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Vroom Delivery Partners with DIGITS to Create Retail Media Network for Convenience Retailers of any Size

All Retailers on the Vroom Delivery Platform Will Soon Be Able to Access CPG Advertising Revenue

Miami, FL (October 22, 2024) — [Vroom Delivery](#), a digital commerce platform for the convenience retail industry, has partnered with [DIGITS](#), a Retail Media Agency. The partnership will allow retailers of any size to access advertising revenue through their online ordering channels such as their app and websites. Major CPG companies will pay retailers for preferred digital slotting of products, leading to a significant reduction in cost for these retailers' e-commerce programs.

Dozens of retailers on the Vroom Delivery platform will initially be participating in the program. Prior to this partnership, it's been difficult for small and medium-sized retailers to access Retail Media revenue. Vroom Delivery has been able to build a generalizable solution and leverage its vast national network of stores so that retailers of any size can access this benefit that traditionally has only been available to the largest national retailers. It's expected that retailers will begin receiving their first revenue from CPG companies in early Q1 of 2025.

The program is opt-in, meaning that retailers can choose whether or not to participate. Those that do can expect several months of Vroom's platform fees paid for by CPG companies in the first year, increasing significantly in the second and third years. John Nelson, CEO of Vroom Delivery, said "Our goal is always to increase retailer revenue and the minimize cost of offering digital commerce solutions to their customers. Now that we have significant scale, the addition of Retail Media to the platform allows retailers of any size to access advertising revenue that historically has only been available to the largest retailers in the country."

This is DIGITS' first entry into the convenience retail media space. The company has been operating for over 8 years, providing Retail Media services primarily to grocery chains and directly for CPGs. Founder and CEO of DIGITS David Glaza said "This partnership will provide brands access to premium onsite retail media inventory. The convenience shopper has historically been difficult for brands to reach. Brands launching and promoting beverages, snacks and more will be featured prominently on the platform"

The initial program will be for on-site media, including all Vroom products such as first party ordering, home delivery, and in-store kiosks. However, the partnership between Vroom Delivery DIGITS expects to quickly expand to off-site media. Off-site media will include CPG-funded advertising on social media and other external digital channels, driving additional traffic and revenue to retailers.

For more information visit www.vroomdelivery.tech

About Digits

DIGITS is an independent Retail Media Agency headquartered in Minneapolis, MN who works with omnichannel retailers and brands. DIGITS operates the DIGITS Retail Media Network which is a platform that builds, sells and operates retail media across a collection of regional grocers and convenience stores. DIGITS recently was named to the Inc 5000 list of fastest growing private companies in America. For more information, visit www.digitsagency.com

About Vroom Delivery

Founded in 2016 and headquartered in Miami, FL, Vroom Delivery is a full-stack e-commerce solution for convenience stores, providing every technical aspect required for chains of convenience stores to operate and manage their own e-commerce and delivery services. For more information, visit www.vroomdelivery.tech.

Media Contacts

John Nelson
John.nelson@vroomdelivery.com

David Glaza
Dave@digitsagency.com