

Powering the future of 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 by our clients, for clients.

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.

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.

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 iROAS, incrementality, 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

