

**Company:** Pacvue

**Nomination Submitted by:** SamsonPR

**Company Description:** Pacvue is a commerce acceleration platform that empowers businesses to discover the most impactful opportunities, activate sales growth, and streamline daily operations. The platform turns insights into actionable recommendations by integrating retail media, commerce management, and measurement.

**Nomination Category:** New Product & Service (Developed for/by Women) Awards Categories

**Nomination Sub Category:** Best New Product or Service of the Year - Business Products

**Nomination Title:** The Incrementality Console: Transforming Commerce Media Through Data and Intelligence



1. Which will you submit for your nomination in this category, a video of up to five (5) minutes, explaining the features, functions, benefits, and results to date of the nominated product or service, OR written answers to the questions? (Choose one):

Written answers to the questions

2. If you are submitting a video of up to five (5) minutes in length, provide the URL of the video here, OR attach it to your entry via the "Add Attachments, Videos, or Links to This Entry" link above, through which you may also upload a copy of your video. If you are submitting written answers to the questions, please provide them in the appropriate spaces below:

3. If you are nominating a brand-new product or service, state the date on which it was released. If you are nominating a new version of an existing product or service, state the date on which the update was released:

September 2024 (Incrementality Console/iROAS Dashboard) and June 2024 (Copilot - extension of the Console)

4. Describe the features, functions, and benefits of the nominated product or service (up to 350 words):

**Total 349 words used.**

In September 2024, Anne Harrell and the Pacvue team successfully launched the Incrementality Console, a transformative solution designed to redefine how brands measure and optimize retail media performance. Featuring a modeled iROAS Dashboard built on advanced machine learning, advertisers are equipped with a trusted, multi-signal view of incremental sales impact. It addresses one of the most persistent challenges in commerce media: connecting advertising investment to actual business growth.

What makes this advancement a standout in the space is how it elevates the maturity of the entire ecosystem. The Incrementality Console is not just a measurement tool. It is the centerpiece of Pacvue's broader Data-as-a-Service (DaaS) strategy; built to give brands greater control, agility, and visibility in a fragmented retail environment.

Pacvue's approach is driven by an open ecosystem policy designed to give customers flexibility in how they connect, activate, and optimize commerce data. The platform supports a wide array of integrations with leading measurement, pricing, inventory, and performance partners. Examples include Profitero, which brings competitive pricing and availability signals that trigger automated rule-based changes across channels like Target; NIQ, which helps brands respond to real-time digital shelf movements across marketplaces; and Incremental.com, which delivers modeled daily spend recommendations fully integrated into Pacvue's Budget Manager.

These integrations represent the kind of extensibility Pacvue's ecosystem is built for; not isolated partnerships, but part of a much larger framework of connected intelligence. With the Incrementality Console at the core, and its DaaS infrastructure powering connectivity across channels and partners, brands benefit from a holistic view of performance and a system that helps them act on it.

The launch of the Console also builds on the June 2024 release of Pacvue Copilot, an agentic AI tool that has evolved to serve as a dynamic assistant across planning, analysis, and execution. Copilot enables users to translate insights from the Incrementality Console into action without technical lift. Media managers to executives can engage with performance data using natural language prompts, receive tailored recommendations, and deploy cross-retailer adjustments without the need for technical skills. This ensures that innovation is accessible, not siloed in analytics teams.

5. Outline the market performance, critical reception, and customer satisfaction with the product or service to date. State monetary or unit sales figures to date, if possible, and how they compare to expectations or past performance. Provide links to laudatory product or service reviews. Include some customer testimonials, if applicable. (up to 350 words):

**Total 323 words used.**

The impact of the Incrementality Console is evident across industries:

- o Panasonic achieved a 33% lift in iROAS by integrating Profitero digital shelf signals into its campaign logic using Pacvue's rule-based automation engine. This integration helped the brand act on price and availability shifts in real time.
- o "Pacvue's integration with Profitero+ Digital Shelf Signals has been a game-changer for Panasonic. The results were clear: improved efficiency, stronger conversion rates, and measurable incremental revenue."

Performance Marketing Manager, Panasonic

- o In the Middle East, WPP Media used Pacvue's rule engine to help Mars achieve 155% growth in sales and a 76% ROAS increase in the KSA market, proving the power of localized automation.
- o "Pacvue has been instrumental in allowing us to drive exceptional results for Mars in KSA. Pacvue's Automated Rules enabled us to optimize campaigns with precision, maximize ROAS, and scale sales growth. Their technology has truly empowered our team to focus more on strategy and deliver strong business impact for our customers."

Yasmine Aljabri, Senior Executive – E-Commerce, WPP Media

- o Haier used Pacvue and Kiliagon's dispute automation solution to recover over €800,000 in lost revenue through streamlined Amazon claims management.
- o "Pacvue's Revenue Recovery technology has been instrumental for Haier. With Pacvue, we've been able to reclaim revenue for Haier that could have easily slipped through the cracks."

Andrea Iotti, Head of Retail Media, Kiliagon

- o A leading home appliance brand increased ordered revenue by 34% and ROAS by 53%, year-over-year, without increasing its budget—demonstrating how smarter data use can unlock outsized performance.
  - "Pacvue's innovative solutions and seamless partnership have been instrumental in optimizing our retail media strategy. By leveraging their advanced automation, we've seen impressive results, including a 34% increase in ordered revenue and a 53% improvement in ROAS. The team's professionalism, attention to detail, and ability to adapt quickly to our needs have made a significant impact on our media efficiency and overall success."

Senior Manager, Paid Media & Analytics

6. 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):

**Total 10 words used.**

The videos provided are overviews/demos of how the products work.

## Attachments/Videos/Links:

[The Incrementality Console: Transforming Commerce Media Through Data and Intelligence](#)

[REDACTED FOR PUBLICATION]