Rithum

Marketing for Brands Capability Overview

Rithum Support for Agencies

Connect your clients with more consumers – in an increasingly fragmented world

E-commerce is growing more complex every day. Consumer journeys are increasingly varied, and shoppers can choose from more options than ever before. Meeting the unique requirements of each channel and optimizing your marketing campaigns — across channels like Google, Amazon, Facebook and hundreds more — requires both operational agility and expertise.

Boost your capabilities

Rithum helps drive ad spend effectiveness through the automation and optimization of advertising campaigns and product feeds across search engines, retargeting channels, social media, marketplaces, video platforms and much more.

Partner with Rithum to help your clients:

- Streamline campaign creation, management and tracking
- Gain strategic guidance and technical support
- Transform product data and automate the delivery of feeds
- Manage costs and uncover revenue-increasing opportunities

annual ad spend

$500M

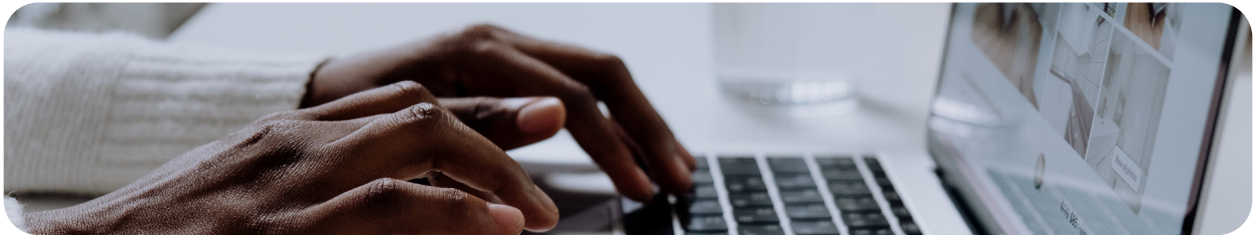**global channels**

420+

years of experience

20+

Paid search

Create a seamless path to purchase for your digital marketing campaigns.

Use Rithum's resources to:

- Turn consumers interacting with your clients' digital campaigns into buyers

- Create a better experience for consumers and increase opportunities for conversion

- Run product-focused digital campaigns

- Gain cross-channel insights to increase efficiency

Paid social

Social channels are uniquely positioned at the intersection of community and commerce, giving you access to audience segments who have shown interest in specific products. Rithum can help optimize campaigns, enhance product data and provide reporting and analytics.

Improve your clients' visibility on social channels such as Facebook, Instagram, Pinterest, Tumblr, TikTok and others through one centralized platform.

Product feed management

Powered by the most robust data transformation engine in the industry, Rithum's feed management solution can easily transform your clients' product data to meet the requirements of more than 400 channels. We don't just deliver data — we can make product content better.

Harness the power of Rithum's platform to:

- Tailor product feeds for all targeted destinations

- Transform and optimize your clients' product data

- Build, automate and track the best feed delivery strategy

- Leverage constant monitoring and error resolution

- Gain access to regular feed and data audits

Rithum experience + Rithum technology = digital marketing success

All platforms are not created equal. Simply put, Rithum is built to help your clients scale their business. No matter how critical the data, how large the feeds, how complicated the campaign structure, our enterprise technology provides peace of mind knowing your clients' product data is in good hands.

Partner with Rithum to expand your reach

Rithum's leading technology has helped thousands of brands, retailers and their agencies streamline e-commerce operations, expand to new markets and optimize their presence on hundreds of channels around the world.

But we're more than just a powerful platform. We've been at the forefront of e-commerce for over 25 years. As your partner in e-commerce success, we're here to help your clients efficiently reach the right customers, with the right product, at the right time — wherever their customers shop.

Curious about our perspective on your advertising campaigns or feeds? Request our complimentary advertising analysis. Our experts will give personalized feedback about campaign strategies, outcomes, efficiencies — and opportunities.

Why Rithum?

Increased ROAS
through automation and a data-driven approach

Proven results
with tripled GMV in one year for one client

10 transactions per second
processed with our network power

#1 channel management provider
since 2013 according to Digital Commerce 360