Key features available in Ads Manager

# Post Campaign Reporting

Features	Available in Ads Manager
OMNI Channel Campaign Performance	✓
Channel & Placement Performance (In-store & Online)	✓
Sales Over Time - Average Weekly Performance & Weekly Performance Breakdown	✓
Sales Performance > total Woolworths results + Everyday Rewards results	✓
Customer Outcomes	✓
Lifestage & Affluence Breakdowns	✓
Post Period Sales Reporting	✗ Adhoc Request
Campaign Uplift vrs pre-period (Customer)	✓ NEW
Conversion results - Customer Origination	✓ NEW
Historical PCOs (from March 11th 2025)	✓ NEW
Sub-category Benchmarking (future release)	✓ NEW





**Artwork  
Process**

# Artwork Process

Once media is confirmed, a booking confirmation is sent via DocuSign

Client DocuSign

After DocuSign acceptance, the Cartology Campaign Specialist briefs the booking contacts.

Cartology Briefs

The client produces the artwork using Cartology's templates.

Client Creates

The client emails the files to the Cartology Campaign Specialist. These are reviewed also by the WWNZ Merchandise Team and then approved.

Client submits artwork

After approval & once all files are received, assets are dispatched. The booking is completed.

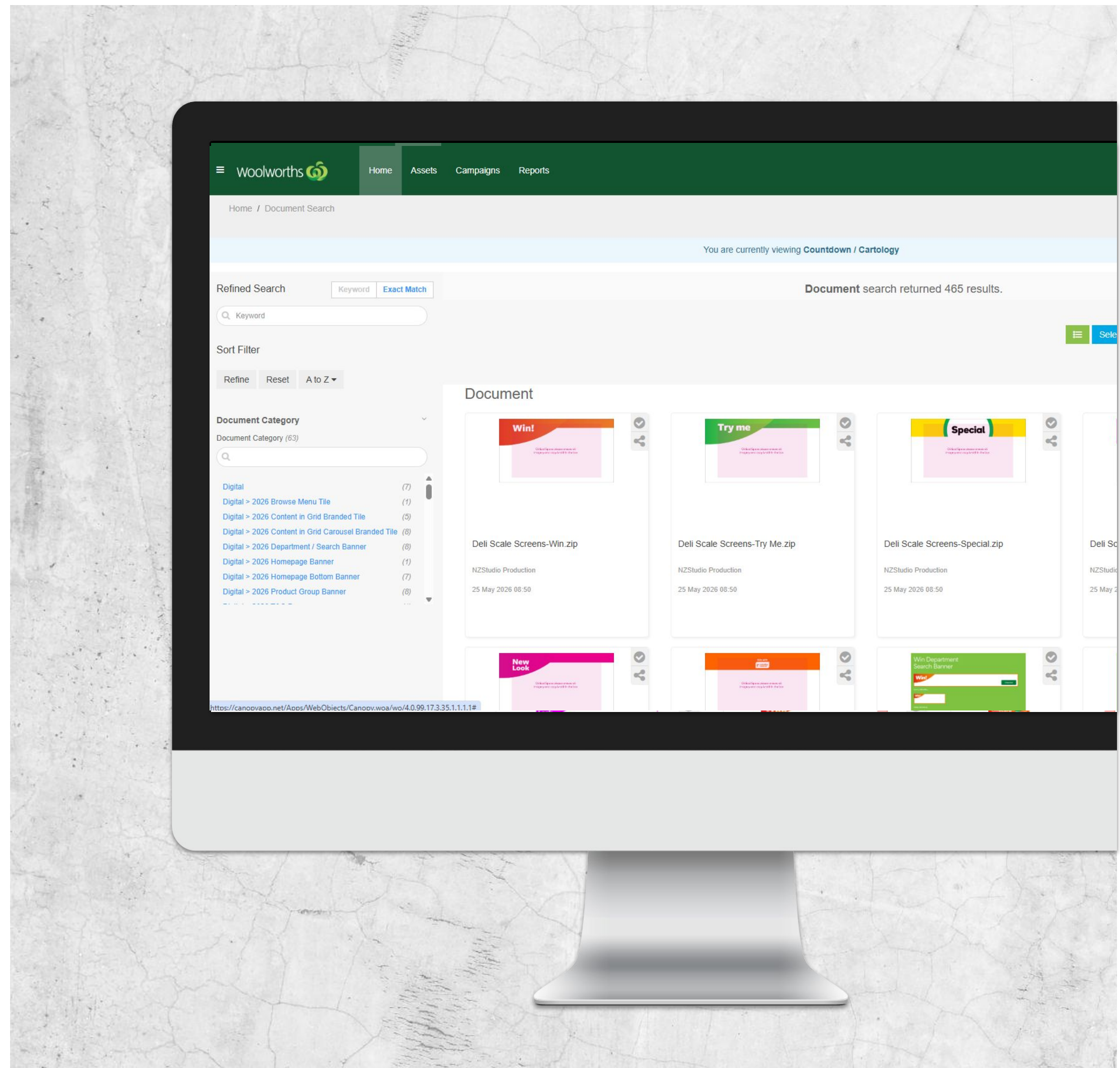
Cartology dispatches



# Artwork Specifications

## Lead Times

- Follow the templates, these must be used
- Available at canopyapp.net with login ID: supplier1@woolworths.co.nz, PW: Cart#5u99lier
- Spec sheets are available
- Digital: JPEGs at 144 dpi resolution maintain dimensions from template
- Print: Print-resolution PDFs with 10mm bleed and crop marks, as well as packaged open files.
- Final art only.
  
- Due 6 weeks prior: Branded shop
- Due 8 weeks prior: Mailer & eDM
- Due 4 weeks prior: All other media assets



Thank you

