

Most commerce platforms already own a media business they have not built.

The operating method AndesML uses with retailers, marketplaces, banks, airlines and super apps, among others, to turn first-party data, owned traffic and supplier relationships into recurring, high-margin advertising revenue.

Walmart’s ad business reached **US\$6.4B in FY2026, up 46%**; advertising and membership drove roughly a third of adjusted operating income. The question is no longer whether to build, but **how fast do you build it profitably, and who ends up owning the advertiser relationship**.

>US\$200B

Global retail media spend in 2026, roughly 16% of every digital advertising dollar.

28% a year

Latin America’s growth to ~US\$5B by 2028. Brazil and Mexico hold 81% today, the rest of the region is unclaimed.

~80%

Gross margin, against 5-10% operating margin in core retail.

01

Readiness comes before sizing

Twelve dimensions, scored 1–5. The pattern of scores — not the average — sets what you launch first.

DEMAND & COMMERCIAL

- ✓ Strategic ambition
- ✓ Advertiser and supplier base
- ✓ Existing monetization practices
- ✓ Sales and agency relationships

ASSETS & DATA

- ✓ Traffic and owned media
- ✓ First-party data depth
- ✓ Customer identity and loyalty
- ✓ e-Commerce and app maturity

EXECUTION CAPACITY

- ✓ Technology and integration
- ✓ Privacy, consent and security
- ✓ Organization and governance
- ✓ Measurement and attribution

02

Revenue first, complexity later

Every product earns the right to the next one.

PHASE 1 · 0–90 DAYS

Launch

Onsite sponsored products and display. Highest demand, lowest data dependency. Target: first advertiser revenue inside the quarter.

PHASE 2 · 3–12 MONTHS

Scale

Audience segmentation, offsite extension, self-serve buying, joint business planning with your top twenty advertisers.

PHASE 3 · 12 MONTHS +

Compound

In-store and omnichannel inventory, clean rooms, incrementality measurement, AI-driven optimization and agentic campaign operation.

03

Two roads to the same number

Top-down. Addressable trade and media budgets across your supplier base, times a defensible share of wallet.

Bottom-up. Available impressions × fill rate × CPM/CPC × campaign frequency, AdOps and sales cost.

Cross-check. Incrementality and sales uplift, the only evidence that makes an advertiser buy a second time.

A number a CFO will sign is one where both roads converge. We build both and stress-test the gap between them.

04

Where these businesses fail

Four voices to one brand. Trade, ecommerce, CRM and media sales all calling. **Fix:** one commercial interface, one rate card.

Volume before process. Campaigns arrive ahead of naming, QA and pacing discipline. **Fix:** the AdOps manual exists on day one.

Ungoverned ad load. Short-term yield bought with conversion. **Fix:** UX guardrails owned outside the sales team.

Measurement no one trusts. **Fix:** closed-loop attribution from the first campaign — otherwise renewal never comes.

INSIDE THE FULL PLAYBOOK

- Readiness diagnostic and scoring model
- Business case and sizing model
- Ad product and channel roadmap
- Data and technology blueprint
- Advertiser segmentation, pricing and GTM
- AdOps operating manual
- Measurement and incrementality
- Operating model and governance
- 30–60–90 launch plan
- 12-month scale-up plan

AndesML is an AI-native commerce media platform. We license the technology and transfer the method to run it.

Request a readiness diagnostic → andesml.com