Explore the Service Offering Taxonomy

An interactive directory for the CRMN Service Offering Taxonomy

On-site

Off-site

In-Real Life

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October 2026

Tactics

Every service offering in the taxonomy sits under one of three tactics, defined by where the consumer encounters it.

On-site

Advertising or sponsored brand activity delivered within a C/RMN's owned or operated digital properties.

3 CHANNELS

Web
App
Above the Box

Off-site

Advertising or sponsored brand activity activated outside C/RMN-owned and operated environments.

8 CHANNELS

Social
Search
Open Web
CTV
Linear TV
Above the Box (3P)
Agentic Commerce
Self-Serve Data

In-Real Life

Advertising, messaging, or branded engagement that happens in person in physical-world environments.

5 CHANNELS

Physical Environment
Non-Owned Hardware
Digital Out of Home
In-location Promo
Physical Events and Demos

On-site

Advertising or sponsored brand activity that is delivered within a C/RMN's owned or operated digital properties, where the C/RMN directly controls the user experience, placement, rules of engagement, and available interaction points.

Additional context: On-site includes ad products and branded experiences that appear on the C/RMN's own web, app, or owned digital platform surfaces. These offerings typically leverage zero and first-party behavioral, transactional, or contextual signals generated within that environment.

Channels

Web

Advertising or brand experiences delivered in a C/RMN-owned website, through a browser.

App

Advertising or brand experiences delivered within a C/RMN-owned mobile or tablet application.

Above the Box

Advertising delivered through C/RMN-owned device or platform interfaces outside traditional web and apps.

On-site:
Web Channel

Advertising or brand experiences delivered within a C/RMN's owned or operated website environment, where the user interacts through a browser-based experience.

Explainer: This channel includes monetization and messaging opportunities that appear on desktop or mobile web properties controlled by the C/RMN, which may be a publisher, retailer, marketplace, or brand/advertiser.

01	**Display and Video**	Static, animated, or video advertising delivered within the C/RMN's owned website, including homepage, category, search-results, product-detail, and other web placements.
02	**Sponsored AD**	A paid placement that gives an advertiser's product, service, or content enhanced visibility within the C/RMN's website and is identified as sponsored. The placement may be targeted or contextual and priced on a CPM, CPC, CPA, or other agreed basis.
03	**User Interacted (sweepstake form, etc.)**	An interactive advertising experience that invites a consumer to take an action beyond passive exposure, such as clicking, entering a sweepstakes, submitting a form, or navigating to a C/RMN- or advertiser-owned landing page.
04	**"Post-Transaction Moment" Carousels**	A sponsored carousel or ad presented after a consumer completes a transaction or other conversion, typically within confirmation, receipt, order-tracking, or similar post-transaction pages, to promote both endemic and non-endemic products, services, or offers.
05	**AI (Chat Bot)**	Sponsored brand content, product recommendations, or offers delivered within an AI-enabled conversational interface on the C/RMN's website in response to a user's prompt, intent, session context, or behavioral profile.
06	**Contextual Ad**	An advertisement selected and delivered based on the content, product, category, or page context being viewed rather than the consumer's identity or behavioral profile.
07	**AI Browser Interface**	Sponsored brand content, recommendations, or destinations integrated into an AI-enabled browser or browser-based assistant operating within the C/RMN's owned web environment and surfaced in response to user intent or context.

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On-site: App Channel

Advertising or brand experiences delivered within a C/RMN's owned or operated mobile or tablet application environment ("app"), where the user interacts.

Explainer: This channel covers in-app placements and experiences that appear in the app controlled by the C/RMN, which may be a publisher, retailer, marketplace, or brand owner.

01	**Display and Video**	Static, animated, or video advertising delivered within the C/RMN's owned mobile or tablet application, including home, browse, search, product-detail, checkout, and other in-app placements.
02	**Sponsored AD**	A paid placement that gives an advertiser's product, service, or content enhanced visibility within the C/RMN's app and is identified as sponsored. The placement may be targeted or contextual and priced on a CPM, CPC, CPA, or other agreed basis.
03	**User Interacted**	An interactive advertising experience that invites a consumer to take an action beyond passive exposure, such as clicking, entering a sweepstakes, submitting a form, or navigating to a C/RMN- or advertiser-owned landing page.
04	**"Post-Transaction Moment" Carousels**	A sponsored carousel or ad presented after a consumer completes a transaction or other conversion, typically within confirmation, receipt, order-tracking, or similar post-transaction pages, to promote both endemic and non-endemic products, services, or offers.
05	**AI (Chat Bot)**	Sponsored brand content, product recommendations, or offers delivered within an AI-enabled conversational interface in the C/RMN's app in response to a user's prompt, intent, session context, or historical data behavioral profile.
06	**Contextual Ad**	An advertisement selected and delivered based on the app screen, content, product, category, or interaction context rather than the consumer's identity or behavioral profile.
07	**In Store Mode**	An app experience activated when a consumer is in or near a C/RMN physical location that delivers location-aware navigation, product information, offers, or sponsored placements using permitted signals such as store selection, proximity, and/or device location.
08	**AI App Interface**	Sponsored brand content, recommendations, or offers integrated into an AI-enabled app interface, such as generative search, an assistant, or an AI-guided discovery experience, and surfaced in response to user intent or context.

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On-site: Above the Box Channel

Advertising or brand experience delivered through a C/RMN's owned or controlled digital platform or device interface, outside of traditional web and app environments.

Explainer: When "device or platform" is used in the Service Offering Definitions, device and platform does not include a website or a C/RMN specific application (i.e., the primary app used to deliver the services or products of the C/RMN). This channel includes monetization surfaces embedded in proprietary hardware, digital operating environments, in closed platform interfaces but does not include CTV, unless explicitly owned by the C/RMN, or other In-Real Life tactics.

01	**Display and Video**	Static, animated, or video advertising delivered within a C/RMN-owned or controlled device or platform and is not tied to an in-person physical experience.
02	**Sponsored AD**	A paid placement integrated into a C/RMN-owned or controlled device or platform interface that gives an advertiser's product, service, or content enhanced visibility and is identified as sponsored.
03	**Contextual Ad**	An advertisement that is selected based on the content, screen state, device, location, or interaction context of the C/RMN-controlled device or platform rather than the consumer's identity or behavioral profile. Automatic Content Recognition may be used where applicable.
04	**User Interacted**	An interactive advertisement delivered through a C/RMN-owned or controlled device or platform that invites actions such as selecting an option, scanning a code, requesting information, or navigating to another experience.
05	**AI**	Advertising, sponsored recommendations, or branded responses delivered through an AI-enabled C/RMN-owned or controlled device or interface, including conversational, generative, or recommendation-based experiences.

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Off-site

Advertising or sponsored brand activity that is activated outside the C/RMN's owned and operated environments, using external media channels, partner inventory, or third-party platforms to extend reach.

Additional context: Off-site refers to media execution that happens beyond the C/RMN's direct digital properties, even when it uses the C/RMN's data, audience intelligence, or commercial relationships. It includes activation through platforms such as social, search, programmatic pipes, CTV, guaranteed media partnerships, and other externally distributed placements.

Channels

Social

Brand activity on third-party social platforms where users engage with and create content.

Search

Query-triggered ads in search environments where users express intent.

Open Web

Programmatic, direct, or private-marketplace ads across non-C/RMN digital inventory.

CTV

Ads in connected-TV platform and streaming experiences not owned by the C/RMN.

Linear TV

Ads in scheduled broadcast, cable, or satellite TV programming.

Above the Box (3P)

Ads on non-owned device or platform interfaces outside web and apps (not CTV).

Agentic Commerce

Brand presence in AI- or assistant-led decision environments off C/RMN properties.

Self-Serve Data

Zero- and first-party data supplied to third parties for use on non-owned sites.

Off-site: Social Channel

Advertising or brand activity distributed through third-party social platforms where audience engagement, discovery, and interaction happen outside the C/RMN's owned properties and where users can contribute and interact with content.

Explainer: This channel includes presence across social networks, creator ecosystems, and platform-native social experiences.

01	**C/RMN Profile/Page**	Paid or sponsored brand content published, featured, or amplified on a social profile or page owned or operated by the C/RMN, including posts, product placements, live content, or other platform-native formats.
02	**Advertiser Profile**	An off-site social activation in which the C/RMN uses its audience, data, or media relationship to support advertising or sponsored content delivered from the advertiser's own social profile or page which may or may not include the use of an intermediary service provider or third party.
03	**3rd Party Profile (Influencer)**	Sponsored or contextual brand content distributed through a third-party creator or influencer profile, with the creator's content, persona, or audience serving as the media environment. The creator may also be featured on a C/RMN-operated social profile which could then be targeted (see C/RMN Profile/Page).

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Off-site: Search Channel

Advertising or sponsored visibility that is query-triggered and delivered through search-driven environments where users express intent through keywords, search terms, or discovery behavior.

Explainer: This channel captures placements tied to user search activity, whether on general search engines, commerce search environments, or platform-specific search tools.

01	**Search (Text) Result Ads**	Paid text-based advertising displayed on a search-results page in response to a user's query, typically including a headline, description, and link to a destination.
02	**Dynamic (Personalized) Search Ads**	Search advertising for which ad eligibility, creative elements, and landing-page selection are dynamically generated or selected using the user's query or context and the advertiser's website, product feed, or other approved inputs, rather than relying only on fixed keyword-ad combinations.
03	**Shopping Ads**	Product-focused advertising displayed in response to a commerce-related search query, typically showing an image, price, seller, availability, or offer details in a product listing or carousel.

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Off-site: Open Web Channel

Advertising or brand ads that are delivered through the use of i) automated platforms that use data, targeting, and transaction rules and/or auction-based structures, ii) direct negotiation with partners, or iii) private marketplaces to deliver advertisements across a digital inventory that is not owned or operated by the C/RMN and is performed at scale.

Explainer: This channel captures off-site media bought and delivered through automated, semi-automated, and non-automated ad technologies, where inventory is accessed through third-party platforms and distributed to third party publishers (not the C/RMN).

☐ *Items 01–04 are transaction methods (how Open Web inventory is bought and sold).*

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TRANSACTION METHODS

01	**Direct Deal (Deal ID)**	A transaction in which a buyer accesses pre-negotiated inventory and commercial terms (e.g., an Insertion Order) with buying and delivery executed through ad-technology platforms. Depending on the agreement, the inventory may be guaranteed or non-guaranteed.
02	**Reserved Media (Non-Programmatic Direct Deal)**	Advertising inventory purchased directly from a publisher or media owner under pre-negotiated terms and reserved for the advertiser, with placement and delivery managed outside a programmatic auction.
03	**Programmatic RTB**	A programmatic transaction in which individual ad impressions are bought and sold through real-time auctions, with bids evaluated and fulfilled automatically at the time of impression availability.
04	**Private Marketplace (PMP)**	A programmatic transaction in which inventory is offered to a limited or invited set of buyers through a controlled auction or preferred-access environment.
05	**Contextual Commerce Media**	Off-site advertising placed within commerce-relevant digital content based on the subject, product, category, or consumption context of the page rather than the user's identity or behavioral profile, for example, a food brand ad placed alongside a recipe.

Off-site: CTV Channel

Advertising delivered within a connected television (CTV) environment, including platform-level and in-content streaming experiences consumed on internet-connected TV devices that is not owned or operated by the C/RMN.

Explainer: This channel includes ad-supported streaming placements, platform inventory, and other TV-like digital video environments outside traditional linear broadcast delivery.

01	**Programmatic**	CTV advertising inventory purchased and delivered through automated ad-technology platforms, including open-auction, private marketplace, and programmatic-direct transactions, using available audience, contextual, and delivery signals.
02	**Non-Programmatic**	CTV advertising inventory purchased through direct, pre-negotiated, or reserved agreements with a platform, publisher, or content owner, outside an automated programmatic transaction.

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Off-site: Linear TV Channel

Advertising delivered through traditional scheduled television programming distributed via broadcast, cable, or satellite networks.

Explainer: This channel represents conventional television media bought and delivered outside a C/RMN's owned-and-operated digital environments.

01	**Non-Programmatic**	TV advertising inventory purchased through direct, pre-negotiated, or reserved agreements with a platform, publisher, or content owner, outside an automated programmatic transaction.

Off-site: Above the Box (3P) Channel

Advertising or brand experience delivered through a non-owned or controlled digital platform or device interface, outside of traditional web and app environments.

Explainer: This channel includes monetization surfaces embedded in proprietary hardware or digital operating environments such as menu boards or home screens for the Third Party environment or closed platform interfaces that do not squarely fall within CTV.

01	**Display and Video**	Static, animated, or video advertising delivered within a non-C/RMN-owned or controlled device or platform and is not tied to an in-person physical experience.
02	**Sponsored AD**	A paid placement integrated into a non-C/RMN-owned or controlled device or platform interface that gives an advertiser's product, service, or content enhanced visibility and is identified as sponsored.
03	**Contextual Ad**	An advertisement that is selected based on the content, screen state, device, location, or interaction context of a non-C/RMN-controlled device or platform rather than the consumer's identity or behavioral profile. Automatic Content Recognition may be used where applicable.
04	**User Interacted**	An interactive advertisement delivered through a non-C/RMN-owned or controlled device or platform that invites actions such as selecting an option, scanning a code, requesting information, or navigating to another experience.
05	**AI**	Advertising, sponsored recommendations, or branded responses delivered through an AI-enabled non-C/RMN-owned or controlled device or interface, including conversational, generative, or recommendation-based experiences.

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Off-site: Agentic Commerce Channel

Advertising or commercial brand presence activated through automated, assistant-led, or AI-mediated consumer decision environments outside a C/RMN's owned properties.

Explainer: This channel includes emerging placements or influence points where AI agents, recommendation engines, or automated commerce workflows shape purchase consideration or transaction behavior through recommendations.

00 Service Offerings

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Off-site: Self-Serve Data Channel

A service for providing zero-party and first-party commercial data to third parties to support their channel offerings and that does not fit cleanly into audience creation, profile enrichment, insights, measurement, or optimization but still democratizes data and improves analytical, planning, activation, and measurement capabilities on third party sites that are not owned and operated by the C/RMN.

01	**Insights / Inferences**	A self-service data offering that enables approved advertisers or partners to access or receive aggregate insights, analyses, or derived inferences from C/RMN data for audience discovery, campaign planning, activation strategy, or measurement, subject to applicable privacy and use controls.
02	**Audiences**	A self-service offering that enables approved advertisers or partners to discover, select, build, and activate predefined or custom audience segments derived from C/RMN data through supported third-party platforms.
03	**First Party Data Licensing**	A commercial arrangement that grants an advertiser or partner defined rights to use specified C/RMN first-party data for agreed purposes, environments, and periods, subject to applicable privacy, security, governance, and contractual controls.

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In-Real Life

Advertising, messaging, or branded consumer engagement that occurs in physical-world environments, where exposure happens in person rather than purely through digital media consumption.

Additional context: Covers media and brand touchpoints embedded in stores, venues, physical spaces, and real-world screens or devices. It includes owned, third-party, and hybrid environments and may be digitally enabled, measurable, or commerce-connected, but the core consumer interaction happens in a physical setting.

Channels

Physical Environment

Digital ads and messaging inside a C/RMN-owned physical space where the consumer is present.

Non-Owned Hardware

Ads on real-world connected devices or screens not owned by the C/RMN (fridges, smart displays, car screens).

Digital Out of Home

Ads on digital screens or audio in public and semi-public places.

In-location Promo

In-person touchpoints that redirect consumers to digital experiences via QR codes, URLs, or in-store devices.

Physical Events and Demos

Live events, product demos, sampling, pop-ups, and other experiential brand activations.

In-Real Life: Physical Environment Channel

Advertising or brand messaging delivered through a digital medium (e.g., display, audio, individual owned-device [e.g., cell phone that receives a notification due to store proximity] etc.) within a C/RMN's owned and operated physical space where the consumer is present in person.

Explainer: This channel includes media opportunities inside stores, venues, lounges, restaurants, branches, or other real-world spaces where the environment itself may be a part of the advertising context.

01	**Audio**	Advertising or sponsored messages delivered through audio systems within a C/RMN-owned or operated physical environment, such as in-store radio, public-address systems, or voice-enabled experiences.
02	**Display (TV, POS, and Other Screens [e.g., laptop, iPad, etc.])**	Static, animated, or video advertising delivered on screens within a C/RMN-owned or operated physical environment, including televisions, point-of-sale displays, kiosks, tablets, and other digital screens.

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In-Real Life: Non-Owned Hardware Channel

Advertising or brand messaging delivered through physical connected devices or screens encountered in real-world environment that are not owned and operated by the C/RMN.

Explainer: This channel covers consumer-facing hardware surfaces such as smart appliances, in-car screens, voice-enabled devices, and other connected interfaces in physical settings which are not owned or operated by the C/RMN but where the advertising inventory is made available.

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In-Real Life: Digital Out of Home Channel

Advertising delivered through digital out-of-home screens or audio that is located in public or semi-public physical environments.

Explainer: This channel includes place-based digital screens such as billboards, transit displays, fuel-pump screens, venue screens, and other externally situated digital media as well as ads that are played through audio.

01	**Audio**	Advertising or sponsored audio delivered through place-based digital out-of-home networks in public or semi-public locations, such as transit, venue, or other location-based audio systems.
02	**Billboard**	Large-format digital advertising displayed on outdoor or high-visibility screens in public locations, with creative scheduled, dynamically served, or programmatically purchased.
03	**Fuel Screens**	Advertising displayed on digital screens at fuel pumps or adjacent forecourt locations, reaching consumers during the fueling transaction or associated dwell time.
04	**Digital Display**	Advertising delivered on place-based digital screens in public or semi-public locations, including transit, venue, elevator, retail, and street-level displays, excluding formats separately classified as billboards or fuel screens.

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In-Real Life: In-location Promo Channel

A channel focused on using in-person touchpoints to engage directly with consumer and provide opportunities to re-engage digitally through redirects, QR Codes, URLs, or in-store devices to connect consumers from a physical environment to either a third-party or C/RMN digital environment to drive further engagement, conversion, or relationship-building.

01	**3P Platform**	An in-location promotion that uses a QR code, URL, NFC tap, or similar mechanism to direct consumers to a third-party digital environment that is owned by neither the advertiser nor the C/RMN, such as a social platform, marketplace, app, or app store.
02	**Advertiser Owned**	An in-location promotion that uses a QR code, URL, NFC tap, or similar mechanism to direct consumers to an advertiser-owned digital environment, such as a website, app, landing page, or loyalty experience.
03	**C/RMN Owned**	An in-location promotion that uses a QR code, URL, NFC tap, or similar mechanism to direct consumers to a C/RMN-owned digital environment, such as its website, app, landing page, loyalty program, or commerce experience.

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In-Real Life: Physical Events and Demos Channel

Advertising or branded engagement delivered through live, in-person events, product demonstrations, sampling, pop-ups, sponsorships, or experiential activations where consumers can directly encounter or interact with an advertiser's product, service, or message.

Explainer: This channel includes C/RMN-owned, advertiser-owned, or jointly operated activations in stores, venues, community events, trade shows, and other physical locations, and may incorporate staff, displays, samples, devices, QR codes, or other digital extensions for engagement or measurement.

00 Service Offerings

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