



Getting started with Retail Media

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Understand Retail Media Value

Retail Media is revolutionising how brands connect with consumers by merging commerce and advertising at critical stages of the buying journey. Here's why it's so powerful:

Sales Driver

Retail Media drives purchase decisions by reaching consumers where they're already shopping – online or in-store.

- **High Intent** - Ads reach shoppers ready to buy (e.g., search results).
- **Prime Placement** - Top 8 online ad spots drive 70% of clicks.
- **Omnichannel Impact** - Influences both online and in-store buying across all touchpoints.



Data Sources

Retail Media Networks provide rich, privacy-safe insights using first-party data from loyalty programs, purchases, and digital behavior.

- **Purchase Data** - See what was bought, how often, and at what price.
- **Real-Time Optimization** - Adjust campaigns instantly for goals like ROAS or campaign goals.
- **Smart Targeting** - Build audiences from purchase and browsing behaviours.
- **Closed-Loop Results** – Link ad exposure to real-world sales.



Consumer Touchpoints

Retail Media connects marketing and commerce, reaching customers throughout the purchase journey.

- **Omnichannel reach** – Almost 1 in 4 purchases are influenced before entering the store.
- **Product Discovery** - Discover products online, and buy later in stores.
- **Seamless Path to Purchase** - Retail Media shortens the gap between inspiration to purchase.



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Be Clear on Business Goals

Retail Media is most powerful when campaigns are aligned with clear business outcomes. Begin with the end goal in mind – this ensures your strategy, targeting, creative, and measurement all work together to deliver impact.

Goal Increase Brand and Product Awareness



Reach consumers where the buying decision happens - on-site, instore or social.

Key Metrics:

- Brand Equity Change (e.g. Brand lift studies)
- Impressions & Reach

Goal Acquire New-to-Brand Customers



Leverage loyalty and purchase data to find new shoppers. Enable precise targeting and direct conversion paths.

Key Metrics:

- Cost per New-to-Brand (NTB)
- First-time buyer purchases

Goal Grow Sales and Share



Drive more online and in-store purchases, especially on retailer's platform or store.

Key Metrics:

- eCommerce Sales Growth
- Growth Segmented by SKU, basket size or repeat purchase behaviour

Goal Drive Loyalty and Repeat Purchase



Use behavioural signals to re-engage customers with dynamic creatives across multi-channel

Key Metrics:

- Repeat purchase
- Customer Lifetime Value

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Choose the Right Channel

Retail Media works best when your **campaign appears across multiple environments** that guide shoppers from **awareness to purchase**.

Use a blend of channels to maximize impact:

Onsite



Retailer's Digital Properties

- Sponsored Search, Product carousels, banners
- EDM, Push notifications
- **Reaches high-intent shoppers** already browsing or searching

Offsite



Open web, social, search, video

- Display, programmatic, connected TV, paid social and paid search
- Expand reach beyond retailer's ecosystem **to bring customers in**

In-Store



Physical Retail Media

- Digital screens, audio, product sampling, shelf ads
- Influence **real-time, in-store decisions**



Campaigns using multiple channels whilst using full funnel, result in best performance.

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Build Strategic Audiences

Retail Media shines by using **1st-party shopper data** to build **precise, privacy-safe targeting strategies**.

Off-the-Shelf



- Pre-built segments
- Fast, efficient, and budget-friendly
- Best for awareness and broad reach

Examples - organic snack buyers

Custom



- Tailored to campaign needs
- Balanced scale and specificity
- Ideal for performance-focused campaigns

Examples - new parents who bought diapers in last 30 days

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Creative = Shopper Experience

Retail Media creative should **do more than grab attention** - it should drive action at every point in the shopper journey.

Effective Creative is:

Informative

Highlight key features, benefits, pricing or promotions



Shoppable

Direct path to purchase with clear CTA – “Buy Now”, “Add to Cart”



Consistent

Align messaging across onsite, offsite and in-store channels



Creative Best Practices



- Use product images with strong contrast and legibility
- Tailor content to audience segments (e.g., new vs. loyal buyers)
- Highlight price or value messaging for bottom-funnel ads
- Repurpose video or social assets for use in Retail Media when possible

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Measure, Learn and Optimize

One of Retail Media's biggest strengths is **closed-loop measurement** - you can tie exposure directly to sales outcomes.

Match Metrics to your Objectives:

Awareness → Impressions, Reach, Brand Lift

New-to-Brand Acquisition → NTB%, Cost per NTB

Sales Growth → ROAS, Sales lift or Incremental

Loyalty → Repeat Rate, Lifetime Value

Optimization Tactics



- Adjust budget toward top-performing SKUs or audiences. Refresh creative based on engagement or conversion drop-offs
- Extend winning campaigns to other channels.

Advanced Measurement

- Use Test & Learn or A/B approaches
- Ask about brand/sales lift, NTB, and incrementality studies from RMNs



Thank You to the Contributors

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