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| PROBLEM STATEMENT

Osmos and Zitcha are competing platforms in the Retail Media solutions space, each with unique features and market approaches. The goal is to analyze and compare both platforms based on their features, identify the strengths and weaknesses of each, and recommend three actionable strategies that Osmos can implement to gain a competitive edge over Zitcha, particularly in the US and EU markets. This involves understanding market positioning, platform capabilities, and formulating growth strategies tailored to these regions.

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Osmos.ai provides an omnichannel retail media operating system designed for retailers and e-commerce marketplaces. Its platform, known as the **Osmosphere**, comprises 19 modular apps facilitate end-to-end retail media operations.



Target Market

Targets omnichannel retailers, e-commerce marketplaces, and super apps looking to build scalable retail media networks.



Clients



Metrics

7X

Ad Revenue
Uplift

+60%

Advertiser
Adoption

<4 weeks

Deployment Time

zitcha

Zitcha offers a user-friendly retail media platform that helps retailers track performance across channels, access key metrics like ROAS, gain SKU-level insights, and use AI-driven analytics to optimize future campaigns.



Target Market

Targets retailers seeking user-friendly tools for campaign reporting, analytics, and performance optimization across retail media channels.



Clients



Strengths

- Omnichannel Platform: 19 integrated apps across digital, in-store, and loyalty channels.
- Leverages retailers' data to enhance ad targeting and personalization
- AI-Powered: Real-time inventory sync, contextual ads, market basket targeting.
- Global Reach: Presence in the US, Singapore, and India.

Weakness

- Lower Brand visibility
- Managing a comprehensive suite of applications requires significant resources
- Not yet as deeply embedded into major commerce platforms (e.g. Shopify, Adobe commerce)

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- Growing Market: Retail media spending is accelerating globally.
- Partnerships and Collaborations (e.g., dunhumby) can expand reach and offerings.
- Privacy first features as cookie-less future approaches

Opportunity

- Giants like Amazon, Google may scale aggressively.
- Osmos's complex setup and deep integration may limit appeal among retailers wary of long-term lock-in.
- Data Regulations: Must adapt to evolving privacy laws

Threats

Strengths

- Unified platform: Covers onsite, offsite, and in-store ads.
- Brand integrations: Works with Meta, Google, and Pinterest.
- Self-serve tools: Fast campaign creation & deployment.
- Trusted by major retailers (e.g., Adore Beauty, Ocado).

Weakness

- Limited visibility outside ANZ
- Focused more on retail-side workflows than brand UX.
- Lacks deep personalisation/CDP tools.
- May require a strong internal data infrastructure.

zitcha

- Grow in-store digital media network capabilities
- More Retailer Partnerships: Room to scale across verticals.
- New Ad Formats: Story and video ads can boost engagement.
- Privacy-First Trends: Positioned well for a cookie-less future.

Opportunity

- Strong Competitors: Competes with Amazon, CitrusAd, Criteo
- Retailers may face platform fatigue.
- Data Regulations: Must adapt to evolving privacy laws

Threats

Category	Zitcha	Osmos
Strengths	Unified omnichannel platform; strong brand partnerships; global reach	Modular, customizable apps; rapid deployment; advanced analytics
Weaknesses	Limited customization; potential resource constraints	Complexity for smaller retailers; less publicized partnerships
Opportunities	Market expansion; product enhancements; strategic collaborations	SME targeting; AI integration; global outreach
Threats	Intense competition; need for continuous innovation	Market saturation; data privacy compliance challenges



Key Takeaways

- Zitcha is great for retailers who want an easy-to-use, all-in-one platform that works right out of the box. It’s perfect if you want to get started quickly without much setup.
- Osmos is better for retailers who need a flexible, customizable system and have the tech know-how to handle more advanced features. It’s ideal if you want deeper insights and more control over how everything works.

STRATEGY TIMELINE



Ready in Weeks

Industry-specific starter kits with pre-integrated app config with a guaranteed 4-week launch

Makes it easier for mid-tier retailers to onboard (a segment where Zitcha is gaining ground)

Strategy 01



Power Tool

Brand Osmos as the “Power Tool” for smart retailers, showcasing real-world use cases where Osmos outperforms plug-and-play platforms

This sets Osmos apart from Zitcha by showing that it gives retailers more control, smarter tools,

Strategy 02

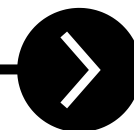


Strategic Alliances

Partner with retail tech platforms like Salesforce Commerce Cloud, Adobe Commerce, or Criteo to co-sell Osmos’ platform.

This sets Osmos apart from Zitcha by showing that it gives retailers more control, smarter tools,

Strategy 03



THANK
YOU