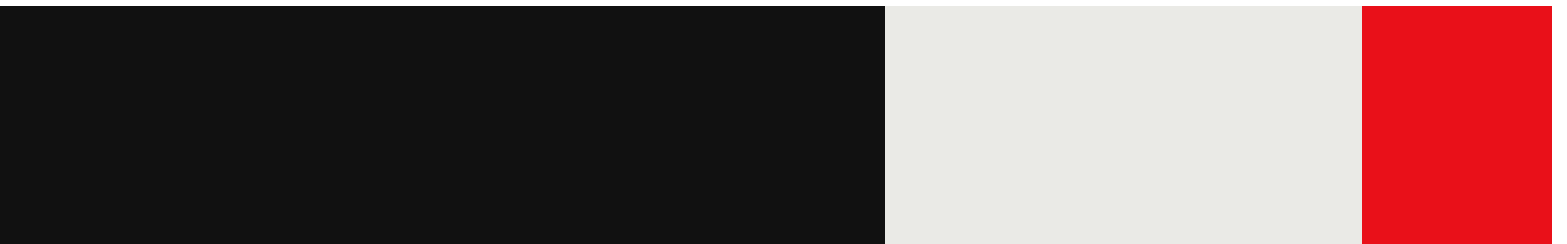


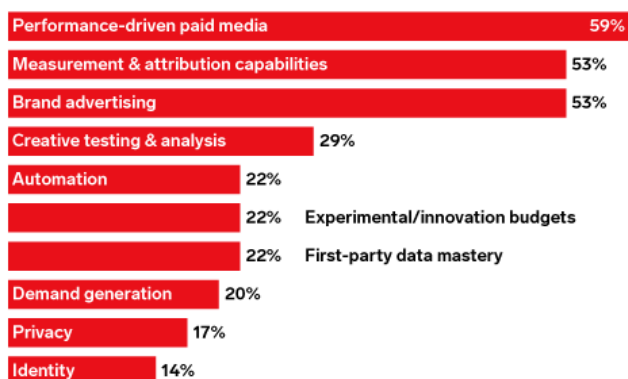
Retail marketers are most focused on performance-driven media

Article



Advertising Capabilities and Media Investments Most Critical to Retail Marketers Worldwide, Nov 2023

% of respondents



Note: n=117
Source: Mediaocean, "2024 Retail Advertising Outlook Report" conducted by TechValidate, April 3, 2024

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Key stat: Nearly six in 10 retail marketers worldwide say that performance-driven paid media is their most critical media investment, according to November 2023 data from TechValidate and Mediaocean.

Beyond the chart:

- More than half (53%) of retail marketers worldwide agree that measurement and attribution capabilities are critical, the same TechValidate and Mediaocean report found. That's a jump from only 41% of retail marketers who said the same when they were surveyed in October 2022.
- Performance, measurement, and attribution are of increasing importance to marketers who are adjusting to the depreciation of third-party cookies.
- Four in 10 marketers worldwide plan to increase their performance marketing investment this year, per a December 2023 report by WARC.

Use this chart:

- Weigh performance advertising and brand advertising priorities
- Evaluate post-cookie investments

More like this:

- How marketers should measure social media creator campaign performance
- Measuring performance is critical to CPG brands' retail media investments
- US ad buyers, publishers use a combo of performance, attention metrics
- Guide to ad measurement and identity resolution for marketers: Trends, tactics, and KPIs

Methodology: Data is from the April 2024 Mediaocean "2024 Retail Advertising Outlook Report." 117 retail marketing professionals worldwide were surveyed during November 2023 by TechValidate. The survey included insights reflecting input from Mediaocean's customers and partners, focused on key consumer and technology trends along with projected media investments.