



HYPER-LOCAL PRECISION MARKETING: Automating Multi-Channel Campaigns at Scale

- Exclusive CMO Council report on how LiveTechnology is transforming shopper marketing and enabling brands to create localized marketing assets that are on-brand, relevant, and personalized for each retail location.
- Find out how this automated, AI-infused platform localizes, targets, and optimizes ads across multiple channels—social media, addressable TV, direct mail, digital display, and more.
- Leverage the flexibility this gives brands to shift spending from one channel to a higher performing one in minutes, maximizing efficiency and impact.

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Interview With Wayne Reuvers, Founder & Chief Strategy Officer of LiveTechnology



EVOLUTION OF LIVETECHNOLOGY



How did LiveTechnology evolve from digital search and customer aftermarket experience to hyper-localized digital ad creation, campaign/content management, social media audience targeting, and high-performance demand generation?



After years of experience in automating the ad production for industries like Banking, Automotive, Real Estate, Insurance, Hospitality and more, we sold LivePlatform to Microsoft. Contractual obligations required us to step back from the industry for a few years, giving us time to observe market trends. We realized that while we had solved a major challenge—rendering localized creative at scale—no one had integrated the full process of ad creation, media buying, targeting, and measurement. When COVID-19 forced us to close our corporate park, I retreated to my island in the Bahamas with time to reinvent what the market needed. This led to LiveRetail, an end-to-end platform that seamlessly connects content and data to create ads, purchase media, target audiences, and aggregate results. Today, LiveRetail is the only platform that streamlines all five critical steps to build, deploy, and measure localized, on-brand advertising.



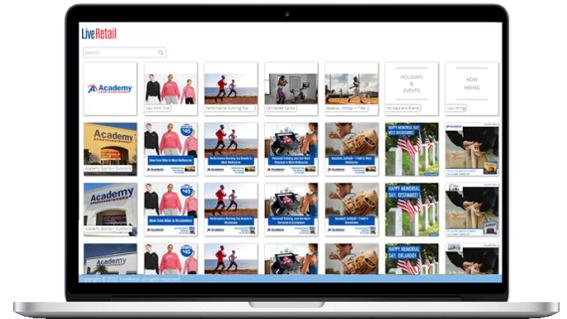
SCALING HYPER-TARGETED ADVERTISING



In what way is LiveRetail's end-to-end, digital advertising platform massively scaling and transforming the automated creation and delivery of localized, hyper-targeted advertising through all media and digital channels?



Many large companies with retail locations focus digital and social media advertising on driving e-commerce sales, overlooking that only 17.7% of retail sales occur online; the rest are in-store. We discovered that localizing ads to physical stores boosts ad performance by 2-3x, leveraging the power of proximity (location, location, location). This approach also redirects a brand's shopper marketing and trade funds—often spent on platforms like Amazon—back to in-store promotions. The challenge is creating ads for hundreds of brands and thousands of stores, a task that would take humans 350,000 hours. LiveRetail's automated platform accomplishes this in just three hours, streamlining production and delivery across all channels.



SHIFTING TO DIGITAL, INTENT-BASED MARKETING



Where and how are retailers and supplier brands moving from costly print and mail promotion to lower cost, intent and interest-based digital ad/deal delivery for in-the-moment marketing?

LiveRetail enables brands to create localized marketing assets that are on-brand, relevant, and personalized for each location. Holding companies and brands using the platform include Unilever (Axe), Keybank, Century21, Nissan, Jeep, Kia Motors, Five Guys (Quick Service Restaurant), JD Sports, Inscape, Take Five Hard Seltzer, Fishaways, Cicis Pizza, and Ancient Nutrition (and hundreds more). As a channel-agnostic platform, LiveRetail localizes, targets, and optimizes ads across multiple channels—social media, addressable TV, direct mail, digital display, and more. This flexibility allows brands to shift spending from one channel to a higher performing one in minutes, maximizing efficiency and impact.



HIGH-VELOCITY MARKETING AND ROI BENEFITS



What are the high-velocity, adaptive marketing and ROI benefits underlying LiveRetail's end-to-end digital advertising platform for multi-location, hyper-targeted promotional marketing?



Shopper marketing, marketing development funds (MDF), trade funds, and co-op advertising represent the largest portion of ad spend. Localizing these to specific retailers and stores delivers over twice the performance of national advertising and is fully measurable down to the stock keeping unit (SKU) sale in a store. LiveRetail transforms retailers' reactive weekly ads into proactive, dynamic campaigns that drive traffic and unlock a lost revenue stream. Brands see significant value in reaching customers in their local markets through trusted retailers, a game-changing approach that works across industries. For example, auto dealerships target vehicle shoppers based on their inventory and incentives, banks promote services through local branches, and industries like real estate, quick-service/dine-in restaurants, insurance, and other multi-location retail and consumer services benefit from hyper-targeted campaigns.



ENHANCING MDF ACCOUNTABILITY AND BRAND INTEGRITY



How is this enabling better use and accountability of marketing development funds (MDF), as well as brand integrity, compliance and cooperation with field, franchise and dealer networks?



Brands traditionally allocated MDF and shopper marketing budgets to weekly ad inserts, but as these shifted to website links, they became reactive, diverting funds to platforms like Amazon. Recognizing that 82.3% of retail sales still occur in physical stores, LiveRetail empowers retailers to launch a Local Social Retail Media Network in just four days, recapturing these funds and driving in-store traffic. In the auto industry, for instance, fewer than 10% of dealerships utilized available co-op funds due to high costs and complex processes, often spending more on agency fees than the funds provided. LiveRetail



reverses this with ready-to-run, co-op-compliant campaigns where co-op funds partially cover media costs. By eliminating ad production costs, campaigns can be optimized by channel, item, audience, and messaging—unachievable with traditional agency models. Franchisees benefit from ready-to-run campaigns activated in two clicks, simply by selecting a media budget.

LEVERAGING GENAI FOR AUTOMATED ADVERTISING



How are you incorporating GenAI technology to remove human intervention from the process of digital asset selection and production of creative advertising media outputs, libraries and portfolios for all localized media needs, formats and requirements?



LiveRetail integrates with multiple AI platforms, including OpenAI, Gemini, Grok 3, ElevenLabs, Hume.ai, and others, onboarding new engines in under four working days. Our AI-agnostic approach allows brands and retailers to select the best tools for tasks like voice-overs in over-the-top (OTT) ads, offer overlays in digital displays, audience targeting optimizations, and results analysis. By operating at scale, we transform AI—which can be complex and time-consuming—into a streamlined, scalable solution tailored to specific needs. Brands no longer face the challenge of choosing and integrating providers; they simply activate LiveRetail and achieve immediate ROI.



THE LIVERETAIL PLATFORM IN ACTION - APPLICATIONS AND DEPLOYMENTS

Retailers: Turning Weekly Ads into Local Social Media Ads

LiveRetail automates the process of extracting products from weekly ad flyers and retailer websites, transforming them into local, store-specific social media ads. This reduces media costs by over 30% and boosts response rates by more than 60%, leveraging the power of location.

Retailers: Activating a Local Social Media Retail Network

Retailers can enable brand partners to promote products through each local store on social media, with budgets ranging from \$1 to \$10,000. This captures marketing development funds (MDF) and shopper marketing budgets from supplier brands, driving effective local promotions and in-store sales. Brands typically allocate 0.5–2% of store sales to these campaigns, achieving a 140% increase in return on ad spend (ROAS), while retailers see direct lifts in traffic and sales.

Automotive: Converting Inventory into Multi-Channel Ads

LiveRetail takes inventory feeds from car dealerships and builds ads across channels (social media, addressable TV, direct mail, etc.), targeting in-market car shoppers and even conquest shoppers to convert them to the dealership's brand. With zero production costs, the cost per lead (CPL) drops by 40–60%, and the cost per sale (CPS) decreases by 55% or more.

Banking: Localizing Product Advertising to Branch Locations

By tailoring financial service ads (e.g., CDs, HELOCs, mortgages, loans, checking accounts) to community locations, banks achieve a 212% lift in ad performance. These ads resonate with local ethnic and demographic groups and overcome platform restrictions, such as Meta's 15-mile radius requirement, which wastes 89% of media spend. This enables banks to optimize budgets by product, audience, and service area.

Insurance: Customizing Ads for Financial Advisors

Individualizing insurance ads to local financial advisors—incorporating their community connections, credentials, location, and bio—significantly enhances inquiry quality, engagement, and conversions. Personalized advertising is essential in the trust-driven financial advice industry.

Fast Food: Localizing Menu Offers to Restaurant Locations

Frequency drives sales in competitive markets. By localizing menu offerings with rich imagery in carousel ads, LiveRetail reduces media costs by over 30% and delivers substantial returns. For example, one major burger franchise achieved a \$67,000 sales lift from a \$1,600 ad investment.





About Wayne Reuvers

Wayne Reuvers is a seasoned entrepreneur and innovator with deep expertise in developing and launching software solutions for the creative and marketing industries. As Founder and Chief Strategy Officer of LiveTechnology Holdings, he has positioned the company as a leader in marketing automation, versioning, and customization, particularly through the LiveRetail platform. Wayne serves on the advisory boards of African Angels Network, Health at Work, Solomomo, ENG8, and Gearbrain, and holds board positions at five companies. He has founded seven companies, invested in nine, and raised over \$35 million in capital. Wayne has successfully exited 6 subsidiaries, having created over \$110 million in wealth for the investors. A South African-born, Irish-Dutch American, Wayne is an accomplished engineer, software inventor, and investor. At age 14, he developed and sold his first software, Graph-It, a technical analysis tool for the stock market. Following his service in the South African Special Forces, he pioneered derivative modeling software, created a high-speed fingerprint matching algorithm, and launched groundbreaking technologies, including the first web-pixel tracking system (LiveStat), a web programming language (LSML), and a high-transaction object-oriented database (LiveOODB). Currently, he is driving innovation in AI-driven marketing automation (LiveRetail) and personal cloud solutions (LiveStuff).



About LiveRetail

LiveRetail is a SaaS platform that automates the creation and management of hyper-targeted, on-brand localized ads for multi-location brands, franchises, and retailers. With over 2,000 brands and 30 million ready-to-run ads and posts, its CreativeMatrix technology generates personalized, localized digital assets at scale, ensuring brand compliance while driving engagement, traffic, and sales. LiveRetail simplifies local marketing with pre-built, customizable content, integrated social media posting, and advanced targeting tools, helping businesses achieve up to 3X sales growth without increasing budgets. www.liveretail.com



About CMO Council

The Chief Marketing Officer (CMO) Council is the only global network of executives specifically dedicated to high-level knowledge exchange, thought leadership and personal relationship building among senior corporate marketing leaders and brand decision-makers across a wide range of global industries. The CMO Council's 16,000-plus members control approximately \$1 trillion in aggregated annual marketing expenditures and run complex, distributed marketing and sales operations worldwide. In total, the CMO Council and its strategic interest communities include more than 65,000 global executives in more than 110 countries covering multiple industries, segments and markets. For more information, visit www.cmocouncil.org.

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