

Future-ready retail media

Nectar360 Pollen drives outstanding results for your retail media campaigns.

Retail media has experienced a significant transformation, evolving from a tactical shopper marketing tool into a strategic full-funnel eco-system that supports brand growth.

Nectar360 Pollen sits at the forefront of this progression, creating streamlined access to retailer-owned media networks through an easy-to-use integrated platform. Leveraging rich first-party data alongside omnichannel reach, Pollen enables marketers to execute precise customer focused, measurable campaigns that drive real business outcomes.



Why Pollen?

In a world where retail media has become powerful – but increasingly complex. Pollen unlocks simplicity, speed and smarter decision-making.

Nectar360 Pollen, is the UK's most advanced unified retail media platform, built in-house and co-created with brands and agencies to solve the industry's biggest pain points. It brings together audience insights, media planning, activation, optimisation and measurement into one seamless experience – whether campaigns are run in-store, online or off-site.

What sets Pollen apart?

- **One platform, every channel:** Pollen unifies the full retail media journey – planning, booking and measuring – across all channels.
- **Customer-first by design:** Underpinned by Nectar's rich first-party, Pollen helps brands create more relevant, engaging and effective campaigns.
- **Built for users, by users:** Designed with direct input from clients, Pollen is intuitive, flexible, and scalable - supporting everything from self-serve to fully managed campaigns.
- **AI powered performance:** From real-time creative optimisation to intelligent audience building, Pollen uses generative AI to accelerate campaign delivery and effectiveness.
- **Market-leading measurement:** Our multi-touch attribution model and visualisation tools provide clear, actionable insights across every touchpoint.

Pollen isn't just a platform – it's making retail media simpler, smarter, and more impactful for everyone we work with.



Smarter campaigns, made simple.

Built with our clients, for clients.

Omnichannel integration

- Plan, activate, and measure across in-store, online, and off-site channels
- Unified view of media, creative, and reporting
- Support seamless, personalised customer journeys

Benefit: Create connected campaigns that drive stronger engagement and effectiveness.

Powered by AI & insights

- Supported by Nectar AI, our GenAI assistant. Audience building using Nectar's first-party data becomes available to all at a click of a button
- Real-time creative feedback and compliance checks within seconds

Benefit: Enjoy smarter planning, faster activation, and deeper insights all powered by AI and rich customer insight.

Industry-leading measurement

- Unified reporting across all media touch points
- Visualisation tools for real-time optimisation
- Transparent, channel-level performance insights through multi-touch attribution model
- Proprietary multi-touch attribution model for holistic performance insights

Benefit: Understand the true impact of every campaign and make strategic, data-driven decisions.

Ease of use

- Created with feedback from you our clients
- Easy-to-use, modern design for effortless campaign management
- Comprehensive platform for planning, booking, execution, and reporting

Benefit: Managing retail media campaigns becomes easy, allowing you our clients to focus on results, not complexity.

How Pollen works

At its core, Pollen brings together every stage of the retail media journey into one seamless platform.

1. Planning

Pollen centralises campaign planning into a single, intuitive interface. Users can:

- Build omnichannel plans for Argos, Sainsbury's, and third-party environments.
- Access a personalised dashboard to manage briefs, timelines, and approvals.
- Use GenAI-powered tools to accelerate planning workflows and generate recommendations.
- Collaborate in real time with Nectar360 teams or operate independently via self-serve.

2. Targeting

Pollen's targeting capabilities are powered by Nectar's rich first-party data and AI:

- Use the GenAI Audience Builder to create custom audiences based on shopping behaviour, demographics, and loyalty insights.
- Build store-level targeting lists for in-store activations.
- Access pre-built audience templates or create bespoke segments with guided support.

3. Activation Hub

Once planned and approved, campaigns are activated directly through Pollen:

- Book across all channels, on-site, off-site, and in-store, via the Activation Hub.
- Upload and manage creative assets, with AI-powered compliance checks ensuring brand safety and regulatory alignment.
- Track campaign status and delivery in real time.

4. Measurement (MTA)

Pollen features a market-leading Multi-Touch Attribution (MTA) model:

- Track performance across every touchpoint, digital and physical.
- Access real-time dashboards with visualised insights on performance and campaign impact.
- Transition from legacy measurement tools to a unified, always-on reporting suite.

5. Billing

Billing is integrated directly into the platform:

- View and manage invoices through the Billing Dashboard.
- Track spend by campaign, channel, and brand.
- Ensure financial accuracy with synchronised data between third party systems such as Epsilon (previously Citrus Ads).



Driving results for your business

Pollen is more than a platform – it's a growth engine for your brand.

Simplify complexity: Pollen replaces fragmented tools and offline workflows with a single, seamless platform. From briefing to billing, everything happens in one place, saving time and reducing friction for your teams.

Accelerate performance: With AI-driven planning, real-time optimisation, and integrated measurement, Pollen empowers marketers to make smarter decisions, faster. This means better ROI, more relevant campaigns, and stronger customer engagement.

Scale with confidence: Whether you're running one campaign or one hundred, Pollen is designed to scale. Its flexible architecture supports both self-serve and managed service campaigns, making it easy to grow alongside your business.

Future-ready innovation: Pollen is built to evolve. With continuous investment in AI, omnichannel capabilities, and user experience, it's a platform that grows with the market, and with you.

Want to reach your customers and grow your brand?

Reach out to your Nectar360 contact or visit: nectar360.co.uk/pollen

