

Application: 7182

Kevel's New Retail Media Cloud Levels the Playing Field

Page: General Information

Provide information about the company to be considered for the award. If you will be nominating an individual, specify the nominee's employer.

Name of Organization/Company

Kevel

[REDACTED]

[REDACTED]

Additional Contacts

I would also like to have others receive emails about the disposition of our entries.

Page: Entry Information

Entry Title

Kevel's New Retail Media Cloud Levels the Playing Field

Category

A05. New Product of the Year - Advertising, Marketing & Public Relations

New Product Submission Format

Written Answers

a. Briefly describe the organization that developed the nominated new product: its history and past performance (up to 200 words). Required

Kevel was founded in 2010 by software engineer James Avery, who wanted better technology for managing ad networks. Frustrated by the limitations of traditional ad tech, he wanted a platform that could help companies to build their own custom ad solutions, drive new revenue streams and reclaim control of their digital monetization.

Kevel's executive leadership team leads by example to set the tone of its company culture, which has been a valuable asset in Kevel's transformation. Now, Kevel is redefining retail media, helping retailers build and scale custom ad networks with full control of their first-party data. By offering unparalleled flexibility in ad serving, audience segmentation, and self-serve capabilities, Kevel helps businesses launch results-led programs in weeks, not years.

In 2024, Kevel introduced the Retail Media Cloud® - an AI-powered, API-first platform for retailers to launch fully customized, scalable retail media networks. Kevel's recent acquisition of Necta has helped meet increasing retailer needs and shape the retail media industry. With an estimated \$14.8m in annual revenue and a team of 100+ employees, Kevel helps leading brands such as Chewy, The Home Depot, Dollar General, Sonae, Lyft, and El Corte Ingles build competitive, future-proof ad businesses from the ground up.

b. Specify the date on which this nominated product was introduced to the marketplace. Outline the nominated product's features, functions, benefits and novelty (up to 250 words). Required

Launched in 2024, Kevel's Retail Media Cloud (RMC) is an API-first, AI-powered full-stack retail media platform designed to help retailers build world-class, in-house retail media networks without sacrificing brand, data, or shopper experience.

At its core, RMC combines three key products:

- Kevel Ad Server: A composable infrastructure for launching custom ad formats across web, app, and in-store channels.
- Kevel Audience: A customer data platform that unifies and activates first-party data for precise targeting and segmentation.
- Kevel Console: A flexible UI layer that includes tools like Self-Serve (for advertiser autonomy) and Forecast (for predictive inventory planning).

Together, these tools give retailers complete control over their ad tech stack, allowing them to monetize with advanced audience targeting, unique ad units, and closed-loop measurement—all with faster speed-to-market than building in-house from scratch.

Kevel developed RMC based on real customer pain points, with three clear objectives:

- Differentiation: The only API-native RMN platform enabling retailers to leverage their unique data and brand identity.
- Control: Full transparency and ownership of data, ad serving, and optimization—no black-box vendor reliance.
- Ease: A plug-and-play solution that's cost-effective and quick to deploy.

RMC's novelty lies in its flexibility and modularity, empowering retailers to compete at the level of Amazon and Google, while preserving their independence. It's already powering retail media networks for global leaders like iFood, Delivery Hero, and MC Sonae.

Kevel has created a platform that not only meets modern retail demands, but also redefines how retail media can be built flexibly, intelligently, and entirely on the retailer's terms.

c. Explain why the nominated product is unique or significant. If possible compare the product to competitors' offerings and/or to the organization's other or past products (up to 250 words). Required

Many competitors offer black-box or one-size-fits-all platforms, often repurposed from legacy adtech. Kevel's Retail Media Cloud (RMC) is designed to integrate directly with a retailer's existing tech stack, enabling advanced segmentation, real-time relevancy scoring, and closed-loop attribution through its modular tools. Kevel is unique in how its tech empowers retailers to build bespoke, in-house networks that reflect their brand, business, and data assets.

A standout example is MC Sonae, which used RMC to transform its retail media strategy. With Kevel, MC launched 160 ad placements in just six months, enhancing advertising reach. By integrating its loyalty program, MC drove advanced segmentation and personalized ad targeting, maximizing relevance and impact. The result: a 478% return on ad spend (ROAS) and more than 2million products synced for high-precision ad delivery - outperforming expectations and proving the business impact of a flexible, in-house approach.

Where other platforms limit innovation, Kevel's infrastructure supports ongoing evolution. As Carlos Paulo, Head of MC's retail media brand ENDLESS, notes:

"Being an API-based solution gave us the ability to evolve through time because retail media is in a very fluid context right now. Even from an ad server perspective, the ability to adapt to whatever formats and channels we want to launch in the future is definitely a plus. We wouldn't be stuck with a solution that give[s] us little room for adaptation."

RMC's significance lies in its ability to future-proof retail media strategies, giving retailers true ownership and the tools to scale like tech giants.

d. Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words). Optional

Kevel's Retail Media Cloud (RMC) is reshaping the ad tech landscape by giving retailers full ownership and flexibility to build high-performance, scalable ad platforms. Its API-first, privacy-conscious infrastructure enables rapid deployment of custom retail media networks - empowering retailers like iFood, The Home Depot, Dollar General, and MC Sonae to transform their monetization strategies without compromising user experience or data integrity.

Customer success stories underpin Kevel's approach. Kevel's platform powers The Home Depot's in-house retail media technology, Orange Apron Media. MC Sonae built a holistic retail media business - ENDLESS - in under six months, as spotlighted at the E-Commerce Connect event, where Kevel and the ENDLESS team shared key insights on accelerating go-to-market strategies using Kevel's API, modular-based infrastructure.

To support continued innovation and scale, Kevel has made strategic investments, including the acquisition of European tech startup Nexta to address growing retailer demands and bridge a critical gap in off-site retail media. Kevel CEO James Avery and Nexta CEO Martin Jensen explored the strategic and technical alignment behind the deal on the MadTech Podcast.

Kevel also continues to invest in its business growth and commitment to retail media, recently strengthening its leadership with the appointment of ad tech veteran Mark Mannino to its board of directors. His experience brings valuable perspective as the company continues to expand its impact on the global retail media ecosystem.

Kevel's Retail Media Cloud delivers both technology excellence and strategic value. It's not just powering ad platforms; it's powering the future of commerce.

[REDACTED FOR PUBLICATION]

Would you like to add an additional webpage link?

Yes

The figure is a horizontal bar chart with eight groups of bars, each group containing four bars. The bars are black and have varying lengths. The groups are separated by white space. The bars are set against a white background with light gray horizontal grid lines.

Panel	Bar 1	Bar 2	Bar 3	Bar 4
1	Short	Very Long	Very Long	Medium
2	Medium	Very Short	Very Short	Very Short
3	Medium	Very Long	Very Long	Medium
4	Medium	Very Long	Very Long	Medium
5	Medium	Very Long	Very Long	Medium
6	Medium	Very Long	Very Long	Medium
7	Medium	Very Long	Very Long	Medium
8	Medium	Very Long	Very Long	Medium

Supporting Document

No File Uploaded

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No

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