

# DealFeed - the digital transformation of the printed catalogue

Issued by [Vicinity Media](#)

11 Nov 2022



**The printed broadsheet - the cornerstone of retail advertising - is finally undergoing digital transformation!**

With the rise of e-commerce and industry-wide digital transformation, retailers need to rethink their printed catalogue marketing efforts.

**Introducing DealFeed, a digital catalogue solution that amplifies your current retail strategy with a more cost-effective, targeted and data-driven approach.**

Take all the benefits of the printed catalogue, add 1st party data and measurement, and you get a game changer offering greater campaign ROI, lower costs and reduced environmental impact.

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