

3 recent retail media developments and why they matter

Article



The world of retail media is always changing. Here's what has caught our eye over the past few months.

1. Walmart, Amazon experiment with shoppable TV

The latest: **Walmart is partnering with Peacock** to offer AI-powered, interactive shoppable ads during episodes of “Below Deck Mediterranean,” while Amazon’s first Black Friday NFL game featured shoppable ads from brands like TCL and Dyson.

Why it matters: Though shoppable TV requires a shift in how consumers browse and buy, it can be quite effective in grabbing viewers’ attention and shortening the time between inspiration and purchase.

2. Albertsons implements shoppable recipes

The latest: **Albertsons has integrated Chicory’s shoppable recipe technology** into its retail media network, enabling customers to purchase items directly from the recipes they are browsing.

Why it matters: Shoppable recipes can help reach customers at the point of inspiration, making the shopping journey easier and leading to higher conversion rates for retailers.

3. United Airlines considers commerce media

The latest: **United Airlines may start selling personalized ads**, according to a report from The Wall Street Journal. People familiar with the matter said the airline may use passenger data to show targeted ads to its customers on seatback screens or its mobile app.

Why it matters: The popularity of retail media is growing beyond the retail channel. Travel and hospitality brands like United Airlines are particularly well positioned to break into commerce media due to the massive amounts of first-party data they collect from customers.